



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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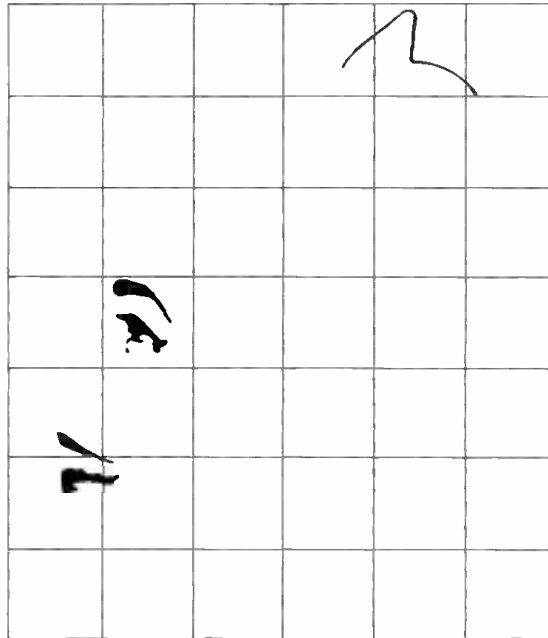
CARL B. YLVISAKER
LIBRARY

COMPLETE INDEX PAGE 7


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TO FXPI2/ 8
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How to draw an audience.



Draw Hazel.

And draw every daytime advertiser's dream audience —young women during their spending years, eighteen through thirty-four. Nielsen Audience Composition estimates (Nov. 1962–Nov. 1965) reported that Hazel, during its network run, had a solid thirty-four percent share of these women. Complete your programming picture with Hazel: one hundred fifty-four half-hour episodes, one hundred twenty in full color. Available exclusively through  **Screen Gems**

Data subject to qualifications published by the ratings service.



Your man in London.

English TV personality Michael Smee brings you London Line—a bold new weekly TV program in color. Michael Smee on location or direct from his London studio, interviews and reports on personalities, fashion, sport, theatre, movies, sciences, politics—all that's current, different and exciting in Britain.

Your man in London is Michael Smee. Oxford graduate and world traveler, Michael Smee has written, produced, directed, narrated and appeared in scores of programs for radio and television, in Britain and overseas.

In his studio, or out and about in London, he chats with people with different views, interests, jobs and hobbies. The people in Britain who are making news around the world.

For stories outside London, a mobile young team of reporters and cameramen scoop up sights and sounds from every corner of Britain. These stories are then relayed to the London Line studio where Michael Smee acts as anchorman.

London Line is your direct transatlantic link with Britain—a colorful, lively way of adding variety to your programming.

Book London Line and spend a

quarter-hour each week with your man in London—Michael Smee.

For more information write:
London Line,
845 Third Avenue,
New York, New York 10022

**LONDON
LINE** 

TV: The New Course of Channel 5

10 P.M. News Program Does Well in Ratings

By JACK GOULD

NEW YORKERS whose intellectual exuberance starts to sag after mid-evening have a chance these days to keep up with the day's news before surrendering to their cup of warm milk. As part of a larger pursuit of a distinctive character in the competitive New York television market, WNEW (Channel 5) has been offering Bill Jorgensen's thoroughly professional news summary at 10 o'clock, a full hour ahead of its commercial rivals.

After a very shaky start late last winter, Mr. Jorgensen's 30-minute program has been catching on handsomely in the important local ratings, and some trend seekers suspect that he will continue to do well after the networks unveil their fall deluge of new programs. Part of the reason for WNEW-TV's success is Mr. Jorgensen's durably pleasing style and demeanor: He suggests authority without affectation.

But the WNEW program, under John Corporon, news director, and Ted Kavenau, producer, also is crisply done and generally reflects sound editorial judgment. For an independent station, which has traditionally exhibited an inferiority complex for all to see, the Jorgensen outing is easily on a parity with similar efforts of local network affiliates.

Lawrence P. Fraiberg, vice president and general manager of WNEW-TV, readily concedes that a number of random metropolitan sleepy heads have expressed pleasure over a 10 o'clock news summary. They evidently appreciate an informed retirement before most stations present their crisis compilations and exhaustively analyze the jet stream, a nightly

exercise that threatens to be the undoing of all recent progress in meteorology.

But Mr. Fraiberg notes in the same breath that it would be premature to suggest that New York is at heart a 10:30 town. WNEW'S Alan Burke, the piece of sandpaper wired for sound, has a following equal in numbers to that of the Jorgensen news show and, in his abrasive confrontations with members of his studio audience and guests, is apparently a major deterrent to turning off the bed lamp.

Actually, what Mr. Fraiberg is doing may transcend the individual significance of the Messrs. Jorgensen and Burke, and even that of the gentleman who helped build an audience for both of them, the able Merv Griffin. Quite clearly, it would seem, WNEW-TV is breaking away from the usual reliance by independent stations on network leftovers and is charting a course designed to attract New Yorkers to Channel 5.

In Mr. Jorgensen's news program, on which Joe Glover intervenes with municipal officialdom to resolve specific viewer complaints, and in the procession of old and young who bask in the camera's glow on the shows of Mr. Burke and David Susskind, WNEW-TV appears to be capitalizing on the unheralded appeal and unpredictability of John Doe as opposed to the usual unilateral mutterings of celebrities and authorities on the home screen. Channel 5 is getting to be a regular speakout for the average man, and the format is taking on the dimensions of a fad, particularly

Independent Station Is Asserting Itself

with young viewers who, as one example, appreciate the free-wheeling topicality and local pertinency of an otherwise labored Burke insult.

On a larger industry-wide plane, Mr. Fraiberg appears to have hit on the notion that traditionally late-night television can be fruitfully moved to mid-evening. To be sure, he will have his share of network reruns, but from 8:30 until closing time around 12:45 A.M. he will have his own schedule of unrehearsed banter mixed with news. For viewers who, after suitable exposure, can unerringly forecast the outcome of most regular programs on the networks, WNEW-TV is striving to be a fountainhead of uncertainty and spontaneity.

How WNEW survives the rigors of winter competition remains to be seen. But the station does appear to be taking the initiative against the ominous shadow that is settling over all of TV.

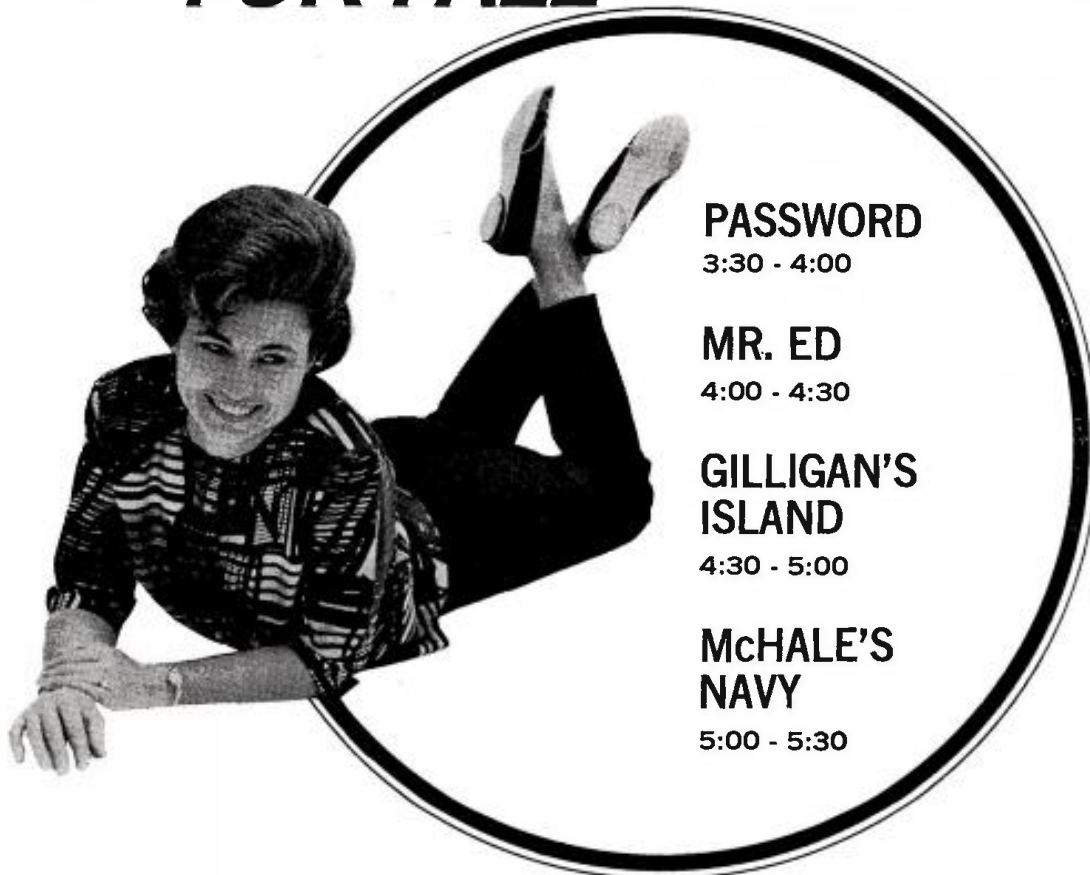
The library of ready-made films is being steadily depleted, and the networks are paying sky-high prices to scoop up the good motion pictures that are left. Films of one vintage or another have been the backbone of a great deal of independent TV; now substitute fare must be found. The changes in WNEW-TV may be symptomatic of the continuing scramble that lies ahead for independents and groups of stations under common ownership to develop their own program resources.

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WNEW-TV
M/5
Metromedia Television
in New York

Represented nationally by Metro TV Sales

THE NEW AFTERNOON LOOK FOR FALL



PASSWORD

3:30 - 4:00

MR. ED

4:00 - 4:30

GILLIGAN'S ISLAND

4:30 - 5:00

McHALE'S NAVY

5:00 - 5:30

The late afternoon Monday thru Friday line-up promises to be another winner for KRLD-TV in the nation's 12th ranked television market.

Continuing the pattern of established leadership, Channel 4 has selected programs of proven audience appeal to deliver the demographic requirements of your clients.

Contact your H-R representative for complete information and availabilities for a most efficient schedule.

KRLD-TV



represented nationally by 

The Dallas Times Herald Station

CLYDE W. REMBERT, President

Amid growing concern over state governments that are looking avidly at advertising as source of new tax revenue, National Association of Broadcasters, National Newspaper Association and American Advertising Federation are planning New Orleans meeting in December to tell advertising and media representatives how to combat such moves. Tentative plans call for each organization to invite representatives from all states to briefing on legislative tactics in ad tax area.

Trying it for size

It wouldn't surprise top echelon at NBC if David C. Adams, senior executive vice president, went on what would amount to early "test retirement" at age 55 next June. Mr. Adams, who had planned early retirement, has been urged by his colleagues to try it out first—perhaps for nine months or year—and that's apparently what he will do. Before joining NBC in late 1947, Mr. Adams had been an FCC attorney (non-broadcast).

Shorter news deals

FCC has moved to shield stations from five-year contract AP and UPI normally insist on for newswire service. Commission, by 3-to-2 vote, adopted rule prohibiting stations from signing contracts of more than three years. Action is expected to be announced this week.

Commission initiated rulemaking in December 1964, after receiving scores of complaints from broadcasters about long-term wire-service contracts (BROADCASTING, Dec. 7, 1964). Commission said then it was disturbed by impact of five-year contract on station's freedom of action in news programming. Favoring rule were Commissioners Robert E. Lee and Nicholas Johnson, with Commissioner Kenneth A. Cox concurring. Chairman Rosel H. Hyde and Commissioner Lee Loevinger dissented.

Accord in sight

Conference to iron out House-Senate differences in Public Broadcasting Act (see page 42) won't be as rough sledding as some on House side have predicted. speculates Senate ex-

pert. Meeting of House and Senate communications leaders will be delayed, however, due to week-to-10-day absence of Senator John O. Pastore (D-R. I.), Communications Subcommittee chairman, off to Europe on Joint Atomic Energy Committee business this week.

Search for way out

Major mystery is how FCC will dispose of its proposed rule to limit new ownership of top-50-market stations to three (no more than two of them VHF's). In view of commission's fifth waiver, last week, of policy designed to put those limits into effect pending action on rulemaking (see page 60), chances that proposal will be adopted in anything like present form are considered nil. But wiping proposal off books without trace would be difficult, politically. There is talk—and at present it's just that—that commission might simply require applicants for, say, third VHF in any top-50 market to make strong showing as to why acquisition would be in public interest; that in effect is what applicants seeking waiver of top-50 interim policy have been required to do.

At moment, Commissioner Lee Loevinger appears man most likely to be wooed by each side of split commission in disposing of matter. Although voting to grant every waiver requested, he has not completely turned his back on proposal to tighten up multiple ownership rules. Commission is not expected to get to case until Commissioner Robert T. Bartley returns from Geneva, in November.

Minicamera

Prototype of new Norelco portable color camera was quietly previewed for some broadcasters attending last week's Institute of Electrical and Electronics Engineers Group on Broadcasting symposium in Washington. Camera is said to weigh only 44 pounds including viewfinder. Production model would cost about \$40,000 and could be operated by one man using harness. If Visual and Norelco are satisfied with reaction, camera may be major part of their equipment display at next spring's National Association of Broadcasters convention in Chicago.

Tickets by mail

Would-be third-class operators and their would-be station employers are due for FCC assist in getting together. Problem has been rule barring operators from working without ticket—and operators' difficulty in getting to distant cities where FCC-conducted tests are held. Commission will consider, possibly this week, plan for provisional license operator could get through mail without test. License would be valid for one year, during which time operator would be able to make arrangements to take test for regular five-year ticket. Commission, which is continuing to study other approaches to problem, is acting largely at prodding of National Association of Broadcasters' Alvin H. King, director of state association liaison.

Twists in film

Reconciling TV production with movie interests still is major problem bugging Hollywood studios, but ingenious solutions keep coming up. Twentieth Century-Fox TV is taking two of its short-lived TV series and re-doing them for release in theatrical market. Segments from *The Man Who Never Was* and *Blue Light* are being telescoped into features called "Danger Has Two Faces" and "I Deal in Danger," respectively. Besides theatrical releases, these TV converts will be distributed as part of package of 11 movies Fox is using to reenter field of feature-film syndication to TV stations (see page 78).

Television arm of 20th Century-Fox has still other expansion plans in mind. Company will soon offer entertainment specials and documentaries for network or station exposure.

The color factor

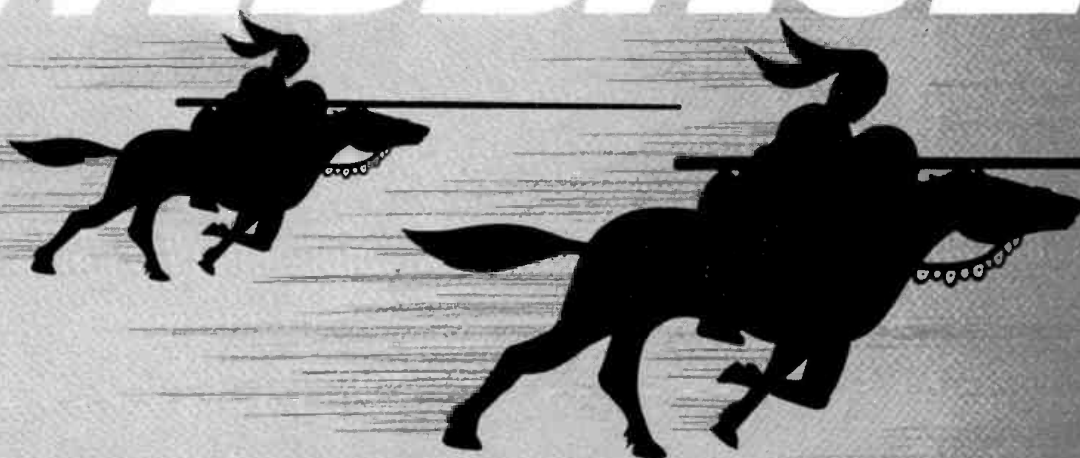
Agency experts think that skillful use of color may be giving some TV shows unexpectedly good ratings and in long run may influence future programming. At one top agency in New York where computer helps predict audience shares, authorities say several shows have done better than their forecasts—and that their most obvious common characteristic is spectacular scenery. If hunch proves out, they foresee proliferation of all types of adventure programs set in colorful locales, and think variety shows, too, will pay closer attention to color uses.

IN PHILADELPHIA

CHARGE!

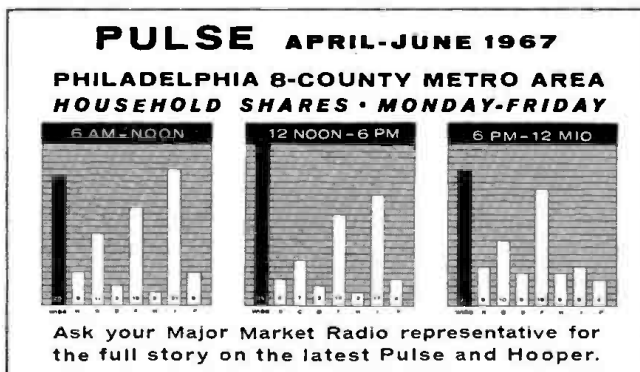
WITH

WIBBAGE



NO. 1 RADIO IN PHILADELPHIA

WIBBAGE personalities charge the air with the sound of vitality. Commercials take off in an exhilarating atmosphere — the music *most* people want to hear *most*. Philadelphians buy it . . . BIG!



WIBG-RADIO 99

A STORER STATION • Represented Nationally by Major Market Radio

CLEVELAND	DETROIT	LOS ANGELES	MIAMI	NEW YORK	TOLEDO	ATLANTA	BOSTON	CLEVELAND	DETROIT	MILWAUKEE	TOLEDO
WJW	WJBK	KGBS	WGBS	WHN	WSPD	WAGA-TV	WSBK-TV	WJW-TV	WJBK-TV	WITI-TV	WSPD-TV

All estimated and limited as shown in reports. Based on average audience estimates, Monday to Friday 6 AM to 12 PM, PULSE, April-June, 1967

WEEK IN BRIEF

Television Bureau of Advertising unveils new uniform, computer-based plan of spot-TV buying. Called System of Spot, process will standardize forms, cut paper work and costs; promises increased ease in buying. See . . .

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Despite some close calls, House approves Corp. for Public Broadcasting bill almost exactly as recommended by House Commerce Committee. However, conference committee settlement may be needed. See . . .

PASSES TV BILL . . . 42

Familiar ground is covered in St. Louis appellate court as NAB and AMST join FCC to argue against NCTA and seven cable companies that commission's CATV rules are both reasonable and legal. See . . .

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FCC approval of Kaiser acquisition of Cleveland UHF presages early death for top-50 multiple-ownership rule, say dissenting commissioners who object to fifth waiver of rule in Kaiser case. See . . .

RIP: OWNERSHIP RULE? . . . 54

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EEN and NET announce Nov. 5 target date for interconnection between 17 eastern outlets to inaugurate first fulltime interstate network of noncommercial TV stations at initial cost of about \$150,000. See . . .

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National Citizens' Committee for Public Television chairman, Thomas Hoving, in finance study proposal suggests commercial TV advertisers might contribute "proper percentage" of their ad outlay to noncommercial TV. See . . .

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Comsat, Ford Foundation are at loggerheads over domestic satellite proposals because Ford wants public-TV financing set up in system. Comsat objects to making project "captive treasury" for public TV. See . . .

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ROMPER ROOM

"THE ROMPER ROOM"—9:30-10 a.m., Monday through Friday . . . is the T. V. kindergarten. The motto is "Education is Fun." Makes learning like play, makes playing a way to learn, for Ch. 4 area pre-schoolers. "Miss Anne" takes her small-fry to far lands by film, pictures, and visual objects. She introduces them to policemen, firemen, and other community helpers. Teaches about animals, letters, numbers, good manners, health habits, and safety, with the help of "Mr. Do Bee." She can sell your product.

"MONTY'S RASCALS"—six times each week, Mon.-Fri., 4-4:30 p.m. and Sat. 7:30-9:00 a.m. Monty DuPuy, "Mr. Doohickey," and their participating live juvenile audiences (only ones in the market) entertain small children hilariously. Monty DuPuy entered broadcasting as a school boy, and is now a 20-year veteran of radio and TV. He also forecasts weather for the area, m.c.'s his own personality show daily 6-9:30 a.m. on WFBC-Radio, and is superb in radio and TV commercials (live if wanted).

"TODAY IN THE PIEDMONT"—weekdays 9:00 a.m.; color. The continuing story of Ch. 4 area life. Reflects the news, weather, public services, sports, art, music and literature . . . every facet of community life in Piedmont Carolinas, Ga. and Tenn. People are the daily beat of Andy Scott, a versatile 15-year broadcaster. With a B.A. in Radio-TV Arts, he produces folk music shows, documentaries and specials. Carol Yockey, with WFBC for 7 years, is a news editor, programmer and interviewer. She handles daily women's radio features, covers parades, sports, beauty pageants, etc.



MONTY'S RASCALS



TODAY IN THE PIEDMONT

POPULAR CHANNEL 4

PERSONALITIES

"THE MERV GRIFFIN SHOW"—more popular now in color. Appears 5:00-6:00 p.m. weekdays. Family entertainment, with personalities from the areas of literature, sports, politics and show business; music, dancing, mimicry. And interviews by Merv, with the world's attractive people from the U. S. and elsewhere. Names like Prince Rainier, Sean Connery, John Wayne and Pablo Casals.

THE MERV GRIFFIN SHOW



WIN AUDIENCES AND SALES FOR SPONSORS IN GREENVILLE - SPARTANBURG - ASHEVILLE AREA

Here are four grand shows (three locally produced and one syndicated) that have tremendous regional appeal to audiences ranging from toddlers and early-graders to adults of all ages. They are just four among many that are keeping Channel 4 on top in the Greenville-Spartanburg-Asheville market, embracing the prosperous Western Carolinas, North Ga., East Tenn., . . . a region abounding in industry, business, agriculture, and tourism. Get with us!

Ask us or Avery-Knodel for rates, availabilities, and complete cooperation.



GREENVILLE, S. C. CHANNEL 4

SOUTHEASTERN BROADCASTING CORPORATION

Greenville, South Carolina

Signal Coverage in the Southeast...

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

WBIR-TV
Knoxville, Tenn.

WFBC-TV
Greenville, S. C.

WMAZ-TV
Macon, Ga.

Represented Nationally by AVERY-KNODEL, INC.

Code is back at beginning

Code board's original recommendations reported adopted by committee

Proposed changes in TV commercial time standards were said Friday (Sept. 22), after final deliberations of special code committee of National Association of Broadcasters, to be right back where they were four months ago.

Committee was reported to have approved, "with minor modifications," recommendations made by NAB TV code board in May to restructure standards on base of total nonprogram time and number of program interruptions. and also, among other things, to put new restrictions on billboards (BROADCASTING, May 22).

Committee was said to have rescinded action taken at its July 17 meeting raising number of permissible interruptions in one-hour prime-time programs to five. Thus prime-time interruption limit would remain at two per half-hour program and four per hour program, as recommended by code board in May. Recommendation for nonprime periods was four in any 30-minute period.

Status of new billboard recommendation was unclear because committee refused to reveal any of its proposals and unofficial accounts of decision on billboards were imprecise. Reports suggested, however, that committee may have retained proposal to restrict billboards to single and alternate sponsors but may have eased some of extra limitations advanced by committeeman Charles Tower of Corinthian Broadcasting and approved by committee in July.

Hush-Hush ■ Committee's time-standards recommendations may not be new but its decision to keep them secret seemed unprecedented. Plan was to keep lid on until NAB's TV board meets to pass on them Oct. 4 in New York. Official explanation was that they're only recommendations and it would be poor protocol to let TV board learn details elsewhere. This has not been standard practice in past, however, and observers speculated another reason might be hope of avoiding interim pressures, which lately have been pretty intense from both American Association of Advertising Agencies and Associa-

tion of National Advertisers.

Special subcommittee of AAAA broadcast policy committee set up teams to visit NAB committee members personally to plead for more "practical" approach to standards and especially to fight billboard restrictions, and ANA followed up last week with supporting telegrams (CLOSED CIRCUIT, Sept. 18).

Reversion to code board's May recommendations would bear out predictions of TV board members that they ultimately would be adopted (if not strengthened). This forecast was made freely when TV board, meeting to consider them on June 28, decided they were "too big a lump to digest all at once" and appointed special committee to study and report back.

NAB, WTRF-TV attack Banzhaf court filing

U. S. Circuit Court of Appeals in Washington has been asked to tell John F. Banzhaf III that he must be disqualified from race he ran to that court in legal battle over FCC ruling applying fairness doctrine to cigarette advertising.

National Association of Broadcasters and WTRF-TV Wheeling, W. Va., on Friday (Sept. 22) petitioned court to dismiss Mr. Banzhaf's petition for review of commission action.

NAB and WTRF-TV, which have filed appeal from ruling in fourth circuit court, in Richmond, Va., said theirs is "first timely and legally sufficient petition" for review of commission action. Accordingly, they said, case belongs in fourth circuit.

Mr. Banzhaf had filed complaint which led to commission cigarette ruling on June 2. He filed petition for judicial review day after FCC on Sept. 8, announced it had denied petitions for reconsideration of that action but commission order was not released until Sept. 13.

NAB-WTRF-TV petition quotes Mr. Banzhaf as telling Council on Smoking and Health in New York Sept. 13 he had taken initiative to file case in D.C. court to block opponents from taking case to court which "they expect to be favorable."

NAB-WTRF-TV, however, said Mr. Banzhaf's appeal was filed prematurely (before FCC order was issued) and does not comply with court rules (copies of order involved were not filed).

No Extra Material ■ In related de-

velopment Friday, commission said broadcasters who present antismoking cigarette programing to discharge obligations under fairness doctrine need not present additional material on pro-cigarette side.

FCC made statement in letter to Thomas J. Dougherty of Metromedia Inc., who had asked clarification of language in Sept. 8 opinion.

He asked whether broadcast of material in line with commission ruling that cigarette advertising must be balanced by health-hazard programing requires broadcaster to afford rebuttal time to spokesman for cigarette firm.

Mr. Dougherty had cited sentence in FCC's memorandum stating that "fairness doctrine affords an avenue for presenting in regular program time the viewpoint of responsible spokesmen for the cigarette advertisers in rebuttal to any health hazard claims made in opposition to cigarette commercials."

Commission said sentence "inaptly" states its position and is withdrawn.

Commissioner Lee Loewinger concurred in deletion of language but said commission should withdraw entire opinion, since it is "confused, ambiguous, loosely reasoned and certain to engender difficulties." He preferred to replace it with "one less prolix and logically more rigorous." Mr. Loewinger concurred in Sept. 8 decision but disagreed with reasoning.

Pay-TV, X-ray hearings for House subcommittees

Long-awaited pause in full-committee business has finally unleashed House Commerce subcommittees. Promptly ar-

Record UHF price

Purchase of WLKY-TV (ch. 32) Louisville, Ky., by Sonderling group for \$6.85 million (including \$1.1 million assumption of liabilities) makes it largest UHF-only sale in history. Sale, announced earlier (BROADCASTING, Sept. 4), was finalized late last week. Previous high for UHF was \$3 million paid in 1961 by Shasta Telecasting for KJEO-TV (ch. 47) Fresno, Calif. WLKY-TV transfer application is expected to be filed with FCC in next two weeks.

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Taylor

Sherril W. Taylor, VP for radio, National Association of Broadcasters, since 1964, named VP, affiliate relations of CBS Radio division, effective Oct. 2 (CLOSED CIRCUIT, Sept. 18). Mr. Taylor was introduced to affiliates at annual CBS Radio Affiliates Association convention in New York last week (see page 54). Mr. Taylor was with CBS from 1951 to 1956. He joined CBS in 1951 as director of sales promotion and advertising for Columbia Pacific Network and KNX Los Angeles. Later he was with CBS Radio Sales in New York and with CBS Radio network. He then moved to Radio Advertising Bureau in New York as VP

and director of promotion and sales administration. In 1958 he became radio-TV group head at J. Walter Thompson Co. in Chicago, leaving agency in 1961 to become independent producer-packager of radio-TV programs in association with Burr Tillstrom and Jory Nodland.



Mr. Buchsbaum

Sanford Buchsbaum, advertising VP, Revlon Inc., New York, named chairman of Television Advertising Committee, Association of National Advertisers. He succeeds **Alfred L. Plant**, advertising VP, Block Drug Co., Jersey City, N. J., who remains committee member (CLOSED CIRCUIT, Sept. 18).

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

ranged for next week is communications panel probe of FCC's pay-TV plans.

Also announced Friday (Sept. 22) was resumption of TV-set X-ray hearing by public health subcommittee under John Jarman (D-Okla.), set for Thursday (Sept. 28). Only witnesses thus far scheduled are from General Electric Co.

Communications Subcommittee investigation is scheduled to begin day after FCC hears oral arguments on pay-TV proposals—Oct. 4.

Cox buys second TV production house

Cox Broadcasting Corp. expanded its role in TV production Friday (Sept. 22) with acquisition, for about \$2-million, of Bing Crosby Productions Inc. Cox will take over control of BCP for 36,500 shares of CBC stock, which closed at 55¼ on Friday. Bing Crosby is chairman and principal stockholder of BCP.

Move is Cox's second in production field within year. Last December it acquired Walter Schwimmer Inc. for \$2.75 million plus annual payments over five years (BROADCASTING, Dec. 19, 1966).

J. Leonard Reinsch, CBC president, said BCP would operate as Cox subsidiary and Basil Grillo, BCP president, and other top executives would stay on.

NABET strikes ABC after talks fold

Nationwide strike against ABC was called at 5:15 p.m. EDT Friday (Sept. 22) by National Association of Broadcast Employees and Technicians after union broke off negotiations with both ABC and NBC earlier that afternoon.

Union sources would give no reason for striking ABC initially but it was believed one factor was that network's scheduled coverage of four regional collegiate football games on Saturday (Sept. 23). NBC was set to telecast American Football League doubleheader Sunday (Sept. 24).

ABC continued its TV-radio operations with supervisory and other non-union personnel replacing NABET strikers.

Strike began at ABC after both networks and NABET had been holding session in New York since last Thursday. Mediation began following rejection by union's rank-and-file of "final" offers made by ABC and NBC (see page 67).

No Shifting ■ NABET statement said negotiations were broken off and strike at ABC called after both networks said they would continue negotiating only if items in offers they made "could be shifted around" without adding to cost of package.

ABC issued statement after strike started, saying that economic package it offered was identical to NBC's and

that NABET presented six conditions to networks which both NBC and ABC said could not be met.

Among conditions laid down by NABET, it was learned, were insistence on four-day week; \$275 minimum weekly base for experienced technicians (networks had offered \$252 after three years); contract for two-and-one-half years instead of three years, and upgrading of certain engineering classifications.

CBS, NBC, ABC in 30-market Niensens

CBS-TV led 30-market Nielsen report out Friday (Sept. 22). Nighttime (7:30-11) averages for week ended Sept. 17—first full week in which all networks programed new-season fare—were CBS—19.8; NBC—18.4; ABC—16.2.

Movies brought in big numbers for networks, two-partner "The Great Escape" on CBS (Sept. 14-15) being two highest rated programs, followed by "What a Way to Go!" on NBC (Sept. 16). Also in top 10: "Fun in Acapulco" on NBC (Sept. 12). New shows in top 20: CBS's *Carol Burnett Show*, ABC's *Flying Nun*, NBC's *Jerry Lewis Show* and *Kraft Music Hall*.

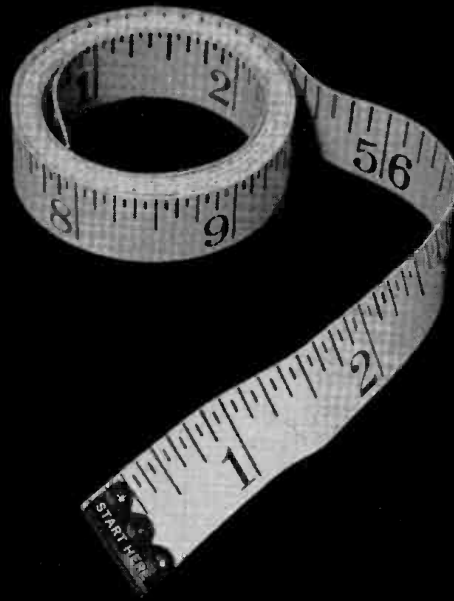
Top 20 in ranking: CBS Friday night movie, CBS Thursday movie, NBC Saturday movie, ABC's *Bewitched*, NBC's *Bonanza*, NBC Tuesday movie, CBS's *Burnett*, ABC's *Nun*, NBC's *Lewis*, CBS's *Gomer Pyle*, CBS's *Family Affair*, CBS's *Mission: Impossible*, ABC's Wednesday movie ("Who's Been Sleeping in My Bed?"), NBC's *Dean Martin Show*, CBS's *Jackie Gleason Show*, CBS's *Smothers Brothers*, NBC's *Music Hall*, ABC's *FBI* and CBS's *Andy Griffith Show*.

Bates backs TVB's new SOS spot buying plan

Television Bureau of Advertising's new "SOS" system for spot TV buying (see page 31) seemed to be off to promising start Friday (Sept. 22) when indication of strong support was given by official of Ted Bates & Co., biggest spot agency.

Sewall (Bud) Sawyer, Bates vice president and media director, attended TVB news conference announcing plan. He sketched dimensions of paper jungle currently surrounding spot buying and pointed out ways SOS would speed and ease spot-buying processes. Afterward, in response to queries, he said he thought there would be "no question" about Bates wanting to be in on SOS from beginning.

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

DATEBOOK

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

■Indicates first or revised listing.

SEPTEMBER

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 Advisers 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. 25-29—Metro-Goldwyn-Mayer first combined domestic and foreign sales convention. MGM studios, Culver City, Calif.

Sept. 25-Nov. 27—Weekly Monday meetings of the time-buying-and-selling seminar sponsored by the International Radio and Television Society. Chemical Bank, New York Trust Co., 277 Park Ave., New York.

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

■Sept. 27—West Coast membership meeting of American Society of Composers, Authors and Publishers. Beverly Hilton hotel, Beverly Hills, Calif.

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—Meeting of the Broadcasting Executives Club of New England. Top attraction will be television star Danny Thomas. Hotel Somerset, Boston.

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

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

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

Sept. 29-30—Fall meeting of Utah Broadcasters Association. Speakers include Vincent Wasilewski, NAB president. Provo.

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

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.

OCTOBER

Oct. 1-2—Fall meeting of Nevada Association of Broadcasters. Sarah Tahoe, Lake Tahoe.

■Oct. 2-3—Annual fall meeting of the New Jersey Broadcasters Association. Speakers include Joel Chaseman, vice president for radio, Westinghouse Broadcasting Co.; communications attorney W. Theodore Pierson of Pierson, Ball & Dowd, and Howard Mandell, vice president for research, National Association of Broadcasters. Cherry Hill Inn, Camden.

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

Oct. 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. 5-6—Annual fall meeting, Kentucky CATV Association. Continental Inn, Lexington, Ky.

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. 7-8—Meeting of the Association of Independent Metropolitan Stations. New York Hilton, New York.

Oct. 8—Deadline for comments on FCC's proposed rulemaking concerning the power to be permitted for presunrise operation by class II stations on U.S. I-A clear channels.

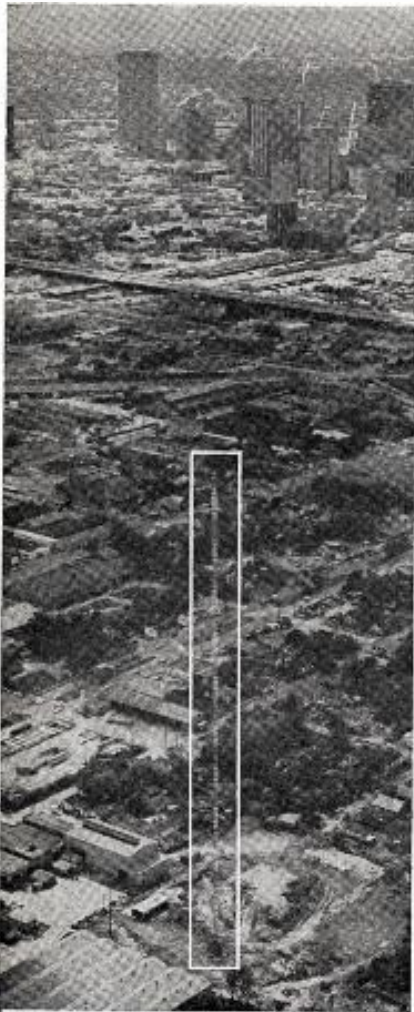
Oct. 9—Newsmaker luncheon sponsored by the International Radio and Television Society. IRTS, in collaboration with the Country Music Association, will present "A Salute to National Country Music Month." Waldorf-Astoria hotel, New York.

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. 10-11—State convention, Mississippi CATV Association. Holiday Inn, Jackson.

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

Oct. 11-12—Indiana Broadcasters Association convention, Vincent Wasilewski. National Association of Broadcasters, will be



Big stick in Texas
Best Gulf Coast Combo —
Best Gulf Coast Buy

K-NUZ Houston's proven producer with professional personalities and award winning news staff. 24 Hours.

K-Que Number 1 FM in Houston, with over 1/2 million watts of vertical and horizontal power of wonderful stereo . . . with twice the pleasure. 24 Hours.

KAY-2 Beaumont's flagship station with personalities and the ratings to make sales for products. 24 Hours.

For Complete Information

THE KATZ AGENCY, Inc.
STATION REPRESENTATIVES

QMI

represents K-Que in
New York, Chicago, Detroit and Los Angeles.
In Houston call Dave Morris JA 3-2581

Here's why producers choose Miami - and WTVJ - for color videotaping



Miami is the nation's Number 3 network television production center, and WTVJ is the hub of the activity. The great weather, the wide selection of indoor and outdoor locations, the skilled technicians and production personnel available, and the lower cost factor make the Miami area most attractive for producers of both programs and commercials.

Since our airdate in 1949, WTVJ's mobile units have been on the road almost every week, accumulating a massive record of remote production experience. It's a record which matches our studio crews' experience, and not many crews anywhere, inside or out-

side, can do that. (Live color television was introduced to the state by WTVJ in 1956.)

If you have a tight budget, a hot deadline, or a tough production problem, come on down to WTVJ, Miami. Like to know more? Write to Joe Kline, Director of Technical Operations, WTVJ, 316 North Miami Ave., Miami, Fla. 33128, and ask for our videotape brochure.

WTVJ STUDIO SERVICES AND FACILITIES: Plumbicon 68 x 100-ft. studio with complete Kliegl lighting, 3 GE PE-250 4-tube color cameras; 4 high-band color VTR machines, 2 modern color film chains with 4 film and 2 slide inputs, plus an ultra-modern audio

system encompassing a completely new philosophy of audio distribution and cross-bar switching; a Riker Video Switcher with related special electronic effects, inserts, matting, and wipes; Editec electronic editor, permitting clean and easy editing of recorded videotapes, and a 4-track audio system which permits dubbing up to three separate audio tracks plus a control track for VTR synchronization.

WTVJ REMOTE SERVICES AND FACILITIES: The main unit is contained in a 34-ft. semi-trailer configuration with a demountable 6 x 12-ft. "Florida Room" which accommodates the remote operating staff as well as agency and network visitors. The unit currently is equipped with 5 Norelco Plumbicon color cameras and related power supply, camera controls and testing gear. Production control includes a Riker switcher with 18 video inputs and video special effects. Complete audio gear includes GE and Altec audio tape recording equipment, and mixing facilities for up to 40 microphones. The second unit is a 30-ft. converted Greyhound bus housing two high-band Ampex videotape recording units, a visual video switcher and a frequency stabilized 25 KVA power generator.



Only the sunshine covers
South Florida better than
WTVJ

 ALL EYES ARE ON AVCO BROADCASTING

300,000 WOMEN LOVE HIM!



Meet Bob Braun, new host of Avco Broadcasting's "50-50 Club," a 21 year entertainment tradition in WLW-land. He's handsome, talented—no wonder he's a winner.

The program's first ratings with Bob as host were phenomenal! In Cincinnati, Dayton and Columbus the show leads in ratings, total homes share, adults, women, and women 18-49. It's a close 2nd in all categories in Indianapolis. That's less than \$2.00 CPM.*

What's more, that's sales for "50-50 Club" sponsors such as: Procter & Gamble, Miami Margarine, Kahns, Serta, Nabisco, Kellogg, Folgers, Bristol-Myers, Toni, Sears, Colgate, Standard Brands, General Electric, Schick and Culligan.

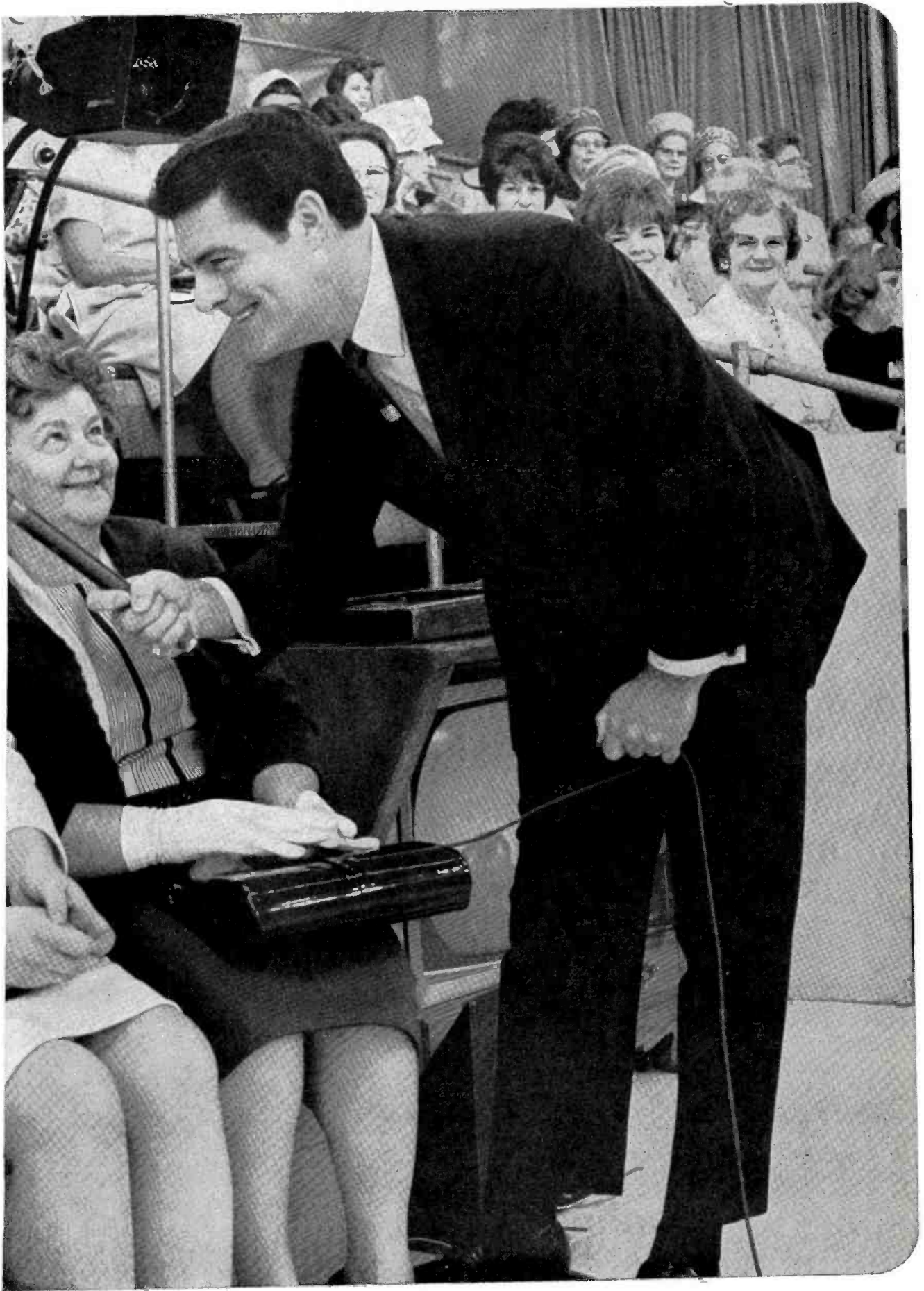
Ask your BCG man for all of the facts on the Midwest's best noontime buy.

 **AVCO BROADCASTING CORPORATION**

TELEVISION: WLW-TV Cincinnati / WLW-D Dayton / WLW-C Columbus / WLW-I Indianapolis / WOAI-TV San Antonio / **RADIO:** WLW Cincinnati / WOAI San Antonio / WWDC Washington, D. C. / KYA & KOIT San Francisco / Represented by BCG / WWDC-FM Washington, D. C. / Represented by QMI.

*NSI Feb./Mar. 1987 Cincinnati, Columbus, Dayton and Indianapolis. Based on service indicated and subject to qualifications of service. Available on request.







**THE BEST
IN SOUND
THE CLOCK
AROUND**

NO MAGIC! NO MYSTERY!

**IT'S JUST
TALENT**

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

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



Floyd Ottoway
WSYR GANG



Fred Hillegas
NEWS



Kay Russell
WOMEN



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MUSIC



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Deacon Doubleday
FARM



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TIMEKEEPER



John Gray
MUSIC



Jerry Barsha
NEWS

NBC in
Central New York

WSYR



5 KW SYRACUSE, N. Y. 570 KC

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

**FALL MANAGEMENT CONFERENCES
OF RADIO ADVERTISING BUREAU**

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

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—Annual promotion seminar sponsored by H-R Television/H-R Representatives. Royal York hotel, Toronto.

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

Oct. 16—Annual fall outing, Federal Communications Bar Association. Potomac Polo Club, Potomac, Md. (golf at Washingtonian Country Club, Gaithersburg, Md.).

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. honoring Gordon McLendon, president of the McLendon Corp. Plaza hotel, New York.

Oct. 18—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be John Chancellor, national affairs correspondent for NBC News. Waldorf-Astoria hotel, New York.

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

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

Oct. 20—International Film & TV Festival of New York. New York Hilton hotel, New York. Full details about the festival can be obtained from Industrial Exhibitions Inc., 121 West 45th St., New York 10036.

Oct. 20-22—East central area conference of

■ indicates first or revised listing.

What's the best time to sell to Maryland women?



to



DIALING FOR DOLLARS
9:40—10 AM



to



TRUTH OR CONSEQUENCES
10—10:30 AM



to



DIVORCE COURT
10:30—11 AM



to



THE WOMAN'S ANGLE
1—1:30 PM

ALL IN COLOR—ALL MONDAY THROUGH FRIDAY

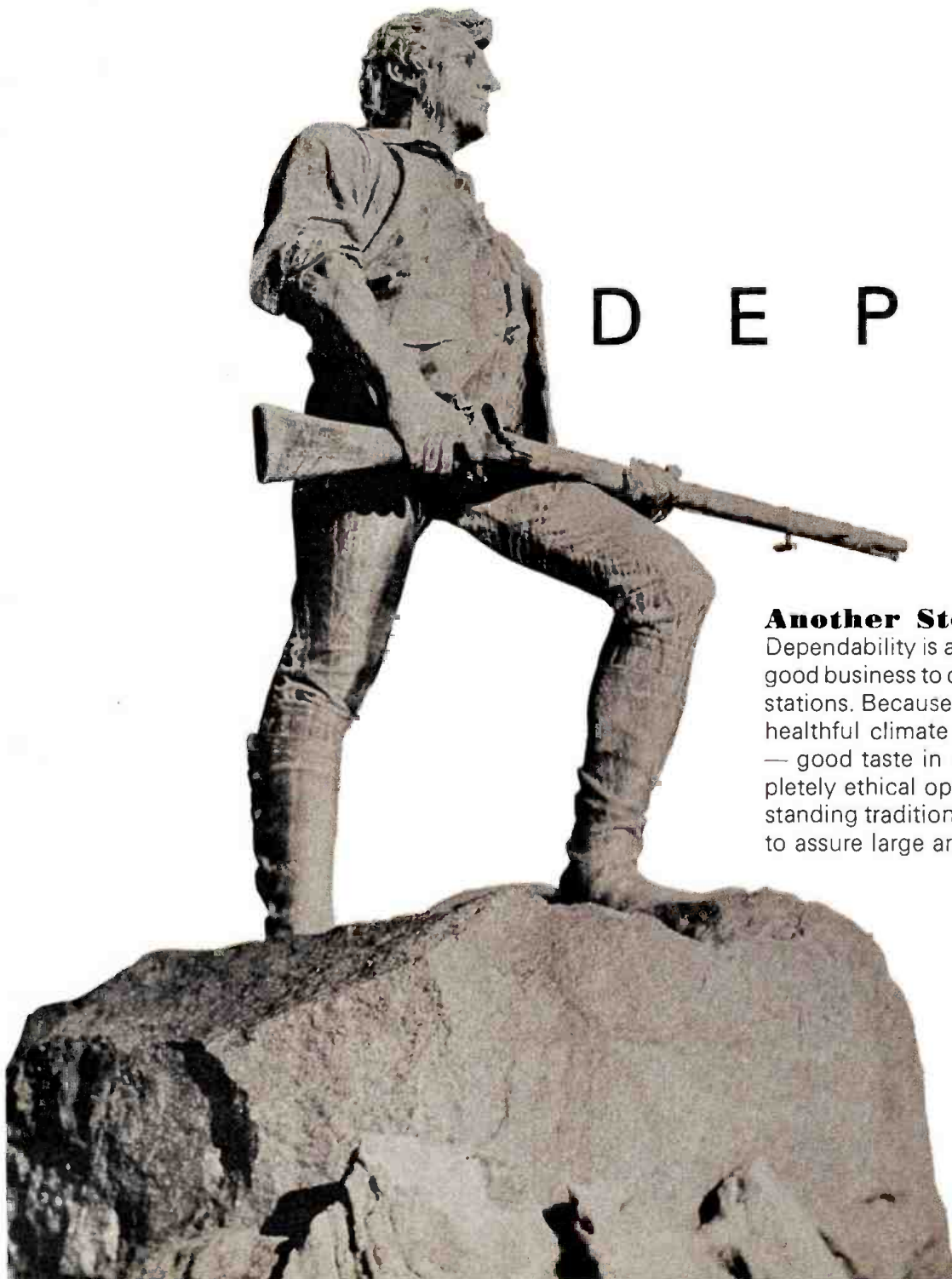
■ **DIALING FOR DOLLARS** . . . Baltimore's most successful local television show for over 11 years, followed by **TRUTH OR CONSEQUENCES**, popular and exciting wherever played, now making its debut in color in Baltimore. **DIVORCE COURT**, new half-hour color episodes full of drama and emotion. **THE WOMAN'S ANGLE** with Sylvia Scott, live and in color, acclaimed recently by a local advertiser to have produced "one of the most satisfying promotions we have ever had." Hand-pick your schedule or put together a "mix" — anyway you look at it you'll find a "WMAR-TV Housewife Schedule" to be among the best television buys to effectively reach Maryland women. For more information on THE programs that SELL — call Tony Lang, WMAR-TV or your Katz Agency Salesman!

In Maryland
Most People Watch **COLOR-FULL**
WMAR-TV

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.



With freedom in the balance, the "embattled farmers" of Massachusetts met the challenge, and inspired the famed Minute Man statue as an enduring symbol of dedication and dependability



D E P E N

Another Storer Standard
Dependability is another reason why it's good business to do business with Storer stations. Because you can depend on a healthful climate for your commercial — good taste in programming — completely ethical operation — and a long-standing tradition of community service to assure large and loyal audiences. 3

STORER STATION:
WJW and WJW-TV

D A B I L I T Y

★ ★ ★ What's more, you can depend on Storer's reliable representatives and station personnel to do exactly what they say they'll do—give you fast facts on

markets, quick confirmation on availabilities, invoices which conform accurately to quoted and published rates. ★ ★ ★ So, if selling in major markets is your problem, Storer can give you right answers in ten of them. Contact Storer Television Sales or Major Market Radio—or any Storer station direct for details. ★ ★ ★ ★ ★ ★ ★



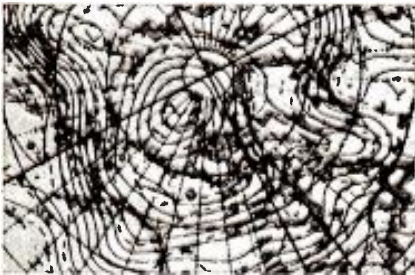
Dramatize TV weather

Alden facsimile weather data recorders reproduce pictures direct from satellites . . . all broadcast weather charts and data . . . vividly — permanently — economically.



Global Weather Picture from Synchronous ATS Satellite

APT—Satellite cloud pictures from ESSA, NIMBUS, ATS enlarged to 10" x 10" for easier interpretation . . . using one of Alden's complete tracking/receiving systems or via land line from another system.



Weather Charts via radio from United States and international broadcasts.

Weather Charts via land line from U.S. Weather Copy Bureau in handy filing size (8 1/2" x 11").

PLUS . . . remote hard copy reproduction of any weather radar scope presentation via slow scan TV over ordinary telephone lines.

Alden facsimile recorders are rugged and reliable — excellent for land or marine environment. Several models are available to suit space, application, and radio environment including Weather Bureau/Navy/Air Force standard units. If you already have an Alden 18 Weather Chart recorder, consider the Alden 11 Tactical Recorder for back-up . . . adding a second network . . . getting APT pictures. Several operating modes, all using Alfax paper for unlimited storage, tone shade response, permanent printing — and the color gives outstanding results on Television!

Purchase a recorder and build your own system or purchase a complete system from

ALDEN TELEPHONE 988-4400
ELECTRONIC AND IMPULSE RECEIVING EQUIPMENT CO., INC.
Washington Street, Woburn, Massachusetts

Send information on the Alden 11 Tactical Recorder and complete Satellite Picture Receiving Systems.

Call me at once. My telephone number _____

NAME _____

COMPANY _____

ADDRESS _____

20

the American Women in Radio and Television. Stauffer's hotel, Indianapolis.

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

Oct. 20-22—Biannual meeting of the trustees of the National Academy of Television Arts and Sciences. Beverly Wilshire hotel, Beverly Hills, Calif.

Oct. 21-22—Presentation of prize winning films from the International Film & TV Festival of New York. Gallery of Modern Art Auditorium, New York. Full details about the festival can be obtained from Industrial Exhibitions Inc., 121 West 45th St., New York 10036.

Oct. 22-25—American Association of Advertising Agencies western region convention. Del Monte Lodge, Pebble Beach, Calif.

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

Oct. 23-25—23rd annual National Electronic Conference & Exhibition. International Amphitheatre, Chicago.

■Oct. 23-28—Annual fall conference, Electronic Industries Association. Featured luncheon speaker will be Representative Torbert H. Macdonald (D-Mass.), chairman of House Commerce Committee's communications subcommittee. Also scheduled: Dr. Kurt Borchardt, former professional communications counsel with House Commerce Committee, now at Harvard Business School; Dr. J. L. Hult, RAND Corp., moderating special seminar on domestic satellite systems that will include among others Dr. Wilbur Pritchard, Comsat; Dr. Allen Puckett, Hughes Aircraft; Dr. Henri Busignies, IIT, Century Plaza hotel, Los Angeles.

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

Oct. 24—Deadline for comments on FCC's proposed revamping of VHF translator

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.

rules and policies regarding competitive problems increased effective service.

Oct. 24—Fall convention of the Connecticut Broadcasters Association. Speakers include William Carlisle, NAB vice president for television. Hotel America, Hartford.

Oct. 26-27—Annual fall meeting and election of officers of Ohio Association of Broadcasters. Neil House, Columbus.

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

■Oct. 27-28—Annual fall meeting of Maryland-D.C.-Delaware Broadcasting Association. Speakers include FCC Commissioner Kenneth Cox; Douglas Anello, NAB general counsel; Howard Roycroft of Hogan & Hartson, Washington law firm. Statler Hilton hotel, Baltimore.

■Indicates first or revised listing.

OPEN MIKE®

First FM multiplex stereo

EDITOR: Your Sept. 11 issue noted that in the past year 588 FM stations in 397 markets have been given FCC authorizations to broadcast in multiplex stereo.

On June 1, 1961, FM stereo broadcasting began. I hasten to point out that on June 18, 1961, WKFM(FM) Chicago became the world's first FM station to broadcast in stereo using a complete multiplex system.—Dennis McGuire, sales manager, WKFM(FM) Chicago.

Rewards are open to FM

EDITOR: Thanks for your recent increased interest in the struggle to make FM a real force in commercial radio. . . . FM broadcasters are talking of programing and selling radio instead of FM. It's both an inside and out side job. Stronger sales management is needed, but the rewards are certainly

there for the taking.—Thomas R. Holtzer, manager, WISM-FM Madison, Wis.

Story brings quick response

EDITOR: Thank you very much for the excellent notice you gave *Yale Reports* in your Sept. 11 issue. Such is the power of BROADCASTING that we seem already to be feeling the active response of your readership. We have had several requests from stations in many parts of the country.—David Walker, editor, *Yale Reports*, New Haven, Conn.

Uncovering the hidden audience

EDITOR: Apropos the Monday Memo of Bill Cayton of July 17 and my letter to you regarding the same [BROADCASTING, July 31], your cartoon by Sid Hix in the Sept. 4 issue certainly portrays graphically what we have known

It takes a qualified team to find a qualified man.



The 3 stages of our search for the right man for your station

1 First, there is an objective evaluation by our recruiting consultants of the job to be filled based on the specifications and goals outlined by station management, the market the station is in, the consultants experience in filling such positions and the "personality" of the station. This stage is one of the most fruitful for management, as it sharply defines the position as it relates to company needs and goals. It sometimes results in the reappraisal of the position to be filled. This evaluation forms the basis for a carefully prepared position description for use in contacting sources and candidates.

2 The second stage is the search itself. Through our many existing sources, as well as those we develop in a specific area of the search, and our ability to keep your station confidential — a unique advantage — we as your recruiting consultants can thoroughly probe the field for outstanding prospects and measure their interest in the position.

3 The final stage is the evaluation of those qualified candidates who are interested. This evaluation is based on interviews and on discreet and incisive questioning of those familiar with the candidate's performance. This assures that your station receives the complete backgrounds of the two or three most qualified available candidates.



Nationwide Broadcast Personnel Consultants

The Professional Recruiting Service for TV and Radio
645 NORTH MICHIGAN AVENUE • CHICAGO, ILLINOIS 60611 • TEL. 312 337-5318

One Moment Please . . .

Sometimes it's a good idea to get another point of view on your operation—an outside look. Are things really as good . . . or as bad as they look to you?

It helps most if the feelings, opinions, and attitudes come from the audience itself—from both those who like your radio or television station and those who like your competitors'.

When you think about it, it's really amazing how readily money is appropriated for capital investment in plant and equipment, but how little and how reluctantly it is appropriated for depth research into the audience itself. And after all, they are the target for the whole broadcasting effort.

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

Our clients know where they stand and, more importantly, the reasons why their ratings tabulate the way they do. They also know just as much about their competitors.

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

Our contribution and the aggressive management effort of some of our clients have helped them to move from third place to first place in some of the country's most competitive markets.

If you would like to talk to us about it, we will be pleased to come and visit you with no obligation on your part. Just drop us a note, or better still, give us a call.

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

430 N. Woodward Avenue
Birmingham, Mich. 48011

Area Code 313
644-9200

all along about the reluctance of some people to admit that they enjoy either modern country music or a "shoot 'em up" on TV.

May we have permission to reproduce this cartoon?—Henry C. Goldman, general manager, WZLW Cincinnati.

(Ed. note: Permission granted.)



Drawn for BROADCASTING by Sid Hix
"I'll call you back, Marge . . . Harold and I are watching the symphony broadcast!"

BOOK NOTES

"Secrets of Marketing Success," by Louis Cheskin. Trident Press, division of Simon & Schuster Inc. 278 pp. \$5.59.

Mr. Cheskin's book is subtitled, "An Expert's View on the Science and Art of Persuasive Selling." The author's expertise is in the area of motivational research. In this book, his 13th, Mr. Cheskin gives an account of his career in market research and how his work with businessmen produced outstanding sales-success stories in marketing. Also recounted are the sales failures prompted by decisions based on intuition or "expertise" at the expense of research.

In dealing with such areas as packing, advertising and promotion, the author names the actual products, showing the materials and test patterns concerned.

"Happiness Is a Stock That Doubles in a Year," by Ira U. Cobleigh. Bernard Geis Associates, New York. 246 pp. \$5.95.

Picking the hot stocks for 1967—stocks that more than double in value as Storer Broadcasting, Collins Radio, and Admiral did in 1965—may be aided through the insight of economist Ira Cobleigh.

In this book Mr. Cobleigh analyzes the stocks that have doubled each year in the period 1961 through 1966. From the analysis a pattern is abstracted in order to lay bare the market forces that will lead to an unexpected upsurge in market price.

Mr. Cobleigh then applies his system to the present stock market and predicts the stocks that have the potential to double in 1967.

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THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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BEELINE® COUNTRY . . .

AWFULLY BIG IN AGRICULTURE



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

To press ahead in western sales, put your message on Beeline Radio KMJ. This 9-county, \$3.1 billion* KMJ market includes the Number One county in the nation in Gross Farm Income** . . . and it is covered in depth by Beeline Radio KMJ. KMJ is only one of four Beeline stations—the key to California's rich Inland Valley and Western Nevada.

Data Sources: *Sales Management's 1967 Copyrighted Survey—Effective Buying Income
**SRDS, June, 1967

McCLATCHY BROADCASTING
Katz Radio • National Representative



KMJ Fresno
KOH Reno
KBEE Modesto
KFBK Sacramento

Build your basic feature programming around a proven product from Paramount

the basic buy:

the best from Paramount



60 big Paramount pictures

proudly offered for syndication

5 first runs

5 off the
network

* * *

3 features
in color

* * *

Adult Dramas!

Comic Westerns!

Adventure Pictures!

Science Fiction!

Action & Suspense!

ABC O & O's
know a good thing
when they see it

So does Avco!
Boston Herald!
Corinthian!
Cox!

Hearst!
McClatchy!
Time-Life!

* * *

Box office
successes like-

'Hitchcock's Psycho
'The Rainmaker
'The Desperate Hours
'The Man Who Shot
Liberty Valance
'Too Late Blues
'Detective Story

Outstanding
stars like-

'Burt Lancaster
'Kirk Douglas
'Humphrey Bogart
'James Stewart
'Charlton Heston
'Bobby Darin



Paramount
Portfolio No. 1

the No. 1
audience and
rate-building
buy for your TV station!

Contact: Robert Newgard
Paramount Television Enterprises
5451 Marathon Street
Los Angeles, California 90038
(213) 469-2411

Will Expo '67's creative flair rub off on radio-TV?

Americans by the hundreds of thousands since April 28 of this year have been trekking through Expo '67 in Montreal, otherwise known as the Universal and International Exposition and the most important single event to be held as part of Canada's centennial anniversary year. Considering the highly developed forms of creative display to which they were exposed there, they undoubtedly returned home much more sophisticated television viewers and radio listeners than they were before.

Indeed, Expo '67 is an experience: an experience in new communicative art forms that borrows from the traditional media only enough to provide a catapult for the visual, aural and emotional impressions that some 45-million people will sense, feel and live by the time the gates close at the end of October. The impact surely will influence our conventional mass media even if indirectly at first. But how far the effect, how fast?

Creative Treat ■ Those from the advertising, agency or media fields who visit Expo '67 obviously receive extra dividends from the experience. One views everything with a highly critical eye and a mind that immediately translates what is seen into every possible application to one's own special trade. In addition to being magnificently entertained by the various exhibitors, you find numerous displays employing unique visual-art forms, especially film.

Images and sound envelop the viewer with greater force than I have yet seen achieved by the mass media. Techniques ranging from expansive 360-degree movie screens to what is called "Multimedia"—the employment of simultaneous sources of light, sound, films, slide projectors and motor-driven cubes or other forms, often with the addition of live actors.

The huge 360-degree movie screen is the center of focus in the Telephone Association pavilion. This Disney piece is a full-horizon view of everything Canadian. It's action packed to make the audience literally duck and sway and emotion packed to leave many crying. Will they expect as much from their 21-inch TV tube tomorrow?

The Red Weapon ■ Multimedia gets its most spectacular play from the Czechoslovakians. There are two forms described—Polyvision and Diapolycran. Too much to cram into your next ID though.

Polyvision involves a 20-foot stage where some 8,000 color slides and eight

films each 300 yards long are projected upon stationary and moving objects to especially composed music. The weird effects are comparable to a projection in space.

Diapolycran tells the story of human skill in transforming raw materials into products. In 14 minutes up to 15,000 slides are projected upon a 32 foot by 20 foot screen consisting of 112 blocks, each two feet square. Each cube itself is equipped with two slide projectors, flipping slides by electronic commands at a rate of one-fifth second.

The Czechs also came up with a related display in the amusement section of Expo '67 that is called Laterna-magicka. Interestingly, the film bit includes a skit in which the audience can react and chose how the story will end. You see a girl in a towel in the hallway. She wants to go into the man's apartment but he isn't sure it's quite the thing to do. Stop the film, ask the audience. Caution to the wind, virtually 100% of the audiences have voted to let her in.

Color-TV sets densely populate the Russian pavilion and a working demonstration of the SECAM color system is a highlight at the French pavilion. But except for Elvis Presley's guitar, not a single symbol of American broadcasting's entertainment and commercial worlds are to be found at the U. S. pavilion—except, possibly, for the section devoted to the motion picture as an American art form from which television's programing and commercial techniques have evolved.

The American exhibit, however, is more like a message itself, inside and out, something akin to what Marshall McLuhan may have in mind. The interior displays are calculated to make the observer "look for the inner idea"

as one staff member there explains, and are "nonrepresentational" of U. S. material progress that is so well known. Rather the aim is to convey "creative America." It is unfortunate the creative genius found in advertising and broadcasting has been omitted—a genius that has had great economic as well as artistic impact.

Big Push ■ Expo '67 was realistic and highly artistic in its own advertising effort this past year. Cockfield, Brown & Co., the Canadian agency, did a very professional job on color-TV commercials used in nine border states in December 1966, plus a big drive from March to May this year that covered some 56 markets in the U. S. as well as every TV station in Canada. Half of the American budget went into TV and the results are described as "very successful."

Expo '67 did not overlook the news-and-feature-coverage needs of radio-TV today. The Canadian government gave a special grant to the Canadian Broadcasting Corp. for an International Broadcast Center. It is a \$10-million color-TV and radio facility of the latest order. Two huge color studios, six radio studios, tape facilities and four TV mobile units have been heavily employed by American and foreign networks, stations and producers. Shows works, stations and producers.

While Expo '67 introduced such a wealth of new techniques in communication forms, this observer concludes that for the immediate future the advertiser will rely on the present modes of radio-TV communication. Refinements in creative expression will come, but they will have to trickle through the long process of interaction among audience, medium and agency. But even trickles someday become torrents.

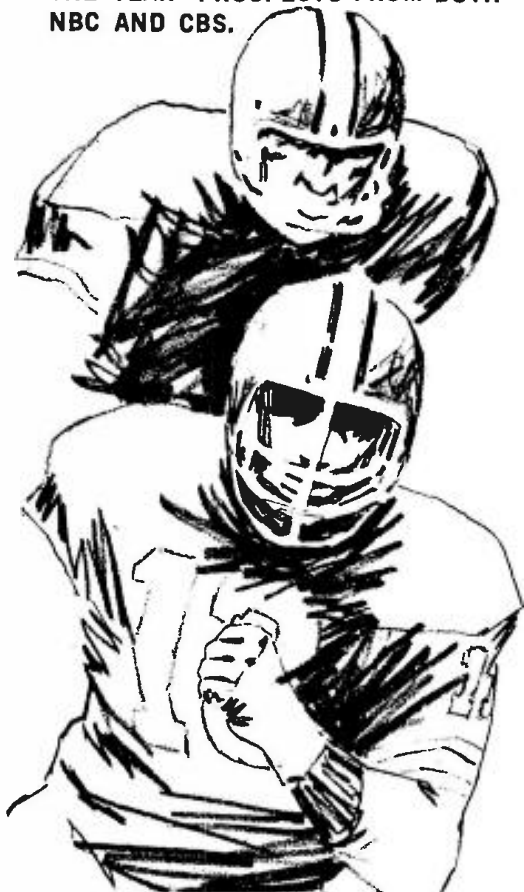


Harvey Mann is media supervisor, Campbell-Mithun, Chicago. He has been with the agency since 1960 and is well versed in all media. Earlier he was media director of H. W. Kastor & Sons and before that had been with Weiss & Geller, Foote, Cone & Belding, and Dancer-Fitzgerald-Sample. Mr. Mann attended Northwestern University, is married and has four children. He lives in suburban Des Plaines, Ill., where he is active in various community groups including the parent-teachers association.

INTRODUCING ...

THE WAPI-TV "ALL-PRO" LINEUP FOR 1967-68

CAREFULLY SELECTED SEASONED VETERANS PLUS TOP "ROOKIE OF THE YEAR" PROSPECTS FROM BOTH NBC AND CBS.



END your advertising worries with such veterans as:

THE BEVERLY
HILLBILLIES

DANIEL BOONE

HOGAN'S HEROES

GET SMART

RUN FOR YOUR LIFE

GREEN ACRES

TACKLE your competition with these powerhouses:

RED SKELTON

DEAN MARTIN

GOMER PYLE

JACKIE GLEASON

SMOTHERS BROTHERS

GUARD your advertising dollar with these heavy-weights:

BONANZA

MISSION IMPOSSIBLE

TARZAN

GUNSMOKE

MAN FROM U.N.C.L.E.

DRAGNET, 1968

CENTER your campaign around these favorites:

ANDY GRIFFITH

FAMILY AFFAIR

THE VIRGINIAN

WALT DISNEY

DAKTARI

BACK your buy with these promising rookies:

IRONSIDE

HE AND SHE

HIGH CHAPARRAL

DANNY THOMAS HOUR

GOOD MORNING WORLD

MANNIX

RESERVE some of your budget for these crowd pleasers chosen from such great movie packages as Universal, Screen Gems, Warners, MGM, Seven Arts and others. WAPI Tuesday and Friday Night Movies and the WAPI Early Movie (3:25 p.m. weekdays).

wapi-tv
Channel 13 Birmingham, Alabama

Represented nationally by Harrington, Righter & Parsons, Inc.

TK-42s capture fast action under blazing sun... give CTV superb color pictures!

To get the big view of the game one TK-42 was stationed
on roof of press box. Three TK-42s were used in all.





Air-conditioned RCA mobile unit built for CBC contained the control room for three-camera pickup.



Soccer matches for CTV, Canada's privately owned color network, were among the programs broadcast in breathtaking living color from the grounds of Expo 67. The remote pickup, shown above, was made with TK-42 cameras during a "round-robin" series of games between England—the present world professional title holder—and Russia, Mexico, West Germany, Belgium and Austria, at the 25,000-seat stadium, "Autostade."

Two things are especially noteworthy in these pictures: The soccer field is ablaze with the light of the mid-afternoon sun; play is fast and furious. Yet what kind of pictures were received on the home screens? Superb!

Whether the sun was high in the sky, causing short shadows, or late in the day when shadows became

elongated, pictures were always brilliant—colors true to life. Details in close-ups or long shots came through consistently well. This was picture performance that put the viewer right on the field, with sharpest pictures possible.

CBC made extensive use of the TK-42 cameras throughout Expo, with results that proved there is nothing like a TK-42 for location shooting. If you want the very finest color pictures under widely varying conditions, get the facts on RCA's "big tube" color cameras. Call your RCA Broadcast Representatives. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J. 08102.



THE MOST TRUSTED NAME IN ELECTRONICS

**NEEDED: 10 Unusually Bright and Attractive Females
to report to McLendon Corporation on October 20.**

“Talented 10”

CANDIDATES:

Unusually alert and ambitious young women seeking remarkable executive, administrative (and, in some cases, talent) career opportunities in radio and television. Those selected will be trained under the personal supervision of Gordon McLendon and Edward C. Obrist (for 5 years, professor of broadcasting at Boston University, teaching programming, advertising, sales and management), and numerous specialized tutors from throughout the nation.

EXECUTIVE FUTURE:

All who are accepted will sign, in advance of training, 10 year contracts, in executive positions, with The McLendon Corporation and its owned or affiliated broadcast properties. Contracts will encompass scheduled graduated salary increases and year-end bonuses scaling to \$1,000.00 per month, as well as unusual employee benefits.

TRAINING PROGRAM:

An intensive 60 day program of no set hours but lengthy and continuing testing. All expenses and accommodations provided free at Cielo, the beautiful McLendon Corporation ranch-motion picture studio — and \$400 per month during training. All graduates will be given permanent assignment to a specific McLendon-owned or affiliated broadcast property. While the course admittedly will be highly difficult and quite taxing, it also will be profitable, stimulating and rewarding.

QUALIFICATIONS:

Single young women, preferably under 35, subject to searching (but confidential) investigation. Broadcasting experience and voice talent are helpful but not of the essence. Just tell us why you think you qualify, why you *want* to be considered. Include IQ information, any other aptitude or other test figures available, and resume.

**RUSH DETAILS TO “TALENTED 10”
ACCEPTANCES WILL BE ANNOUNCED BY MAIL OCTOBER 10**

The McLendon
EXECUTIVE OFFICES

2008 JACKSON STREET
DALLAS, TEXAS 75201

Way to make spot buying easy

TVB's new System of Spot standardizes forms, cuts paper work and costs; eventual computerization promises even greater economies in time, money

Blueprint for a uniform, computer-based system of spot television buying that could revolutionize the business was announced by the Television Bureau of Advertising last Friday (Sept. 22).

Under development for more than a year, the new system—called "SOS" for System of Spot—promises sharp reductions in spot-buying paper work, corresponding savings on costs, "drastically" increased ease in buying and, consequently, more and bigger spot buys in the long run.

Although the computer is a vital part of the ultimate SOS, the new system contains so many shortcuts not dependent on the computer—but all adaptable to it virtually unchanged—that TVB officials said they hope to get it started on a manual basis with many agencies, reps and stations by the end of this year.

The computerized version, they said, could be in operation within six to nine months after minimum support had been pledged. The computer programming specifications have already been drawn up.

Computer Cost ■ "Minimum support" for a computerized SOS was defined as a total of about \$10,000 a month—a figure that, according to the cost analyses, is less than one-medium-to-big agency, one medium-to-big station representative and one medium-volume station would save each month by adopting the computer version.

The estimates indicate a medium-to-big agency would save 77% of its present "directly related" spot-paperwork costs by using the computerized SOS and a medium-sized station would save 42%, while a medium-to-big rep would save about 3% (see table, page 33).

In addition to the savings, however, TVB officials stressed that the whole process of spot buying and selling would be greatly simplified, current major problems could be minimized—including the especially thorny problem of

discrepancies—and payments to stations would be speeded. Net result: a more profitable spot business for all concerned.

The system was devised for TVB by Arthur Young & Co., nationally known public accounting firm, which also field tested it and pronounced it fully workable. Albin B. Nelson, TVB's director of special projects, supervised the project, working fulltime on the assign-

ment with the Young team, which was headed by Jay E. Butler.

System Introduced ■ Norman E. Cash, TVB president, and Messrs. Nelson and Butler and Edward G. McDonnell, a partner in the Young firm, revealed the new system in a news conference Friday. It will also be presented to the annual conference of the Institute of Broadcasting Financial Management in Minneapolis today (Sept. 25), to the Advertising Data Processing Association in New York Thursday (Sept. 28) and formally to the TVB membership at its annual meeting in November.

TVB originally committed up to \$300,000 to the project over a five-year period. It has been brought to its present stage in about 16 months for less than one-third of the original commitment. What remains is primarily a selling job.

Although TVB hopes to get the computerized SOS going as soon as possible, its timetable calls for a gradual approach to that goal. First objective is to get the new standard forms in use, with distribution by conventional means: teletype or mail.

The bureau hopes to get standardized order-confirmation forms in use on a broad scale by the end of the year and standardized station-invoice forms in use by January (see copy of forms, page 32).

To help speed the conversion, TVB said it would support rep-training programs, work closely with stations and, for those who wish, act as purchasing agent in buying the forms in bulk.

In a letter to stations, reps and agencies shortly before the announcement, Mr. Nelson said "a number" of station reps, including Blair, Hollingbery, H-R Television, Meeker, Storer and Peters, Griffin, Woodward, "have already committed themselves" to use the standard confirmation form and to urge their stations to adopt the standard billing form.

Goal is Speed ■ TVB's objective is



The radio spectrum

A political figure that almost made it to the White House and a nonpolitical figure that did make it to the White House, though in a different way, had a chance meeting at the CBS Radio Affiliates Association convention in New York last Thursday (Sept. 21). They are former Vice President Richard M. Nixon (l) and Patrick Nugent, of KTBC-AM-FM-TV Austin, Tex., President Johnson's son-in-law. For the convention story, see page 52.

WAY TO MAKE SPOT BUYING EASY continued

to get the system in use not only as quickly as possible but as widely as possible—by nonmembers as well as members of TVB.

SOS's overhaul of the spot-buying process is so detailed that a step-by-step listing of procedures, prepared by the Young company and catalogued separately for agencies, reps and stations, fills a 25-page manual.

Heart of the system is elimination of duplicated effort and use of uniform procedures and forms.

Instead of agency, rep and station all doing many of the same things (often in different ways), SOS in both the computer and noncomputer versions provides that where the same information is needed by two or more, one will do the work and supply it to the others—who will also have at hand all the information needed to double check its accuracy.

The Young report recommends that the computer service bureau, when introduced into the SOS system, be established and operated by TVB on a non-profit basis, with built-in controls to maintain confidentiality of the data and with overall supervision by an industry-wide advisory committee. TVB's board has not yet acted on the recommendation.

In its ultimate form the computer service center would be linked by teletype to all participating agencies, reps and stations. It would be used—at first—essentially for order confirmations, schedule modifications and one-

time-only changes—and for a new function now performed separately by all three participants in the spot buy: the calculation of monthly cost breakdowns for each order.

Feed to Computer ■ Thus, when the agency had placed an order and the rep had cleared it with the station, the rep would feed the order confirmation—in coded form—into the computer by teletype. The coded information would contain all necessary details including the price for each spot. The computer would calculate the monthly cost breakdown and transmit the complete information—the order confirmation plus the monthly cost breakdown—to both the station and the agency, again by teletype.

Thus agency, rep and station would all be working from identical copies of the same piece of paper and could detect and clear up discrepancies early in the game.

Until the computer stage is reached, these functions would be handled manually.

Eventually the plan envisions additional functions for the computer service, including a "memory bank" so that all changes and corrections would be fed automatically to the proper parties, and perhaps the inclusion of demographic data in spot-television orders.

Except for the computer-vs.-manual question, the "major concepts" of the system are the same. The Young company's report describes them as follows

and says field tests have proven that all of them—including the computer step—"can and should be adopted by the industry":

- Single-source preparation of the buy information for the use of all three parties.

- Prompt reporting of the buy information, to eliminate the transaction notice at the agency and the sales order at the station.

- Single-source preparation of monthly cost data through a computer accessible to all reps. (Agencies will accept such data if prepared according to standard rules, the report added.)

- Inclusion of monthly cost data on all confirmations (as opposed to later distribution on a separate report).

- Use of agency estimate numbers to control station and rep accounting records.

- Reconciliation of the station's actual gross billing to the monthly cost data previously developed on the confirmation.

- Elimination of confirmation signing and exchanging.

Here is how Arthur Young & Co. described the system's cost and savings benefits:

Some Benefits ■ "... It is clear that savings of major size can be achieved for the industry as a whole. The significance of these savings on operating statements will not be overlooked. To the extent that increased use of spot television results, all parties will benefit. It is certainly true that, for the agencies, spot will be easier to buy and control.

"... SOS will save time, not only

SLAIR TELEVISION
 SYSTEM OF SPOT TELEVISION CONFIRMATION
 ADAMS & ADAMS
 25 MADISON AVENUE
 NEW YORK, N.Y.
 SLAIR-TV
 8/15/67
 J W JACOBE
 EVERETT, INC.
 QUINCY, ILL.
 8/15/67

TIME	DATE	LEN	SEC	SPOTS	PRICE	TOTL	STATION
530P	8/21-10/23	30	AA	52	375	6	
730P	8/18	30			600	SP	
900-1100P	8/21-10/27	30	AA	52	360	9	
1100-190A	8/18-10/28	30	B	52	180	8	
530P	8/21-10/23	30	BB	52	360	SP	

PETER, GRIFPIN, WOODWARD, INC.
 SYSTEM OF SPOT TELEVISION CONFIRMATION
 ADAMS & ADAMS
 25 MADISON AVE
 NEW YORK, N.Y.
 SLAIR-TV
 8/15/67
 J W JACOBE
 EVERETT, INC.
 QUINCY, ILL.
 8/15/67

TIME	DATE	LEN	SEC	SPOTS	PRICE	TOTL	STATION
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1100-190A	8/18-10/28	30	B	52	180	8	
530P	8/21-10/23	30	BB	52	360	SP	

WPRI-TV
 SYSTEM OF SPOT TELEVISION CONFIRMATION
 ADAMS & ADAMS
 25 MADISON AVE
 NEW YORK, N.Y.
 WPRI-TV
 8/15/67
 J W JACOBE
 EVERETT, INC.
 QUINCY, ILL.
 8/15/67

TIME	DATE	LEN	SEC	SPOTS	PRICE	TOTL	STATION
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1100-190A	8/18-10/28	30	B	52	180	8	
530P	8/21-10/23	30	BB	52	360	SP	

Here are samples of standard forms developed for use with TVB's streamlined new 'SOS' system of spot buying. At left is original-order confirmation form. When SOS has been computerized it would be fed into

computer, which could calculate monthly cost breakdowns and transmit complete information to both agency and station by teletype. Middle form is same as first, but used here to transmit schedule modification (until

the computer is expanded to include a memory bank, entire order—not just changes—would have to be retransmitted). This form is also used for one-time-only notices covering missed spots and agreed-upon makegoods or credits. At right is standard monthly billing form that station would prepare showing what was ordered, when it ran, omissions and makegoods and credits; copies of reconciled invoice would go to agency and rep, who would need only to check its accuracy. Until SOS is computerized, TVB is urging manual use of forms and procedures.

Here's how SOS would cut paper-work costs for backers

	Directly related present costs	Savings with TVB confirmation form		Savings with reconciled TVB invoice		Savings on conversion to Telex	Total savings	Share of costs to support EDP confirmation system	
		Labor	Sales	Labor	Sales			Teletype rent	Subscription fee
Agency:									
Media buyers	\$ 2,000	\$2,000					\$2,000		
Media estimators	3,310	1,950		\$ 680			2,630		
Typists	470	470					470	Teletype rent	\$ 150
Media bill-pay clerks	600			400			400	Subscription fee	400
	6,380	4,420		1,080			5,500		550
% savings to cost		69%		17%			86%	Effective savings	77%
Station representative:									
Sales assistants	800	400		200			600		
Accounting clerks	2,200	1,400		650			2,050		
Postage	150	150					150		
Forms	600	300					300		
Write-off charges	1,500		\$500		\$500		1,000	Teletype rent	\$ 300
Teletype expense	9,000					\$1,200	1,200	Transmission costs	4,500
	14,250	2,250	500	850	500	1,200	5,300		4,800
% savings to cost		16%	3.5%	6%	3.5%	8%	37%	Effective savings	34%
									3%
Station:									
Business manager	70	70					70		
Traffic clerk	130	130					130		
Billing clerk	230	30		\$ (70)			(40)		
Write-off charges	500		150		150		300		
Receivables carrying cost	500		100		100		200	Subscription fee	50
	1,430	230	250	(70)	250		660		50
% savings to cost		16%	17.5%	(5)%	17.5%		46%	Effective savings	3.5%
									42%

(All figures on a monthly basis)

TVB's proposed new computerized "SOS" system not only would make spot TV a lot easier to buy, according to its backers, but would "drastically" cut paper-work costs at the same time. This table shows just how much—and where—a medium-to-big agency and station rep and a medium-volume station might expect to save each month. Developed by Arthur Young & Co., public accounting firm, it shows that even after paying its share of the computer

service the agency's present costs "directly related" to spot buying would be cut 77%; the rep's would be down 3% and the station's 42%—and these estimates are called "conservative."

"Directly related" costs for the agency cover preparation of buy sheet or transaction notice, writing buy in estimate format, computing monthly cost breakdown, typing and proofreading estimate, processing station invoices for payment, and re-

solving discrepancies. For the rep they cover preparation of monthly cost breakdown, resolving discrepancies, reconciling station billing and losses due to spots missed or run in error.

For the station, they cover preparation of internal sales order, computing monthly cost breakdown, resolving discrepancies, losses due to spots missed or run in error, and costs of excessive past-due accounts receivable.

for the agencies but also for the reps and stations. It will reduce costs—operating and payroll costs—as well as costs of carrying accounts-receivable balances past due dates. It will reduce the volume of paper work and needless comparisons of duplicate records. It will reduce confusion and waste now observed in the industry in the form of spots run past end dates and agency problems with controlling overbuying and underbuying.

"It will also permit all parties—agencies, reps and stations—to review again their plans for computers. Some firms may be able to avoid altogether the investment in their own computer. Others will achieve major savings by using the punched paper tape available to them from the proposed [computer-teletype] transmission system.

"In the long run, of course, it is impossible to estimate the amounts that might be spent by agencies, reps and stations in the design, development and installation of computer systems to cope with spot television if industry action is not taken promptly. It should be clear that a relatively small investment now to standardize the treatment of accounting information which all parties need will save literally millions that may have to be spent some day to permit effective data processing in the future."

As one example of SOS benefits, Mr. Butler and Mr. Nelson said the time needed for an agency to process an order from buying to accounting would be cut to a maximum of four days, as against three to four weeks under existing procedures.

They described highlight advantages

for agencies, reps and stations as follows:

- Agency—would receive completed write-up of the buy "immediately" without having to pass it back and forth among buyer, estimator and typist. Its main job, after placing the order, would be to make up summaries, bill clients, check reconciled invoices from stations and pay bills.

- Rep—would send duplicate copies of the order "immediately" to both agency and station and hence would benefit by being able to clear up discrepancies at once. Would also benefit from new end-of-month invoices, which stations would submit in a form already reconciled to the estimate, requiring only that the rep check the reconciliation and make a breakdown of billings on which to figure his salesman's com-

mission's.

■ Station—would receive order promptly in a form that would replace much of its own internal paper work, eliminating typing and proofing of orders and computation of monthly costs. Station would also get paid faster.

In its report to TVB, Arthur Young & Co. said the new system offers not "minor improvements" but "an enormously improved buying and servicing procedure which can drastically simplify each spot purchase." The report continued:

"It is literally true that this approach (including the computer service for confirmations) will make the procedures and practices of every other advertising medium obsolete and old-fashioned. Increased sales of spot resulting from spot's enhanced competitive position vis-a-vis other media will provide profit opportunities not included here (in the report's breakdown of cost savings)."

Reasons for Saving ■ The cost savings themselves, according to the report, would derive from "(1) eliminating duplicate preparation of the original schedule, the monthly cost breakdown and the invoice reconciliation; (2) speeding up the flow of funds in the industry by simplifying the process of matching the station invoice to the agency estimate; (3) facilitating the industry's progress with computers by standardizing forms and presentation of data."

The Young company regarded the use of a centralized computer service as so vital that its report dismissed the manual basis as unable to provide more than "a fraction of the service which the industry needs and is ready to accept."

"In order to deliver completed confirmations accurately stated, promptly delivered and accurately extended," the report said, "we are obliged to consider a service bureau (computer) concept."

In its studies the Young company explored the prospects of a teletype-linked computer service with AT&T (TWX) and Western Union (Telex). Western Union expressed interest in offering such a service and the Young firm developed system specifications and cost analyses.

It reported, however, that "serious questions" had been raised about an outside company's furnishing the service—questions concerning the security of industry data, industry's ability to control later developments such as a computer and communications network, and, in this case, Western Union's willingness to extend its Telex network as much as the industry might need. The Young company recommended instead that the bureau be set up under TVB sponsorship and control.

The subscription rates recommended

for the computer system were pegged at \$400 a month for agencies, \$50 a month for stations. For their part, reps would pay the teletype transmission line charges on messages they originate, instead of a subscription fee.

Must Have Help ■ Without agency support, SOS cannot get off the ground; with it, the system could probably be made to fly even over strong rep and

Parlez-vous Air France?

A lesson in French will come with every Air France radio commercial this fall.

In a new campaign to promote European and Caribbean winter tours, the announcer's description of the tours will be repeated in French, phrase by phrase, by Mrs. Claudine Kidde. French-born promotion specialist in the airline's North American division.

Commercials are scheduled in New York, Boston, Chicago, Washington and Miami. Fuller & Smith & Ross, New York, is Air France's agency.

station opposition. The cost-savings estimates reflect these facts of spot life. For it is the agency that would save the most by adopting SOS. TVB and the Arthur Young people say, however, that this comes not from special consideration for agencies but from the simple fact that agencies handle much more paper work and hence stand to gain more from the simplification process.

They also say that in developing and testing the system they have discussed it with at least two dozen leading agencies and that all of them approved the concept. Two reps, identified only as not having been involved in the field tests, were quoted in the Young report as saying the system is "feasible and probably inevitable."

The Young estimates indicate the average medium-to-big agency could cut costs "directly related" to spot buying from \$6,380 a month now to \$880 a month with a computerized SOS, a reduction of 86%. Its monthly share of the computer system costs would come to \$550 (including \$150 teletype rent), leaving a net effective saving of 77%, or about \$4,900 a month.

"Directly related" present costs at the agency level were defined by the Young company to mean preparing buy sheet or transaction notice, writing buy

in estimate format, computing monthly cost breakdown, typing and proof reading estimate, processing station invoices for payment and resolving discrepancies.

The average middle-to-big rep would just about break even on costs under SOS; the estimates show him with a 3% savings. His "directly related" costs would be trimmed from about \$14,250 a month now to \$8,950 a month, a saving of 37%, but his teletype-line payments for the computer system (estimated at \$4,500 a month) and teletype rent (\$300) would eat up most of that \$5,300 saving.

"Directly related" present costs for the rep are preparing monthly cost breakdown, resolving discrepancies, reconciling the station billing report, and losses due to spots missed or run in error.

Saving for Stations ■ The average medium-sized station's "directly related" costs are placed at about \$1,430 a month now, and the Young figures indicate these would be cut to about \$770, or 46%, with a computerized SOS. The station's \$50 subscription fee for the computer service would leave it with a net effective saving of 42% or about \$600 a month.

The station would have to spend more time (and a little more money: about \$40 more) for billing-clerk work under the SOS system, primarily because the new reconciled invoices would take more time, but all its other "directly related" costs would be down. These cover preparing internal sales order, computing monthly cost breakdown, resolving discrepancies, losses due to spots missed or run in error, and costs of excessive past-due accounts receivable.

Mr. Nelson and Mr. Hunter said all these cost-savings estimates were—"conservative."

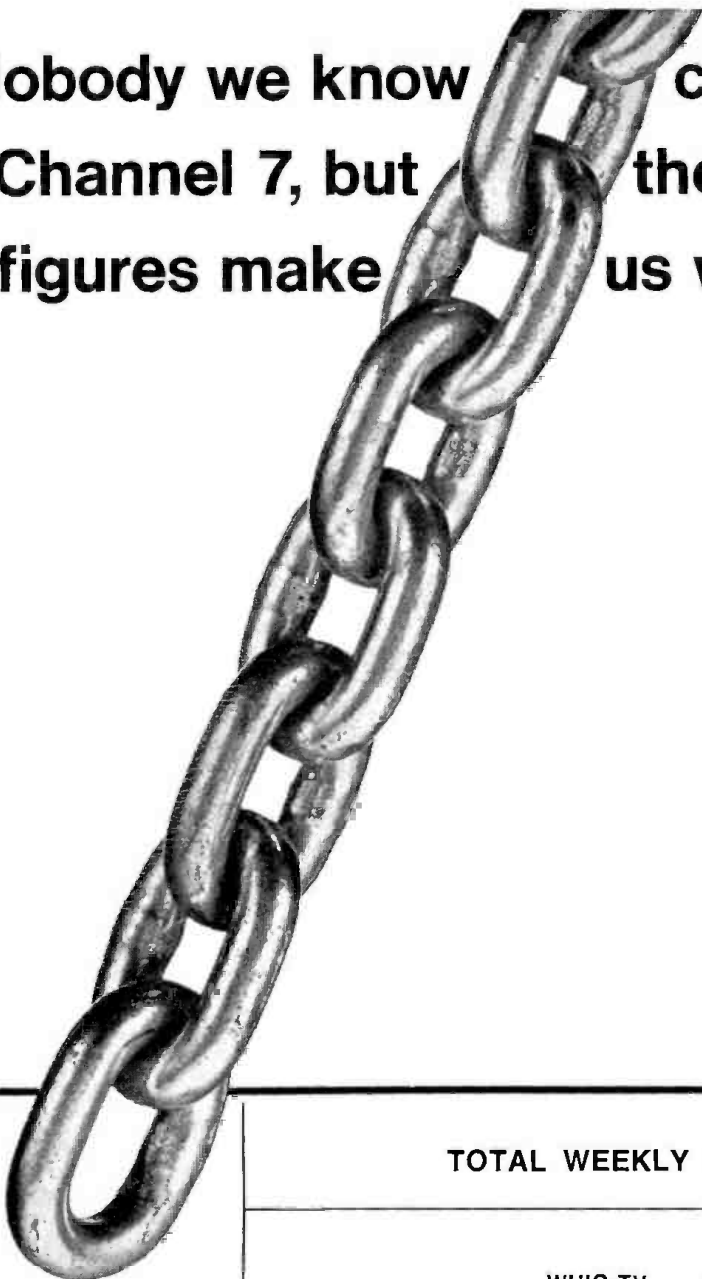
How quickly does TVB expect SOS to come into use?

Mr. Nelson anticipated that question in his letter transmitting copies of the Young report and procedures manual to stations, reps and agencies.

"It is recognized," he said, "that in the assumption of any new system on a broad basis, some organizations will elect to take two steps to another's one—some representatives, for instance, may choose to immediately go the teletype route whereas others, for good reasons, may choose to send their order-confirmations by mail, planning to go teletype later. The more steps taken, of course, the faster we can achieve the ultimate in simplification, in speed and in efficiency in the handling of spot paper."

The computer? With programing specifications already drawn up, Mr. Nelson said, "We (can) go the computer route whenever it is called for by the industry."

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



Represented by Petry

TOTAL WEEKLY CIRCULATION

	WHIO-TV	STATION B	WHIO-TV ADVANTAGE
TOTAL DAY	550,000	454,000	96,000
EARLY EVENING	365,000	316,000	49,000
PRIME TIME	444,000	378,000	66,000
LATE EVENING	157,000	126,000	31,000

Source: NSI = TV

Weekly Cumulative Audiences—February-March 1967

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



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

BAR network-TV billing report for week ended Sept. 17

BAR network TV dollar revenue estimates—week ended Sept. 17, 1967 (net time and talent charges in thousands of dollars)

Day parts	Networks	Week ending Sept. 17	Cume Sept. 1-Sept. 17	Cume Jan. 1-Sept. 17	Day parts	Networks	Week ending Sept. 17	Cume Sept. 1-Sept. 17	Cume Jan. 1-Sept. 17
Monday-Friday	ABC-TV	—	—	—	Sunday	ABC-TV	35.0	165.4	3,938.7
Sign-on-10 a.m.	CBS-TV	\$ 170.4	\$ 290.2	\$ 4,187.6	6 p.m.-7:30 p.m.	CBS-TV	249.2	665.7	7,626.3
	NBC-TV	323.0	698.4	9,914.8		NBC-TV	114.0	403.0	4,737.9
	Total	493.4	988.6	14,102.4		Total	398.2	1,234.1	16,302.9
Monday-Friday	ABC-TV	1,116.2	2,412.5	47,757.5	Monday-Sunday	ABC-TV	5,770.9	12,091.2	170,692.3
10 a.m.-6 p.m.	CBS-TV	2,383.0	5,563.4	112,298.5	7:30-11 p.m.	CBS-TV	6,702.4	14,973.5	197,325.1
	NBC-TV	1,731.3	3,568.8	59,018.0		NBC-TV	6,543.9	12,845.3	193,603.8
	Total	5,230.5	11,544.7	219,074.0		Total	19,017.2	39,910.0	561,621.2
Saturday-Sunday	ABC-TV	1,208.6	2,360.9	27,913.2	Monday-Sunday	ABC-TV	496.5	775.0	8,701.2
Sign-on-6 p.m.	CBS-TV	929.7	2,770.8	28,625.7	11 p.m.-Sign off	CBS-TV	32.6	395.8	2,929.6
	NBC-TV	1,120.6	2,989.7	19,897.2		NBC-TV	395.2	1,389.1	13,984.3
	Total	3,258.9	8,121.4	76,436.1		Total	924.3	2,559.9	25,615.1
Monday-Saturday	ABC-TV	538.8	912.7	10,441.2	Network totals	ABC-TV	9,166.0	18,717.7	269,444.1
6 p.m.-7:30 p.m.	CBS-TV	392.8	944.3	19,534.7		CBS-TV	10,860.1	25,603.7	372,527.5
	NBC-TV	552.6	1,332.9	21,787.0		NBC-TV	10,780.6	23,227.2	322,943.0
	Total	1,484.2	3,189.9	51,762.9	Grand totals				
					all networks		\$30,806.7	\$67,548.6	\$964,914.6

Radio-audience study soon to be published

Field work and the coding phases of RADAR (Radio's All-Dimension Audience Research) have been completed and initial reports are expected to be released in the near future, it was announced last week.

The four radio networks (ABC Radio, CBS Radio, Mutual and NBC Radio) jointly commissioned the Brand Research Rating Corp. earlier this year to undertake what they called "one of the most comprehensive radio audience measurement projects." The four radio networks were reported to be "particularly pleased with the study's high respondent-cooperation level."

A nationwide probability sample of more than 21,000 households was selected in 1,200 different sampling locations. Personal interviews were conducted for the purpose of establishing a sampling frame of more than 50,000 individuals 12 years of age and over.

All telephone households (87% of the total) became part of the frame from which the recall and coincidental samples were chosen. Specific information on the demographic and radio-listening characteristics of nontelephone households were obtained to provide a basis for accounting for nontelephone households in the final reports.

In telephone homes, 95% were contacted personally for prelisting information and 87% cooperated in giving this information. These cooperating households became part of the frame

from which individual recall and coincidental study respondents were designated, and data was obtained from more than 90% of this sample.

Interviews were conducted by the Brand Research Corp. over a two week period in June. It was said that the final data will report on the audience potential of radio networks by specific time periods and will include specific details on the cumulative reach and frequency by individual radio programs.

Business briefly . . .

E. I. Du Pont de Nemours & Co., Wilmington, Del., through N. W. Ayer & Son, Philadelphia, bought 13-week sponsorship in NBC Radio's *Monitor* for Antron carpet fiber. In addition, the Lutheran Laymen's League, St. Louis, renewed 52-week sponsorship on NBC Radio of *The Lutheran Hour* for the 12th year, through Gotham-Vladimir Advertising Inc., New York.

Borden's Milk & Ice Cream Co., New York, is launching a major television and print campaign in the New York City and Albany, N. Y., areas as supplemental advertising for Swiss Style Yogurt.

California Cannery and Growers, San Jose, food processing cooperative, through Cunningham and Walsh, San Francisco, will begin a 15-week advertising campaign in October on behalf of its various canned-food brands and will use daytime TV on NBC and ABC, supplemented by a spot campaign in New York, Chicago, Philadelphia, Boston, Pittsburgh, St. Louis, Cleveland,

Minneapolis, Seattle, San Francisco and Los Angeles.

KHJ-TV Los Angeles, an RKO General station, is going heavily into radio advertising to promote its new "Tempo" concept, which calls for TV programming similar to format radio stations. During the next 13 weeks the nonnetwork affiliated TV station will spend some \$35,000 on schedules with nine Southern California radio stations, not including its own AM and FM affiliates. The bulk of the schedule will be 60-second announcements. In addition, 60 radio spots are set to run on two stations in New York, and one each in San Francisco and Chicago for a six-day period. This phase of the campaign will cost about \$3,000.

Rexall Drug Products Group, division of Rexall Drug & Chemical Co., Los Angeles, through BBDO, that city, plans a saturation six-day spot TV campaign on 350 stations in 22 markets starting Oct. 15. The campaign, which will feature 60- and 10-second color spots, is on behalf of the drug division's semi-annual 1 cent sale. It's estimated that spots will be run a total of 12,000 times during the campaign. This marks the first time such a Rexall drive has used spot TV exclusively.

Southern California Chrysler Association, through Young & Rubicam Inc., Los Angeles, is using two radio spots on more than 40 radio stations in Southern California, Arizona and Nevada. The commercials, created and produced by Chuck Blore Creative Services, Hollywood, feature the line: "When you get inside the new Chrysler, the new Chrysler gets inside you." This theme

**WE TURNED A TIGER
LOOSE IN THE ROCKIES**



also is being adapted for use in a Chrysler newspaper campaign.

General Foods Corp., White Plains, N. Y., is using one-minute spot announcements in television, in addition to GF network schedules, to back its national introduction of a new Post division product—Post Corn Crackos breakfast cereal. Benton & Bowles, New York, is the agency. GF is also introducing three Birds Eye Home-Style Casserole Mixes in two states, using television and print advertisements. Agency is Young & Rubicam, New York.

E. I. du Pont de Nemours & Co., Wilmington, Del., through BBDO, New York, has bought sponsorship in NBC Radio's *News on the Hour* for Zerex antifreeze.

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.

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

Connecticut Savings & Loan Associations, Hartford (services); two 60's for radio, jingle. Charles Barclay, production manager. Agency: Cronin & Co., Hartford. W. J. Cronin, account executive.

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

20th Century-Fox Studios, Hollywood ("The Sweet Ride", "Star" and "Film Flam Man");

one for TV for each feature, on film, color.

Gerald Schnitzer Productions, 6063 Sunset Boulevard, Hollywood 90028.

Southwestern Bell Telephone Co., St. Louis (Yellow Pages); two 60's, three 70's, one 10 for TV, live on film, color. Agency: Gardner Advertising, St. Louis.

Pabst Brewing Co., Milwaukee (Blatz Beer); two 30's for TV, live on film, color. Agency: Kenyon & Eckhardt, Chicago.

Logos Ltd., 3620 South 27th Street, Arlington, Va. 22206.

Braun Baking Co., Pittsburgh (Capt. Astro Snacks); three 60's for TV, live on tape, color. Leonard Levin, director. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Richard Ricci, agency producer.

General Liquids Corp., Baltimore (Liquid sandpaper); one 20 for TV, live on tape, color. Leonard Levin, director. Agency: W. A. Lemer Advertising, Washington. Norman Goldberg, agency producer.

First and Merchants Bank, Richmond, Va. (savings); three 20's for TV, live on tape. Leonard Levin, director. Agency: Cargill, Wilson & Acree, Richmond. Rudy Ward, agency producer.

Savings Bank of Baltimore (savings-sports blanket); one 60 for TV, live on tape, color. Leonard Levin, director. Agency: Torrieri/Myers Advertising, Baltimore. Peter Torrieri, agency producer.

Pepper Sound Studios, 2076 Union Avenue, Memphis 38104.

Ashland Oil & Refining Co., Ashland, Ky. (gasoline products); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Ralph H. Jones Co., Cincinnati. Ed Carber, account executive.

Cook Chemical Co., Kansas City, Mo. (Real-Kill insecticides); one 60 for radio, jingle. Hub Atwood, production manager. Agency: Simon & Gwynn, Memphis. Len Juengling, account executive.

Madera Bonded Wine & Liquor Co., Baltimore (Madera's wine); one 60 for radio, jingle. Vinny Trauth, production manager. Agency: Straker Colossus, Baltimore. George Straker, account executive.

Stacey and Forester, Pittsburgh (services); one 60 for radio, jingle. Joe D'Geralamo, production manager. Agency: Morrisey Advertising, Pittsburgh. Bill Morrisey, account executive.

WGN Continental Productions, 2501 Bradley Place, Chicago 60618.

Hotpoint Division, General Electric, Chicago (refrigerators); one 30 for TV, on tape, color. Dale Juhlin, producer. Agency: Compton Advertising, Chicago.

Wheel-Horse Products Inc., South Bend, Ind. (lawn mowers and snow blowers); four 60's for TV, on tape, color. Dale Juhlin, producer. Agency: Biddle Co., Bloomington, Ill.

Old Kent Bank & Trust Co., Grand Rapids, Mich. (credit card); three 10's for TV, on tape, color. Dale Juhlin, producer. Agency: Jaqua Advertising, Grand Rapids.

Jewell Companies Inc., Chicago (meat); one 20 for TV, on tape, color. Dale Juhlin, producer. Agency: Earle Ludgin & Co., Chicago.

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

J. L. Hudson Co., Detroit (men's clothes-store services); nine 60's for TV, live on tape, color. R. Dawson, production manager. Agency: Reilly Bird Advertising, Detroit. Robert Murphy, account executive. Approximate cost: \$7,000.

Christian Brothers expands radio use

The Christian Brothers line of wines succeeded so well in the use of spot radio in two test markets last year that the label will expand this fall into about a dozen markets, also using radio. The 26-week schedule, starting Oct. 1, is being purchased by the distributor, Fromm & Sichel Inc., San Francisco, through Botsford, Constantine & McCarty, there. The agency acquired the account May 1 from Richard K. Manoff Inc., New York. Radio test markets last year were Houston and Philadelphia.

NAB's radio code board to decide several issues

A prohibition against the use of real or simulated medical personnel in radio commercials will be considered this week by the radio code board of the National Association of Broadcasters.

The board is to meet in New York Wednesday and Thursday (Sept. 27-28).

The code authority will suggest that the radio code be amended to ban use of doctors, nurses or other medical personnel in commercials or dramatizations using actors to portray such people. Such a ban would follow lines adopted several years ago by the television code.

There has been no major problem of advertisers seeking to use these devices in radio, but it's understood that when they are turned down on such attempts

Network-TV billings rise 2.3% in August

Network-television net time and program billings by day parts and by network
(add 000)

	August			January-August		
	1966	1967	% Change	1966	1967	% Change
Daytime	\$30,006.7	\$30,058.1	+ 0.2%	\$271,100.7	\$293,665.3	+ 8.3%
Monday-Friday	24,616.7	24,389.0	- 0.9	205,370.5	219,591.4	+ 6.9
Saturday-Sunday	5,390.0	5,669.1	+ 5.2	65,730.2	74,073.9	+ 12.7
Nighttime	58,022.3	59,994.5	+ 3.4	567,149.9	605,645.6	+ 6.8
Total	\$88,029.0	\$90,052.6	+ 2.3%	\$838,250.6	\$899,310.9	+ 7.3%

1967	ABC	CBS	NBC	Total
January	\$37,906.9	\$55,902.7	\$46,627.3	\$140,436.9
February	35,587.2	47,586.4	40,738.7	123,912.3
March	40,206.4	53,215.2	45,211.6	138,633.2
April	34,275.4	44,496.1	40,071.2	118,842.7
May	30,205.2	41,864.0	36,377.8	108,447.0
June	24,450.8	36,043.2	30,040.6	90,534.6
July	24,845.9	33,154.3	30,451.4	88,451.6
August	24,925.0	34,457.7	30,669.9	90,052.6

Source: 1967—Leading National Advertisers, Television Bureau of Advertising. 1966—LNA, Broadcast Advertisers Report, TVB.



**IT'S
ON THE
MOVE**

for TV they note there is no prohibition against them in radio.

Also on the code board's agenda will be cigarette advertising, motion-picture commercials and questionable lyrics of pop recordings.

The code board will hear a report of a survey of code stations that were asked what should be done about records with questionable lyrics: Should the code establish a censoring office for all records, just for records for which complaints are received, or should the policing be handled by the record companies and the stations themselves?

LNA's half-year report totals almost \$2 billion

Leading National Advertisers Inc. issued last week its semiannual report on the top leading national advertisers in network television, spot television, magazines and newspaper supplements.

The report, called *National Advertising Investments*, shows that during the six-month period more than 2,500 companies and 9,300 brands invested nearly \$2 billion in these four media.

Ten top-ranking companies in each of four media (Ranked on January-June 1967 expenditures)

Network television advertisers	
1. Procter & Gamble	\$55,304,800
2. Bristol-Myers	29,501,700
3. General Foods	26,813,300
4. American Home Products	22,689,500
5. R. J. Reynolds Tobacco	19,959,600
6. Sterling Drug	16,666,900
7. American Tobacco	16,486,300
8. General Motors	15,732,400
9. Colgate-Palmolive	15,049,700
10. Lever Brothers	15,004,500
Spot television advertisers	
1. Procter & Gamble	\$40,144,200
2. General Foods	22,300,600
3. Coca-Cola	19,416,700
4. Colgate-Palmolive	16,095,500
5. Bristol-Myers	13,734,900
6. William Wrigley	12,224,300
7. Lever Brothers	10,431,900
8. Continental Baking	10,154,900
9. Warner-Lambert Pharmaceutical	8,331,100
10. Alberto-Culver	7,856,900
Magazine advertisers	
1. General Motors	\$20,854,562
2. Ford Motor	13,899,738
3. Bristol-Myers	11,095,849
4. Distillers Corp.-Seagrams	9,233,302
5. American Tobacco	7,390,150
6. Procter & Gamble	6,957,439
7. AT&T	6,760,796
8. Chrysler	5,975,504
9. National Dairy Products	5,699,958
10. General Electric	5,153,137
Newspaper supplement advertisers	
1. General Foods	\$1,480,264
2. General Motors	1,036,923
3. General Mills	463,307
4. Purex	456,548
5. Quaker Oats	375,649
6. RCA	361,982
7. Corn Products	339,634
8. Du Pont	336,231
9. Armour	331,597
10. P. Lorillard	286,510

40 (BROADCAST ADVERTISING)

Pop albums created from TV-commercial music

Verve Records has released two new pop record albums in which music designed for Benton & Bowles-created television commercials is featured.

According to Roy Eaton, music director at the agency, "people are finally beginning to wake up to the fact that there's a great deal of fine music being turned out by agencies as background scores of their TV and radio commercials."

One Verve album is entitled "Tune In, Turn On," with numbers including "The Think Drink," "Girl Watchers" and B & B's Cool Whip jingle in a new jazz-rock arrangement. The other album is "Lotus Palace," inspired by the musical concept developed for the Chemical Bank New York Trust "Wildlife Loan" TV campaign. In "Lotus," Mr. Lorber leads the "psychedelic" sounds of classical Indian instruments plus flute. An original number, "Where?" by Mr. Eaton, also is in the album.



Mr. Eaton (l.) with conductor Alan Lorber

NAB queries FTC on tar-and-nicotine ads

The National Association of Broadcasters Code Authority has asked the Federal Trade Commission where it stands regarding possible changes in restrictions on tar-and-nicotine-content advertising for cigarettes.

The NAB's TV code board is expected to take up cigarette advertising at its special meeting in New York next month (CLOSED CIRCUIT, Sept. 18) and to recommend a ban against smoking in cigarette commercials. It may also move on allowing collateral claims for low tar-and-nicotine content cigarettes.

But the latter point is uncertain because of the inaction of the FTC. The FTC has been rumored to be ready to

allow more than just factual tar and nicotine claims, but no action has been forthcoming.

Last week Howard Bell, director of the code authority, wrote to FTC Chairman Paul Rand Dixon and point blank asked where the FTC stands. If the FTC will allow low tar-and-nicotine-yield cigarettes to stress that point, Mr. Bell said, the NAB codes would not want to be "inconsistent" with the FTC policy "in reflecting the public interest."

CBS seeks to intervene in cigarette hearing

CBS Inc., owner-operator of the station that figured in the FCC's original extension of the fairness doctrine to cigarette advertising, filed a motion last week to intervene in the National Association of Broadcasters' appeal from the extension.

The motion was filed in the U. S. fourth circuit court in Richmond, Va., where the appeal by NAB, joined by WTRF-TV Wheeling, W. Va.,—had been entered the week before (BROADCASTING, Sept. 18).

Although the motion did not go into the merits of the case, CBS clearly intends, if the motion is granted, to oppose the FCC ruling.

The intervention approach will take the place of a direct appeal by CBS unless intervention is denied. The thinking apparently was that a direct appeal would have to be filed in some other court and then would probably be consolidated with the NAB Richmond case anyway, so that intervention seemed to be the most direct route of attack.

MEM's accounts shift to four agencies

The MEM Co., Northvale, N. J., has realigned its \$3.6-million budget among four agencies.

Stephen H. Mayer, MEM president, said the realignment was prompted by expansion of the English Leather line of men's cosmetics, and the recent acquisition of Tom Fields, Ltd., a manufacturer of children's cosmetics, and the Houbet Soap Co.

MEM's total broadcast budget is \$785,000, \$665,000 in spot television in the top-30 markets, through Al Paul Lefton Inc., and \$120,000 in network radio through Spade & Archer Inc.

Lefton was assigned English Leather and Moussel products; Spade & Archer, English Leather Lime and Villa D'Este; Wesson and Warhaftig Inc. will handle trade advertising, and S. R. Leon Co. special projects.

BROADCASTING, September 25, 1967

WHEN IT TALKS PEOPLE PAY ATTENTION



Jungle wild . . . the growth of KWGN Television was only a promise eighteen months ago . . . Now it's emerging. Performance proved with double to six times the audience in day parts*

For an eye-opening new view of Denver television
Call any WGN Continental Group Sales Representative.

- *First in service*
- *First in sports*
- *First in color*
—and still growing



A WGN Continental Broadcasting Company Station dedicated to quality, integrity, responsibility and performance

*: A. C. Nielsen Local Market Reports

Agency appointments . . .

▪ Bubble Up Corp., Beverly Hills, Calif. (formerly of Peoria, Ill.), has named Geyer, Morey, Ballard Inc., New York-Los Angeles, to handle estimated \$1 million-plus carbonated lemon-lime soft-drinks account. Account, which uses spot radio-TV, was with Honig-Cooper & Harrington, Los Angeles. GMB also acquired billings of Interchemical Corp.'s Finishes Division, Detroit. Account, involving industrial and automotive finishes, was with Riedl and Frede Inc., Clifton, N. J.

▪ Rockwell, Quinn & Wall Inc., New York, has been appointed by the Orooke Bond Tea Inc., Portland, Me., for Red Rose tea. Billings, estimated at almost \$1 million, will be almost entirely in spot television.

▪ SuCrest Corp., New York, appoints Dreher Advertising Inc., New York, for American Molasses, Nulomoline, and bulk sugar products. Billings will be about \$250,000.

Rep appointments . . .

▪ WCTU-TV Charlotte, N. C.: National Television Sales Inc., New York, for national representation, and The Dora-Clayton Agency Inc., Atlanta, for re-

gional representation.

▪ WINE Brookfield, Conn.: Jack Masla and Co., New York.

▪ KSEE Santa Maria, Calif.: Grant Webb & Co., New York.

▪ WCKM Winnsboro, S. C.: National Time Sales, New York.

▪ KERR-FM Salinas, Calif.: J. A. Lucas Co., Los Angeles.

Also in advertising . . .

FC&B fellowship ▪ Seven students of marketing at the graduate business schools of Harvard, Stanford and the University of Chicago received Foote, Cone & Belding Marketing Fellowship Awards for this academic year. The grants (two types of fellowships per school) add up to \$22,400. At each school, one type grant goes to a second-year master's degree candidate, the other for a doctoral degree candidate in his thesis year.

Van Praag moves ▪ New corporate headquarters of Van Praag Productions Inc. as of Oct. 1 will be 250 West 54th Street, New York 10019; phone: (212) 245-1050. The new facilities will add 50% to the working area and will include an experimental audio-visual cen-

ter, according to President William Van Praag.

New reps ▪ Thomas Broadcast Time Sales Inc., Shaker Heights, Ohio, has opened as a station sales representative company. William D. Thomas Jr., former assistant media director for The Marschalk Co., Cleveland, is president. Address: 3702 Gridley Road.

Growth spurs move ▪ After some 83 years in the same location, McCann-Erickson Inc., San Francisco, will move in November from 114 Sansome to 44 Montgomery Street. The agency will occupy half of the 25th floor and all of the 26th floor of the new Wells Fargo building.

New ad firm

Lois Holland Callaway has become the latest firm to join the New York advertising fraternity.

President of the new agency is George Lois, former first vice president, Papert, Koenig, Lois; secretary is Ronald Holland, copywriter and creative director at PKL; and treasurer is James Callaway, PKL management supervisor.

The new agency has not announced accounts it will handle, but has indicated that offices will be at 745 Fifth Avenue, New York.

THE MEDIA

House passes subsidized-TV bill

After close calls that threatened CPB section,

Public Broadcasting Act passes by 265-91 vote;

conference-committee settlement may be needed

The Public Broadcasting Act of 1967 took a giant step toward enactment last week—perhaps over the highest congressional hurdle that it will face. The House voted to approve the subsidized-broadcasting measure almost exactly as recommended by the House Commerce Committee.

But the administration's bill to establish a Corp. for Public Broadcasting, pumping federal funds into program development and distribution for non-commercial educational TV stations faced brisk opposition that at one point, on a preliminary vote, saw the bill's Title II (which sets up the CPB) saved from being stricken from the legislation by only nine votes.

And a maverick amendment sponsored by Paul C. Jones (D-Mo.) that

would have presented commercial broadcasters with the CPB's program-development costs through stiff broadcast-license fees found a good proportion of the members present—on both sides of the aisle, but mostly on the Republican side—ready to stand up and be counted as foes of the present system.

In all, 25 voted for the measure, which would have directed the FCC to determine and collect assessments on commercial broadcasters at rates approved by the House and Senate Commerce Committees, but 120 remained seated. Commerce Committee Chairman Harley O. Staggers (D-W. Va.) opposed the Jones amendment, as he did all but one attempt to modify the bill, on the ground that such a depart-

ture deserved intensive committee study and was no matter for hasty floor action.

Republican Leader ▪ William L. Springer (R-Ill.), ranking minority member on the committee, supported the administration's legislation and, because of his role as minority spokesman for the committee, was in a position to influence wayward members of both parties. He opposed in particular the major attempt to strike Title II (and the CPB) from the bill sponsored by Albert W. Watson (R-S. C.). The Watson amendment was defeated on a preliminary vote of 120-111. A final motion to recommit the measure to the Commerce Committee, with orders for it to report back a bill without the CPB but with the Secretary of Health,

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Education and Welfare empowered to distribute \$5 million directly to individual ETV and educational-radio stations for program development, was voted down 194-167. The final vote for the bill as reported by the committee was 265-91.

Other amendments were shouted down by voice vote. One, by Clarence J. Brown Jr. (R-Ohio), would have put more emphasis on funding instructional classroom programing; another, offered by Richard D. McCarthy (D-N. Y.), would have given the CPB a stronger nudge toward development of children's programs. (Mr. McCarthy described commercial programs for children as a "mini-wasteland.")

Only one amendment gained approval, with Chairman Staggers's support. It was introduced by Richard L. Ottinger (D-N. Y.), and offered clarifying language to a committee-added section that would specifically extend aid to municipal nonprofit stations like WNYC(TV) New York.

Cultural Uplift ■ During debate the CPB was condemned by Mr. Watson as a "Frankenstein." Chairman Staggers reported that Title II of the bill "will do for educational TV what advertising has done for commercial TV." Later he explained that "public television will do for our cultural life what commercial television has done for our

social life."

Mr. Staggers said the measure "could be the most important bill to come out of the 90th Congress." Observers characterized it as one of the few new departures in public policy to move toward enactment this year.

As during committee discussion, much attention focused on the lack of any permanent financing plans for the CPB. In transmitting the draft legislation to Congress, the administration promised that long-term financing plans would be presented next year. Possible methods are an excise tax on TV receivers, (suggested by the Carnegie Commission on Public Television), plans to assess commercial broadcasters through a license fee or another mechanism, or direct appropriations from the U. S. Treasury (either yearly or on a longer-term basis).

Although both the House and Senate bills provide only for a direct appropriation of \$9 million for the current fiscal year, the Senate version also authorized "such sums as may be necessary" for the subsequent year. House disapproval of an open-end authorization insures that any financing plan will be reconsidered by the Commerce Committee next year.

Likewise, open-ended authorizations for Title I of the bill (providing for equipment and facilities grants in the

manner of 1962 legislation that expired this year) were eliminated by House Commerce action.

Political Control ■ Other areas of disagreement between the House and Senate versions concern the makeup of the Corp. for Public Broadcasting's board of directors. As passed by the Senate in the spring (BROADCASTING, May 22), the board would have 15 directors, nine appointed by the President and with those nine choosing six others. Three would have to be educational broadcasters. In the House bill all 15 would be presidential appointees, none would be required to be from the ETV field, but no more than eight could be members of the same political party.

Also, in the Senate plan the CPB could contract directly with commercial carriers for interconnection arrangements; under House action the CPB would be forced to subcontract with a nonprofit organization to achieve the same ends.

The House bill, in addition, would bar educational stations from presenting editorials or supporting candidates for public office. Language in the House bill also insists that presentations of controversial subjects shall be "balanced" with opportunities presented for airing of opposing views. Under House language, strictly "entertainment" programming is prohibited, although the House Commerce Committee report says in effect that this provision is to be interpreted liberally in the interest of more sprightly education.


Another major area of change, at least in language if not in substance, is the bill's Title III. The section sets up and authorizes \$500,000 for a study of instructional-TV needs. The Senate completely rewrote the section; the House kept the administration's draft language. Educational broadcasters had approved the Senate's changes.

Consensus Hunting ■ Reconciling these differences is the last hurdle the Public Broadcasting Act faces. The House late Thursday moved to attach its bill (H. R. 6736) to the Senate bill's number (S. 1160) and send the measure to the Senate for its approval. The Senate could concur and accept all the House changes, foregoing its own. More likely, the Senate will formally disagree with the House bill and conference-committee members from both houses will attempt in closed-door sessions to work out compromises.

Approval of conference reports is usually routine, but predictions have been for a particularly stormy conference on the bills and the fate of the legislation will remain somewhat in doubt until both Houses give final approval and send the result to the White House.

William G. Harley, president of the

BROADCASTING, September 25, 1967

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National Association of Educational Broadcasters, said that passage of the bill assures educational broadcasting the opportunity to demonstrate "its usefulness in our society and add to the fertility of American life." He said the congressional action "puts us on our way" to prove ETV can attain the full usefulness of which it is capable.

Mr. Harley cautioned, however, that it will be up to educational broadcasters to justify the faith placed in them by the Congress and the American people.

ACTS carries its case to the Hill

Invading Washington in what is intended to be only the beginning of a continuous effort to develop and wield political influence in behalf of UHF stations, the All Channel Television Society held two days of briefings and meetings with congressmen in the nation's capital last week.

The UHF operators hope to acquaint government policy makers with the fact that impact on the UHF segment of the industry needs to be specifically considered when policy changes are in the offing, said William Putnam, ACTS

chairman and president-general manager of Springfield (Mass.) TV Broadcasting Corp.

The intent of Congress to foster growth of local UHF was emphasized during briefing sessions Tuesday (Sept. 19) as a talking point in dealing with congressmen. Wednesday's schedule was devoted to individual visits by the UHF operators with senators, representatives and congressional aides.

Focus for immediate attention on the congressional front, noted Martin Firestone, Washington attorney and ACTS general counsel, should include pending revision in copyright law—especially as it concerns CATV—and the administration's Public Broadcasting Act, approved in a House floor action last Thursday (see page 42).

UHF spokesmen provided the only dissent to the proposed Corp. for Public Broadcasting during the House Commerce Committee hearing (BROADCASTING, July 24). A strengthened noncommercial network, aided by preferential interconnection rates as the bill envisages, is seen as a threat to UHF development. Hence the bill is at variance with already expressed congressional intent, it was noted at the Tuesday briefing.

Attempting to influence pending copyright legislation, ACTS urged operators to oppose a moratorium of

CATV infringement liability and to fight for total liability for all CATV operations in the final revision legislation. In the bill now before the Senate Judiciary Committee, CATV's in "underserved areas" would be exempted from liability. The section granting such exemption was deleted from the bill during passage by the House and UHF stations were urged to support a similar deletion by the Senate.

It was noted during a reception for UHF operators and congressmen held late Tuesday that some UHF's have a smaller weekly circulation than directly competing CATV's, yet the UHF stations pay for copyright clearances as a matter of routine. Exemption for CATV's would under such circumstances be particularly inequitable, it was remarked.

Changing hands . . .

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

■ **KILT and KOST(FM) Houston:** Sold by the McLendon Corp. to LIN Broadcasting Corp. for \$7,250,000 (renegotiated agreement, see page 47).

■ **WCEN-AM-FM Mount Pleasant, Mich.:** Sold by Paul Brandt to Anthony F. Bielawski, Hugh K. Cook, Raymond C. Cook and Davil C. Horowitz for \$455,000. Mr. Bielawski is attorney and has interest in wros East Tawas, Mich. Hugh and Raymond Cook are physicians. Dr. Hugh Cook has interest in wxox Bay City (upon FCC approval, he will dispose of such interest if required), and wstr-am-fm Sturgis, both Michigan. Mr. Horowitz is medical student. WCEN is on 1150 kc with 1 kw days and 500 w nights. WCEN-FM operates on 94.5 mc with 16 kw.

■ **KGA Spokane, Wash.:** Sold by E. H. Weig and associates to Grady A. Sanders, William J. Liddie and Edward B. Brownstein for \$300,000. Mr. Sanders is president of Shell Record Co., Star Ads of Kentucky, WHEL New Albany, Ind., and Colliers Publishing Inc. Mr. Liddie is president of automobile agency and real-estate company. Mr. Brownstein is proprietor of Tel Ra Productions, advertising agency. KGA is on 1510 kc with 50 kw fulltime.

■ **WMAX Grand Rapids, Mich.:** Sold by John McGoff and associates to Edward J. Hill and Garvin H. Meadowcroft for \$203,000. Mr. Meadowcroft is account executive with wxyz-TV Detroit. Dr. Hill is surgeon and president and 75% owner of fabricating company. WMAX is daytimer on 1480 kc with 5 kw.

■ **WEIC-AM-FM Charleston, Ill.:** Sold by William L. Kepper to John Hurlbut

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Rochester grant delayed

The FCC last week stayed its grant of channel 13 Rochester, N. Y., to Flower City Television Corp. until it has an opportunity to study the petitions for reconsideration filed by seven other losing applicants. Another applicant, Star Television Inc., is presently appealing the case to the U. S. Court of Appeals for the District of Columbia (BROADCASTING, Sept. 11).

All nine applicants have been operating the Rochester facility on an interim basis since 1962.

for \$180,000. Mr. Hurlbut owns WVMC Mount Carmel and WGLC Mendota, both Illinois. He also owns daily and weekly newspapers in Illinois. WEIC is daytimer on 1270 kc with 1 kw. WEIC-FM operates on 92.1 mc with 2.2 kw.

▪ KLOL Lincoln, Neb.: Sold by James B. Goetz and associates to James C. Treat and others for \$160,000. Mr. Treat has interest in KOOO Omaha, and KFRM Salina, Kan. KLOL is on 1530 kc with 5 kw fulltime.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 88).*

▪ WAFT-TV Cleveland (change of call pending to WKBF-TV): 50% interest sold by Frank V. Mavec to Kaiser Broadcasting Corp. (see page 60).

▪ WAYE Baltimore: Sold by Guy S. Erway to Adler Communications Corp., headed by Washington advertising executive Warren Adler, for \$790,000. Adler Communications owns WHAG-AM-FM Halfway, Md. Mr. Erway is president of WSEB-FM Sebring, Fla., and permittee of new UHF (ch. 45) in Baltimore. WAYE is daytimer on 860 kc with 1 kw.

▪ WBVP-AM-FM Beaver Falls, Pa.: Sold by Frank R. Smith and associates to Robert M. Hall and others for \$525,000. Mr. Hall is president of Hall Communications Inc., which owns WNBH-AM-FM New Bedford, Mass., and has interest in WMMU Meriden, Conn. WBVP is on 1230 kc with 1 kw days and 250 w nights. WBVP-FM operates on 106.7 mc with 16.5 kw.

▪ WQXT and WWOS(FM) Palm Beach, Fla.: Sold by B. J. Harris to Norman Knight for \$400,000. Mr. Knight is owner of Knight Quality Stations: WEIM Fitchburg, WSRS(FM) Worcester and WSAR Fall River, all Massachusetts; WHEB-AM-FM Portsmouth, WQIR-AM-FM Manchester, WTSB Hanover and WTSV-AM-FM Claremont, all New Hampshire; WXBR(FM) Cocoa Beach, Fla., and

BROADCASTING, September 25, 1967

CATV in Virgin Islands. WQXT operates with 500 w days and 250 w nights on 1340 kc. WWOS(FM) operates with 100 kw at 97.7 mc.

▪ WLUX Baton Rouge: Sold by Denver T. Brannen to John W. Harding, Charles K. Winstanley and others for \$225,000. Mr. Harding is auto dealer. Mr. Winstanley is president of WQXY-FM Baton Rouge. WLUX is daytimer on 1550 kc with 5 kw.

▪ KUTY Palmdale, Calif.: Sold by Sherwood J. Tarlow to William and Katherine Mende for \$220,000. Purchasers own KAPR Douglas, Ariz. KUTY is daytimer on 1470 kc with 5 kw.

McLendon to sell only two Houston stations

The biggest radio-only sale in broadcasting history became just another large sale last week with the announcement that McLendon Corp. would not sell KLIF Dallas to LIN Broadcasting Corp. because of tax problems.

In June LIN had agreed to purchase KLIF plus KILT and KOST(FM) Houston from McLendon for \$15 million (BROADCASTING, July 3). LIN will now buy the Houston properties for \$7,250,-

000. A revised transfer application is expected to be filed with the FCC this week.

In announcing the move, Frederic Gregg Jr., LIN president, said the decision to let McLendon retain KLIF "caused us much thought because we wanted very much to be operating in Dallas."

LIN officials said they had the money and wanted to buy KLIF but McLendon Corp. asked for a renegotiated agreement.

It was understood that the sale of all three stations to LIN would have caused McLendon "insurmountable" tax problems and that earlier this month McLendon officials sat down with Mr. Gregg and officials of Blackburn Co., the station brokerage firm that negotiated the deal, to work out a price for just the Houston stations.

If it had acquired the Dallas and Houston stations, LIN would have had to sell one of its AM's to stay within the FCC-permitted maximum of seven stations. Following the original agreement with McLendon LIN agreed to sell WMAK Nashville to George P. Mooney for \$787,500. That agreement is still in effect.

Also in July, LIN announced it was acquiring WAVY-AM-TV Portsmouth-Norfolk, Va. for \$8 million. Both the Nashville and Norfolk sales are still pending

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before the commission.

Last month the FCC approved LIN's purchase of WIL-AM-FM St. Louis for \$1,650,000 (BROADCASTING, Aug. 7).

LIN also owns KEEL Shreveport, La.; WAKY Louisville, Ky. (both purchased from McLendon Corp.); WBBF-AM-FM Rochester, N. Y., and WAND-TV Decatur, Ill. The firm also has interests

in community antenna television systems in Kentucky, Tennessee, Alabama, Florida and New Mexico; owns Teen America Associates, producers of the yearly Miss Teen-Age America Pageant; owns LIN/Medallion Pictures Corp., distributor of feature films for TV, and owns a direct mail-direct sales firm in New York.

FCC argues for its CATV jurisdiction

NAB, AMST JOIN AGENCY'S SIDE IN APPEALS COURT

The FCC and the Association of Maximum Service Telecasters filed lengthy briefs with the Eighth Circuit Court of Appeals in St. Louis last week, in another case centering on the crucial question of whether the commission has the authority it claims to regulate the nation's CATV industry.

Seven CATV companies, as well as the National Cable Television Association, in briefs filed in July, argued that the commission lacks the authority—that at the least some of the commission rules are unconstitutional or are illegal.

The FCC, AMST and, in a filing on Sept. 7, the National Association of Broadcasters, assert that the commission's authority to integrate the CATV industry into the television-signal distribution system is clear under the Communications Act. They also say the commission's rules are reasonable and legal.

Oral argument is expected to be held in the St. Louis court next month.

The question of jurisdiction has been clouded as the result of two circuit court decisions in recent months. A circuit court in Washington in July answered the question in the commission's favor (BROADCASTING, July 13). But the ninth circuit court, in a case involving an appeal by San Diego systems from a commission order, held that the commission's authority is limited to regulating television and radio "licensees". The government has asked the Supreme Court to review that decision (BROADCASTING, July 24).

Old Timer ■ The eighth circuit court case is, in a sense, the granddaddy of them all. It has its origin in an appeal that Black Hills Video Corp. and its parent, Midwest Video Corp., filed from the First Report and Order, in which the commission, on April 23, 1965, adopted rules governing CATV systems served by microwaves, over which the commission has jurisdiction.

Following issuance of the Second Report and Order a year later, in which the commission asserted jurisdiction over all CATV systems, Black Hills and Midwest filed an appeal from that action as well as from the commission's

denial of their petition for reconsideration.

Similar appeals filed in various other federal circuit courts, by Buckeye Cablevision Inc. of Toledo, Ohio; Alice Cable Television Corp. of Alice, Tex.; and Trans-Video Corp., of San Diego, in behalf of itself and two subsidiaries, Pacific Video Cable Co. and Mission Cable Co. All of the cases were eventually consolidated in St. Louis.

Many of the arguments being made in the case echo those that have been heard before, both at the commission and in the courts, since the agency first began expressing concern over the proliferation of CATV systems. The commission has held that while CATV's may provide a valuable supplemental service in bringing signals to underserved areas, they constitute unfair competition for existing service and have the potential for upsetting the national television allocations policy, which is based on local service.

The commission's rules—requiring CATV systems to refrain from duplicating the signals of local stations and to carry those stations' signals, if requested, and to obtain commission permission before importing distant signals into major markets—are designed "to strike a balance between the interests of the CATV systems and those of the broadcasters so as to serve the overriding public interest advancement of a nationwide broadcasting system," the commission said in its brief last week.

Black Hills' Position ■ But Black Hills and Midwest, in their petition, maintain that the commission lacks the authority to regulate the CATV systems. The commission's authority to regulate the interstate communications by wire and radio doesn't apply to CATV systems, since they are fundamentally reception, not transmission, services, according to Black Hills and Midwest. NCTA, in addition, noted that the commission itself has held, in previous proceedings, that it lacked authority over CATV systems.

Black Hills and Midwest, as well as several of the other petitioners, argue also that even if the commission is authorized to regulate CATV systems,

the rules go beyond any possible statutory authority in that they violate the systems' freedom of speech guarantees by requiring them to black out certain programs. The systems also argued that the nonduplication rules create rights in programs not provided for in the copyright law.

More Arguments ■ Buckeye and Alice, in addition, said the commission's procedures in adopting the CATV rules violated orderly rulemaking procedures. The systems claim that the commission's notice of inquiry and proposed rulemaking was too vague to apprise the public as to the commission's intention to adopt final rules, that the commission failed to hold an oral argument on the proposed rules, and that in its practical application, the distant-signal rule is an unlawful retroactive regulation.

The FCC, NAB and AMST, in their separate briefs, said the commission's authority to regulate CATV's is undeniable. They said the Communications Act language giving the commission authority to regulate "all interstate and foreign communication by wire or radio" applies to CATV systems which, they add, are a part of the TV-signal transmission system—and not merely a reception service.

Furthermore, they point to the court decision in the Buckeye case, which said CATV is a form of "wire communication which enlarges the signal range of licensee stations to the potential detriment of the entire regulatory scheme." And the commission noted that the Supreme Court, in upholding the chain-broadcasting rules in 1943, held that the Communications Act was designed to give the commission the "expansive" powers it would need to deal with a dynamic industry.

The commission and its allies assert that the nonduplication and carriage requirements do not violate CATV systems' freedom of speech. AMST, noting that the commission bases its authority in part on Communications Act provisions authorizing it to establish zones of television service, said the agency does not violate any constitutional requirements by implementing the public-interest requirements of the act.

No New Rights ■ Nor do the rules create any new property rights on behalf of the local station, in the view of the rules' defenders. "The rules create no code of private rights and remedies," AMST said. "They are rules having the force and nature of a public law, issued by a federal administrative agency acting with the scope of the powers conferred upon it by Congress," AMST added.

The commission, in addition, said the systems' concern about being forced to incur copyright liability is odd in

Another open letter to the color TV commercial film industry:

When it comes to color TV commercial film processing, Movielab has always been number one.

Since the advent of television advertising, Movielab has continually sought and engineered advanced film processing and printing methods to give "Madison Avenue" top quality, faster service and the right price. Our aim is to insure that your presentations of your sponsors' products represent the utmost in technical perfection.

Since our last open letter to you, we have, as always been moving ahead. This is a report of progress in which we are sure you will be vitally interested.

While we already have the largest optical reduction color spot printing capacity of any laboratory in the country, we are now completing construction of the first additive color scene-to-scene version of the Octette.

Thus, Movielab will become the first laboratory in the world to produce eight 16mm color prints at one time from an original 35mm optical negative by means of superior optical reduction printing . . . with obvious benefits to our customer in quality, service and economy.

Meanwhile, we can fulfill the demand for color commercials using the contact method, having increased our capacity over fivefold. In this connection, our double rank equipment (which utilizes a double rank negative) enables us to now give faster service and better quality with added assurance to our customer that the life of his negative will be maintained longer by this unique method of printing.

Movielab has also introduced the first double rank sound track recording equipment in the country, by means of which two negatives are recorded or transferred simultaneously at very little extra cost. This gives our customer two advantages: extra speed in release printing plus insurance that should anything happen to one side of the negative, production is not held up and delivery dates will be kept.

Another upcoming Movielab exclusive will be the first electronic

production control system to be used in printing of commercial spots. This automatic device will double check production output on a multiprint order so that if a shortage should occur, it is spotted electronically and the order can be completed immediately while the job is still "in work." Designed to meet the industry problem of shortages in delivery, our new "Spot Check" is just one more innovation in our program for constant improvement of customer service.

Backed by more than 35 years of experience, Movielab continues as the industry's pacemaker in color and black and white TV commercial film processing. When you buy film processing, remember there is no substitute for quality of product and dependable service. At Movielab, progress is our business. Profits are continually reinvested for growth and technological advancement in the best interest of our stockholders and customers. For sponsor satisfaction you can depend on Movielab—where the customer is always Number One.



Saul Jeffee
President
Movielab, Inc.

view of the industry's voluntary importation on a vast scale of distant signals into major markets. In any event, the commission noted that it had said it would act promptly if required by court or congressional action clearly bringing CATV systems within the scope of the copyright law.

Followed Book ■ The commission said it complied with the requirements of law in adopting the Second Report and Order. It conceded it had said, in proposing the CATV rules, that comments on "interim action" had been requested and that it stated it would "in

all likelihood" issue a further notice of rulemaking. However, the commission added that it had "made clear that it reserved the right 'to take any rule-making action found appropriate at the conclusion of this proceeding, without conducting new proceedings.'" The commission also said it is not required by law to hold oral argument in every rulemaking proceeding.

The commission dismissed as "without merit" the "attempt to stigmatize" the distant-signal rule by terming it retroactive. The commission in a news conference and news release on Feb.

15, 1966, said the provisions of the rule would become effective that day, even though the rule would not be formally adopted and published for another month. The reason, the commission said at the time, was to prevent CATV operators from rapidly expanding their systems before a deferred deadline.

The commission said the significance of the Feb. 15 date is to determine those to which the rule will apply, "but conduct in violation of the rule is only that which occurs subsequent to the March 17, 1966, effective date."

CBS Radio plans a new sound

Affiliates told network will emphasize experimentation and changes as the proper road to a profitable operation

CBS Radio is moving into an era of program experimentation and change in order to emerge as an "advertiser-oriented network" with a growing profit picture.

This blueprint was presented to 322 executives attending the 14th annual convention of the CBS Radio Affiliates Association in New York last week (Sept. 20-21). Network speakers made it clear that programs that were not program changes. Three presaged a shows would be tested for sponsor attractiveness.

Affiliates were alerted to imminent program changes. Three presaged a substantial expansion in the volume of sports and news programing, starting in mid-October, reflecting both the desires of affiliates and apparent sponsor interest in such presentations.

The Road to Profit ■ The emphasis on experimentation and change as the route to profitability was sounded by Clark B. George, president of the CBS Radio Division, in his opening remarks and was echoed by other speakers.

"To remain profitable with the limited amount of time available to us," Mr. George pointed out, "We must get more for our product per unit sold." Mr. George said the network would experiment and change: "A year from now your network will have a different sound than it has today—two years ahead, different from that of fall 1968."

CBS Radio's program changes, as disclosed to the convention by Mr. George and George J. Arkedis, vice president of the radio division and manager of the network, will be achieved over the next few months. Their net effect,

it was said, will slice some 35 minutes from the current total weekly network option time of 25 hours and 35 minutes.

According to network officials, most of the changes reflect the oft-expressed desires of affiliates for more sports and news coverage.

As presented, and later approved by the affiliates, the changes encompass the following:

'House Party' Ends ■ Art Linkletter's *House Party*, a network-radio staple since January 1945, will be dropped on Oct. 13. It's currently fed Monday-Friday at 10:10 a.m. EDT as a 20-minute tape version of the TV show's audio. There's also a feed one hour later to accommodate affiliates that pick-

up *Arthur Godfrey Time* at 10:10 a.m.

The current two feeds of *Godfrey*, at 9:10 and 10:10, will be increased to five, effective Oct. 16, the additional feeds coming at one-hour intervals. Stations have the option to choose which feed they'll accept, permitting more flexibility.

Also starting on Oct. 16, or during that week, CBS will feed the following additional programing: new five minute "news-in-depth" broadcasts, called *First Line Report*, Monday-Saturday at 6:25 a.m. EDT, three each handled by CBS correspondents Dan Rather and Marvin Kalb; five new five-minute sports broadcasts, using station reports of weekend events taking place in their locales, these to be broadcast under the title, *Sports Central, U. S. A.* at 8:15 a.m. and 5:55 p.m. on Saturdays, and 10:05 a.m., 5:05 p.m. and 7:55 p.m. on Sundays, and the addition of a five-minute news-oriented *Dimension* feature on Saturdays at 11:05 a.m.

All of those shows will be offered for sale by the network, as will the current five-minute Sunday news (at 5 p.m.), which currently is provided stations for sale locally.

Early Opening ■ In addition, the network will open its lines at 6 a.m. EDT, two hours earlier than at present, and reinstitute its two-way lines "for more effective feeds cross-country originating outside of New York."

Beginning Nov. 13, there'll be two daily closed-circuit feeds at 6:05-6:24 a.m. and 7:36-7:46 a.m. of network news reports for station use in local broadcasts. The second feed will be scheduled only on those days when the

Affiliates take a trip

Part of the address to affiliates by George J. Arkedis, CBS Radio vice president and network manager, was a 20-minute mixed-media presentation highlighting the network's news and public affairs programing. Some CBS Radio authorities referred to it informally as a "psychedelic" or "hippie-type" presentation.

The stage of the New York Hilton's Trianon ballroom was dominated by a six-screen mounting on which was projected a sound picture montage on important news events, simultaneously with stroboscopic and ultraviolet light effects.

Now listen to this. KCKC, San Bernardino has appointed Blair Radio.



What's "in" in the inland empire? The unique California sound of top-rated KCKC.

What's the inland empire? The second fastest growing metropolitan area in the U. S. It's the country's largest county, with over a million residents. This San Bernardino-Riverside-Ontario market has more retail sales than New Orleans; more food sales than Indianapolis; more home furnishing sales than Miami; more service station sales than Dallas; more drug sales than Hartford.

Since no one daily or Sunday newspaper covers the whole inland empire, those in the know use KCKC radio.

And they get a bonus: KGOL, Palm Desert, KCKC's sister station reaching 100,000 listeners in lower Riverside County near Palm Springs. All included with every schedule on KCKC.

Now KCKC has appointed John Blair and Company, the nation's number one station representatives, to represent the station nationally.

In-the-know KCKC knows how to grow!



quantity of news developments justifies the use. Starting in January, the network will provide *News Journal '68*, a 25-minute news special on the last Thursday of every month. This will be for local sale.

Also promised was more and wider sports coverage, including the addition to the current football lineup of the Blue-Grey game on Dec. 30. This, too, CBS Radio officials said, will be for sale to local advertisers.

The opening session of the convention was also the scene of an announcement by Mr. Arkedis that Sherril W. Taylor had been named vice president, affiliate relations of the radio division (CLOSED CIRCUIT, Sept. 18).

Mr. Taylor has served as vice president for radio of the National Association of Broadcasters since March 1964. Before that, he was radio-television senior group head for J. Walter Thompson in Chicago, and also had served with Radio Advertising Bureau and, earlier, with CBS.

New News ■ Further word on new news programming was given by Emerson Stone, director of radio news, at the Thursday-morning convention session.

"We shall be adding new concepts to all kinds of programming—specials, public affairs, *Dimension* and of course the hourly news broadcasts," he said.

Mr. Stone also indicated that CBS Radio News will give selective rather than gavel-to-gavel coverage of next year's Republican and Democratic convention.

"CBS Radio News will offer a new departure in coverage of the conventions—not a revolution but an evolution. In these initial phases of planning, we are aiming to tailor our coverage to do two things: First, to present the facts, the voices, the sounds and the meaning of the important events of the conventions, leaving out the chaff; and second, to present this coverage in a flexible way that will allow all the affiliates the greatest number of options in their use of it."

Mr. Stone was preceded by Richard S. Salant, president of CBS News, who stressed the speed and flexibility of radio news and said that "we at CBS News love it inordinately and we are mighty glad that we are being given new opportunities."

C-P Returns ■ Despite a "general business softening in 1967," CBS Radio's year was shaping up as "one we'll be proud of," Benjamin Louchridge, vice president for network sales said.

Mr. Louchridge announced that Colgate-Palmolive Co., long absent from radio, would "emerge as a prime advertiser in both network and spot radio in 1968. . . ." He said he also anticipated a surge in automotive advertis-

ing that would benefit all of radio.

David M. Blank, vice president for economics and research, CBS Broadcast Group, forecast a favorable climate for business in the next 18 months.

Luncheon speaker on the first day was John A. Schneider, broadcast group president. His remarks were off-the-record. So were those of Richard M. Nixon, former U. S. Vice President, who addressed the Thursday luncheon.

Maurie Webster, vice president, dc-

velopment, CBS Radio Division, challenged the notion that half the population is under 25 and rapidly growing younger. He said the median age in 1965 was 28, and added:

"Incidentally, half the population was under 25.3 in 1920 and half was under 21 in 1880, so you can see which way the trend is really headed."

But even more important, Mr. Webster emphasized, is "who has and spends the money today."

Kaiser's plans move forward

Group's dream of network by late 1970 is supported

by approval of Cleveland UHF purchase and other moves

Kaiser Broadcasting Corp., which hopes to establish a television network within a three-year period, had its hand strengthened last week. The developments:

■ The FCC approved Kaiser's purchase of 50% of WAFT-TV (ch. 61) Cleveland (application for call WKBF-TV). The station expects to start operations next spring, thus giving Kaiser—the first time for any group owner—six UHF stations in the top-10 markets and more than five-station ownership in the top-50 markets (see page 60).

■ Kaiser tentatively advanced the premiere date of KHJK-TV (ch. 44) San Francisco by two months to Jan. 2, 1968, and has applied for a change in call letters to KBHK-TV.

■ Kaiser announced new general managers for the Cleveland and San Francisco stations as part of a shuffling of personnel.

■ Kaiser has begun an expansion program that starts its distribution of entertainment shows through a programming and syndication division. KHJK-TV will receive a one-hour *Hy Lit* young-adult show (originating from WKBS-TV Burlington, N. J.-Philadelphia) as well as a twice-weekly 90-minute *Lou Gordon Hot Seat* talk show (from WKBD-TV Detroit). Kaiser expects to syndicate these or other color shows to stations outside its group next year.

Network Plans ■ Kaiser's blueprint is to inaugurate its own live interconnected TV network by late 1970 with up to 50 stations, the start to come when a seventh UHF outlet joins the Kaiser group. Kaiser is now looking for possible acquisitions in either New York or Chicago. In the network operation, Kaiser expects to offer both entertainment and news programming.

Kaiser entered the UHF field in 1965 with WKBD-TV at an initial investment of \$3.7 million. Today, with WKBS-TV, WKBG-TV Cambridge-Boston, KMTW-TV Corona-Los Angeles, and the San Francisco and Cleveland U's, Kaiser officials

estimate its broadcast investment has grown to "in excess of \$30 million."

By 1970 with its projected network plus a full-grown syndication business, Kaiser officials predict the investment will climb to \$80 million-\$90 million.

Jay Q. Berkson, station manager at WKBS-TV, was made general manager of WAFT-TV replacing L. William White, KHJK-TV's new general manager.

In other personnel moves: Albert B. Sturges, program director at WAFT-TV, was named program director at KHJK-TV. He was replaced in Cleveland by Arthur R. Hook, who was program director at WTTV(TV) Bloomington-Indianapolis. James Boaz, sales manager of KGGM-TV Albuquerque, N. M., was made sales manager at WAFT-TV. Jim Billingsly, assistant chief engineer of WKBD-TV, was named engineering manager of WAFT-TV.

Programming ■ Kaiser now is concentrating on supplying the programming needs of KHJK-TV. A "multimillion fund" has been set aside for this UHF operation.

The San Francisco outlet plans to program a half-hour color newscast either at 7 or 10 p.m., featuring community affairs. A 15-man crew will back up the news coverage. Negotiations are underway for a "major sports team" for the station. Bob Fouts, formerly of the San Francisco 49ers and host of a radio-sports show on KCBS San Francisco, has been hired as KHJK-TV's sports director.

Beefing up its programming, the station has signed Don Sherwood for a live personality show. Joe Dolan, host of a radio talk program on KNEW Oakland, will begin a "live provocative discussion program" similar to those conducted by Joe Pyne or Alan Burke.

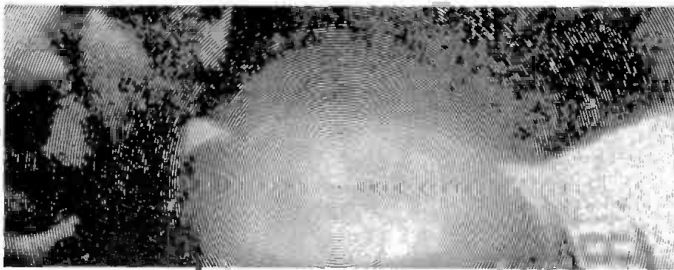
Kaiser also has KFOG(FM) San Francisco, and WCAS and WJIB(FM) Cambridge-Boston. Ultimately, Kaiser plans to own a radio counterpart in each of its seven UHF markets.

September 11th...

DEMPSEY KO'd CORBETT

September 18th...

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HEAVYWEIGHT
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IS TAKING THE COUNTRY BY STORM!

ASK THE MAN WHO HAS IT!

WHN KFVB WIND WCAU WJBK KNBR WBZ WTAE KGEM WTAX WDAN WBAT WSBT WGGF WITZ WBIW KEXO WATR WINF
WTOP KXOK WERE WFBR KILT KSTP WKBW WCKY WHBU WSAL WTCJ WKBV WAZY KFJB KVFD KWLL WDOV WTTB WPCF
KLIF KOGO KRKO WSB KCMO WGBS KDEN WWOM KLWW KWBW WHOP WPAD WKCT WOMI WIBR WFAU KAAA KYUM KDES
WIBC WFLA KEX WICE KOOL WBNS WNYR WAVE WCOU WLOB WEGP WTVL WRKD WCUM WCCM WBOC KDAY KRED KBEE
WHIO KFBK WGY WGH WBRC KFJZ WSPD WSLR WBRK WDMJ WJPD WPLB WNBY WABJ WCSR WBCK KWTC WBT KMJ KXO
WFBL WINF KOMA KTRG WKBN KALL WSIX WMAS WHFB WHGR WJMS WCEN WKBZ WHLS WATT WATZ KTRG KGVM KFKA
WMBR WRNL WSAN WOOD WILM WFDF KMJ WKIS WJON KROC KXRA KWAD KAUS WLOX KARR KGEZ CFCN CFPL CKEY
WSBA KAEY WIBX WHBC WMMW KLVI KTUC WOC KGVO KGHL KBOW KHAS KRNY KNOP WMVB KOBE KVIP KSly KSMA
KERN WIRL WILK WAPO KOB WSBA KDNC WTMA KBIM WMBO WDOE WWSC WJTN WHDL WOSC WNNY KHAR KFAR KIUP
KARK WGAL WTTM KDAL KCBC WEEU WCRO WCAW KOVC KEYJ KBMW WDAY KFVR KNOX KEYZ WBCO WBIZ WRJN CHED
WSAZ WIBR WWYN WDAK WOWO KTMS KVET KORK WFOB WMAN WHIZ WJER KGWA KZEL KAGI KYES CFCO CKLC CHYM
KIDD WCOA WGBF WBHP WICK WATR WBCM WNCL KSLM KBND WRTA WHYL WCBG WKVA WMBW WKST CHSJ SKWX JCVI
KLBK WOMP KSSS WKMI KZEL WDBJ WOND WBOW WKRZ WPPA WFAW WRSC WRAC WHLM WTMA WHUB CFNB VPCM CJCH
WSTV KSLM KTOP WRJN WTAX KIMA KLWW WVLK WCDT WEKR WYFY WHAL WMSR WJIG WTJS WBAC WTAP WSAU CJOY
WLOB WNBH WBCK WALE KHAR WIBM KCSJ WHBJ KBWD KLBK KLVI WSKI WIMA WFLS WBNB KXRO CFCF CJCB WAJR
WRTA KOMA WMAN WLVA KROC WCOU KBIM WTBC KHIT KRKO KALE WWNR WHAR WDNE Complete list available on request.

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RAB meetings draw record attendance

Dallas, Atlanta management conferences present fresh ideas for sales and local promotions

The value to radio-station operations of community-involvement projects, national sales presentations, satisfactory sales aids for personnel and consistent promotional efforts was underlined at the opening sessions of the 1967 Radio Advertising Bureau management conferences in Dallas and Atlanta.

Record attendances marked both meetings. About 90 station owners, managers and sales managers in Dallas and 125 in Atlanta heard executives from small and large market outlets, representatives of leading advertisers and officials of RAB discussing various phases of radio operations.

In his opening remarks at the Dallas meeting (Sept. 18-19) and later in Atlanta (Sept. 21-22), RAB President Miles David cited the improvement made in radio measurement the last

few months and the growing maturity among radio-station management the past few years. As evidence of maturity, Mr. David said, the number of requests coming to RAB for marketing-oriented stations "is up at least 10-fold" in the past two years.

ARB Study ■ Robert H. Alter, executive vice president of RAB, expanded on Mr. David's observations concerning the upgrading of radio measurement. Mr. Alter said an American Research Bureau analysis recently commissioned by RAB provides information for the first time on the number of people and the number of times an advertiser would reach them if he bought 120 minutes of time in a specific market.

Mr. Alter cited a typical example from the study of various schedules in the Philadelphia market in the 10 a.m.-

3 p.m. period. He said 36 announcements a week (six spots on six stations) delivered 33% of all men and women, 18 to 49, 2.2 times each. A schedule of 72 announcements a week (12 spots each on six stations) delivered 42.5% of all men and women, 18 to 49, 3.4 times each. A schedule of 144 announcements a week (24 spots each on six stations) delivered 48.8% of all men and women, 18 to 49, 5.9 times each.

Speakers in Dallas at the large-market sessions were David H. Morris, president and general manager of KNUZ and KQUE(FM) in Houston, and Norman W. Williams, station manager, KMA Shenandoah, Iowa. Speakers for the small-market session were Thomas Harrell, president and general manager, WSTP Salisbury, N. C., and Ed Lovelace, president and general manager, KOGT Orange, Tex.

Mr. Morris emphasized the value of sales preparation. He said sales contests are held among the staff to stimulate initiative and he holds meetings with local businessmen during which they explain their operations to his salesmen.

Bucolic Beauty ■ Mr. Williams described in detail a national sales presentation that KMA, a farm station, took to the highest level of advertising decision makers. To dramatize the story of the 40-year-old station with a project called "Operation Miss Mink,"

Local service seen as station's claim to future

FCC Commissioner Nicholas Johnson is adding his voice to a small but growing chorus of those warning broadcasters that their own self-interest—not merely conscience or FCC "cajolery"—dictates that they stress service of a distinctly local nature in their programming.



Mr. Johnson

Other spectrum users are competing for broadcast frequencies as the demand for frequency space grows, he said in a speech prepared for delivery this morning (Monday) to the Texas Association of Broadcasters convention in Austin. "Your transmitter is no longer indispensable," he added. But make "your total program service indispensable to your community and

the future of local broadcasting will be secure."

The commissioner said there are vital services that only a local station can provide—broadcast of local news and public-affairs programming and advertising, promotion of local civic and charitable drives, as a forum for local talent and an outlet for entertainment geared to local tastes.

The commission, he added, recognizes the importance of such service and has geared its allocations and licensing policies to it.

Closer Check ■ But, he said, the contribution of the local broadcaster to his community "is coming under closer scrutiny." Time and weather reports can be provided by the telephone company, music is available from tapes. Motion pictures can be obtained from home projectors and home video cameras, the "video records" (recently announced by CBS) and players.

In terms of broadcasting itself, he

added, "a very few superpower radio stations" could bring network programs to the entire country, and "scientists tell us the possibility of direct satellite-to-home television is not too far away." CATV, with microwave interconnections, he noted, is already here.

He said these facts must be considered in light of the growing demand by police, aviation and space-age projects for frequency space, and the fact that commercial uses of land-mobile radio add "billions of dollars in profits" to American business and to our gross national product.

"For a variety of reasons, therefore, the FCC—and you—have to be in a better position than ever before to justify—logically, as well as emotionally and politically—every bit of frequency space used by local radio and television station owners," he said.

Henry Argued ■ Former FCC Chairman E. William Henry made

KMA engaged "a mini-minked farm-bred beauty, Miss Mink" to give a 17-minute "simple, soft sell" presentation on "the fresh sound of KMA and the potential of the market it covers," Mr. Williams related.

The same presentation, he said, was given before advertisers and agency executives in Chicago, St. Louis, Detroit, Kansas City, Mo., Des Moines, Omaha and Minneapolis at a total cost of \$12,000. Mr. Williams estimated that this promotion raised the national revenue of KMA for the first six months of 1967 by 17.5%.

Mr. Harrell described a variety of techniques that led to community awareness of WSTP. He said the station salutes an outstanding person in the community and calls the undertaking "I like John Smith Day" (or whatever the individual's name is). A local florist delivers a carnation to the man in his office, and, if it's a woman, she receives a single rose.

"As soon as we announce the person of today," Mr. Harrell said, "the individual's phone starts ringing. We have multiplied our involvement with all these people."

Another example he cited is called "Afternoon in the Park," conducted once a year by WSTP. Listeners are invited to an outing in a park to listen to live music by three high school bands and watch a canoe race among WSTP personalities. Approximately 4,000 per-

sons attend each year, according to Mr. Harrell.

Community Roots ■ Mr. Lovelace reported on KOGT's climb from a loss operation to prosperity in a community of 22,000 that is ringed by larger cities. His formula: He and his staff joined civic organizations; he raised station rates; he sought business from establishments outside the listening area because residents often shop outside the market and he changed from "country-store programming with a little bit of everything to a consistent pattern."

At the Atlanta meeting, Ben McKinnon, general manager, WSGN Birmingham, Ala., detailed the profile of a successful pop-music station, and stressed the need for showmanship, the importance of a news department and the value of constant audience-participation contests. He said the station tries to "put an aura of excitement and enthusiasm in programming and promotion to reflect the station's image of an active, community-minded radio voice of service and entertainment."

Two leading advertiser executives attended the conference. Robert Jor-nayvas, director of advertising and sales promotion, Pearl Brewing Co., and Earle K. Borman, manager, product planning and development, Lehn & Fink Products Corp., appeared at the Dallas and Atlanta meetings respectively. They spoke informally in off-the-record sessions.

much the same point during his term on the commission. And William Carlisle, vice president for television of the National Association of Broadcasters, told the Maine Association of Broadcasters two weeks ago that local service is the only answer that can be made to those who would permit technology to render local stations obsolete. (BROADCASTING, Sept. 18).

Commissioner Johnson doesn't expect a serious move to be made to decrease the number of VHF channels already allocated to stations. But he noted the "less extreme proposals" that have been advanced. One would cut in half the 6-mc bands that each station uses. These bands occupy six times as much space as the entire AM radio band, and engineers have said that television could provide the same technical quality service with 3-mc bands, he said. Another, now pending before the commission, would allocate

UHF channels to police departments and others in need of mobile-radio frequencies. He said there are 200 to 400 mobile radio channels—enough for hundreds of thousands of users nationwide—in each VHF or UHF channel assignment.

The commissioner said the job of how best to provide local service is up to the individual broadcaster. But he suggested that stations seek to involve their audience more in their programming decisions. He said stations doing this would be in a better position to answer commission questions on how they are serving their communities.

In that connection he offered another idea he has touched on in the past: that "to the extent the local community can be truly involved in the affairs of its local broadcasters—from programming suggestions to participation in license-renewal proceedings—the need for, and the role of, the FCC is diminished."

Lid asked on affiliations

All-channel group wants limit on number of networks TV's may use

A proposal that the FCC limit the number of network affiliations that a TV station may hold, was approved last week in New York by a roll-call vote of the Joint Industry-Government Committee for Full Development of All-Channel Broadcasting.

The resolution was passed 20 to 16 with four abstentions. Solid in their opposition were the TV networks, the National Association of Broadcasters, AT&T and major group operators. Abstaining were the Electronic Industries Association, the Association of Maximum Service Telecasters, Corinthian Broadcasting and Metromedia.

The resolution would allow three primary affiliations if the station is the only one in its market; two primary affiliations if there are two stations in the market, and one primary affiliation if there are three or more stations in the market. It would make no difference if the stations are all VHF, all UHF or a mixture. Other resolutions passed:

■ The FCC was unanimously requested to drop its proposed rulemaking that group owners may not acquire more than three V's and two U's in the top 50 markets. There was considerable discussion about proposing an alternative policy, but the meeting was unable to reach a majority consensus. The effect of the resolution, if followed by the FCC, would then be reversion to the established rule of five V's and two U's regardless of markets.

■ The commission will be notified of a study by the committee's research committee, to inform commissioners on the increasing audience-share of independent stations, extending beyond the probable maximum of 10 suggested by Dr. Martin H. Seiden, an economic consultant, in an analysis of the CATV industry prepared for the FCC in February 1965.

The last proposal was initiated by Len Stevens, executive vice president of WPHL-TV Philadelphia, because of his "worry" about the narrow margin of defeat of a petition for waiver of the second report and order that would have enabled Triangle Cablevision to import New York independent stations' signals into the Philadelphia market (BROADCASTING, Sept. 18).

NET, EEN plan network

Operation to start Nov. 5 in East with 17 outlets;

PBL Sunday series to be included in first offering

The first fulltime interstate network of noncommercial television stations will begin operations Nov. 5, it was announced jointly last week by the Eastern Educational Network and National Educational Television.

The network initially will involve 17 stations in 12 states from Maine to the District of Columbia in live carriage of regular EEN and NET programs, the Public Broadcast Laboratory's Sunday series (also beginning Nov. 5), and special programs developed jointly by EEN and NET.

In its first, seven-month phase, network interconnection will cost about \$150,000, according to Gerard Appy, NET vice president for network relations. That cost will be borne equally by the two partners. In addition, EEN will receive about \$30,000 from the PBL as 75% compensation for the laboratory's savings on interconnection for its Sunday series. Administrative costs estimated at \$50,000 for the seven-month period will be borne by EEN alone.

Among the special programming projects envisioned by EEN and NET are a strip half-hour news analysis program (tentatively, 10-10:30 p.m.) which might be run in with local news programs, and a number of special news and public affairs events, according to Don Quayle, executive director of EEN.

Both Mr. Quayle and John Keirmaier, president of EEN and of noncommercial WNDT(TV) Newark-New York, said they had been actively engaged in trying to enlist the financial support of foundations and national corporations for the projects. Mr. Keirmaier said that while no agreements were ready to be announced, he was "optimistic".

'Calculated Risk' ■ Mr. Quayle said: "Regional networking at this time is a calculated risk that we can raise the new programming money to make the whole thing worthwhile. But it's a risk we had to take, and I'm hoping that a live network will be an attractive factor in our proposals."

One of the problem areas that will have to be worked out, according to Mr. Quayle, is scheduling the network feed to stations because some of them will have difficulty taping parts of it for later play while maintaining strong local operations. The inability of some stations to originate color constitutes a similar problem.

Another aspect of the EEN development with multiregional implications is the Public Broadcast Laboratory's

supporting role. Gerald Slater, PBL operations director, said last week the laboratory had offered sums totaling more than \$360,000 to the Central and Southern Educational Networks and the noncommercial television operation of the Rocky Mountain Federation, on the same basis of 75% compensation for interconnection savings to PBL. None were able to avail themselves of the offer this year, but Mr. Slater said the southern group would probably participate in the project next year.

Similarly, PBL has contributed \$500 each to noncommercial stations in Norfolk, Va., and Athens, Ohio, for conversion of their antennas to pick up the PBL Sunday series off the air from neighboring stations. Mr. Slater commented; "It's a saving to the laboratory, and a more productive application of the money than simply turning it over to AT&T."

EEN stations that will participate in the live networking project are in Washington; Philadelphia; Boston; New York, Schenectady, Rochester, Buffalo, and Syracuse, all New York; Augusta, Orono, Calais and Presque Isle, all Maine; Burlington, Windsor, St. Johnsbury and Rutland, all Vermont, and Providence, R. I.

Will advertisers pay for CPB?

Proposal is one of many under consideration by financing study group

Thomas P. F. Hoving, chairman of the National Citizens' Committee for Public Television, suggested last week that "corporations which advertise on commercial television might contribute a proper percentage of their total advertising outlay" to noncommercial television.

He said this would be one of the proposals considered in a "definitive study of long-range public and private financing for public television" to be undertaken by his committee. The study would also consider proposals by the Ford Foundation, members of the former Carnegie Commission, noncommercial television stations, National Educational Television, and the Public Broadcast Laboratory, Mr. Hoving said.

The committee is planning to consider such "areas of public policy," Mr. Hoving added, "because of the void that will exist until the corporation [for public broadcasting] is able to act for itself. . . ."

Mr. Hoving's proposal and study appear to exceed the scope of activity originally announced for the committee. At the time of its formation in May, Mr. Hoving said the committee's purposes were "broadly educational, to establish long-range public interest in public television," and that the committee "is not being formed to influence legislation."

Reaction last week to his current proposal was mixed. Fred Friendly, former president of CBS News and current consultant on communications to the Ford Foundation, said he was "not surprised. Mr. Hoving is an activist; they all are at the committee. His study and proposal make a lot of sense to me."

Help Needed ■ Asked whether he thought the citizens' committee was attempting to become the engineer of a consensus of public policy of noncommercial-television groups, Mr. Friendly said: "I don't know. I do know there is 'a consensus of negatives' about public television policy, wearing away at the financing alternatives—the set-makers oppose an excise tax on TV sets; broadcasters oppose a tax on their operations; the public opposes higher taxes in general. . . . Perhaps this study will serve to keep the whole issue alive."

John White, president of National Educational Television, said: "I only read about it in the papers, so the whole thing catches me by surprise. It had been my impression that the question of financing was in President Johnson's hands, that the White House wanted a year to study recommendations, and that then the President would be making proposals to Congress. I think public television needs all the friends it can get. I don't think we should go about selecting any one means of financing until all the evidence is in."

The committee has in fact been working through the summer to organize state and local citizens committees for public television. According to Ben Kubasik, NCC executive director, six state and 14 local committees are "in various stages of organization."

Mr. Kubasik also confirmed the committee's role as "a central public-relations operation for public television." He added: "We are trying to mold the whole body of public-television opinion. And as we go along, organizing our state and local committees, who is in a better position to speak authoritatively for the whole of public television?"

Iowa is corn. Yeah. And the earth is homaloidal.

Flat statements about Iowa corn have only a kernel of truth: We raise it and it's important—but not preeminently. Iowa *isn't* corn. Ever since 1950 the market value of Iowa's industrial output has exceeded its *total* agricultural output. In 1966 the ratio was 3 to 1 (\$10.2 to \$3.3 billion).

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still leaves room for our kinetic kilocycles.

Man and boy, we've watched Iowa

industry grow, and small farms become big business. Eastern Iowa now contains 60% of Iowa's population and buying power. It includes Cedar Rapids, Iowa City, Waterloo and Dubuque—four of Iowa's eight largest population centers.

We have reason to believe that we've followed Eastern Iowa's changing complexion and taste, perhaps even helped shape the latter. Our sales staff, or Katz Agency representatives, will be happy to share our reasons with you.



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WMT
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Mail Address: Cedar Rapids, Iowa
WMT, WMT-FM, WMT-TV
KWMT, KWMT-FM, Fort Dodge
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Another waiver for a group

FCC bypasses its proposed limit of three TV's
in top-50 markets for fifth time in Kaiser case

The FCC last week approved Kaiser Broadcasting Corp.'s application to acquire 50% of WAFT-TV Cleveland, a station not yet built. And three dissenting commissioners said the 4-to-3 decision all but lays to rest the commission's proposal to tighten up its multiple-ownership rules as they apply to the top-50 markets.

At issue was an application for assignment of the construction permit for channel 61 Cleveland from Superior Broadcasting Corp., 98% owned by Frank Mavec, to a corporation that Superior and Kaiser founded with investments of \$200,000 each and own jointly. Kaiser has an option to acquire all of the stock within three years.

In approving the assignment, the commission also granted the fifth waiver, out of five requests, of its interim policy requiring a hearing on any application that would result in a company owning more than three stations in the top-50 markets, no more than two of them VHF's. Kaiser has four UHF stations and a construction permit for a fifth in the top-eight markets.

The commission is expected to act soon on another transfer case that would require waiver of the policy—that involving sale of five UHF construction permits now held by Overmyer Communications to U. S. Communications Corp., a new subsidiary of AVC Corp., the former American Viscose Corp. Also pending before the commission is the sale of WPHL-TV (ch. 17) Philadelphia to AVC. Last week's action appears to bode well for AVC's effort to start a new group operation.

Two-year-old Policy ■ The commission adopted the interim ownership policy two years ago when it invited industry comments on a proposal to write the same top-50 ownership limitations into its rules (BROADCASTING, June 21, 1965). (Six months earlier, the commission had attempted to slow down group-ownership expansion into the major markets with an even tighter policy, one designed to bar new VHF-station ownership to entities already owning one VHF in those markets.)

Basis for the commission's action was concern over what the majority said was a growing concentration of control of stations in the major markets. Commission action on the two-year-old proposal is not imminent.

However, the effort to change the rules or implement the policy has been steadfastly opposed by Chairman Rosel H. Hyde and Commissioners Robert E. Lee and James J. Wadsworth. And

Commissioner Lee Loevinger, who had voted to issue the proposed rule and to adopt the policy, now appears to have gone over to their side in the issue, at least so far as UHF facilities are concerned.

In a concurring statement last week, he said that developments and arguments since June 1965 have caused him to doubt that the rule in its proposed form "is the best means of achieving the objective sought.

"It seems particularly dubious that we should impose a more restrictive rule on the expansion of UHF interests at the same time that we are seeking to encourage the development of UHF," he said. He took a similar stand last year in voting to approve the sale of WCAS, WJIB(FM) and WKBJ-TV Cambridge-Boston (then WXHR-AM-FM-TV) to Kaiser and the Boston Globe Newspaper Co.

Cox Dissent ■ Commissioner Kenneth A. Cox, in a dissent in which Commissioners Robert T. Bartley and Nicholas Johnson joined, said the action "undercuts, if it does not destroy, our pending

A big apple for the prof

When Robert L. Coe, ABC-TV vice president-affiliate relations, got off the plane in Chicago Sept. 14



Mr. Coe

en route to Ohio State University where he will become a professor and consultant-advisor, the broadcast veteran thought he was to have a brief chat with a couple of friends.

Instead he was surprised by several dozen ABC-TV affiliate station executives and their gift of a brand new 1968 Plymouth "VIP" model car, loaded with every option (no network pun intended). Leader of the dark but friendly plot was Joe Baisch, vice president-general manager, WREX-TV Rockford, Ill., who had arranged for a colorful party site at nearby O'Hare Inn.

rulemaking proposal in the critical area of diversity of control of the broadcast media.

"Perhaps the majority will eventually abandon" the proposal, he said. But if it does, he added, it should do so for stated reasons after full consideration. "It should not be slipped into, without explanation in the course of disposing of particular applications on an ad hoc basis . . ."

He said that the commission's waivers are leading to the same kind of concentration of control of UHF stations in the top-50 markets as he says now exists with respects to VHF's. "I am advised that there are only 28 channels still available in those markets," he said.

He denounced the Kaiser acquisition as representing "the most extreme departure the majority has made thus far" from the interim policy. In the previous four cases, the stations involved were in precarious financial condition, and some showing was made of an effort to find a buyer that would not result in a violation of the policy—conditions that don't exist in the Cleveland sale, he said.

The applicants sought waiver of the policy in part on the ground that Superior's proposal wasn't substantial enough to serve the public properly and that Kaiser's resources were needed to permit a more elaborate operation.

Yet, Commissioner Cox recalled, Superior underwent a hearing to establish its financial qualifications. If Superior is not financially qualified, Commissioner Cox said, then the commission should cancel the permit and invite new applications—"and hopefully some of them might meet our interim policy."

He said that Kaiser would be in a serious disadvantage if it were forced to compete for the Cleveland facility, regardless of the presence of the interim policy. He noted that the group owner has stations in Los Angeles (KMTW-TV Corona), Philadelphia (WKBW-TV Burlington, N. J.), Boston, Detroit (WKBD-TV) and a construction permit for San Francisco (KHJK-TV). In view of the permission granted Kaiser to acquire 50% of the Boston station, he added, "it really seems that it is rather presumptuous in pressing for still further erosion of our policy on diversification."

Fourth Network ■ The applicants had urged approval of the sale in part on ground that ownership of the Cleveland facility would improve Kaiser's ability to develop a fourth network. And Kaiser three weeks ago announced plans for an interconnected network, to consist initially of seven Kaiser-owned stations. The company said it hopes to acquire another UHF in Chicago or New York—by 1970 (BROADCASTING, Sept. 11). (See page 54.)

But Commissioner Cox said the pos-

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Jack Schweibold took off. And landed two world records.

When General Motors' Allison Division developed a gas turbine for the Army that doubles a chopper's speed, range and payload with half the engine weight, it was test pilot Jack Schweibold's job to prove it.

Not only did he prove it, but he set new world's helicopter records for closed-circuit distance and longest solo flight to boot. GM people like Jack Schweibold won't settle for less than the best from themselves.

Which is why you never have to settle for less than the best from General Motors.

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Jack Schweibold, Test Pilot, Allison Division, Indianapolis, Indiana.



sibility of a fourth network is "decidedly speculative" and, in any case, an improper basis for waiver of the policy. "Clearly we cannot select Kaiser as a chosen instrument for the creation of a new network."

Commissioner Wadsworth, while voting to approve the sale, expressed some misgivings. He said the inauguration of a new television station in Cleveland at the earliest possible date is in the public interest. But, he said he has reservations "that the filing of an application . . . by financially qualified entities might be the vehicle for acquiring 'paper CP's' for resale to entities which would not have been able to acquire them in the first place (because of lack of comparative qualifications, or otherwise), which would result in a misuse (not necessarily abuse) of the commission's processes."

NAB modifies fall regional meetings

Changes and additions to the National Association of Broadcasters fall regional conferences were made public last week. The changes were necessitated by the sudden resignation of Sherril Taylor, vice president for radio, to become vice president for affiliate relations at CBS Radio (CLOSED CIRCUIT, Sept. 18) (see page 10). Mr. Taylor's part in the programs will be handled by Charles Stone, vice president for station services, and Harold Niven, assistant to NAB President Vincent Wasilewski.

The program additions were 32 broadcasters who will be panelists on the subject, "Who Gets the Air?", a case-history method of getting possible solutions to personnel problems in a hypothetical radio station. That part of the session has been put together by William L. Walker, NAB director of broadcast management.

The broadcasters and the city in which they will participate are:

Atlanta (Oct. 16-17): Tim LeBlanc, WWUN Jackson, Miss.; Bill Mapes, WOWL Florence, Ala.; Roland Potter, WKBC North Wilkesboro, N. C., and Jim Ward, WLAC Nashville.

Dallas (Oct. 19-20): Day Hayslett, KIXL Dallas; John O'Brien, KVET Austin, Tex.; Jim Scott, KNUZ Houston, and Si Willing, KMAR Winnsboro, La.

Washington (Oct. 23-24): Arthur W. Arundel, WAVA Arlington, Va.; Morris Blum, WANN Annapolis, Md.; Robert Smith, WCYB Bristol, Va., and John Tansey, WRVA Richmond, Va.

Boston (Oct. 30-31): Fred Bowen, WIBX Utica, N. Y.; Frank Estes, WKXL Concord, N. H.; Parker Hoy, WLAM Lewiston, Me., and Ted Jones, WCRB

Boston.

Kansas City (Nov. 9-10): Mahlon Aldridge, KRFU Columbia, Mo.; William Hansen, WJOL Joliet, Ill.; Jerry Holley, WIBW Topeka, Kan., and Doug Lyon, KKAN Phillipsburg, Kan.

Denver (Nov. 13-14): Alvin Anderson, KBMR Bismarck, N. D.; Dale Moore, KGVO Missoula, Mont.; Walter Rubens, KOBE Las Cruces, N. M. and Norton Warner, KIMB Kimball, Neb.

Los Angeles (Nov. 16-17): Eric Bremner, KREM Spokane, Wash.; Stoddard Johnston, KMBY Monterey, Calif.; Manning Slater, KRAK Sacramento, Calif., and Ted Smith, KUMA Pendleton, Ore.

Chicago (Nov. 20-21): Hilliard Gates, WKJG Fort Wayne, Ind.; Stuart Hazard, WJCO Jackson, Mich.; Bob Proctor, WBGN Bowling Green, Ky., and Ben Sanders, KICD Spencer, Iowa.

It is unlikely that Mr. Taylor's replacement at NAB will be named until after the fall conferences. Mr. Wasilewski said he has appointed a three-man committee to screen the potential successors. The three are: Grover Cobb, KVGB Great Bend, Kan., NAB joint-board chairman; Richard Dudley, WSAU Wausau, Wis., and Daniel Kops, WAVZ New Haven, Conn., chairman and vice chairman, respectively, of NAB's radio board.

WGN group considering purchase of WFMT(FM)

WFMT(FM) Chicago, highly successful FM independent that is prominent for its classical-music format, is about to be sold by founder Bernard Jacobs for approximately \$1 million to WGN Continental Broadcasting Co., a group owner that in recent years has not been FM inclined.

Neither WFMT nor WGN Continental would confirm the sale late last week. It was learned, however, that negotiations are virtually complete and await only formal approval by the WGN Continental board of directors, expected possibly this week.

Mr. Jacobs has been interested for some time in disposing of the property because of his health.

WGN Continental operates WGN-AM-TV Chicago, KDAL-AM-TV Duluth, Minn., and KWGN-TV Denver. It also owns a CATV, WGN Televents, Houghton, Mich., and a commercial production house, WGN Continental Productions, Chicago.

WGN Continental's president, Ward L. Quaal, until now has not considered the FM medium as an area in which the company should press for growth. Rather he has felt that concentration should be made in longer-established AM radio and television. He has in-

structed company executives, however, to continue studies of FM and explorations of FM market potentials.

One unusual aspect of the FM acquisition is that WFMT's channel, 98.7 mc, is the same frequency given up by WGN's earlier FM sister operation, WGNB(FM) Chicago, which was deleted in May 1953. WGNB was dropped at that time after many years of effort to make it successful commercially.

Broadcasters to vie in AT&T rate probe

The FCC's top-to-bottom inquiry into AT&T interstate rate structure moves into a new phase next month, and broadcasters are expected to take a more active role than they have to date.

Under consideration, in hearings scheduled to start Oct. 9, will be the shares of the company's total revenues that the various categories of service should provide.

Since reductions charged to one service will require an increase in the rates charged to another, each category of customers will be opposing all others in the proceeding. And AT&T has already announced it intends to request an increase in the rates charged for video and audio transmission.

The company said last year it would propose rates for video service that would yield revenue of an estimated \$57.6 million in 1967 as against costs of \$56.5 million (BROADCASTING, Aug. 1, 1966). In 1965, the company said it took in \$44.1 million and spent \$60.4 million on the service.

Audio revenues amounted to \$22.2 million in 1965, according to AT&T, while costs were \$26.4 million. The proposed rates would produce \$27.5 million in revenue, the company estimates, with costs running to \$26.4 million.

William M. Ellinghaus, AT&T vice president in charge of the marketing and rate-plans department, in testimony he has prepared and distributed in advance of the reopened hearing, says the rates of the magnitude proposed last year "still appear to be appropriate."

However, he said there are a number of areas of uncertainty, including the prospect of changes which domestic communications satellites might bring. If intervening events indicate a reappraisal is necessary, he said, the company would defer the actual filing of the rate increase.

Broadcast industry hearing participants will be ABC, CBS, NBC, Sports Network Inc., and WPXI(TV) New York.

The commission, which launched the

inquiry into AT&T rates and rate structure in October 1965, concluded Phase I in July by directing the company to reduce its rates by \$120 million. The commission said the company's return on its interstate investment should be limited to a range of 7% to 7.5% (BROADCASTING, July 10).

Two weeks ago, acting on a petition for reconsideration, the commission allowed the company to add \$544 million to its rate base, and to defer \$20 million of the \$120 million reduction to May 1, 1968 (BROADCASTING, Sept. 18).

Maine CATV's take FCC rule to court

Five CATV systems in Maine have asked the U.S. Court of Appeals in Boston to declare "unlawful" an FCC

order requiring the systems to give 15-day duplication protection to WAGM-TV Presque Isle, Me.

In the case argued before Judges Bailey Aldrich, Richard M. McEntee and Frank M. Coffin, the CATV's maintain the FCC has no jurisdiction over CATV and in particular over the Canadian TV signals about which WAGM-TV protests.

Leonore Ehrig, arguing for the FCC, suggested the court hold the decision in abeyance until the Supreme Court decides if it will accept a petition for a writ of certiorari filed by the FCC and the Justice Department in the San Diego CATV case.

The CATV systems in question are Presque Isle TV Co., Johnston TV Co., Caribou TV Co., and Van Buren TV Co., which operate cable systems in Presque Isle, Fort Fairfield, Caribou, Loring Air Force Base and Van Buren.

In May 1966 WAGM-TV asked the

FCC to require the CATV's to give it 15-day protection on any U.S. network programs carried by CHSJ-TV-1 Bon Accord, N.B. The commission granted the request on March 7.

NAB awards contract

The Charles H. Tompkins Co., Washington, was the low bidder for construction of the National Association of Broadcasters new headquarters building in Washington. Tompkins, one of five firms bidding, came in with \$2,320,000. NAB, which has moved to temporary quarters, will have moved all of its effects out of the old quarters by Oct. 1 and demolition will follow. The new building is scheduled for completion by Feb. 1, 1969, almost two months before the NAB convention in Washington.

FINANCIAL REPORTS

Screen Gems continues its string of records

Record profits and sales were reported last week by Screen Gems Inc. for the fiscal year ended July 1. This marks the ninth consecutive year that SG has recorded an increase in profits, according to the production firm.

Jerome S. Hyams, executive vice president of Screen Gems, said the revenue gains in fiscal 1967 were attributed to "a general strengthening and expansion of the company's diversified operations, both domestically and abroad."

For the fiscal year ended July 1, 1967 and June 25, 1966:

	1967	1966
Income per share	\$1.42	\$1.31
Net income	5,705,000	5,211,000
Gross income	91,780,000	87,387,000

MGM and Blair drop plan for merger

Speculation that Metro-Goldwyn-Mayer Inc., would absorb John Blair & Co., New York, station representatives, was scotched last week with confirmation by Blair officials that merger discussions have been terminated.

The word followed an earlier announcement by MGM that its board voted to increase the company's cash-dividend payments by 20%, raising the quarterly dividend payment from 25 cents to 30 cents a share. Directors simultaneously declared an extra dividend payment of 5% in stock for the

current quarter. The increased cash dividend will apply to the shares issued as the extra stock dividend. Both the increased dividend and the stock will be paid Oct. 16 to stockholders of record Sept. 29.

MGM President Robert H. O'Brien

said the board action had been taken because of progressive and continuing improvement in the company's operations and earnings. "We expect the current fiscal year, which started Sept. 1, to be the most successful in MGM history," he added.

This announcement appears as a matter of record only.

New Issues

M
METROMEDIA, INC.

\$15,000,000

6¾% Senior Notes due September 15, 1987

\$15,000,000

5½% Subordinated (Convertible) Notes due September 15, 1982

Pursuant to note agreements arranged through the undersigned with institutional investors, the Company has sold \$10,500,000 of the above-described Notes and has agreements to sell, prior to April 16, 1969, an additional \$19,500,000 of such Notes.

Kuhn, Loeb & Co.

Eastman Dillon, Union Securities & Co.

September 20, 1967

Allied Radio to merge into LTV Ling Altec

An agreement for the acquisition of Allied Radio Corp., Chicago, into LTV Ling Altec, Anaheim, Calif., has been reached and will be presented to shareholders of both companies for approval Oct. 27, the two companies jointly announced.

Alvis A. Ward, president of LTV Ling Altec, a subsidiary of Ling-Temco-Vought Inc., Dallas, and A. D. Davis, Allied board chairman and chief executive, said LTV would buy substantially all of the assets of Allied Radio in ex-

change for 992,800 shares of LTV Ling Altec common stock. (BROADCASTING, July 31).

Gannett lists stock offering with SEC

Gannett Corp., Rochester, N. Y.-based newspaper chain and group broadcaster, filed a registration statement with the Securities and Exchange Commission Sept. 20, looking toward a public offering of its stock within the next 30 days.

The SEC filing follows Gannett stockholders' approval earlier this month of a recapitalization plan that converted the company's outstanding class

A, class B common and participating preferred stock into a single voting class of common stock, and that called for issuance of 10 million shares authorized, with 4,235,700 outstanding in addition to 500,000 shares offered for new money (BROADCASTING, Aug. 7, Sept. 4).

Gannett in its prospectus described its company operation as including ownership in 30 newspapers and nine broadcast stations plus a CATV system in Geneva, N. Y. Gannett stations are: WHEC-AM-TV Rochester, and WINR-AM-TV Binghamton, both New York; WDAN-AM-FM Danville, and WREX-TV Rockford, both Illinois, and WEZY-AM-FM Cocoa, Fla.

EQUIPMENT & ENGINEERING

Domestic-satellite plan comes under attack

LACK OF PUBLIC-TV FINANCING RILES FORD FOUNDATION

Communications Satellite Corp.'s proposal to launch a five-year \$57-million-plus domestic-satellite program came head-to-head last week with Ford Foundation objections that the scheme, among other things, made no provision for program funds for public television. By the week's end the controversy be-

came a background for the foundation's alternative plan accompanied by a letter from its president, McGeorge Bundy, rebuking the Comsat proposals as "not sufficient." Comsat responded to the criticism in a letter from its chairman of the board, James McCormack, discrediting the foundation's

claims. And related filings by other parties urged the FCC to protect special interests in whatever system might evolve from the proceeding.

The Comsat program offered in March calls for two high-capacity synchronous satellites and about 34 technically integrated earth stations. Each station would handle 12 color-TV channels or about 22,000 telephone circuits. In addition Comsat proposed to design, finance, build and operate the system (BROADCASTING, April 3).

Mr. Bundy claimed that the Comsat proposal would be an "untimely pre-judgment" of the policy work yet to be done by the President's newly appointed task force (BROADCASTING, Aug. 21); that it would "foreclose a great issue of public policy" through a presumption of Comsat ownership of the final system and was, in fact, through admission by Comsat officials, "phase one of a general domestic monopoly." More importantly, Mr. Bundy emphasized that "the Comsat program makes no adequate provision for the dramatic possibilities of satellite communications in the field of public television, both as a provider of free intercommunication and as a source of protected program funds."

He cited that the past year "has demonstrated more strongly than ever both that public television needs such protected revenue and that it will not be easy to reach a national agreement on other sources. Moreover, our current fiscal position gives further emphasis to the value of revenues that do not come from the taxpayer at all."

Ford's Idea ■ The foundation instead proposed alternative programs with an eye toward a coordinated project involving all interested parties and possibly the use of the Television Auxiliary Broadcast Service rather than the common-carrier bands to "relieve . . . threatened congestion."

In rebuttal, Comsat's McCormack said that "one is struck by the fact

TRANS-VIDEO CORPORATION

This builder and operator of cable TV systems in San Diego and Bakersfield, California has been sold to:

COX BROADCASTING CORPORATION

We supplied Trans-Video with venture capital from its inception and negotiated the sale of the company.

Burnham and Company

The investment firm that goes beyond Wall Street.

New York, New Haven, San Francisco, Dallas, Brussels, Paris, London.

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Part of the go-go crowd. The part that listens to Storz radio, then goes out and buys your product or service. The young moderns. The young marrieds. The crowd with shopping lists umpteen feet long, just waiting to be told their business is appreciated. So why not tell 'em? *Influence the influencibles.*® On a Storz station you talk to the most influenceable people so the word gets around faster because the go-go crowd responds.

STORZ

WDGY Minneapolis-St. Paul
(Blair)
KXOK St. Louis
(RAR, Inc.)

WHB Kansas City
(Blair)
WTIX New Orleans
(Eastman)

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)

that the Ford Foundation's concern with a funding mechanism for public-television programs has put in the background the broader public interest in the full range of domestic communications and their many uses." He continued by saying that though a provision for free or reduced rate service for noncommercial broadcasting had been made, "frankly, we have not been willing to distort the entire structure of domestic communications in order to make the networks a captive treasury for public television."

As for the foundation charges that the Comsat proposal preempts the functions of the task force and would give Comsat a monopoly position, Mr. McCormack said: "Nothing could be further from the truth. . . . nothing is precluded by our pilot proposal." In fact he claimed that the project "is equally consistent" with an ultimate decision favoring "the dedicated system as with a decision favoring a multi-service system." And as for the existence of a monopoly, Mr. McCormack termed the \$57-million plus price tag as one well within the reach of common carriers "or even a broadcast nonprofit satellite service." He concluded that "if . . . the commission should subsequently authorize Comsat to go into full-scale satellite service because the

commission finds such a result in the public interest, we doubt that the world would be dismayed, notwithstanding that the word 'monopoly' will doubtless be used, as it has been, for its pejorative value."

Ultimately, Mr. McCormack suggested that a pilot demonstration is essential, and that nothing would be gained by delay: "Of course, its [Comsat proposal] results will not be available to the President's task force in its proposed one-year life, but that is no reason to postpone long lead-time planning and construction until the Task Force has ceased its study."

Partially Favorable ■ Other parties to the proceeding were favorable to the Comsat proposal, but requested that their special interests be incorporated into the project. Among others, the American Newspaper Publishers Association asked that a share of the channel facilities be made available for news-media uses. The ABC Television Affiliates Association suggested that the ground stations be owned by broadcast stations as a means of minimizing the costs and technical problems of interconnection as well as provide regional distribution systems. Aeronautical Radio Inc. and Air Transport Association of America, with some reservations about the Comsat proposals, requested that

carrier space be made available and that consideration be given to a new allocation of frequency space other than 5925 to 6425 MHz for the radio link between earth stations and satellite stations.

GT&E Service Corp. felt that the associated earth stations should be owned by either the carriers or Comsat or both while AT&T urged that such ownership should reside in the common carriers. Both CBS and NBC urged that interested parties be permitted to form a committee or conference and participate in the establishment and direction of the pilot program.

ABC had reservations that the Comsat proposal would be a test program to procure interference and other engineering data. ABC felt such a program should be conducted by a "more disinterested agency than Comsat" and that it generally supported the Ford Foundation proposals that would include among others the National Aeronautical Space Administration, several federal agencies, the networks and common carriers.

Ford Supported ■ Thomas P. F. Hoving, chairman of the National Citizens' Committee for Public Television, last week strongly seconded the objection by the Ford Foundation to Comsat's proposed pilot domestic commu-



There are cameras . . .



Then there are cameras!

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nications satellite project, filed in a brief to the FCC.

Citing precedents in communications that "have been choking us, giving away" radio frequency spectrums and television channel allocations, Mr. Hoving called Comsat's international franchise "enough."

"We [the Citizens' Committee] await the report of the Presidential Task Force on Communications Policy and in the meantime support Ford's contention . . ."

"If there ever was a time for a reassessment of communications policy, it is now with public television almost a reality."

NABET, networks meet with mediator

Representatives of ABC and NBC and the National Association of Broadcast Employes and Technicians were closeted with the Federal Mediation and Conciliation Service last Thursday and Friday (Sept. 21-22) in an effort to resolve their long-standing dispute over a new contract.

The groups met separately with

Kenneth Moffett, an official of the FMCS, in New York for several hours on Thursday, and the government aide recessed the mediation until Friday.

The FMCS had requested both the networks and NABET to appear for mediation after results of a nationwide balloting showed early last week that NABET members had rejected contract proposals offered by the networks. NABET reported last Tuesday (Sept. 19) that its membership had turned down ABC's offer by a 987-to-177 count and had rejected NBC's proposal by a 889-to-339 tally.

Members of NABET already have authorized their executive board to call a strike, if necessary. One top union executive in New York said he was "extremely pessimistic," and felt the odds favored a strike rather than a settlement. But he could not predict when action would be taken.

Different Offers ■ The union's negotiating committee had recommended that members at NBC accept the contract proposal, while it passed on ABC's offer without recommendation. A union official said the difference between the ABC and NBC offers was that ABC refused to agree to staff color productions with a set number of technicians assigned to certain types of programs.

The wage issue was said to be a

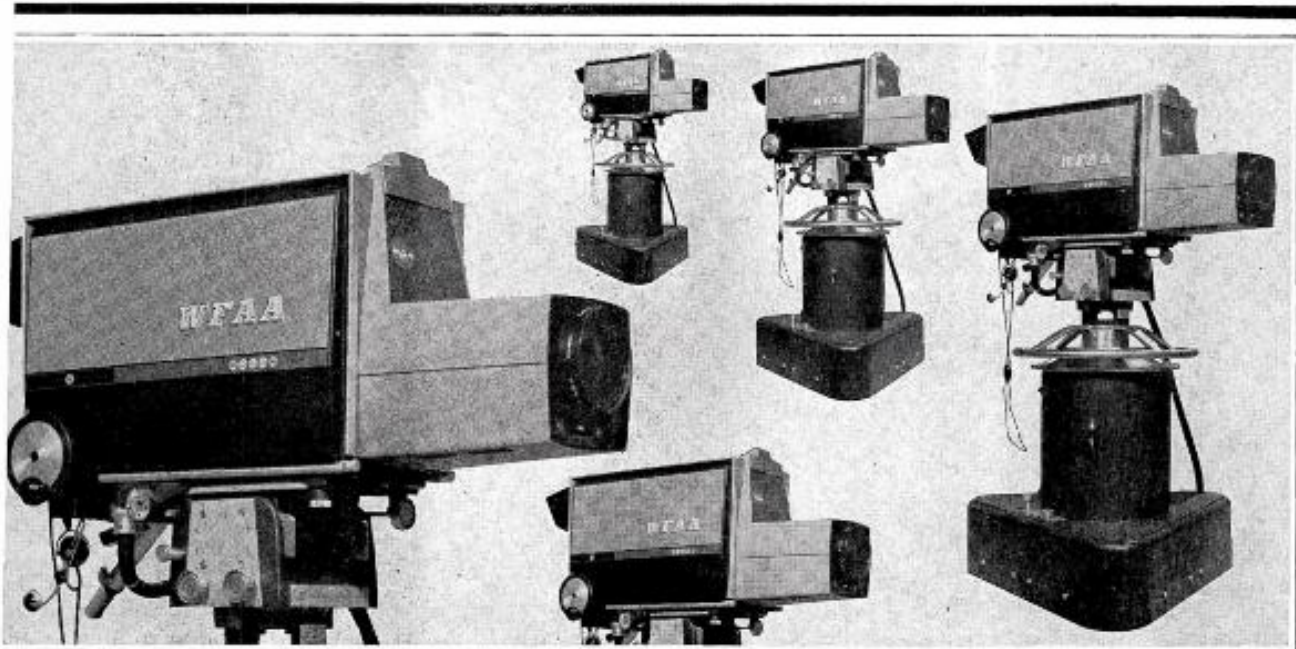
sore point. Both networks offered to raise the weekly salary of the large majority of technicians from the current \$218 by \$34 over a three-year period retroactive to last April 1 (\$14 in the first year and \$10 each for the second and third years). The old three-year contract expired March 31 and was extended to Aug. 31.

NABET represents about 3,000 technical and nontechnical workers at ABC and NBC located in New York, Washington, Chicago, Los Angeles and San Francisco. The union has the promised support of the 18,000-member American Federation of Television and Radio Artists in the event it calls a strike against ABC and NBC.

CBS is not involved in the dispute since its technicians belong to the International Brotherhood of Electrical Workers.

WNBC-WCBS tower repaired

WCBS and WNBC, both New York, were expected to resume broadcasting with 50 kw of power over the weekend from a new, jointly used tower on High Island in Long Island Sound. The original tower that the radio stations shared was destroyed when a plane crashed into the structure on Aug. 27 (BROADCASTING, Sept. 4)



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ABC, Channel 8, Communications Center
Broadcast Services of The Dallas Morning News
Represented by Edward Petry & Co., Inc.

All American to market video-tape recorder

All American Engineering Co., Wilmington, Del., said last week it has an option to a master license of an 18-pound video-tape recorder developed by Par Ltd., Clifton, N. J. All American plans sometime in 1968 to begin production and market the unit at a price under \$500, according to terms of the option, which gives to Par Ltd. an undisclosed fee payment on a royalty basis.

Charles W. Wendt, president of All American, informed stockholders that "the firm's six-month option agreement has been extended for another three months with the inventor's group to permit further evaluation of marketability, sales distribution and patent improvements without incurring the commitment of royalty costs."

The Par invention, first called "Par Vision," was developed over the past four years and early this year was reintroduced as a 22-pound prototype that would retail in the \$300-\$400 price range (BROADCASTING, Feb. 27). The new, lighter version uses standard one-quarter-inch tapes, has a 2,000-hour recording head, and measures 12½ by 13½ by 8 inches. Erasable tapes, costing \$15, are one hour in length (half hour each side) recording (with any type of TV set or camera) at a 60-inch-per-second speed. All American officials indicated that several VTR prototype models are under consideration, including a color version.

Technical topics . . .

Hear anything? ■ A new low noise mastering audiotape for use with professional and consumer recorders has been placed on the market by Ampex Corp., Redwood City, Calif. The Ampex 404 series mastering tape features a uniform oxide binder formula that is said to result in low noise characteristics in addition to providing higher frequency response and greater undistorted range than currently available. The new tape comes in various reel sizes and widths.

New color TV lens ■ Tele-Cine Inc., Massapequa, N. Y., sole distributor of Schneider television lenses for the U.S., has announced the TV-1 Color Television Variogon as the latest in a series of television lenses from the Joseph Schneider Optics Co., Bad Kreuznach, Germany. Features of the new color television Plumbicon lens are the extended zoom range (11.1; 18-200 mm); a near focus distance of 70 mm, 27.3 inches; quick change range extenders, each with back focus adjustments and bed mounted for manual or servo operation, and linear focus compensation

for varying object distances. Another feature of the new lens is the diascope attachment enabling projection of 35 mm 2 x 2 slides through the lens for testing, camera set-up or program use. Tele-Cine is at 294 East Shore Drive, Massapequa, N. Y. 11758.

CBS loudness controller enters the market

CBS Laboratories, Stamford, Conn., has announced it has begun production and marketing of its new solid-state loudness controller (model 710). The first units are scheduled to be shipped within 90 days to over 50 CBS Radio affiliates that are taking the \$825 automatic device on a 30-day test basis.

The 18-pound rack-mounted unit (19 by 3½ by 9½ inches) was displayed at CBS's affiliates meeting in New York (see page 52). The experimental indicator will also be marketed, at \$950. CBS-owned WCAU-TV Philadelphia has for the past six weeks used the indicator in its operation.

CBS Labs' controller and indicator measurement devices were first shown as prototype models at the National Association of Broadcasters' convention in Chicago last March. Officials said the controller has since been refined to a point where it can equalize loudness levels automatically by dropping them as much as 6 db. One CBS Labs official said this unit will find its greatest need in TV-commercial applications.

New video-tape firm opens in San Francisco

A new mobile video-tape center in San Francisco, Tel-West, is to begin operations Oct. 1, according to Frank Fisher, head of technical facilities.

The firm will provide video-tape production services to networks, television stations, producers, advertising agencies, industry and advertisers.

Major equipment by Tel-West includes a completely mobile cruiser unit with two Ampex VR-1200 Videotape recorders and six PE-250 General Electric color cameras. The mobile cruiser can, reportedly, be "driven anywhere in the U. S., Mexico and Canada, or flown anywhere in the world."

Kevin Keating, vice president for marketing, will maintain sales and administrative offices at 440 Davis Street, Suite 617, San Francisco. Marketing services telephone number is (415) 391-7671. Tel-West's mobile unit, 6,000 square-foot studio and general offices are located at 815 Douglas Avenue, Redwood City, Calif. Telephone: (415) 365-6845.

New radio gear ordered by ABC

ABC Radio's plan to provide four separate radio feeds tailored to differing station formats will receive unmatched technical support, network officials said last week.

ABC announced it is investing \$3 million in new technical facilities to implement its plan to provide affiliates with four program services—American Contemporary, Information, Personality/Entertainment, and FM networks (BROADCASTING, Aug. 28 et seq.). According to Ralph W. Beaudin, ABC Inc. corporate group vice president for radio, and Walter A. Schwartz, president of ABC Radio, technical facilities will be the most advanced in the nation. Broadcast equipment will be operational Jan. 1, when the new ABC concept kicks-off.

McCurdy Radio Industries Inc., Danvers, Mass., is providing ABC with 11 specially designed consoles using solid-state plug-in modules. Customized consoles, designated model 4400-ABC, are said to be the most advanced of any in use today, and will be compatible with future equipment not yet within the state of the art. Engineering was done by McCurdy to operational concepts conceived by Sammie T. Aed, assistant director of radio engineering operations for ABC.

FAA to make public antenna-farms advice

The Association of Maximum Service Telecasters batted one-for-three last week when the FCC both granted and denied in part the association's petition for reconsideration of the antenna-farm rules adopted in June (BROADCASTING, June 19). AMST had sought amendments to the rules that would have made it more difficult for the Federal Aviation Agency to block the establishment of proposed farms.

The one concession the commission made to the AMST request will now find the agency placing in its public file FAA advice on whether a proposed farm constitutes a danger to air safety. However, the commission refused to accede to two other AMST requests that the FAA be made to state why existing air navigation procedures could not be adjusted to accommodate a proposed farm, and that when a farm petition is denied as a result of FAA advice, the unsuccessful petitioner shall be returned to a status quo position. The commission said that these two requests were already covered and that there was no need for such provisions in the rules.

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Few of TV's virgin shows look like hits

FIRST NIELSEN REPORTS SHOW MOVIES STRONGER THAN EVER

The new television season, the early ratings say, is a mixed bag of a few could-be hits, must-be flops and mostly maybe series. Movies are stronger than ever and vying for the big numbers.

This generally is how the new season plays to the advertising agencies. According to a sampling last week of their opinion, there's little happening this early in the new season to upset advance predictions of the networks' programing "more of the same." As for specials, they may be the exception and will bear watching if only because there are so many on the nighttime schedules this year and hence, somewhat like the movies, unpredictable in the ratings derby.

Any assessment of the new season at this point, it was said, has to be general. Though Trendex reports were available through last Tuesday Sept. 19) before giving way to circulation of the first national Nielsen weekly report on the new season (report on Sept. 4-10 was out Sept. 20), ratings on NBC's new-show pattern still lagged behind those of CBS and ABC. NBC started its season a week after the other two networks.

Among the observations: *The Carol Burnett Show* on CBS (Monday at 10 p.m.) is doing much better than an-

anticipated. CBS's *Dundee and the Culhane* (Wednesday at 10) may be a "pseudo hit," that is it's stronger than expected in the sampling period but still not expected to come up shining. ABC's *Custer* (Wednesday at 7:30) and *Good Company* (Thursday at 10) are most likely "being written off, both as concepts and as shows." CBS's *Cimarron Strip* (90-minute show on CBS, Thursday at 7:30) is "lost in the gray area." NBC's first *Danny Thomas Special* (Monday at 9) didn't perform as expected "but this was only the first show."

The Hits ■ Where will the half-hour hits among the new shows come from? Answer: The word hit may be misleading but the stronger half-hour shows at present would seem to be among a group composed of *The Flying Nun* and *Second Hundred Years* (both ABC), *He and She*, *Gentle Ben* and *Good Morning World* (all CBS). But no one really knows for sure. More certain is the dismal showing even at this stage for ABC's *Hondo*, *Custer* and *Good Company*. But most agency people questioned hedged their bets on evaluating specific shows and tended toward generalizations or trends.

Among them: There's a question now whether or not the half-hour form in TV, which has given ground on net-

work schedules to the longer form, is to make any meaningful headway in the future; the advertiser risk is greater than ever (with the trend accelerating to lay off sponsorship bets by buying into movies and "there's nothing in the rating reports to impede the scatter plan as a growing attraction"); though the westerns are still in their come-back cycle, few new western entries (other than *High Chaparral* on NBC, Sunday at 10) show signs of winning appreciable audience favor.

Top-line new shows—indicating levels of sampling—in the weekly Nielsens (the report covered through Sept. 10 and thus only that night's NBC starters were included): *High Chaparral* (NBC), *He and She* (CBS), *Mothers-in-Law* (NBC), *Second Hundred Years* (ABC), *Flying Nun* (ABC), *Dundee and the Culhane* (CBS), *Good Morning World* (CBS), *NYPD* (ABC), *Gentle Ben* (CBS) and *Garrison's Gorillas* (ABC).

On the basis of the weekly Nielsens rating all shows, the new series of *Chaparral*, *He and She*, *Mothers-in-Law*, *Second Hundred Years* and *Flying Nun* were among the 10 highest-ranked programs.

Trendex audience shares from agency sources, Sept. 15-18, follow (they were discontinued Sept. 18):

	Trendex share
N—new show	
NP—new season programing	
NTP—new time period	
R—rerun P—pilot	
Friday, Sept. 15	
7:30-8 p.m.	
ABC Off to See the Wizard (N)	27.5
CBS Wild Wild West (NP)	35.5
NBC Tarzan (NP)	25.2
8-8:30 p.m.	
ABC Off to See the Wizard (N)	26.8
CBS Wild Wild West (NP)	38.8
NBC Tarzan (NP)	24.6
8:30-9 p.m.	
ABC Hondo (N)	17.8
CBS Gomer Pyle (NTP)	45.3
NBC Star Trek (NTP)	23.7
9-9:30 p.m.	
ABC Hondo (N)	14.6
CBS Movie (NP)	48.7
NBC Star Trek (NTP)	21.3
9:30-10 p.m.	
ABC Guns of Will Sonnett (N)	15.1
CBS Movie (NP)	59.2
NBC Accidental Family (N)	15.8
10-10:30 p.m.	
ABC Judd for the Defense (N)	15.4
CBS Movie (NP)	65.2
NBC News Inquiry (special)	10.1
10:30-11 p.m.	
ABC Judd for the Defense	19.6
CBS Movie (NP)	62.3
NBC News Inquiry (special)	11.0

Saturday, Sept. 16	
7:30-8 p.m.	
ABC Dating Game (NP)	33.2
CBS Jackie Gleason (NP)	43.3
NBC Maya (N)	18.6
8-8:30 p.m.	
ABC Newlywed Game (NP)	24.5
CBS Jackie Gleason (NP)	44.2
NBC Maya (N)	23.8
8:30-9 p.m.	
ABC Lawrence Welk (NP)	35.8
CBS My Three Sons (NTP)	27.5
NBC Get Smart (NP)	31.7
9-9:30 p.m.	
ABC Lawrence Welk (NP)	33.1
CBS Hogan's Heroes (NTP)	20.2
NBC Movie (NP)	40.7
9:30-10 p.m.	
ABC Iron Horse (NTP)	13.6
CBS Petticoat Junction (NTP)	24.4
NBC Movie (NP)	57.2
10-10:30 p.m.	
ABC Iron Horse (NTP)	19.8
CBS Mannix (N)	21.3
NBC Movie (NP)	51.5
Sunday, Sept. 17	
7:30-8 p.m.	
ABC Voyage to the Bottom of the Sea (NP)	29.2
CBS Gentle Ben (N)	33.8
NBC Walt Disney (NP)	27.7

8-8:30 p.m.	
ABC FBI (NP)	26.2
CBS Ed Sullivan (NP)	35.1
NBC Walt Disney (NP)	31.3
8:30-9 p.m.	
ABC FBI (NP)	34.5
CBS Ed Sullivan (NP)	34.2
NBC Mothers-in-Law (N)	30.5
9-9:30 p.m.	
ABC Movie (NP)	29.7
CBS Smothers Brothers (NP)	32.0
NBC Bonanza (NP)	36.5
9:30-10 p.m.	
ABC Movie (NP)	25.8
CBS Smothers Brothers (NP)	33.8
NBC Bonanza (NP)	38.6
10-10:30 p.m.	
ABC Movie (NP)	27.6
CBS Mission: Impossible (NTP)	31.7
NBC High Chaparral (N)	34.6
10:30-11 p.m.	
ABC Movie (NP)	32.5
CBS Mission: Impossible (NTP)	29.6
NBC High Chaparral (N)	32.0
Monday, Sept. 18	
7:30-8 p.m.	
ABC Cowboy in Africa (N)	20.1
CBS Gunsmoke (NTP)	34.0
NBC The Monkees (NP)	35.1
8-8:30 p.m.	
ABC Cowboy in Africa (N)	24.6

CBS Gunsmoke (NTP)	30.0
NBC Man from U.N.C.L.E. (NTP)	30.3
8:30-9 p.m.	
ABC Rat Patrol (NP)	25.2
CBS Lucille Ball (NP)	35.2
NBC Man from U.N.C.L.E. (NTP)	29.9
9-9:30 p.m.	
ABC Felony Squad (NP)	27.5
CBS Andy Griffith (NP)	32.4
NBC Danny Thomas (N)	27.6
9:30-10 p.m.	
ABC Peyton Place (NP)	32.0
CBS A Family Affair (NP)	33.1
NBC Danny Thomas (N)	24.7
10-10:30 p.m.	
ABC Big Valley (NP)	26.9
CBS Carol Burnett (N)	37.1
NBC I Spy (NTP)	24.8
10:30-11 p.m.	
ABC Big Valley (NP)	23.8
CBS Carol Burnett (N)	40.3
NBC I Spy (NTP)	25.6

Firestone agent in West

Firestone Film Syndication Ltd., New York has appointed TV Cinema Sales Corp., Beverly Hills, its exclusive distributor in the West for 762 programs. Under terms of the agreement, TVCSC will handle Filmways, Goodson-Todman and Jack Wrather properties for Firestone in 24 western states. The company also represents 10 other distributors in the West.

Finale on critics' views

Last four programs of new season have their premieres

The last four of the new-show entries premiered Sept. 14-16. A random sampling of newspaper critics' opinions of these shows follows:

Ironside (NBC-TV, Thursday 8:30-9:30 p.m. EDT).

"Something was lost in the transition from movie to series . . ." Don Page, *Los Angeles Times*.

"If [Raymond Burr] can indeed carry the show through on his shoulders, it will be an impressive tribute to the public's feeling for him." Rick DuBrow, UPI.

". . . the traces of literacy that sparked the pilot were missing." Barbara Delatiner, *Newsday*.

". . . a certain heavy-handed reality

and a suspense ideal for Agatha Christie fans." Louis Sweeney, *Christian Science Monitor*.

". . . There wasn't much more [than general grumpiness and irascibility] you could sink your teeth into . . ." Percy Shain, *Boston Globe*.

". . . exciting TV fare . . ." Eleanor Roberts, *Boston Herald Traveler*.

". . . a question [for] those associated with this whodunit: Whydunit?" Harry Harris, *Philadelphia Inquirer*.

". . . may prove to be one of the few successes of the season . . ." Ben Gross, *New York Daily News*.

"Burr probably is strong enough . . .

to carry a series, including this one." Bernie Harrison, *Washington Evening Star*.

"The one-hour version . . . came nowhere near the quality of the two-hour made-for-TV movie but [it] is still likely to be a hit."

Lawrence Laurent, *Washington Post*.

". . . should attract a large and loyal weekly following . . ." Anthony La-



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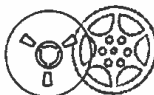
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Camera, *Boston Record American*.

"... a tepid whodunit of very modest interest..." Jack Gould, *New York Times*.

Maya (NBC-TV, Saturday 7:30-8:30 p.m. EDT).

"... a strained fusion of the worst of Sabu and a diluted Tarzan..." Jack Gould, *New York Times*.
"... appealing..." Anthony LaCamera, *Boston Record American*.
"... Most charitable thing I can say... is that the elephant is great..." Eleanor Roberts,



Boston Herald Traveler.

"... fascinating to watch..." Rex Polier, *Philadelphia Bulletin*.

"... ambitious hour-long kiddiecast..." Harry Harris, *Philadelphia Inquirer*.

"... undoubtedly the sickest show ever to bear the 'family viewing' label." Barbara Delatiner, *Newsday*.

"... could have been better, tighter and more interesting if cut in half." Cynthia Lowry, AP.

"... best thing going for it is the location footage of India." Rick DuBrow, UPI.

"... should be a good kiddie catcher." Richard Shull, *Indianapolis News*.

"... might have had even greater appeal if the producers had been forthright and called it *Huckleberry Finn on the Ganges*. Lawrence Laurent, *Washington Post*.

"Any relationship to the India you may be reading about on the news pages will be incidental." Bernie Harrison, *Washington Evening Star*.

Accidental Family (NBC-TV, Friday 9:30-10 p.m. EDT).

"... a painless death may be the best solution." Lawrence Laurent, *Washington Post*.



"... yet another attempt to make a TV star out of Jerry Van Dyke." Barbara Delatiner, *Newsday*.

"... series may build into something warm and pleasant." Cynthia Lowry, AP.

"... labored premiere was played more for pathos than laughs." Wade Mosby, *Milwaukee Journal*.

"... the situation comedy which should click." Maxwell Wisenthal,

Portland (Me.) Evening Express.

"Lois Nettleton is real and worth watching." Louise Sweeney, *Christian Science Monitor*.

"... warm, appealing, often funny..." Harry Harris, *Philadelphia Inquirer*.

"... Future episodes and how they are handled will tell more." Rex Polier, *Philadelphia Bulletin*.

"... cloying little exercise in togetherness..." Eleanor Roberts, *Boston Herald Traveler*.

"... a big improvement over [Jerry Van Dyke's] short-lived *My Mother, the Car*..." Anthony LaCamera, *Boston Record American*.

"... a very lightweight entry..." Bob Hull, *Los Angeles Herald-Examiner*.

"Could be the season's sleeper." Paul Henniger, *Los Angeles Times*.

Mannix (CBS-TV, Saturday 10-11 p.m. EDT).

"... is a one-man *Mission: Impossible*—and that's just fine." Don Page, *Los Angeles Times*.



"... a road-company version of *Mission: Impossible*..." Jack Gould, *New York Times*.

"... wasted a lot of talent and magnificent scenery on a no-account plot..." Bob Williams, *New York Post*.

"... What a pale carbon of *Mission*..." Eleanor Roberts, *Boston Herald Traveler*.

"... Action was pretty routine and predictable..." Rex Polier, *Philadelphia Bulletin*.

"... one of the best [of the new series]..." Harry Harris, *Philadelphia Inquirer*.

"... first show may not have been a fair test of the series." Lawrence Laurent, *Washington Post*.

"It was slick and showy, but there was no disguising the grade B movie plot or hackneyed characters." Bernie Harrison, *Washington Evening Star*.

"... simple, uncomplicated adventure story." Cynthia Lowry, AP.

"... lacked the over-all quality and ingenuity [of *Mission: Impossible*]." Larry Williams, *Memphis Commercial Appeal*.

"... same high gloss and camera snazziness [of *Mission: Impossible*]." Rick DuBrow, UPI.

"... brilliantly photographed, but that's all." Louise Sweeney, *Christian Science Monitor*.

"... full of fight and little else." Maxwell Wisenthal, *Portland (Me.) Evening Express*.

Movie production scheduled in Chicago

Bell & Howell Co. and Second City Productions Inc., both Chicago, plus Harold Goldman Associates, Hollywood, announced plans last week for the coproduction of major color movie features in Chicago. The films will get prime-time exposure on CBS-TV following theatrical release.

Mr. Goldman's Television Enterprises Corp. recently signed an agreement with CBS-TV for delivery of 20 pictures for network showing after theater runs. Mr. Goldman's agreement with Bell & Howell and Second City calls for three features to be made in Chicago.

Bell & Howell and Second City, however, have plans for the production of additional color movies to be made in Chicago. The exact number has not been determined. It is expected that these also would be released to TV.

AP plans to drop some wire features

Racial strife and the sports explosion were named last week as the reasons for elimination of several features now going to the 2,963 radio and TV subscribers of the Associated Press.

Directors of the Associated Press Radio-Television Association were told during their annual meeting in New York that the amount of space devoted to sports on the broadcast trunk wire has increased 40% since 1964. AP said that two five-minute features—"Perspective," a news-background show, and "Sports Memory," a feature on sports events of the past—would soon be dropped. Both features are moved between 2 p.m. and 4 p.m., EDT.

John Aspinwall, AP broadcast editor, said the decision to drop the two features was prompted not only by the increased sports load, but also by late-breaking news such as racial strife, which has consumed a great deal of wire space.

In other efforts to conserve wire space, AP earlier asked broadcast members whether they wanted the present five-minute national news summary format on the trunk wire cut to 4½ or 3½ minutes. The APRTA performance committee reported that a majority of broadcast members favored retaining the five-minute format and also opposed any reduction in the 23 daily news summaries.

Reports on AP operations at home

To the People of Baton Rouge Humble is a "clean water citizen."

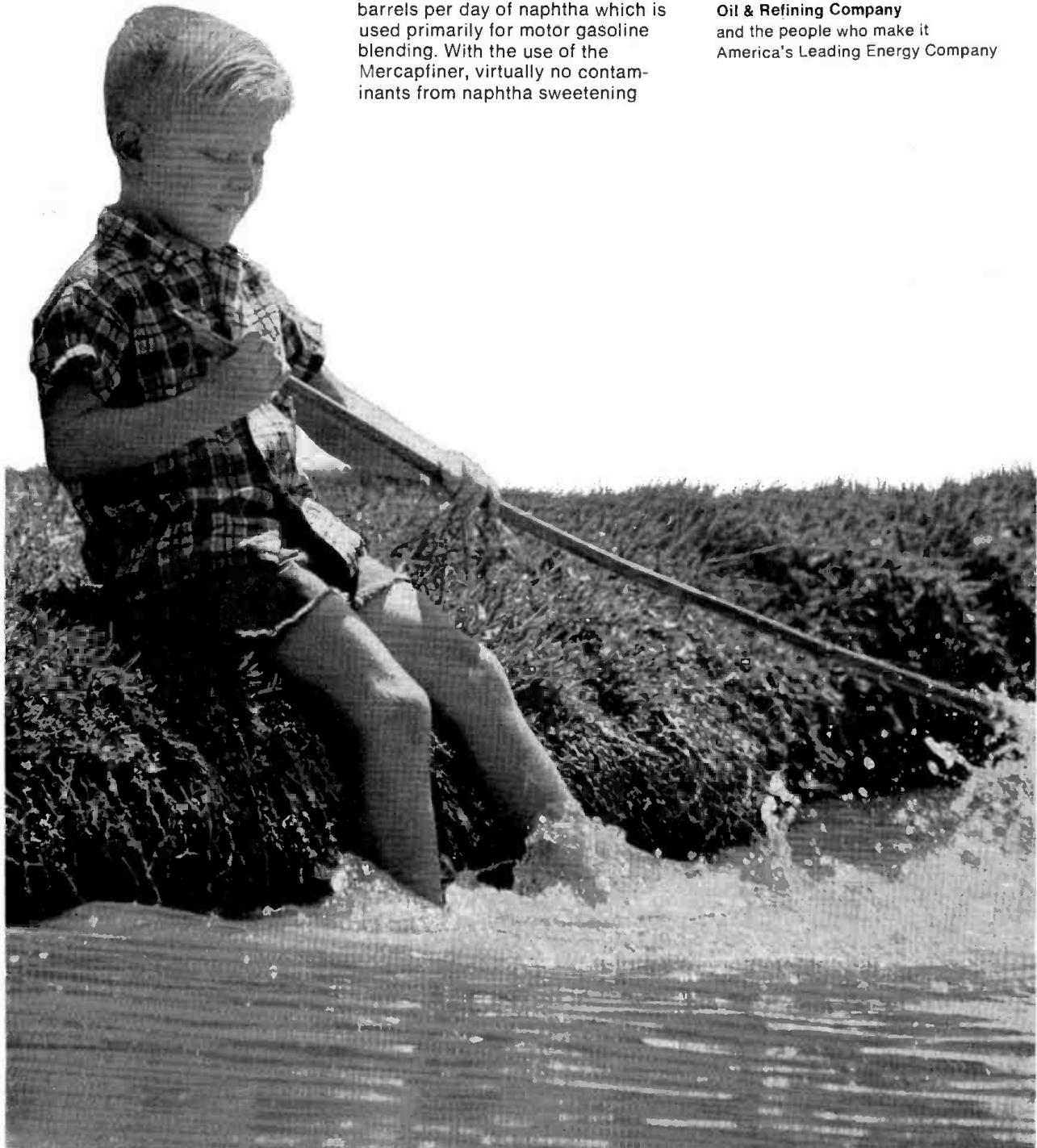
Water pollution has become a source of irritation and concern to every one from high-level government officials to the guy next door who likes to fish — and catch something. □ For the past 10 years Humble's Baton Rouge Refinery has been engaged in improving the cleanliness of its effluent water stream. Over \$8 million of equip-

ment is now in use, and more is to come. □ A new process called Mercapfining will contribute to the company's continuing "clean water" program. Mercapfining provides a unique method of converting, to an odorless form or "sweetening," the compounds found in refinery blending streams. Humble's new facility will have the capability to "sweeten" approximately 180,000 barrels per day of naphtha which is used primarily for motor gasoline blending. With the use of the Mercapfiner, virtually no contaminants from naphtha sweetening

operations will enter the vast refinery water-collection and treatment system at Baton Rouge. □ From fishing to finding new pollution controls, we're proud to help preserve our natural resources for the use of America's most important resource: its people.

HUMBLE

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RTNDA surveys stations on news and color

Despite the technical and economic bugs to be ironed out, the color newscast is making it big. This, the basic conclusion of the Radio-Television News Directors Association color-usage survey of U.S. television newscasts, was released by the organization's information and publications committee at the RTNDA International Conference in Toronto (BROADCASTING, Sept. 18).

From the standpoint of response alone, the survey was the most successful in RTNDA history: 580 commercial stations were polled by wire and direct mail; 462 answered the questionnaire, outlining areas of particular concern—a 78% response. The overview disclosed that: 95% of affiliated stations are capable of airing news and other network programming in color and 70% of reporting stations subscribe to network electronic news feeds, the great majority in color. Color video-tape facilities are available to 78%, but VTR machines are not always available to news departments; 386 stations have color film and slide chains, but there are instances of use limited

to commercial or program operations; 225 stations reported installation of live studio color cameras, 41 stations said they would add live cameras by the end of 1967 and 24 stations reported that they would add live facilities in 1968.

The number of stations processing color film will jump from 123 at present to 197 by the end of this year and 288 by the end of next year—the final figure representing 61% of the surveyed stations—and 279 stations are presently using some color film.

In many instances, usage was limited by the absence of convenient processing facilities. Some of the other problems cited are: the cost of color compared to black-and-white; longer processing time necessitating earlier film deadlines; a cold, green glow from fluorescents lending a grotesque aspect to filmed subjects, and difficulty in adjusting rear-screen color to film and live cameras. More detailed and conclusive findings dealing with some attendant problems of color conversion will be published by RTNDA in November.

and abroad were delivered by Wes Gallagher, general manager, and Robert Eunson, assistant general manager for broadcast services.

APRTA directors elected Ted McDowell, manager of news and public affairs, Washington Star Broadcasting Co., president of APRTA and re-elected several members to regional vice presidencies (see page 86).

Radio series sales . . .

The All Time Heavyweight Championship Tournament (Woroner Productions): WABJ Adrian, WATT Cadillac, WPLB Grenville, WHLS Port Huron and WJIM Lansing, all Michigan, and WBNB St. Thomas, V. I.

First Christmas (Woroner Productions): KLEO Ponce, P. R.

Grand Ole Opry (WSM Inc.): KFRB Fairbanks, Alaska; WKZI Casey, Ill.; KSMK Pasco, Wash., and WWSC Glens Falls, N. Y.

The Reviewing Stand (Northwestern University): KPRO Riverside, Calif.; KFRS San Francisco; WQUA Moline, Ill.; WRRR Rockford, Ill.; WIRE Indianapolis; WOI Ames, Iowa; KWLC Decorah, Iowa; KMA Shenandoah, Iowa; WFBR Baltimore; KSJR Collegeville, Minn.; WVIP Mt. Kisco, N. Y.; WDUQ Pittsburgh; KTHH Houston, and WISN Milwaukee.

Mutual keeps service classic for \$25,000

Mutual has acquired radio rights to the 68th annual Army-Navy game (Dec. 6) for an estimated \$25,000. The network, however, has dropped all other Saturday games in Army's schedule (Sept. 23-Nov. 18), reportedly because of a lack of strong national interest (BROADCASTING, Aug. 7).

In separate negotiations, the U. S. Military Academy has arranged for radio coverage of the nine Saturday games plus the Army-Navy game to be broadcast by WJZ New York. James J. Neville, a producer with his own firm, Sports Equities, set up the WJZ package and is now planning a regional eastern network of 24 radio stations to carry the lineup but without Army-Navy. Announcers in this package are Gene Kirby and *New York News* columnist Gene Ward.

Mutual said last week it has begun selling its Army-Navy package, as well as its Liberty (Dec. 16), Bluebonnet (Dec. 23) and Sun (Dec. 30) Bowls football packages. Mutual's Van Patrick and Sonny Grandelius will handle commentary for the Army-Navy classic, which is to be played, as usual, in Philadelphia.

GAB starts war chest for long ASCAP fight

Radio members of the Georgia Association of Broadcasters are being asked to contribute \$100 toward a \$5,000 war chest in a court test against the American Society of Composers, Authors and Publishers.

The move is part of some Georgia stations' attempts to gain a lower fee from ASCAP. They are basing their drive on the results of a survey of more than 60 Georgia stations that showed the majority play 15% or less of ASCAP music, with several saying they played no ASCAP-licensed music.

The stations also said they prefer a per-program license without a minute log-keeping requirement and that they object to rude, profane, discourteous and demanding auditors from ASCAP.

Ed Mullinax, WLAG La Grange, chairman of the GAB music committee, told the broadcasters they have a right to seek lower ASCAP rates even if they financially contributed to the All-Industry Music Licensing Committee's negotiations with ASCAP.

WPHL-TV unveils TV tape center

Leonard B. Stevens, executive vice president of WPHL-TV Philadelphia, has announced the opening of the station's video-tape color production center there. According to Mr. Stevens, it is geared to meet tight production schedules at moderate rates.

A color production rate card is available upon request from: Channel 17 Color Production Center, 230 South 15th Street, Philadelphia 19102.

Can-Am races to Triangle

Triangle Stations has acquired 1967-68 rights to six auto races of the Canadian-American Challenge Cup series (with 1969 option). The series will be edited to six half-hour colorcasts for first-run syndication to about 200 TV stations.

Musicians get \$3 million

The Phonograph Record Special Payments Fund in 1967 made a distribution of approximately \$3 million to about 18,000 members of the American Federation of Musicians, according to an announcement from Herman D. Keenin, AFM president. This constitutes the third annual distribution made by the fund under 1964 agreements between the union and the record industry, and tops the figure of \$2 million in 1966 and \$720,000 in 1965.

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No retreat on fairness

FCC Chairman Hyde justifies codification and new applications of doctrine by sanctioned tradition

For broadcasters, fairness is, or should be, a matter of conscience. Whether the issue is a broadcast editorial opposing a political candidate or attacking an individual in a controversy—or the airing of a commercial for cigarettes—commission rules and rulings require broadcasters to do no more than a reasonable broadcaster's conscience would dictate.

FCC Chairman Rosel H. Hyde delivered this message in an address before the International Radio and Television Society in New York Friday (Sept. 22), in which he sought to defend and clarify controversial commission actions in connection with the fairness issue.

He said he was "frankly puzzled by the reaction in some quarters" to the commission's action two months ago adopting as rules aspects of the long-established fairness doctrine dealing with personal attack and political editorializing (BROADCASTING, July 10). CBS, NBC and the Radio-Television News Directors Association have asked court review of the action.

"All that the commission did was to codify policies that had been outstanding for many years and which have not interfered with the effective operation of the broadcasting industry during these years," he said. The commission, he said at another point, seeks to encourage, not hinder, broadcasters in their journalistic function.

Matter of Fairness ■ He said fairness requires the procedures that the commission has embodied in its rules. In the case of political editorializing, he said: "Surely, no broadcaster would claim the right to editorialize against a person's candidacy and not afford the opportunity for rebuttal."

And, where a broadcast dealing with a controversial issue involves an attack on the character, honesty and integrity of a particular person, "it seems elementary—under the concept of fairness—that the person should have an opportunity to respond if he wishes," Chairman Hyde said. "It seems equally elementary that he cannot respond if he does not know what was said about him."

In both cases, he said "a matter of conscience," on the part of broadcasters, is involved. And he said he was certain broadcasters would be fair regardless of whether there was a commission rule.

Why, then, the rules? To inform broadcasters as to the "mechanics of compliance" and to deal more effec-

tively with those few who "flagrantly violated fairness policies" by, for example, attacking an individual in connection with a controversial issue without notifying him and affording him an opportunity to reply or editorializing against a candidate without giving him a chance to respond. In such cases, the commission can now impose fines up to \$10,000. It cannot levy fines for violations of policy that is not incorporated in formal rules.

Cigarette Ruling ■ Chairman Hyde examined the commission's controversial ruling applying the fairness doctrine to cigarette advertising in the same terms. That ruling has been bitterly denounced by broadcasters as well as the tobacco industry, and is being challenged in court. Some members of Congress, however, have applauded it.

The chairman noted that there are "highly respected reports on smoking" asserting that normal use of cigarettes is hazardous to health and that there is a congressionally funded campaign to

FCC hears about fairness

Supporters of Reverend Dr. Carl McIntire and his running controversy with the FCC over the fairness doctrine flooded the commission's complaints branch last week with over 80 letters alleging that the agency is attempting to restrict or suppress freedom of speech or religion in broadcasting. They claimed that the commission is censoring or barring from the air the views of conservatives while permitting liberal opinions to be broadcast unrestricted.

The writers also maintained the commission was seeking to prevent Dr. McIntire's broadcast activities by designating for hearing the license-renewal applications for stations WXUR-AM-FM Media, Pa., owned by Faith Theological Seminary Inc., which is headed by Dr. McIntire. Two weeks ago the WXUR owners asked for U. S. Supreme Court review of a lower court's order refusing to interfere with the FCC action (BROADCASTING, Sept. 18).

urge the public, especially teen-agers, not to use cigarettes. "Let's apply the test of conscience," said Mr. Hyde.

"What is your obligation in the face of these reports? Can you simply accept cigarette commercials and ignore the welfare of the public, and do nothing or only a minimal, occasional effort to let the public—the teen-agers—know of this other face of the matter?"

"I submit to you that the questions answer themselves."

The chairman, in another portion of his speech, cited a different challenge to broadcasters' conscience—that which involves the function he said they can perform as a "unifying force" in the country at a time when, as now, it is being subjected to severe social stress.

He suggested that the broadcasting industry, "as a matter of conscience—as a practical way to further discharge your responsibilities to the general welfare—that you dedicate a certain amount of time and talent to this cause."

"Specifically, he said broadcasters could make their stations centers of information on educational and urban renewal projects—the availability of jobs, training courses and other urban programs available to those who need them.

Such activity would have a two-fold purpose, he said. It would make the various programs more effective simply by publicizing their existence. In addition, a "concentrated communications effort, stressing to those affected the programs underway or to be undertaken, will aid in dispelling the sense of despair, which feeds the fires of civil disorders."

Network news heads to get IRTS awards

The presidents of three network news organizations will be awarded the 1968 International Radio and Television Society Gold Medal at the society's anniversary banquet on March 14, 1968, in New York.

The medal has been given annually since 1960 to the person or persons making a significant contribution to the development of broadcasting. Recipients in 1968 are Elmer W. Lower, ABC News; Richard S. Salant, CBS News, and William R. McAndrew, NBC News. They are being cited for outstanding contributions the news organizations have made collectively to the advancement of electronic journalism.

Awards by IRTS have been made to more than one person at a time in only one other year—in 1961, to John F. Kennedy and Richard M. Nixon in recognition of their radio-TV debates dur-

ing the presidential campaign in 1960.

IRTS President Edward P. Shurick of H-R Television, New York, noted that the three network news organizations programed more than 6,500 hours of news on TV and radio last year, a total that will go over an estimated 7,500 hours in 1967. He said the preponderance of news coverage enables the public to be "more fully informed on national and international affairs than thought possible just a decade ago."

Columbia, SG seek dismissal of suit

Columbia Pictures Corp. and its television subsidiary, Screen Gems, Inc., asked the U. S. District Court for the Southern District of New York last Thursday (Sept. 21) to dismiss the \$35.5 million damage suit filed against the companies and several of their executives by Don Kirschner, ousted head of the record and music divisions of Columbia and SG.

In their motion to dismiss the action, the defendants claimed that Mr. Kirschner had "destroyed relevant and material evidence (tape recordings) which he had been directed to produce by the court." They asked the court to dismiss his claims with prejudice and award defendants counsel fees.

Mr. Kirschner filed his suit last March 15 after he was discharged as head of Colgems Record Division of Columbia and Screen Gems and resigned as head of the music publishing division of the two companies. Mr. Kirschner claimed in his suit that certain executives of Columbia and Screen Gems had entered into a conspiracy to cause his discharge from Colgems.

In examination before trial, according to the papers filed last week by the defendants, Mr. Kirschner said he had made surreptitious recordings of conversations with various persons involved in the events leading up to his discharge from Colgems. He was directed by the court to produce the original tapes but instead brought in some copies, the defendants stated. Under examination by the court, the defendants asserted, Mr. Kirschner stated that he had instructed his chauffeur to throw away the original spools because, he claimed, they were not important in their entirety.

"Plaintiff's destruction of the original tape recordings was the most willful form of suppression of evidence," the defendants charged.

The defendants asked that the motion be heard on Oct. 5 or as soon thereafter as counsel can be heard.

BROADCASTING, September 25, 1967

A new twist on fairness

FCC rules that frequency of exposure may count as much as total time

KING-AM-FM-TV Seattle has learned that fairness, as interpreted by the FCC in matters affecting political editorials, requires more than a readiness to give time to a candidate to reply to broadcast editorials endorsing his opponent.

The commission made clear last week that how that time is distributed is critical also. And in the process, it indicated that its professed policy of not substituting its judgment for that of licensees doesn't cause it to shrink from requiring licensees to change judgments they have reached.

The KING stations had endorsed five of 28 city council candidates running in a nonpartisan primary election (Sept. 19), in one 20-second editorial that it ran 30 times over a 10-day period ending on the day of the primary, Sept. 19.

The stations gave the unendorsed candidates advance notice of the plan to editorialize, and offered what the stations regarded as a reasonable opportunity for response—two one-minute spots each—along with the opportunity for the candidates' spokesmen to use KING production facilities.

But Clarence F. Massart, one of the unendorsed candidates, and an incumbent felt he was not being offered sufficient opportunity for response, and said so, in a complaint to the commission.

Staff Agrees ■ And the commission staff, in a telegram on Sept. 14, told the KING stations that "it does not appear that the offer of two one-minute broadcasts constitutes reasonable opportunity for response to 30 broadcasts endorsing other candidates, even though the editorial endorsements are only 20 seconds long."

The staff—in the first such action since the FCC adopted as a rule the fairness-doctrine provisions relating to endorsements of political candidates—directed the stations to "afford reasonable opportunity to respond to your editorials." The staff urged prompt "good-faith negotiation."

The KING stations petitioned the commission for review. They stressed that the commission has in the past emphasized that it would not substitute its judgment for that of licensees. They also said that the staff had "confused the 'equal opportunities' requirements

of [the equal-time law] with the reasonable opportunity concept of the 'fairness doctrine.'"

The stations noted that a total of 60 to 90 seconds was devoted to each of the endorsed candidates in the course of the editorial campaign, while KING offered 120 seconds of exposure to spokesmen for the nonendorsed candidates.

Merchandising Tactic ■ The stations suggested that the commission staff had adopted a "merchandising approach, i.e., a candidate, like a commercial product, can be more effectively sold by a number of short announcements than by a few statements of longer length. The fairness doctrine," they added, "unlike a commercial merchandising campaign, is also concerned with the quality of exposure. Ideas cannot be conveyed in brief bursts."

The stations said the case offered the commission an opportunity "to affirm the role of the licensee, acting in good faith, to make specific program decisions. To affirm the [staff] in this matter," the stations said, "would be to interpose a commission veto in the case of such a bona fide decision. The result of such action would be a step by the commission beyond the limits established by the Congress and heretofore recognized by the commission."

The commission on Sept. 15 wired the stations, denying their petition for review, and asserting that the "matter is . . . one for immediate good faith negotiation between you and complainant." Commissioner Kenneth A. Cox agreed that the equal opportunities section of the law does not apply, and that in any case the amount of time offered was adequate. But he also said that the discrepancy between 30 and two exposures is not fair, and that the stations should negotiate with the complainant for a mutually agreeable distribution of time.

Postscript ■ KING officials promptly huddled with representatives of Mr. Massart, and agreed to convert the two minutes into six 20-second spots to be aired mornings and afternoons on the Saturday, Sunday and Monday preceding the primary.

But the matter didn't end there, the stations informed the commission, in a report on the steps it took as a result of the commission's action. Because one of the other three candidates Mr. Massart was opposing for a council seat candidacy in the primary had also not been endorsed, the stations felt that fairness required that a compromise offer be made to him. As a result, that unendorsed candidate received two one-minute announcements in addition to the time originally offered.

Nor did that end the matter. A candidate for a different seat, Edward F.

Reilly, complained—on the afternoon of Sept. 18—that the stations' offer of response time was not fair. He was subsequently satisfied with an additional one-minute spot broadcast that evening.

Then, to balance that action, the stations provided the only unendorsed candidate running against Mr. Reilly with an additional one-minute exposure.

Said KING counsel William J. Potts Jr., in concluding the stations' report: "It is believed that the actions of King Broadcasting Co. in response to the commission's telegram . . . have satisfied the objections raised and the directive contained therein."

KING-endorsed candidates fared well in the primary. In the five races, with the top two candidates in each surviving to run against each other in the general election in November, candidates supported by KING finished first in four of the contests and out of the money in one. Mr. Massart and Mr. Reilly finished third in their respective races.

TV series sales . . .

Northwest Traveler (George Carlson and Assoc.): KOMO-TV Seattle-Tacoma, and KOIN-TV Portland, Ore.

Fashion Specials (TV Cinema Sales Corp.): WOR-TV New York; WISH-TV Indianapolis; KHJ-TV Los Angeles, and KTVU-TV Oakland-San Francisco.

Shirley Temple's Storybook (RKO Pictures): WITI-TV Milwaukee.

Tales of Wells Fargo (MCA TV): KSWO-TV Lawton, Okla.; KCBQ-TV Lubbock, Tex., and WAAV-TV Huntsville, Ala.

McHale's Navy (MCA TV): WJXT (TV) Jacksonville, Fla.; KSLA-TV Shreveport, La.; WCAX-TV Burlington, Vt.; WNOK-TV Columbia, S. C.; KRQD-TV El Paso, and KTVI-TV St. Louis.

Virginia Graham's Girl Talk (ABC Films): WBAC-TV New York; WNAC-TV Boston; WMTW-TV Poland Springs-Portland, Me.; WMAL-TV Washington; KWGN-TV Denver; WBNS-TV Columbus, Ohio; WHYN-TV Springfield, Mass.; KABC-TV Los Angeles; WNOK-TV Columbia, S. C.; WITN-TV Greenville, N. C.; WTVR-TV Richmond, Va., and WICS-TV Springfield, Ill.

Hurdy Gurdy (ABC Films): WBAL-TV Baltimore; WLKY-TV Louisville, Ky.; WSAV-TV Savannah, Ga.; WSJS-TV Winston-Salem, N. C.; KID-TV Idaho Falls, and KTVN-TV Reno.

Hayride (ABC Films): WANE-TV Fort Wayne, Ind.; WSJV-TV Elkhart-South Bend, Ind.; KTAL-TV Shreveport, La., and KFEQ-TV St. Joseph, Mo.

Combat (ABC Films): KARK-TV Little Rock, Ark.; WHYN-TV Springfield,

Mass., and KOB-TV Albuquerque, N. M.

Buck Rogers and Flash Gordon (ABC Films): WDEF-TV Chattanooga, and WCSC-TV Charleston, S. C.

Harvey Cartoons (ABC Films): WJXT-TV Jacksonville, Fla.

ABC-TV, Explorers sign program pact

The wave of the future in television programming will be in the nonfiction line, and to show that ABC-TV intends to be on the crest of the wave, Thomas W. Moore, ABC-TV president, last week announced an agreement between the network and the Explorers Club.

In a TV Day address Tuesday (Sept. 19), Mr. Moore told the Advertising Club of Washington that the network will underwrite major scientific expeditions and projects of the club and its individual members. The first telecast is expected to be in the fall of 1968.

Mr. Moore pointed to the Explorers Club tie-up with an underwater exploration series by Jacques Yves-Cousteau and ABC's recent *Africa* special as examples of the challenge offered by nonfiction programming. He referred to *Africa* as the "beginning of new television."

"Fiction television," he said, "must always be the backbone of our programming" although there have been no "great successes" in that area since TV "has borrowed too much from motion pictures and too much from the Broadway stage" in manner of presentation. But the evolution will come, he predicted.

The industry, Mr. Moore pointed out, has done a good job in news, information and sports programming. He was "extremely proud" of the work being done in sports and that it is "the only place TV has fulfilled its promise." TV has only "come close" in news and public affairs, he continued.



Thomas W. Moore (l), ABC-TV president and Walter Wood, president of the Explorers Club, at the Advertising Club of Washington luncheon.

Riot news 'responsible,' says ABC News' Lower

The news media, in the main, established "a creditable, responsible record" in covering the racial outbreaks in the U. S. this past summer, Elmer W. Lower, president, ABC News, asserted in a talk before members of Sigma Delta Chi in Buffalo, N. Y. last Thursday (Sept. 21).

Mr. Lower disputed the contentions of some critics that television and radio coverage of these events had contributed towards intensifying the riots or had assisted in magnifying beyond proportion the roles of such civil-rights leaders as H. Rap Brown and Stokely Carmichael. Mr. Lower stated that evidence he has collected indicates that network and station newsmen exercised considerable restraint in their coverage this past summer, and he maintained that the mass media had a responsibility to report on all phases of the civil-rights movement, including individuals with views that may be repugnant to a wide segment of the population.

Fox gets back into film syndication

Twentieth Century-Fox Television Inc., New York, has re-entered the field of feature-film syndication with release this week of "Mark I," an 11-picture package covering drama, action-adventure, western, science fiction, and comedy.

All of the films were produced in English; six are in full color.

Fox left the film-syndication field about three years ago. Until now, its films have been sold to local stations by other distributors. Spokesmen say the re-entry into the distribution field reflects company efforts to expand its activities.

Program notes . . .

Ernie Ford special ■ Tennessee Ernie Ford will star in a CBS-TV special Sunday, Dec. 3 (9-10 p.m. EST), sponsored by Eastman Kodak Co., Rochester, N. Y., through J. Walter Thompson Co., New York. Guests on the musical-comedy hour will be Andy Griffith, Danny Thomas, Diana Ross and The Supremes and The Young Americans.

Basketball broadcasts ■ KEZY Anaheim, Calif., last week signed to carry, on an exclusive basis, all of the home games of the Anaheim Amigos, new American Basketball Association team. In addition the radio station also will

carry the team's western division road games from Denver, Houston, Dallas, Oakland and Minneapolis. The broadcasts begin Oct. 29.

Long time on lot ■ After 17 years on the studio lot of KTTV(TV) Los Angeles, veteran television producer-distributor Tom J. Corradine is moving his independent company to larger offices in an overall expansion program. Mr. Corradine and associates will make their new headquarters in the Kilroy building, 3518 West Cahuenga Boulevard, Hollywood.

C&W for Hoosiers ■ WIRE Indianapolis will become a fulltime modern country music station Oct. 1.

Moiseyev special ■ Warner Brothers-Seven Arts Inc. reported last week that it will release for sale to network TV a one-hour color special spotlighting the Moiseyev Dance Co. The special is being produced for Warner Brothers-Seven Arts by Bavaria Film Studios, Munich, and will present the dancers in classical ballet, acrobatics, folk dances and dramatics.

Expo 'hotline' ■ Expo '67, Montreal, began a "hotline" radio service, which provides free three-minute spots twice daily for 30 days, featuring radio personalities Bob and Betty Lewis as interviewers of Expo personalities. The tape interviews are available through the Lewis' Long Island (N. Y.) number: (516) 671-8990.

'Robbery' rights ■ Brad Marks Enterprises Ltd., Woodcliff Lake, N. J., has acquired television rights to "The Great British Train Robbery" from Peppercorn-Wormser, New York.

King films Northwest ■ King Screen Productions, a division of King Broadcasting Co., Seattle, has been awarded a contract by the United States Information Agency, Washington, to produce four short color documentary films about the Northwest. The films, already under production, are scheduled for release to foreign TV network and USIA libraries in late Fall. They will focus

on a variety of subjects including the cultural scene in the Northwest and pure Americana.

Latin successes ■ Horatio Alger stories in Spanish are what KMEX-TV Los Angeles has in the works for its viewers. *Historia De Excito* (Success Story), a series of special programs, will be devoted to the lives of prominent Latin-Americans living in Los Angeles. The five-minute shows, featuring such people as Trini Lopez and Vikki Carr, will run on a five times a week continuing basis on the Spanish language station.

Election reports ■ Rod MacLeish, Westinghouse Broadcasting Co. commentator, is in South Vietnam for two weeks to report on the presidential election results, candidates and public reaction. His series of special reports will supplement continuing Vietnam coverage by Ron Milligan.

More country music ■ WRCP-AM-FM Philadelphia has changed its format to modern country and western. WPIK Alexandria, Va.-Washington will also be changing its middle-of-the-road format to a country and western format by the end of September. WPIK's FM affiliate, wxra Woodbridge, Va., has been programming C&W for several years.

90-minute news ■ WXYZ-TV Detroit has expanded its regular 5 p.m. *News Hour* to fill the 4:30 to 6 p.m. time period. The new weekday program, *The News Hour*, will be presented in color and will be followed at 5:30 p.m. by ABC's *Peter Jennings and the News*.

Stereo for American Airlines ■ KOFM-(FM) Oklahoma City has begun broadcasting American Airline's *Music till Dawn*. The station is the first to broadcast the program in stereo. *Music till Dawn* is sponsored by American in nine other markets.

Reagan on-air ■ Some 2 million military people all over the world will be able to hear California Governor Ronald Reagan perform as a disk jockey on Christmas day. Assisting Mr. Reagan will be Johnny Grant, on-air personality for KTLA(TV) Los Angeles. The hour program they have put together will be heard on Christmas day through the facilities of the Armed Forces Radio and Television Service.

New series ■ M&S Productions, Sherman Oaks, Calif., producers of transcribed radio programs, is distributing *The West Coast Sound*. The show features music, commentary and interviews by and with top name groups of Cali-

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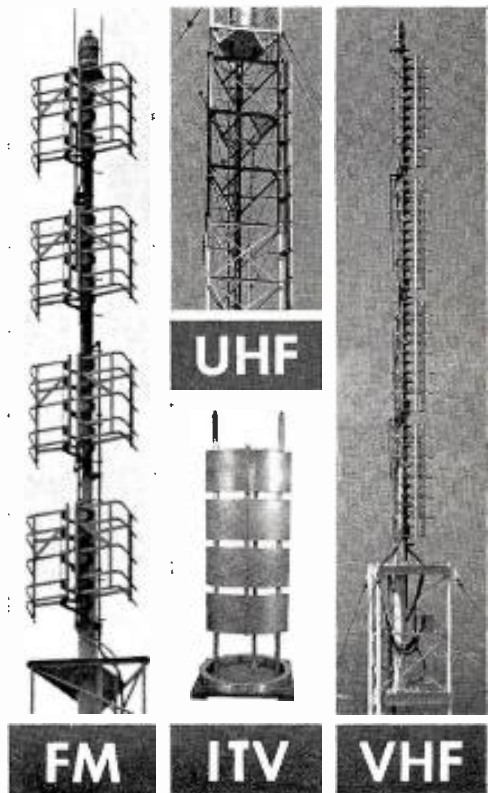
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King family sales ■ A package of five color hour programs entitled *The King Family Holiday Specials* have been sold in 20 markets during the last month. The specials now have been sold in a total of more than 60 markets across the country. Distribution is being handled by North American Television Associates, Hollywood.

Live-animation venture ■ Filmation, Hollywood-based animators, and Rockney Productions, have agreed to coproduce a live action-animation comedy series for a Saturday morning network TV time slot. The program will be designed for children. Two young comedians are being sought for the title role in the projected series, which is entitled *Yank and Doodle*.

Jack Benny reruns ■ MCA-TV reports that it is releasing for syndication 104 black-and-white episodes of the *Jack Benny Show*, which were carried originally on CBS-TV. The first sale has been made to KTLA(TV) Los Angeles, but an MCA-TV spokesman said there will be no special sales effort on behalf of the off-network series until the first of the year.

WGN campaign ■ Extensive public service campaign featuring both radio promotion and color TV spots was undertaken last week by WGN Continental Broadcasting Co.'s group stations to draw attention to the new 1968 automobiles. Promotion runs all month in recognition of the fact cars are a vital segment of the national economy, according to Ward L. Quaal, president, as well as of broad public interest.

Premiere movie dates ■ Broadcast airdates for Oct. 31 and Nov. 21 have been set for Universal TV's first two world premiere movies of the season. On the earlier date, "Stranger on the

Pay TV argument set

The FCC has scheduled the oral argument in the 12-year-old subscription television proceeding for Oct. 2-3 with the following participants scheduled to appear: Zenith Radio Corp. and Teco Inc.; Joint Committee Against Toll TV and National Association of Theater Owners; Tele-globe Pay-TV System Inc.; Hubbard Broadcasting Inc.; Subscription Television Inc.; National Association of Broadcasters; Teleprompter Corp.; Kahn Research Laboratories Inc.; Motorola Inc.; Motion Picture Association of America Inc.; International Telemeter Corp., Americans for Democratic Action; Thomas A. Banning Jr., CBS Inc.; Municipal Broadcasting System of the City of New York; Springfield Television Broadcasting Corp.; American Civil Liberties Union; Representative Emanuel Celler (D-N.Y.); Skiatron Electronics & Television Corp.; ABC Inc.; Association of Maximum Service Telecasters Inc., and Nationwide Communications Inc.

Grinberg will be permitted to use the film studio's backlog of footage in addition to footage from Fox Movietone News for the production of entertainment documentaries. All projects developed under the agreement are to be approved by the studio.

Total amalgamation ■ A Hollywood-based TV and motion picture production company and independent record production organization have merged to form what the principals will call Total Enterprises. The merger includes Binwin Productions, headed by producers-directors Steve Binder and David Winters, and B.H. Productions, a record company. First TV project for the new company is *Hallelujah, Leslie*, a special for ABC-TV, starring Leslie Uggams. Total Enterprises will be based in Beverly Hills.

Sherlock's best ■ Charles Michelson Inc., New York, reported last week it will place into distribution to radio stations on Oct. 15 a limited edition series of 15 of the *Best of Sherlock Holmes* half-hour programs. In recent years the Michelson firm has brought back to radio other old drama series, including *The Shadow*, *The Green Hornet* and *Famous Jury Trials*.

Nordine offers radio series

Ken Nordine Group, Chicago commercial-production firm, last week announced it has entered the radio program syndication field and is offering a new series of five weekly shows, *Now Nordine*, with a full year's supply available. In a half-hour format, the program features an audio collage of music, readings, satire and other modern spoofs. The show already has started on WBBM Chicago and KING Seattle. Address: 6106 North Kenmore, Chicago 60626. Phone (312) 262-8525.

Run," a western starring Henry Fonda and Anne Baxter, will be shown. "The Outsider," starring Darren McGavin and Shirley Knight, will be presented in November. Both two-hour features, scheduled to be seen publicly for the first time, will make their premiere on NBC-TV's *Tuesday Night at the Movies*.

Documentary deal ■ 20th Century-Fox TV and Flaum-Grinberg Productions, an independent film documentary-maker, have agreed to a coproduction deal involving documentaries for television. Under the agreement, Flaum-

INTERNATIONAL

NH&S expands its European interests

Needham, Harper & Steers Inc., New York, and its London partner, the Benson Advertising Group together have acquired majority interests in three European agencies: Neufa in Frankfurt, West Germany; Smith-Warden Willaumez in Paris, and Compas Publicidad in Madrid.

The three new subsidiaries, billing a total of more than \$2.5 million, will be managed by Benson Needham Europe Ltd., a new jointly owned company

based in London with George Riches as managing director.

All three acquisitions involve name-changes:

Neufa, founded in 1961 and billing approximately \$1 million, is renamed Neufa Benson Needham. Wolf Ebeling is managing director.

Willaumez Benson Needham, founded in 1963, has billings of \$1 million, including Chesebrough-Ponds and Matel Toys. Jacques Bouet-Willaumez continues as managing director.

Compas Benson Needham, with accounts including Marconi, Standard Electrica, Dole and Lipton, is managed jointly by Jose Ramon Batllo and

Alvaro Melendez.

NH&S, through its partnership with the Benson Group (each holds minority interest in the other), now offers advertising services in the U. S., Canada, England, France, West Germany, Spain, Australia, Singapore, Malaysia, Nigeria, India, Hong Kong and Japan.

Abroad in brief . . .

Scandinavian accent ■ D'Arcy Advertising Co. reports that new joint ventures have been made with four Scandinavian agencies, raising to 13 the number of partners making up Multi-National Partners (MNP), the interna-



Daly takes over at Voice

Making it a state and family occasion, John Charles Daly Jr. (r) was sworn in as head of the Voice of America last Wednesday (Sept. 21) by his father-in-law, Chief Justice of the United States Earl Warren, in a ceremony held at the Department of State. Leonard H. Marks, director of the U. S. Information Agency and Mr. Daly's new boss, witnesses the administration of the oath (c).

Mr. Daly's appointment as head

of USIA's international broadcasting arm was announced last spring (BROADCASTING, June 5), but at that time it was noted that Mr. Daly's contractual obligations as host of CBS-TV's *What's My Line?*, a job he had since 1950, would postpone his takeover of the VOA until after Labor Day.

Mr. Daly, a former vice president in charge of ABC News, replaced John Chancellor, who rejoined NBC News.

tional coordinating company created Jan. 1, 1966. New agencies partners are Erik C-Eberlin Reklamebureau A/S, Copenhagen; Viking Reklamebyra A/S, Oslo; Viking Annonbyra AB, Stockholm, and Markkinointi Viherjuuri mv, Helsinki.

New name, new VP ■ The name of Warner Bros. Pictures International Corp. has been changed to Warner Bros.-Seven Arts International Corp., it was announced last week. At the same time, it was revealed that Norman B. Katz, executive vice president for Seven Arts Productions International, London, has been elected executive vice president and a director of the newly named international company. He now will be based in New York.

Wolper goes Asian ■ Wolper Television Sales is expanding its foreign distribution of specials and other shows to the Far East. Walter Kingsley, vice president of the Metromedia-owned company, on Sept. 30 begins a trip to Japan, Australia, the Philippines and Thailand to negotiate sales of 20 Wolper Productions specials scheduled for

broadcast in the U. S. during the current season. He also plans to discuss future coproduction deals with TV networks in each country.

Meeting in Brno ■ The fifth Filmforum (international film and television fair) will be held in Brno, Czechoslovakia Nov. 13 to 25, when films from Europe, South America and the Far East will be exhibited to buyers of theatrical, television and educational motion pictures. Last year 116 firms representing 33 countries participated in Filmforum.

EMI sale ■ EMI Electronics Ltd., London, has a contract, estimated to be worth nearly \$1 million, to supply and install all sound and video switching and routing equipment of Yorkshire TV's new studio center in Leeds. The center will have full color capability. Contract includes five EMI's Type 2001 color cameras for Studio 4 for color TV spectacular origination. Installation will be made in phases; Yorkshire TV beginning its telecasting in July of next year, and color transmission a month later. The electronics firm is a subsidiary of Electric & Musical Industries Ltd.

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Nationalism, politics block satellite TV

Television globally is irresistible and satellite transmission an onrushing means of communication slowed only by political leaders "more interested in self-preservation and personal greed for power," according to Leonard H. Goldenson, president of ABC.

Mr. Goldenson addressed a luncheon group in Philadelphia Sept. 12 in celebration of WFIL-TV Philadelphia's 20th anniversary (BROADCASTING, Sept. 18).

He said international sports telecasts are ushering in an era in which barriers of nationalism or distrust will be hurdled by a common interest found among people as distinguished from their governments.

He cited world-soccer-championship telecasts (the latest in England, he said, was watched in the East and in the West by an estimated 400-million people) and the upcoming TV coverage of the Olympics (figures on viewing will be "fantastic . . . incredible").

He said he couldn't "even begin to estimate a timetable for the day" when viewers in the U. S. will have "common access through mass communica-



Roger W. Clipp (l), vice president of Triangle Stations, receives a plaque honoring WFIL-TV Philadelphia from Leonard Goldenson, ABC president.

tions to a free exchange of the world's knowledge and wisdom, of completely uncensored worldwide news and public information, of educational and cultural presentations."

But Mr. Goldenson said he was certain the development of a rapid sys-

tem of world events and information through satellite would "hasten that day."

Asks for 250 kw to cover U.S. Pacific Trust isles

KUAM Agana, Guam, has asked the FCC to waive rules and grant the station 250 kw since the 50-kw power limitation for AM "has no relationship to conditions existing in the remote area of Guam." The station on 610 kc has 1 kw and a permit for 10 kw.

In its Sept. 8 filing KUAM noted that Guam is the most developed island in the U. S. Pacific Trust area, which covers more than 2,000 islands and over 3 million square miles. The only other regular radio services in the area, the station added, are six 1-kw government-operated stations. Some service is provided, however, via long-range skywave from the Philippines, Japan, China, Australia and USSR, but this is erratic.

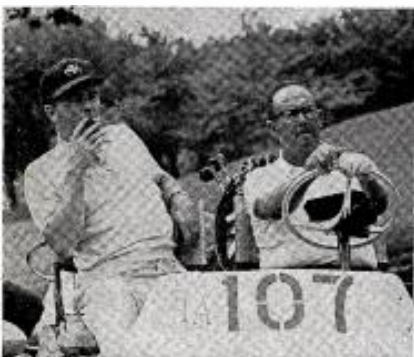
Approval of the 250-kw request, KUAM added, will provide the "first and only" clear-channel type service in the trust territory. Cost of the project is estimated at more than \$350,000.

FANFARE

WMAQ-TV hosts 150 at golf tournament

NBC-owned WMAQ-TV Chicago invested \$30,000 earlier this month in a professional-amateur golf outing that probably will become an annual event in view of the popular reception by 150 Midwest agency and advertiser guests. WMAQ-TV hired 50 PGA professionals at \$250 each to play in an equal number of foursomes with the guests at nearby Cog Hill Country Club.

The all-day tournament pitted the pros against one another and they shot for \$7,500 in cash prizes. The agency-



Riding in style at WMAQ-TV's tournament are Tom Wright (l), Leo Burnett, Chicago, and golf pro Bob Rosburg.

advertiser amateurs played for trophies. Banquet and other expenses added the final \$10,000 to the day's tab, WMAQ-TV estimated. Host was Robert Lemon, NBC vice president and WMAQ-TV general manager.

Drumbeats . . .

Diaper derby ■ Shortly after hearing from flood-stricken Fairbanks, Alaska, that diapers were the articles most needed, KATN Boise, Idaho, instigated plans for the "Fairbanks diaper express". Station announcers implored listeners to donate diapers of all sizes, new or used, cloth or paper. The next day, with the help of the Boise police department, 5,500 pounds of diapers were cavalcaded to the airport, loaded aboard a C54 Air National Guard transport and flown to Fairbanks. On the following day, 2,600 pounds were flown up via United Airlines to Seattle and Alaska Airlines north.

Golden Mike to Jarvis ■ American Women in Radio and Television has presented the Golden Mike award for the AWRN Northeast area to Lucy Jarvis of NBC-TV. The award, formerly administered by McCall's Magazine, was discontinued several years ago but revived this year by AWRN to honor one member annually in each of the seven geographic areas. All members

are eligible in their area and may represent any category of AWRN membership. Mrs. Jarvis is the first to receive the new award; six additional awards will be made this fall. Mrs. Jarvis' productions, noted for their innovative contributions to news, information and international relations, include: *The Kremlin* in 1963, *The Louvre* in 1964, *Khrushchev In Exile* and *Bravo Picasso*, both in 1967.

Election education ■ Operation City Hall Action, sponsored by WBAL-TV Baltimore, is heralding this year's city primary election. Included in the educational project are special televised reports, live telephone forums featuring candidates from both parties and publication of over 200,000 voters guides. A laboratory aspect of the program is the "voter education mobile" which is circulating an actual voting machine throughout the city.

Public affairs seminar ■ Representatives from more than 200 radio and television stations, civic, charity and religious organizations functioning in the Pittsburgh area participated in WIC-TV's (Pittsburgh) first public affairs seminar. Topics covered were preparation of public service material, art work, public affairs programming, copywriting, color art, promotion and public relations.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Wanamaker

Robert J. Wanamaker, creative director of Clinton E. Frank Inc., Chicago, also named senior VP and member of executive committee.

Harry F. Brian, senior VP and creative director of Van Sant Dugdale and Co., Baltimore, named president and chief executive officer, succeeding **Robert E. Daiger**, who becomes board chairman. **Wilbur Van Sant**, former chairman, continues his association as treasurer and director. **Seymour Levin** and **J. Stanley Paulus**, assistant creative directors, named VP's.

James W. Thomas, senior marketing executive with Compton Advertising, New York, elected VP and named manager of agency's market development department.

Joseph H. Mintzer, **Murray Dolmatch** and **Gerald Roscoe**, senior VP's at Daniel & Charles Inc., New York, appointed to newly created executive committee of agency, that will assume operational responsibilities for company. **Thomas Kohler**, with LaRoche, McCaffrey & McCall, New York, appointed media supervisor for D&C, that city.

Sal Gullo, traffic department head, Doyle Dane Bernbach, New York, elected VP.

F. K. (Hank) Smith, business development manager for Aylin Advertising Agency, Houston, named VP in charge of business development.

John E. Pearson, head art director

at Quinn & Johnson Advertising, Boston, named VP.

Kenneth A. Harris, VP-marketing services, Kitchens of Sara Lee, joins Unimark International, Chicago packaging and design firm, as president of new subsidiary, Unimark Communications, 100 S. Wacker Dr., which will counsel in all areas of communications.

John C. Butler, VP and director of radio for Peters, Griffin, Woodward Inc., New York, forms his own broadcast representative firm, John C. Butler & Co., at 144 East 44th St., New York 10017. **Donald F. Garvey** and **Dennis R. Israel**, with PGW, New York, join Butler & Co. there as VP's. Mr. Garvey is New York sales manager and Mr. Israel operates from firm's Chicago office.

Herbert H. Westphalen, with Lennen & Newell, New York, named VP and research department manager.



Mr. Marks

Thomas C. Marks, manager of San Francisco office of Metro Radio Sales, named VP. **James McMullin**, account executive for CBS Radio Spot Sales, Chicago, appointed to sales staff of Metro Radio Sales,

that city.

Norman L. Prevatte, formerly with Jefferson Standard Broadcasting Co. and Jefferson Productions, both Charlotte, N. C., elected VP of Lloyd Advertising Inc., that city.

Joe T. Starr, regional executive director of Radio Advertising Bureau, New York, joins Tully-Menard Inc., Tampa, Fla., as VP in charge of public

relations and senior account executive.

Eli Rosenthal and **Robert Brandwein**, art group heads at BBDO, New York, named executive art directors. **Bill Barborka** named account supervisor at BBDO, Chicago.

D. Steven Glade, with Botsford, Constantine & McCarty, Seattle, named director of sales development for KIRO-TV, that city.

E. A. (Buzz) Hassett, southern sales manager for Desilu Sales Inc., Atlanta, appointed general sales manager of WAII-TV, that city.

John E. Franks, sales manager of KDKA-TV Pittsburgh, joins WPRI-TV Providence, R. I., as general sales manager.

Ray Barnett, account executive for KNX Los Angeles, appointed general

Fondren renamed in CBS Radio elections

CBS Radio Affiliates Association, meeting in New York last week (see page 52), elected **Lee Fondren** of KLZ Denver to second term as board chairman. **Westerman Whillock**, KBOI Boise, Idaho, and **H. William Koster**, WEAN Providence, R. I. were elected directors-at-large. Mr. Koster retires this year as director of District 1.

Directors for the coming year in addition to aforementioned directors-at-large, are **Frank B. Estes** of WKXL Concord, N. H. (District 1); **Robert M. Peebles**, WROW Albany, N. Y. (District 2); **Jack B.**

Prince, WTAR Norfolk, Va. (District 3); **Carl Hallberg**, WDBO Orlando, Fla. (District 4); **William A. Dean**, WWL New Orleans (District 5); **Ben Falber Jr.**, WTHI Terre Haute, Ind. (District 6); **Thomas P. Bashaw**, KFH Wichita, Kan., (District 7); **Gordon Thompson**, KFYO Lubbock, Tex. (District 8), and **Joseph A. Kjar**, KSL Salt Lake City (District 9).

Messrs Fondren, Peebles and Koster form executive committee. Mr. Peebles will be chairman of convention committee, whose members are Messrs Dean and Kjar.

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sales manager.

Richard Grier Morgan, with WLNA-AM-FM Peekskill, N. Y., named general sales manager.

Marshall S. Ginsburg, with WPIK Alexandria and WXRA(FM) Woodbridge, both Virginia, appointed general sales manager.

Norman Roslin, promotion manager and program producer at WJRZ Newark, N. J., appointed manager of advertising and promotion of WNBC-AM-FM New York.

John E. Baker, account executive at WCBS New York, appointed national sales manager.

H. V. (Herb) Deremer, territory sales manager for KXXX Colby, Kan., appointed regional sales manager.

John P. Wiley, formerly with WRCV-TV Philadelphia (now KYW-TV), and WPTZ(TV) Plattsburgh, N. Y., joins WTVJ(TV) Miami as local sales manager.

Robert J. Qudeen, director of national sales development for WCBS New York, appointed sales manager of CBS Radio Spot Sales, Philadelphia.

Robert M. Sanders, advertising and PR director for Bay View Federal Savings in San Francisco, joins Bank of

America there as advertising officer.

Philip J. Lincoln named account supervisor at Needham, Harper & Steers, Chicago. **Thomas S. Hamilton**, product manager at Alberto-Culver Co., Melrose Park, Ill., joins NH&S, Chicago, as account executive.



Mr. Pollock

Lawrence J. Pollock, general sales manager of WKBW-TV Buffalo, N. Y., also named VP in charge of television sales for Capital Cities Broadcasting Corp.

G. Walden Porter Jr., director of market-

ing for Chicago International Trade Fairs, joins Ketchum, MacLeod & Grove, Washington, as account executive.

Robert Lundin named account supervisor and **Al Samuelson** named creative group supervisor for Gardner Advertising Co., St. Louis. **Roy Porter** named account supervisor for Pet Milk products, replacing **William H. Mallison**, who transfers to New York as general manager. **Horacio Costa** also transfers to New York with Intergard, Gardner's international branch. **Larry Noedel** named to new position of manager, research department. **Wells Hobler**, account supervisor, Ralston Purina grocery products, named account group head, Ralston poultry division. **Seth C. Dingley Jr.**, Procter & Gamble food division, assumes Mr. Hobler's position. **Kenneth Harris**, Werman & Schorr, Philadelphia, joins Gardner as account executive.

Robert J. Syers, account executive at WQXR-AM-FM New York, joins Broadcast Communications Group there as account executive.

Ralph A. Usifer, account executive for Quality Bakers Advertising Bureau, New York, appointed account executive for Barnes & Barnes Advertising, Springfield, Mass.

Harry S. Lauer, account executive with WTEN(TV) Albany, N. Y., named account executive for WKTR-TV Kettering, Ohio.

George Campisi, with WKDN Camden, N. J., joins WRCP-AM-FM Philadelphia as account executive.

Howard Caro, manager of editorial and creative services for RCA Victor, New York, joins Frank B. Sawdon Inc., that city, as assistant account executive.

Carl (Bud) Carey Jr., national sales representative for KNXT(TV) Los Angeles, named account executive. He succeeds **Joe Parenzan**, named account executive for CBS TV Stations National Sales, Chicago.

Dusty Rhodes, with CKLW Windsor,

Ont.-Detroit, joins WSAI Cincinnati as sales executive.

Mort Sidley, with KGFJ Los Angeles, joins KDEO El Cajon, Calif., of which he is part owner, as coordinator of local and national sales.

Loet Farkas, with MPO Videonics Inc., New York, joins VIAfilm Ltd., television production company there, as production coordinator.

Diana Beeton, with Papert, Koenig, Lois, New York, joins Foote, Cone & Belding there as casting director.

Joe Alvarado, with KIFN Phoenix, appointed local sales manager. **Bill Jorrick**, with KYA San Francisco, joins sales staff of KIFN.

Donald M. Schulman, with Sullivan, Stauffer, Colwell & Bayles, New York, and **Daniel J. Berkery**, with Eastman Kodak Co., Rochester, N. Y., appointed to television sales staff of Avery-Knodel Inc., New York.

William S. Remsky, with Eastman TV Inc., New York, appointed to television sales staff of Edward Petry & Co., that city.

Sanford H. Metlis, president of Ecklund & Port Corp., New York, joins staff of Venet Advertising, that city.

MEDIA



Mr. Bolger



Mr. Turner

Thomas E. Bolger, general manager of WMTV(TV) Madison, Wis., elected executive VP of WMTV and VP of of parent Forward Communications Corp. **William F. Turner**, general manager of KCAU-TV Sioux City, Iowa, elected executive VP. Both are Forward Communications Corp. stations.

James Winters, with WPOR Portland, Me., elected VP and general manager.

Dan S. Morris, director of operations for WCOL Columbus, Ohio, named VP.

LaVern Garton, chief engineer and program director of WMNE Menomonie, Wis., named station manager for WDMW(FM), that city, permittee of Menomonie Broadcasting Co.

Monroe E. Berkman, assistant general manager of WRCP-AM-FM Philadelphia, appointed general manager of FM operations for parent Rust Craft Broadcasting Co. (group owner), that city.

Bob L. Jones, with WLOS-AM-FM

He's Hypoed Ratings on
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 NBC Radio
 CBS-TV

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Morris to head NAB group

David H. Morris, KNUZ Houston, appointed chairman of National Association of Broadcasters newly created Future of Radio Committee (CLOSED CIRCUIT, Sept. 4). Also named to committee: **George W. Armstrong**, Storz Stations, Omaha; **N. L. Bentson**, WLOL Minneapolis; **James M. Caldwell**, WAVE Louisville, Ky.; **Richard W. Chapin**, KFOR Lincoln, Neb.; **Harold R. Krelstein**, WMPS-FM Memphis; **F. C. Sowell**, WLAC Nashville.

Asheville, N. C., appointed station manager.



Mr. Casper

Richard D. Casper, with NBC Radio, New York, named general manager of WOKY Milwaukee.

Jeff Evans, operations manager for WLCY-TV Largo, Fla., named station manager.

Keith Fowles, WAGM-AM-TV Presque Isle, Me., elected president of Maine Association of Broadcasters. Other new officers: **John McGorrill**, WMWT-FM Mt. Washington, N. H., first VP; **Harold Dutch**, WLAM Lewiston, Me., second VP; **Norman Gallant**, WFAU Augusta, Me., secretary-treasurer.



Mr. Ellerman

Gene Ellerman, WWTV(TV) Cadillac-Traverse City, and WWUP-TV Sault Ste. Marie, elected president of Michigan Association of Broadcasters. Other new officers: **Eugene Cahill**, WBCK Battle Creek, VP; **Frank Sisson**, WWJ-TV Detroit, secretary-treasurer.

Raymond M. Reid, Jr., in charge of national sales development at KCRA-TV Sacramento, Calif., named state television coordinator, \$19,500-a-year-post, by Gov. Ronald Reagan of California. Mr. Reid succeeds **Lawrence T. Frymire**, who resigned.

Jack Freeze, manager of KFPW Fort Smith, Ark., elected mayor of Fort Smith in runoff election Aug. 15.

PROGRAMING

Herbert R. Banquer, VP in charge of foreign operations for United Artists Television International, New York,

named executive assistant to **Eric Pleskow**, United Artists VP in charge of foreign distribution.

Norman Horowitz, executive assistant to president, Screen Gems International, New York, elected VP.

J. Arthur Stober, with noncommercial WHYY-TV Wilmington, Del., named director of program development.



Mr. Mather

George Mather, producer/director, Filmex Inc., Hollywood, named VP in charge of West Coast division.

Billy Ray Smith joins Cine Art Inc., Los Angeles, as producer and VP in charge of West Coast operations.

Marlin R. Taylor, formerly with WHCN(FM) Hartford, Conn., and WDVRFM Philadelphia, appointed director of music and programing for Kaiser Broadcasting Corp.'s WJIB(FM) in Boston and KFOG(FM) San Francisco. **B. Robert Nelson**, with KFOG, named operations manager at WJIB.

Don Yankee named program director of WPRO-FM Providence, R. I.

Richard Ward Fatherley, assistant operations manager of KXOK St. Louis, appointed program manager of WHB Kansas City, Mo. Both are Storz stations.

Buddy Carr, with WGRT Chicago, appointed operations manager.

Joseph B. Haring, controller for Four Star Television, Hollywood, named manager, business affairs, film production, West Coast for NBC, Burbank, Calif.

Don Spenard, tape supervisor at noncommercial WNDT(TV) Newark, N. J.-New York, named manager of recording services.

Tom Hedrick appointed sports director of KLIN and KOLN-TV, both Lincoln, Neb., and KGIN-TV Grand Island, Neb.

Bob Anderson, writer and producer for KRON-TV San Francisco, joins Imagination Inc., that city, film production firm, as consultant on films for TV distribution and as head of business and educational film division.

Allan Freedman, administrative assistant to superintendent of Kenmore (N. Y.) Public Schools, joins National Association of Educational Broadcasters, Washington, as project associate on National Project for Improvement of Televised Instruction.

Jay Michaels, newsman with WDVRFM Philadelphia, rejoins noncommercial WHCL-FM Clinton, N. Y., as

production and programing consultant.

Morton Baran, production manager of Elektra Film Productions, New York, named producer.

Hyman H. Field Jr., instructional technologist at teaching resources center of University of Delaware, Newark, Del., named instructional television producer at noncommercial WETA-TV Washington.

Dr. Dale N. Anderson, director of radio and television at Humboldt State College in Arcata, Calif., appointed director of noncommercial KTWU(TV) Topeka, Kan.

NEWS

Mike Ungersma joins WTTV(TV) Bloomington-Indianapolis as news director, succeeding **Dave Bailey**, who transfers to WATI Indianapolis.

Howard Browne, with KBT(TV) Denver, appointed news and public affairs director of WWTV(TV) Cadillac-Traverse City, and WWUP-TV Sault St. Marie, both Michigan.

Bob Larkin, with WAMS Wilmington, Del., named news director of noncommercial WHYY-TV, that city.

Bob West named news director and **Dick McCoy** named special projects editor in new central news clearance

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AP Radio-Television Association elects officers

Ted McDowell, manager of news and public affairs, Washington Evening Star Broadcasting Co. (WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va. and WCVI-TV Charleston, S. C.), elected president, AP Radio-Television Association. He succeeds **F. O. Carver**, wsjs Winston-Salem, N. C. Re-elected as regional VP's at APRTA board of directors

annual meeting in New York last week (see page 72); **Thomas Powell**, WDAU-TV Scranton, Pa. (eastern district); **James Leake**, KTUL-TV Tulsa, Okla., (southern); **George Volger**, KWPC Muscatine, Iowa (central); and **Thomas C. Bostic**, KIMA-AM-TV Yakima, Wash. (western). Shown above are (l-r) Messrs. Bostic, Carver, McDowell, Powell and Volger.

operation of WTAR-AM-FM-TV Norfolk, Va.

John Carl, with WGLI Babylon, N. Y., appointed news director.

Robert Gambacurta, with WNYR Rochester, N. Y., appointed assistant news director of WYSL Buffalo, N. Y.

Tom Greene, with WJBK-TV Detroit, appointed head of station's news bureau in Lansing, Mich.

Allan L. Cohen, with WABC-TV New York, appointed news writer.

James Schweiker, Iowa picture manager for UPI, Des Moines, Iowa,

appointed Indiana state newscastings manager for UPI in Indianapolis, succeeding **Floyd L. Shively**, who resigned. **Dennis A. Cook** succeeds Mr. Schweiker in Des Moines.

Richard Holland, broadcast newswire writer at UPI, joins news staff of WBKB-TV Chicago.

Barney Miller, news director for KNX Los Angeles, retires Oct. 1. **John D. O'Connell**, newsman for KABC Los Angeles, joins KNX-CBS Radio news bureau as newsman.

Thomas M. Reardon, newsman for WTAG Worcester, Mass., joins news

staff of WEEI Boston.

Jim Wynne, with WLS-FM Chicago, joins WLS as newscaster.

Stuart Schwalbe, reporter for KGO-TV San Francisco, joins news staff of KNEW Oakland, Calif.

Kyle A. Hill, press secretary and PR representative for Congressman Clarence E. Miller (R-Ohio), joins news staff of Plains Television Corp. stations WICS-TV Springfield and WICD-TV Danville, both Illinois.

FANFARE

David Baum, newsman and legislative correspondent for WIND Chicago, appointed PR manager for KDKA-TV Pittsburgh. Both are Westinghouse stations.

Thomas E. Davies Jr., director of sales and promotion for WMET-TV Baltimore, joins WJW-TV Cleveland as assistant promotion manager.

Pat Bean, formerly with WATE-TV and Hogan-Rose & Co., both Knoxville, Tenn., named director of merchandising and promotion activities for KGMB-AM-TV Honolulu.

Jeanne Nicoll, with WIOD Miami, appointed public service director of WTVJ-TV, that city.

James H. Anderson, with International Milling Co., Minneapolis, joins WCCO-TV Minneapolis-St. Paul as promotion assistant.

Alan Rabin, with United Artists Television, New York, joins publicity and promotion department of 20th Century-Fox Television's syndication division, that city.

EQUIPMENT & ENGINEERING

Richard L. Shetler, VP and general manager of defense programs division of General Electric Co., Washington, elected senior VP of Sylvania Electric Products Inc., New York. He is responsible for newly formed Sylvania information systems, composed of Sylvania's commercial electronics division, Bedford, Mass., and subsidiary, Ultronic Systems Corp., Mount Laurel, N. J.

John J. Meny, with CAS Manufacturing Co., Dallas, named to newly created post of marketing VP.

Frederick J. Cudlipp, engineering supervisor for ABC, New York, named assistant director of engineering services for National Educational Television, that city.

Sylvester Herlihy named VP and general manager of Channel Master division of Avnet Corp., Ellenville, N. Y. **Philip Decker** becomes VP, sales and marketing. **Gerard Brennan**, president of Empire Tube and general manager of Chroma-Tube, both TV picture tube

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manufacturing divisions of Channel Master, named president of Chroma-Tube, color cathode ray tube arm of Channel Master.

Jerry Milligan appointed chief engineer of wdxl Jackson, Tenn.

Edward G. Dietrich, market development manager, video products, Ampex Corp., Redwood City, Calif., named national sales manager, professional audio products for audio/video communications.

William Patsuris, sales engineer for Memorex Corp., Santa Clara, Calif., appointed Northwest regional sales manager. **John C. Wieggers**, also sales engineer, appointed Southwest regional sales manager.

Richard W. Tinnell, assistant professor of electronics at Oklahoma State University, Stillwater, Okla., joins consumer products division of Electronic Industries Association, Washington, as educational director of Service Technician Development Program (STDP).

Lester L. Key, with Superior Cable Corp., Hickory, N. C., appointed facilities engineer.

Bill Neuman, with Jampro Antenna Co., Sacramento, Calif., joins engineering staff of noncommercial KWSC-TV Pullman, Wash.

ALLIED FIELDS



Mr. Moore

George W. Moore named executive VP and manager of Dallas office of Hamilton-Landis & Associates Inc. **Richard A. Shaheen** named VP and manager of Chicago office of Hamilton-Landis; **John F.**

Meagher named VP and manager of company's Washington office; and **Donnelly C. Reeves** becomes manager of firm's San Francisco office.

J. Joseph Bernard, general manager of KBAT San Antonio, Tex., appointed director of sales for Houston Sports Association Inc. in Houston.

Clayton H. Brace, VP and general manager of KOGO-AM-FM-TV San Diego, will temporarily represent Near East

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Emergency Donations committee (NEED), organization of 48 prominent U. S. citizens under honorary chairmanship of former President Dwight D. Eisenhower, in Near East. Mr. Brace will be based in Beirut and travel extensively.

DEATHS

H. Dorr Walsh, 64, who retired last year as senior VP, director of radio-TV, Hixson & Jorgensen Inc., Los Angeles, died September 14, following brief illness. Mr. Walsh was one of founders of Hixson & Jorgensen, joining agency in 1937 when it was known as Hixson-O'Donnell. He helped set up such special broadcasts as General MacArthur's homecoming, signing of Japanese peace treaty and forming of United Nations in San Francisco. He is survived by his wife, Margaret.

August Hirschbaum, 71, VP of Albert Frank-Guenther Law Inc., New York, from 1930 until he retired in 1962, died of cancer Sept. 11 at U. S. Veterans Administration hospital, Jamaica Plain, Boston.

Mrs. Helen M. Stevick, 77, president of wdws Champaign, Ill., died Sept. 18 in nursing home in Urbana, Ill. She directed wdws since death of her husband in 1935. Mrs. Stevick is survived by her daughter.

Francis T. McLaughlin, 52, program director of Armed Forces Network (AFN) in Germany, died of apparent heart attack Sept. 14 while vacationing in Toarmina, Sicily. Between 1935 and 1951 he worked at radio stations WBRE and WBAX, both Wilkes-Barre, Pa., and at WGBI Scranton, Pa. In 1953 he began his career with AFN, Europe. Mr. McLaughlin is survived by his wife, Dorothy, and daughter.

Edward Pettitt, 51, editor and newsman, WOR New York, died of heart attack Sept. 19 at Lawrence hospital, Bronxville, N. Y. He began working for WOR in 1952 when station's news staff was merged with Mutual Broadcasting System's new operation. Prior to this he was chief of Mutual's San Francisco bureau. Survivors include his wife, Martha Jane, and two daughters.



Mr. Block

Martin Block, who climbed to fame as creator and host of *Make-Believe Ballroom* on WNEW New York in 1934-54, died Tuesday (Sept. 19) in Englewood (N. J.) hospital following surgery. His age was reported variously as 64 and 66. His program, which featured recordings of name bands and vocalists and introductions by Mr. Block, delivered in mellifluous

voice, became radio institution during its long tenure on WNEW. Mr. Block was one of the first to work in what is now known as the disk jockey format. His audience was estimated at one time at two million per day and sponsors reportedly paid more than \$10 million to buy time on program over 20-year period.

After he left WNEW, he went to ABC Radio. Since 1961 he had been host on *Hall of Fame* program weekends on WOR New York.

Dwight A. Myer, 67, retired director of transmitter facilities, Westinghouse Broadcasting Co., New York, died July 16 at home in West Chatham, Mass., of cardiac condition. Mr. Myer retired from Westinghouse July 31, 1964. He is survived by his wife, Margaret.

William F. Wright, 47, manager of San Diego system of Southwestern Cable Co., died Sept. 10 in Scripps hospital in La Jolla, Calif., after brief illness. Surviving are his wife, Geraldine, son and three daughters.

Joseph Viola, 55, dark-room supervisor in NBC photo department, New York, died at his home in Ozone Park, N. Y. Sept. 13 after long illness. He had been with NBC photo department for 17 years. Surviving are his wife, Anne, daughter and son.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 14 through Sept. 20, 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

Anahelm, Calif.—Morrio Publishing Inc. Seeks UHF ch. 56 (722-728 mc); ERP 685 kw vis., 103 kw aur. Ant. height above average terrain 1,908 ft.; ant. height above ground 99 ft. P. O. address: 2415 South Manchester Street, Anaheim 92802. Estimated construction cost \$999,433; first-year operating cost \$850,000; revenue \$780,000. Geographic coordinates 33° 51' 00" north lat.; 117° 39' 11" west long. Type trans. RCA TTU-25M. Type ant. RCA TFU-36J-DAS. Legal counsel Dexter D. Penman, Anaheim; consulting engineer Gustavo Dato Jr., West Hollywood, both California. Principals: Morris I. George, president and Dexter D. Penman, secretary (each 20%). Mr. George owns Morrio Publishing Inc., is partner in bookkeeping service, is treasurer of meat company and secretary-treasurer of real estate and financing development. Mr. Penman is attorney and president and 82% stockholder of Caldex Engineers Inc. Ann. Sept. 9.

FINAL ACTIONS

Lafayette-New Iberia, La.—Southwestern Louisiana Communications Inc. FCC granted UHF ch. 15 (530-536 mc); ERP 259 kw vis., 51.3 kw aur. Ant. height above average terrain 500 ft., above ground 556 ft. P. O. address: c/o James C. Pollack, 1203 Myrtle Place Blvd., Lafayette 70501. Estimated construction cost \$449,900; first-year operating cost \$165,000; revenue \$150,000. Studio and trans. located south of Lafayette. Geographic coordinates 30° 02' 30" north lat., 91° 59' 00" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-30J. Legal counsel G. Ray Cox, Lafayette. Principals: J. W. Francisco, president, Thomas Latiolais Jr., Haskell Walker, James C. Pollack, Al W. Beacham, Roy C. Breaux, John J. Burdin, Richard E. D'Aquin, James R. Smith, John N. Straub (each 10%), Drs. Latiolais, Beacham, Burdin and Straub are physicians in Lafayette. Mr. Francisco is regional manager of Sun Oil Co., Land Dept. Mr. Walker is 80% owner of electrical equipment company. Mr. Pollack is communications consultant in radio, TV and CATV and has 13% interest in KXKW Lafayette. Mr. Breaux is asst. VP of Shear-

son-Hammill & Co. Mr. D'Aquin is editor and general manager of Lafayette Advertiser. Mr. Smith is manager of oil exploration company. Action by commission Sept. 13. Commissioners Hyde (chairman), Cox Loevinger and Wadsworth, with Commissioner Lee dissenting and issuing statement in which Commissioner Johnson joins. Charleston, W. Va.—Chemical City Broadcasting Co. Broadcast Bureau granted UHF ch. 23 (524-530 mc); ERP 4.79 kw vis., 900 w aur. Ant. height above average terrain 520 ft.; ant. height above ground 387 ft. P. O. address: Box 3032, Charleston 25301. Estimated construction cost \$103,000; first-year operating cost \$55,120; revenue \$48,000. Geographic coordinates 38° 19' 21.5" north lat.; 81° 36' 29.5" west long. Type trans. RCA TTU-1B. Type ant. RCA TFU-6J. Legal counsel Mallyck & Bernton; consulting engineer Silliman, Moffet & Kowalski, both Washington. Principal: Gus Zaharis, president, and owner of WTIP Charleston. Action Sept. 14.

OTHER ACTIONS

Review board in Los Angeles TV broadcast proceeding, Docs. 16679-80 denied petition for clarification or in alternative for enlargement of issues filed by Fidelity Television Inc. July 24; and dismissed motion to strike "petition for clarification or in the alternative for enlargement of issues," filed by RKO General Inc. July 31. Action Sept. 18.

Motions to stay assignment of CP to Flower City Television Corp. for television station on ch. 13, Rochester, N. Y., have been granted by FCC. Assignment will be stayed until petitions filed for reconsideration have been studied. Request for stay was filed by Community Broadcasting Inc., Main Broadcast Co., Federal Broadcasting System Inc. and Citizens Television Corp. All were applicants for CP for ch. 13. Action Sept. 18 by commission by order (Docs. 14394-5, 14460-68). Commissioners Hyde (chairman), Lee, Loevinger and Johnson; Commissioner Cox not participating.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on Sept. 15 in Fayetteville, Ark. (Stamps Radio Broadcasting Co. and Noark Broadcasting Inc.) TV ch. 36 proceeding designated Examiner Forest L. McLenning to serve as presiding officer; scheduled prehearing conference for Oct. 12 and hearing for Dec. 1 (Docs. 17704-5). And in Seattle (King's Garden Inc.) TV ch. 22 proceeding scheduled certain procedural dates and ordered that hearing scheduled for Oct. 18 be set aside with hearing to be held Nov. 14 (Doc. 17659). On Sept. 18 in Rochester, N. Y. (Malrite Inc. and Philip Y. Hahn Jr.) TV ch. 31 proceeding designated Examiner Thomas H. Donahue to serve as presiding officer; scheduled a prehearing conference for Oct. 20 and hearing for Dec. 1 (Docs. 17706-7).

Hearing Examiner Jay A. Kyle on Sept. 12 in Gainesville, Fla. (Minshall Broadcasting Inc. and University City Television Cable Inc.) TV proceeding granted request by University City and continued without date prehearing conference scheduled for

Sept. 28 and hearing scheduled for Nov. 6 (Docs. 17609-10).

CALL LETTER APPLICATIONS

Thompson Broadcasting Inc., Phoenix. Requests KZUZ(TV).
 KYND Television Inc., Evansville, Ind. Requests WSCS(TV).
 Charles W. Dowdy, Gulfport, Miss. Requests WROA-TV.
 Mack Broadcasting Inc., Allentown, Pa. Requests WMSV(TV).

DESIGNATED FOR HEARING

Baltimore TV applications for ch. 54 designated for hearing. Commission has designated for consolidated hearing applications of Baltimore Broadcasting Co. and The Meadows Broadcasting Inc. for new TV's to operate on ch. 54 in Baltimore. Hearing issues include determination as to whether tower height and location proposed by The Meadows would constitute hazard to air navigation. Federal Aviation Administration was made party to proceeding. By order. Action Sept. 20.

Boston TV ch. 68 applications (Boston Heritage Broadcasting Inc. and Patriot State Television Inc.) designated for consolidated hearing. Commission has designated for consolidated hearing mutually exclusive applications of Patriot State Television Inc., Wilmington, Del. and Boston Heritage Broadcasting Inc., Boston, for new television stations to operate on ch. 68 at Boston. Hearing issues include financial qualifications of each applicant, and as to Patriot State, an issue to determine whether corporation is, or can be authorized to do business in Massachusetts. By order. Action Sept. 20.

Akron, Ohio TV applications for ch. 55 designated for hearing. Commission designated for consolidated hearing mutually exclusive applications of Aben E. Johnson Jr. and Cathedral of Tomorrow Inc. for new TV's to operate on ch. 55. Hearing issues include determination as to whether Cathedral's proposed tower height and location would create hazard to air aviation. Federal Aviation Administration was made party to proceeding. By order. Action Sept. 20.

Existing TV stations

FINAL ACTIONS

KBLU Yuma, Ariz. — Broadcast Bureau granted CP to make changes in existing station. Action Sept. 18.

KXMB-TV Bismarck, N. D.—Broadcast Bureau granted CP to change ERP to 295 kw vis., 45.7 kw aur., change type ant., trans. line, ant. structure, ant. system, and decrease ant. height to 1,220 ft. Action Sept. 13.

WNBP-TV Scranton, Pa.—Broadcast Bureau granted CP to install auxiliary ant. system at main trans. and ant. location. Action Sept. 13.

Commission has granted applications of RKO General Inc. for renewal of licenses for WEBQ-AM-TV, both Memphis, without prejudice to any action that may be taken upon completion of court case brought by United States against General Tire and Rubber Co. and its various subsidiaries alleging violations of Sherman Antitrust Act. Action by commission Sept. 6. Commissioners Hyde (chairman), Bartley, Lee, Loevinger and Wadsworth, with Commissioner Cox concurring in part and dissenting in part and issuing statement in which Commissioner Johnson joins.

OTHER ACTION

Commission has waived Sec. 73.651(c) of rules and granted five educational TV stations authority to accompany their visual transmissions of slides, films, or other visual images with aural music during scheduled breaks in their in-school programming schedule. Grants were made to the following stations: Board of trustees of Southern Illinois University (WSU-TV, ch. 8), Carbondale, Ill.; Pennsylvania State University (WPSX-TV, ch. 3), Clearfield, Pa.; Charlotte-Mecklenburg Board of Education (WTVI, ch. 42), Charlotte, N. C.; Board of Regents of University and State College of Arizona (KUAT-TV, ch. 6), Tucson, Ariz.; State Board of Education, State of Rhode Island and Providence Plantations (WSBE-TV, ch. 36), Providence, R. I. Sec. 73.651(c) provides that aural transmitter of TV's shall not be operated separately from visual

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Sept. 21

	Lic.	ON AIR	CP's	NOT ON AIR
Commercial AM	4,119 ¹		17	97
Commercial FM	1,644		72	256
Commercial TV-VHF	488 ²		12	21
Commercial TV-UHF	112 ²		26	146
Educational FM	305		13	29
Educational TV-VHF	60		7	9
Educational TV-UHF	49		12	48

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 21

	VHF	UHF	Total
Commercial	519	278	797
Noncommercial	76	109	185

STATION BOXSCORE

Compiled by FCC, July 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,118 ¹	1,642	600	304	109
CP's on air (new stations)	18	74	25	14	19
CP's not on air (new stations)	96	253	165	27	57
Total authorized stations	4,234	1,969	795	345	185
Licenses deleted	3	1	0	0	0
CP's deleted	0	0	1	0	0

¹In addition, two AM's operate with Special Temporary Authorization.

²In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

transmitter except for certain purposes. Action by commission Sept. 13, by letters. Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson.

ACTION ON MOTION

■ Hearing Examiner Millard F. French on Sept. 19 in Montgomery, Ala. (Cosmos Broadcasting Corp. WSFA-TV) TV proceeding on examiner's own motion, scheduled prehearing conference for Sept. 20 (Doc. 16984).

RULEMAKING ACTION

■ Proposal to assign UHF TV ch. 44 to Winona, Minn., first commercial channel. Big Chief Television Co. petitioned for assignment of channel (RM-1184). Winona has pop. of 24,895 and is largest city in Winona county which has pop. of 40,937. No commercial channels are assigned to county. Educational ch. 35 is assigned but is not being used. Big Chief Television stated it intends to apply for use of ch. 44 if it is assigned. By notice of proposed rulemaking. Action Sept. 13.

CALL LETTER APPLICATION

■ KHJK-TV, Kaiser Broadcasting Corp., San Francisco. Requests KBHK-TV.

CALL LETTER ACTION

■ WGBX(TV), WGBH Educational Foundation, Boston. Granted *WGBX-TV.

New AM stations

APPLICATIONS

Hattiesburg, Miss.—Circuit Broadcasting Co. Seeks 1560 kc, 1 kw-D, P. O. address: c/o Vernon C. Floyd, 1017 Wellington Street, Mobile, Ala. 36617. Estimated construction cost \$20,000; first-year operating cost \$20,000; revenue \$22,500. Principals: Vernon C. (34%), Robert L. Floyd (33%) and Ruben C. Hughes (33%). Mr. Vernon Floyd is electronics instructor at trade school. Mr. Hughes is announcer at WMOO Mobile, Ala. and owns Dad's Record Shop. Mr. Robert Floyd is brick mason. Ann. Sept. 20.

FINAL ACTION

Gardiner, Me.—Durgin Associates Inc. FCC granted 1280 kc, 5 kw-DA-U, P. O. address: 97A Exchange Street, Portland, Me. Estimated construction cost \$62,139; first-year operating cost \$80,000; revenue \$84,000. Principals: Roger V. Snow Jr., Patrino Corp., Raymond E. Durgin (each 25%), Derek B. Payson and David P. Snow (each 12.5%). Messrs. Snow and Durgin own Durgin-Snow

Publishing Co., Westbrook, Me., publisher of weekly newspaper. Mr. Durgin is station manager of WLOB Portland, Me. Patrino Corp. is owned by Vincent DeRoulet and is printer of reports. Mr. DeRoulet also owns market research firms in New York. Action Sept. 13 by memorandum, opinion and order.

OTHER ACTIONS

■ Review board in Mobile, Ala. standard broadcast proceeding, Docs. 17555-8 granted request filed Sept. 7 by Mobile Broadcast Service Inc., and extended to Sept. 27 time to file reply to responsive pleadings to Mobile Broadcast Service petition to enlarge issues filed on Aug. 4. Action Aug. 14.

■ Wade B. Sullivan, Ozark, Ala., AM application accepted. Commission waived its rule Sec. 1.569(b)(2)(i) concerning filing of applications for frequencies adjacent to class I-A channels, and accepted for filing an application by Sullivan for new daytime AM to operate on 1190 kc, 1 kw. Action Sept. 20.

■ Review board in Salem, Mass. AM broadcast proceeding, Doc. 17559 denied petition to enlarge issues filed by North Shore Broadcasting Corp. July 28. Action Sept. 19.

■ Review board in Macon, Miss. AM broadcast proceeding, Docs. 17444-45 denied petition to enlarge issues filed by Broadcast Bureau on Aug. 1. Action Sept. 18.

■ Cer-Bay Co., Penn Hills, Pa., denied request for waiver of Sec. 1.569(b)(2)(i) of rules. Commission has denied request for waiver of Sec. 1.569(b)(2)(i) of its rules concerning applications for frequencies adjacent to class I-A channels and returned as unacceptable for filing application of Cer-Bay for a new daytime AM station to operate on 1190 kc, 1 kw, directional ant. at Penn Hills, Pa. Cer-Bay requested waiver of rule section, since trans. site proposed in its application is located outside area encompassed by a 500-mile extension of the 0.5-50% nighttime contour of class I-A stations KSL (1160 kc, 50 kw, unlimited time), Salt Lake City, and WOAI (1200 kc, 50 kw-U), San Antonio, Tex. Both chs. 1160 and 1200 kc are frozen. In returning application, commission stated that need for proposed service at Penn Hills is outweighed by necessity to preserve its latitude on future consideration of assignments on clear channel 1200 kc. Commission noted also that Penn Hills receives service from several existing stations. By letter. Action Sept. 13.

ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on Sept. 15 in Elmhurst-Wheaton, Ill. (DuPage County Broadcasting Inc. and Central Du-

Page County Broadcasting Co.) AM proceeding granted petition by DuPage County for leave to amend its application so as to change its proposed transmitter site to location 1.5 miles west from present site (Docs. 16965-6).

■ Hearing Examiner H. Gifford Irion on Sept. 14 in Lebanon, Pa.—Catonsville, Md. (Lebanon Valley Radio Inc., Catonsville Broadcasting Co. and Radio Catonsville Inc.) AM proceeding granted motion by Radio Catonsville Inc. and dismissed application of Catonsville Broadcasting Co.; the Broadcast Bureau's oral motion for dismissal was dismissed as moot (Docs. 15835, 15838-9).

CALL LETTER APPLICATIONS

■ DeWitt Broadcasting Inc., DeWitt, Ark. Requests KDEW.

■ Caldwell Broadcasting Inc., Columbia, La. Requests KCTO.

CALL LETTER ACTION

■ James L. Hutchens, Central Point, Ore. Granted KP TN.

DESIGNATED FOR HEARING

■ Farnell O'Quinn, Statesboro, Ga., AM application designated for hearing. Applicant requests CP for new daytime AM to operate on 850 kc, 1 kw, in Statesboro, Ga. Hearing issues include determination as to concentration of control in violation of Sec. 73.35(b) of rules. Grant of application for Statesboro would give Mr. O'Quinn control of four AM stations within radius of approximately sixty miles in southeastern Georgia. Stations are WUFF Eastman, WCQS Alma and WHAB Baxley, all Georgia. WWNS Inc., licensee of WWNS Statesboro, Ga., which filed opposing petition, was made party to proceeding. Sec. 73.35(b) determines whether there is concentration of control with particular reference to size, extent and location of areas served, number of people served, classes of stations involved and the extent of other competitive service to area in question. (By order; Chairman Hyde and Commissioner Lee dissenting; Commissioner Loevinger abstaining from voting.) Action Sept. 13.

Existing AM stations

APPLICATIONS

WDCJ Arlington, Fla.—Seeks CP to change frequency from 1220 kc to 1280 kc, increase power from 1 kw to 5 kw, and install new trans. (Gates BC-5H). Ann. Sept. 19.

KUAM Agana, Guam—Seeks CP to increase power from 10 kw to 250 kw, install new trans. (Continental 319B Special), change ant.-trans. location to 1.14 miles northeast of Yona, Guam, make changes in ant. system (increase height and change from shunt to series excited). Ann. Sept. 14.

KMVI Wailuku, Hawaii—Seeks CP to use former main trans. (RCA BTA-1L) as an auxiliary trans. for auxiliary purposes only (unnecessary). Ann. Sept. 20.

WFRL Freeport, Ill.—Seeks CP to install new trans. (Gates BC-5H) at main ant.-trans. location (unnecessary). Ann. Sept. 20.

WKLO Louisville, Ky.—Seeks CP to increase daytime power from 5 kw to 10 kw and install new trans. (Collins 820P-1). Ann. Sept. 14.

KLLC Las Vegas—Seeks CP to change frequency from 1050 kc to 1140 kc, increase power from 500 w to 10 kw and install new trans. (Gates BC-10H). Ann. Sept. 14.

WGBR Goldsboro, N. C.—Seeks CP to increase nighttime power from 1 kw to 5 kw and make changes in DA system. Ann. Sept. 14.

WBLF Bellefonte, Pa.—Seeks CP to change frequency from 1330 kc to 970 kc, increase power from 500 w to 1 kw and install new trans. (Gates BC-1J). Ann. Sept. 20.

WNAE Warren, Pa.—Seeks CP to move auxiliary trans. to 310 Second Avenue, Warren, Pa. (main studio location), and install auxiliary ant. (incomplete). Ann. Sept. 20.

FINAL ACTIONS

■ Petition for reconsideration of assignment of call letters WKLN denied. Commission denied petition by Cullman Broadcasting Co. (WKUL) Cullman, Ala., for reconsideration of July 14 action assigning call letters WKLN to Kenneth E. Lawrence, permittee of new FM at Cullman. WKUL's objections to assignment included reasons that WKLN combination could be taken to signify "Cullman," and that its use in same community will affect established AM. Commission found WKUL's contentions to be without merit and said it is not likely there will be confusion between call signs since WKUL operates in the AM broadcast band

and proposed station, WKLN, is in FM band. Action Sept. 13 by order.

WFRA, Franklin, Pa.—Broadcast Bureau granted CP to change ant.-trans. location to 0.5 miles east of Franklin off Bredinsberg road, near Franklin Cranberry township, Pa. Action Sept. 13.

WBLL Batesburg, S. C.—Broadcast Bureau granted license covering change in ant.-trans. location and make change in ant. system. Action Sept. 13.

WKYZ Madisonville, Tenn.—Broadcast Bureau granted license covering new AM. Action Sept. 13.

Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: WAIN Columbia, Ky.; WBNT-AM-FM Oneida, Tenn.; WDNC Durham, N.C.; WNPT Tuscaloosa, Ala., and KFOG(FM) San Francisco. Action Sept. 14.

OTHER ACTIONS

Office of opinions and review Sept. 15 in Montgomery-Huntsville, Ala. (Fine Music Inc. WFMJ, Tennessee Valley Broadcasting Inc. and Rocket City Broadcasting Inc.), AM proceeding dismissed as moot application by Rocket City Broadcasting Inc. for review of review board's action of July 7. (Docs. 17058-60).

Review board in Jacksonville, N. C. standard broadcast proceeding, Docs. 17148-50 granted petition for approval of agreements and dismissal of application filed May 12 by Roy H. Park Radio Inc. (WNCT) and John C. Hall, and by L & S Broadcasting Co. and John C. Hall; approved agreements to extent indicated; dismissed with prejudice application of John C. Hall, and retained the applications of L & S Broadcasting Co. and Roy H. Park Radio Inc. (WNCT) in hearing status. Board member Slone absent. Board member Nelson not participating. Action Sept. 15.

Review board in Wilkesboro, N. C., standard broadcast proceeding, Doc. 16311, granted motion filed Sept. 13 by Wilkes Broadcasting Co. (WKBC) and extended to Sept. 21 time to file reply to opposition pleadings to petition to dismiss application as moot or for other relief filed Aug. 11 by Wilkes Broadcasting Co. (WKBC). Board member Slone absent. Action Sept. 15.

ACTIONS ON MOTIONS

Hearing Examiner Basil P. Cooper on Sept. 13 in Salem, Mass. (North Shore Broadcasting Corp. WESX), AM proceeding granted motion and continued procedural, further prehearing conference and hearing dates. Scheduled further prehearing conference for Sept. 22, and evidentiary hearing for Oct. 4 (in lieu of Sept. 14) (Doc. 17559).

Hearing Examiner James D. Cunningham on Sept. 15 in Fayetteville, N. C. (Cape Fear Broadcasting Co. WFNC), AM proceeding scheduled certain procedural dates and ordered that the hearing scheduled for Oct. 25 be set aside with new date to be specified in subsequent order (Doc. 17633). And in Mobile, Ala. (Azalea Corp., W.G.O.K. Inc. [WGOK], People's Progressive Radio Inc. and Mobile Broadcast Service Inc.), AM proceeding continued further prehearing conference scheduled for Sept. 20 to date to be specified by subsequent order (Docs. 17555-8).

Hearing Examiner Charles J. Frederick on Sept. 13 in South Beloit, Ill.-St. Louis, Mo. (Salter Broadcasting Co. WBEL), AM proceeding, on examiner's own motion, continued hearing scheduled for Sept. 18 to Sept. 25 (Docs. 17209 et al.).

Hearing Examiner David I. Kraushaar on Sept. 14 in Homewood-Birmingham, Ala. (Chapman Radio and Television Co., Alabama Television Inc., Birmingham Broadcasting Co. and Birmingham Television Corp., WBMG), TV proceeding scheduled further prehearing conference for Sept. 22 (Docs. 15461 et al.). In Bayamon, P. R. (Radio San Juan Inc., WRSJ), AM proceeding granted requests by American Colonial Broadcasting Corp. and San Juan Broadcasting Corp. and made petitioner parties to proceeding (Docs. 17574). And on Sept. 15 in Bayamon, P. R. (Radio San Juan Inc., WRSJ), AM proceeding granted request by WRSJ and continued prehearing conference scheduled for Sept. 1 to Oct. 3 (Doc. 17574).

FINES

Commission has affirmed its action of June 21, ordering Eastern Broadcasting Corp., former licensee of WALT Tampa, Fla., to pay forfeiture of \$10,000 for running rigged contest. Eastern had requested reduction or cancellation of forfeiture. Action by commission Sept. 20, by memorandum opinion and order. Commissioners Hyde (chairman), Lee, Cox, Loevinger and Johnson.

Commission has ordered New-Tex

Broadcasting Inc., licensee of KCLV Clovis, N. M., to pay forfeiture of \$1,000. Licensee was cited for violations of Secs. 73.93(c) and 73.116(a) of commission's rules by failing to have properly licensed operator on duty over period of time and by failing to have a maintenance log available. Action by commission Sept. 20, by memorandum opinion and order. Commissioners Hyde (chairman), Lee, Cox, Loevinger and Johnson.

Commission has ordered Melody Inc., licensee of KSOX Raymondville, Tex., to pay forfeiture of \$200 for repeated violation of Sec. 73.47(a) of rules by failing to make equipment performance measurements at yearly intervals. KSOX is licensed to operate on 1240 kc, 250 w, unlimited time. Commission stated fact that station was not located near large city and that it was difficult to obtain service of an engineer to make measurements, could not be considered as basis for reduction of forfeiture. Action by commission Sept. 13, by memorandum opinion and order. Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson.

RULEMAKING ACTION

Capital Broadcasting Corp. (WCAW) Charleston, W. Va., denied petition for reconsideration. Capital had sought reconsideration of commission's action of March 8 which had denied its request for waiver of Sec. 73.37 of rules and returned its application as unacceptable for filing. Capital had sought to increase daytime power from 10 kw to 50 kw and change from operation with directional ant. at night to operation with directional ant. day and night (DA-N to DA-2). Commission found that Capital's proposed operation would overlap service contour of WPTF Raleigh, N. C.; that its statement that change would provide service to underserved areas was not supported and proposal fell far short of meeting 25 percent "white" (interference-free) area exception. In addition, commission noted, WCAW with its present facilities provides "excellent service" to Charleston and much of surrounding area. By memorandum opinion and order. Action Sept. 20.

CALL LETTER APPLICATIONS

KSPA, Rancho Broadcasting Inc., Santa Paula, Calif. Requests KQIQ.

KOTE, Empire Broadcasting Stations Inc., Ferguson Falls, Minn. Requests KBRF.

KL0L, J-P Enterprises Inc., Lincoln, Neb. Requests KOFE.

CALL LETTER ACTIONS

KYED, Des Moines City Broadcasting Co., Burlington, Iowa. Granted KYND.

KYMN, Republic Broadcasting Inc., Oregon City. Granted KYXI.

WYNG, Cranston-Warwick Radio, Warwick-East Greenwich, R. I. Granted WARV.

New FM stations

APPLICATIONS

Apache Junction, Ariz.—Weldon Brown. Seeks 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain main 90 ft. P. O. address: 614 North Macdonald, Mesa, Ariz. 85201. Estimated construction cost \$18,698.51; first-year operating cost \$29,730.06; revenue \$34,500. Principal: Mr. Brown, sole owner, operated theaters in Oklahoma until 1964. Ann. Sept. 19.

Corona, Calif.—Major Market Stations Inc. Seeks 95.1 mc, ch. 236, 9.62 kw. Ant. height above average terrain 1,597 ft. P. O. address: Box 100, Corona 91720. Estimated construction cost \$20,548.50; first-year operating cost \$8,500; revenue \$18,500. Principal: Paul F. Crouch, vice president. Applicant operates KREL Corona. Requests waiver of Sec. 73.206 of rules (if necessary). Ann. Sept. 19.

Trumbull, Conn.—Trumbull Board of Education. Seeks 88.7 mc, ch. 204, 275 w. Ant. height above average terrain 400 ft. P. O. address: 6264 Main Street, Trumbull 06611. Estimated construction cost \$21,462.50; first-year operating cost \$2,500; revenue none. Principal: William A. Crooks Jr., business administrator et al. Ann. Sept. 14.

Tampa, Fla.—Rust Craft Greeting Cards Inc. Seeks 94.9 mc, ch. 235, 77.7 kw. Ant. height above average terrain 245 ft. P. O. address: Rust Craft Park, Dedham, Mass. 02026. Estimated construction cost \$61,324.47; first-year operating cost \$27,380; revenue \$32,500. Principal: Louis Berkman, chairman of board, Joe Zel, president et al. Rust Craft is licensee of WPIT-AM-FM Pittsburgh, WRDW-TV Augusta, Ga. and WSOL Tampa, Fla. Rust Craft owns all issued outstanding shares of Rust Craft Broadcasting Co., licensee of WSTV-AM-FM-TV Steubenville, Ohio, WJKS-TV Jacksonville, Fla., and

has submitted application for CP for ch. 20 in Utica, N. Y. Rust Craft Broadcasting also owns WR0C-AM-FM-TV Rochester, N. Y., as licensee Rust Craft Broadcasting of New York Inc. As Radio Buffalo Inc., it owns WWOL-AM-FM Buffalo, N. Y. As Rust Craft of Tennessee Inc. it owns WRCB-TV Chattanooga and operates translator near Murphy, N. C. As WRCP Broadcasting Corp. it owns WRCP-AM-FM Philadelphia. Ann. Sept. 19.

Albuquerque, N. M.—R. Edward Cerjes. Seeks 100.3 mc, ch. 262, 25 kw. Ant. height above average terrain minus 279 ft. P. O. address: 1035 Westglenn Drive, Crestwood-St. Louis, Mo. 63128. Estimated construction cost \$18,800; first-year operating cost \$9,875; revenue \$7,500. Principal: Mr. Cerjes is president of General Products Distributors Inc., distributors of high-fi equipment, recording equipment and supplies. Ann. Sept. 19.

Salem, Ore.—Oregon Radio Inc. Seeks 105.1 mc, ch. 286, 23.26 kw. Ant. height above average terrain 383.37 ft. P. O. address: Box 631, Salem 97308. Estimated construction cost \$50,105; first-year operating cost \$24,000; revenue \$25,000. Principal: Mrs. Lou McCormick Paulus, president and principal stockholder. KSLM Salem is owned and operated by applicant. Ann. Sept. 14.

FINAL ACTIONS

North Manchester, Ind.—Manchester College. Broadcast Bureau granted 89.5 mc, ch. 208, 10 w. Ant. height above average terrain 150 ft. P. O. address: College Avenue, North Manchester 46962. Estimated construction cost \$40,230; first-year operating cost \$3,000; revenue none. Principals: A. Blair Helman, president. Action Sept. 19.

Duluth, Minn.—Channel 10 Inc. FCC granted 94.9 mc, ch. 235, 100 kw. Ant. height above average terrain 920 ft. P. O. address: 10 Observation Road, Duluth 55811. Estimated construction cost \$76,000; first-year operating cost \$55,000; revenue \$50,000. Principals: Frank Befera, president, Mr. Befera owns WMFG Hibbing and WHLB Virginia, both Minnesota, and is applicant for new TV in Duluth. Action Sept. 20.

Saratoga Springs, N. Y.—Community Radio of Saratoga Springs, New York Inc. Broadcast Bureau granted 102.3 mc, ch. 272, 3 kw. Ant. height above average terrain 74 ft. P. O. address: 71 West Avenue, Saratoga Springs 12868. Estimated construction cost \$13,455; first-year operating cost \$15,300; revenue \$24,000. Principals: Kent E. Jones is vice president. Applicant is licensee of WKAJ Saratoga Springs. Action Sept. 19.

New Wilmington, Pa. Westminster College Board of Trustees—Broadcast Bureau granted CP for a new noncommercial educational FM to operate on ch. 205 (88.9 mc), ERP 39 w, ant. height minus 28 ft.; condition. Action Sept. 19.

Prairie du Chien, Wis.—Prairie Broadcasting Co.—Broadcast Bureau granted 94.3 mc, ch. 232, 3 kw. Ant. height above average terrain minus 46 ft. P. O. address Box 90, North Villa Louis Road, Prairie du Chien 53821. Estimated construction cost \$14,442; first-year operating cost \$2,000; revenue \$2,000. Principal: W. C. Schlaugat Jr., president and general manager. Applicant owns WPRE Prairie du Chien, Wis. Action Sept. 15.

OTHER ACTIONS

Review board in New Britain, Conn., FM broadcast proceeding, Docs. 17405-6 denied joint request for approval of agreement, dismissal of Hartford's application and grant of Central's application, filed Aug. 4 by Hartford County Broadcasting Corp. and Central-Connecticut Broadcasting Co. Board member Slone absent. Board member Nelson not participating. Action Sept. 15.

Review board in Grand Haven, Mich., FM broadcast proceeding, Docs. 17470-1, granted joint request for approval of agreement filed July 18 by Community Broadcasters Inc. and West-State Broadcasting Co.; approved agreement; dismissed with prejudice application of West-State Broadcasting Co.; granted application of Community Broadcasters Inc.; dismissed as moot request for stay of responsive pleadings filed July 18 by Broadcast Bureau; and terminated proceeding. Board member Slone absent. Action Sept. 15.

Review board in Grand Haven, Mich., FM broadcast proceeding, Docs. 17470-1 denied petition to enlarge issues filed June 26 by West-State Broadcasting Co. Board member Slone absent. Action Sept. 15.

Review board in New York FM broadcast proceeding, Docs. 17454-55 denied petition for enlargement and modification of issues and request for certification filed June 28, by Fairleigh Dickinson University. Board member Berkemeyer abstaining. Action Sept. 18.

Review board in Athens, Tenn., FM broadcast proceeding, Docs. 17617-8, granted

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request filed Sept. 12 by Broadcast Bureau and extended to Sept. 19 time to file responsive pleadings to petition for enlargement of issues filed Aug. 28 by Athens Broadcasting Co. Action Sept. 14.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Sept. 15 in San Antonio-Alamo Heights, Tex. (Waterman Broadcasting Corp. of Texas and National Enterprises Inc.) FM proceeding continued hearing now scheduled for Oct. 13 to date to be specified at Dec. 15 further prehearing conference (Docs. 17577-8). And on Sept. 19 in Columbus, Miss. (Birney Imes Jr. and Radio Columbus Inc.) FM proceeding granted motion by Radio Columbus Inc. and continued hearing scheduled for Sept. 19 until review board has acted on joint request by Radio Columbus and Birney Imes for approval of agreement relating to dismissal of Imes' application (Docs. 17263-4).

■ Chief Hearing Examiner James D. Cunningham on Sept. 15 in Warner Robins-Hawkinsville, Ga. (WRBN Inc. and Tri-County Broadcasting Inc.) FM proceeding continued prehearing conference scheduled for Sept. 19 to date to be specified by subsequent order (Docs. 17579-80).

■ Hearing Examiner Millard F. French on Sept. 13 in Murphy, N. C.—Blue Ridge, Ga. (Cherokee Broadcasting Co. and Fannin County Broadcasting Co.) FM proceeding granted motion by Fannin and corrected in various respects transcript of hearing record (Docs. 17086-7).

■ Hearing Examiner H. Gifford Irion on Sept. 15 in Corinth, Miss. (Corinth Broadcasting Inc. and Radio Corinth) FM proceeding continued commencement of hearing from Oct. 25 to Dec. 4 (Docs. 17565-6).

■ Hearing Examiner David I. Kraushaar on Sept. 15 in Miami (Miami Broadcasting Corp., Mission East Co. and WOCN Broadcasters) FM proceeding granted motion by Mission East Co. and rescheduled hearing for Oct. 23. Ordered that exhibits be exchanged by Oct. 6 with notification of names of witnesses desired for cross-examination by Oct. 11 (Docs. 17401, 17403-4). And on Sept. 15 in Rockford-Belvidere, Ill. (Quest For Life Inc., Greater Rockford Sound Inc. and Belvidere Broadcasting Inc.) FM proceeding dismissed as an unauthorized pleading reply by Quest For Life to opposition to petition to amend application; subject to whatever ruling may be called for in light of any comments or oppositions of other parties, Quest For Life may resubmit its rejected amendment accompanied by proper petition for leave to amend which would incorporate any of additional facts concerning amendment that it wishes to have considered by examiner (Docs. 17591-3).

RULEMAKING PETITION

Gainesville, Fla. Edward A. Siltmak—Requests amendment of rules so as to allocate ch. 288-A to Gainesville, Fla. Ann. Sept. 15.

RULEMAKING ACTION

■ Commission has adopted notice of proposed rulemaking to amend its FM table of assignments. Ten petitions were filed requesting changes. Commission also, on its own motion, proposed changes in table. Benton, Ill., assign ch. 252A; Monticello, Ill., assign ch. 288A; Danville, Ky., assign ch. 296A; Erwin, Tenn., assign ch. 280A; Rushville, Ind., assign ch. 232A; Dover, Ohio, assign ch. 269A (reassign from Dover-New Philadelphia, Ohio); New Philadelphia, Ohio, assign ch. 240A; Milford, Ohio, assign ch. 296A; Lancaster, Ky., assign ch. 292A by substituting ch. 276A for 292A at Cynthiana, Ky.; Oxnard, Calif., assign ch. 244A or, in the alternative, 252A in lieu of 244A; Corsicana, Tex., assign ch. 296A; Waco, Tex., assign ch. 252A as an educational channel; West Frankfort, Ill., substitute ch. 292A for ch. 296A, and Sierra Vista, Ariz., substitute ch. 265A for 261A. West Frankfort, Ill. and Sierra Vista, Ariz., assignment proposals were made on commission's own motion. Action by commission, Sept. 20, by notice of proposed rulemaking. Commissioners Hyde (chairman), Lee, Loevinger and Johnson, with Commissioner Cox concurring in part and dissenting to the assignments to Oxnard and Waco.

CALL LETTER APPLICATIONS

- Empire Broadcasting Stations Inc., Fergus Falls, Minn. Requests KBRF-FM.
- University of Missouri, Columbia, Mo. Requests *KBIA-FM.
- Garner Investors Inc., Longview, Wash. Requests KLYK(FM).

DESIGNATED FOR HEARING

■ West Palm Beach, Fla., FM applications designated for hearing. Commission has designated for consolidated hearing applications of Daytona Broadcasting Inc. and Gardens Broadcasting Co. for new FM's to

operate on ch. 283 (104.5 mc), Daytona to operate with ERP of 71 kw, ant. height of 536.5 ft., and Gardens with ERP of 100 kw, ant. height of 516.3 ft. Action Sept. 20.

Existing FM stations

FINAL ACTIONS

KAMU(FM) Anchorage, Alaska—Broadcast Bureau granted CP to replace expired permit authorizing change in ant.-trans. location, decrease in ERP, and increase in ant. height. Action Sept. 18.

KZNG Hot Springs, Ark.—Broadcast Bureau granted license covering change in frequency, hours of operation, and ant. system. Action Sept. 13.

KFMB-FM San Diego—Broadcast Bureau granted license covering installation of new type trans., dual ant., increase in ERP, and decrease in ant. height. Action Sept. 13.

KOIT(FM) San Francisco—Broadcast Bureau granted license covering installation of new type ant. (main); and installation of new auxiliary trans. and ant. at main trans. location. Action Sept. 13.

WAAW(FM) Murray, Ky.—Broadcast Bureau granted license covering new FM. Action Sept. 13.

WSIP-FM Paintsville, Ky.—Broadcast Bureau granted CP to install new trans., change ERP to 660 w, and change ant. height to 580 ft. Action Sept. 18.

WBSM-FM New Bedford, Mass.—Broadcast Bureau granted license covering installation of new type trans. and ant., change ERP, and ant. height. Action Sept. 13.

*KSJN-FM New Brighton, Minn.—Broadcast Bureau granted license covering new FM noncommercial educational station. Action Sept. 13.

*KCLC(FM) St. Charles, Mo.—Broadcast Bureau granted mod. of CP to change frequency from 90.1 mc, ch. 211, to 89.9 mc, ch. 210. Action Sept. 19.

WBNC-FM Conway, N. H.—Broadcast Bureau granted license covering new FM. Action Sept. 13.

*WGSU(FM) Geneseo, N. Y.—Broadcast Bureau granted mod. of CP to change ERP to 1.8 kw, increase ant. height to 11 ft. Action Sept. 14.

*WBIV(FM) Wethersfield township, N. Y.—Broadcast Bureau granted CP to replace expired permit for installation of new type trans., new type ant., and increase in ERP. Action Sept. 13.

WFMX(FM) Statesville, N. C.—Broadcast Bureau granted CP covering installation of new ant., change in ERP to 52 kw, and ant. height to 290 ft.; condition. Action Sept. 18.

WIVE-FM Ashland, Va.—Broadcast Bureau granted mod. of CP to change dual polarized ant., ant. height 190 ft. Action Sept. 13.

*WUWM(FM) Milwaukee—Broadcast Bureau granted license covering change in ant.-trans. location, increase in ERP, decrease ant. height. Action Sept. 13.

KCFM(FM) Edmonds, Wash.—Broadcast Bureau granted CP to install new type trans., dual polarized ant., ERP 115 kw, ant. height 720 ft. Action Sept. 19.

OTHER ACTION

■ KFMQ Inc. (KFMQ(FM)) Lincoln, Neb., petition for waiver of sec. 1.227(b)(1) denied. Commission has denied petition by KFMQ Inc. for waiver of Sec. 1.227(b)(1) and returned its application for new class C FM in Lincoln, Neb. KFMQ requested waiver to permit its application to be consolidated for hearing with other applications for FM stations in Lincoln. Sec. 1.227(b)(1) specifies that for application to be consolidated for hearing with other applications, it must be filed no later than close of business on day preceding designation of earlier application for hearing. KFMQ had sought consolidation with applications designated on April 26. KFMQ's application was tendered May 15. Commission concluded that KFMQ had not provided adequate justification for consolidating its application which was filed almost three weeks late. By order. Action Sept. 20.

RULEMAKING ACTION

■ Proposal to amend part 74 of rules proceeding granted petition filed by Pacific FM Inc. (KPEN(FM)) San Francisco, and extended from Sept. 20 to Nov. 20 time to file reply comments (Doc. 17159). Action Sept. 19.

CALL LETTER APPLICATION

■ WIBM-FM, Booth America Co., Jackson, Mich. Requests WBBC(FM).

RENEWAL OF LICENSES, ALL STATIONS

■ Commission, by its Broadcast Bureau, granted renewal of licenses for following stations and copending auxiliaries Sept. 15: WAGN Menominee, Mich.; WALM Albion, Mich.; WCER Charlotte, Mich.; WCIT Lima,

Ohio; WCLW-AM-FM Mansfield, Ohio; WEEC(FM) Springfield, Ohio; WGIC Xenia, Ohio; WHOK-FM Lancaster, Ohio; WHSB (FM) Alpena, Mich.; WILS Lansing, Mich.; WJR-AM-FM Detroit; WKBZ Muskegon, Mich.; WKFR-AM-FM Battle Creek, Mich.; WKYC-FM Cleveland; WMPL Hancock, Mich.; WMUS Muskegon; WMFL; WMVO-AM-FM Mount Vernon, Ohio; WMVR-FM Sidney, Ohio; WNBV Newberry, Mich.; WNOB(FM) Cleveland; WONW Defiance, Ohio; WFLB-AM-FM Greenville, Mich.; WSAM-FM Saginaw, Mich.; WTCM-FM Traverse City, Mich.; WTRX Flint, Mich.; WVIC-FM East Lansing, Mich.; WWWW (FM) Detroit; WLUC-TV Marquette, Ohio; WPBN-TV Traverse City, Mich.; WTOM-TV Cheboygan, Mich.; WTVN-TV Columbus, Ohio; *WTVS(TV) Detroit; WBBW-AM-FM Youngstown, Ohio; WHOT Campbell, Ohio; WJOR South Haven, Mich.; WKRC-AM-FM-TV Cincinnati; WMDN Midland, Mich.; WLWC(TV) Columbus, Ohio; *WBGU-TV Bowling Green, Ohio; WUBE Cincinnati; WCXL(FM) Cincinnati; WKKB Iron River, Mich.; WJTM-AM-FM-TV Lansing, Mich.; WJPD Ishpeming, Mich., and WMSB (TV) Onodaga, Mich.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: KTLT(TV) Pocatello, Idaho; WGGC(FM) Glasgow, and WKAY Glasgow, both Kentucky. Action Sept. 19.

Translators

ACTIONS

■ On request of Leeco T.V. Inc., commission granted waiver of Sec. 74.731(b) of the rules for seven-day period to allow translator station W73AI Fort Myers, Fla., to broadcast visual announcements in the form of still slides, to solicit public financial support. Action by commission Sept. 13, by letter. Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson.

K12FK St. Joseph, Mo.—Broadcast Bureau granted license covering CP for new VHF TV translator. Action Sept. 18.

K74CY Horse Springs, N. M.—Broadcast Bureau granted CP to make changes in ant. system for UHF TV translator. Action Sept. 14.

K02EH Ute Park, N. M.—Broadcast Bureau granted license covering new VHF TV translator at Ute Park, N. M. Action Sept. 11.

K77BI, K79AZ and K81AN Alva-Cherokee, Okla.—Broadcast Bureau granted assignment of licenses for UHF TV translators to NW Translator T.V. Inc. Consideration \$60,000. Action Sept. 14.

Lakeview, Ore. Lalish TV Inc.—Broadcast Bureau granted CP for new VHF TV translator to serve Lake View, West Side and New Idaho District, operating on ch. 4 by rebroadcasting programs of KOTI-TV, ch. 2, Klamath Falls, Action Sept. 14.

Mammoth, Wyo. Mammoth Community Television—Broadcast Bureau granted CP for new VHF TV translator to serve Mammoth Area of Yellowstone National Park, operating on ch. 12 by rebroadcasting programs of KULR-TV, ch. 8, Billings, Mont. Action Sept. 15.

CATV

APPLICATIONS

Clear Channel T-V Inc.—Requests distant signals from WMFE-TV Orlando, WFGA-TV, WJXT(TV) and WJKS-TV, all Jacksonville, and WUFT(TV) Gainesville, all Florida. System also intends to carry WORU-TV Orlando, Fla. when operational to Holly Hill and Volusia county (part), Fla. (Orlando-Daytona Beach, Fla.-ARB 66). Ann. Sept. 15.

Carolina Cable TV, Inc.—Requests distant signals from WBT(TV) and WSOC-TV, Charlotte, N. C.; WAIM-TV Anderson, S. C.; WLOS-TV Asheville, N. C.; WOLO-TV and WRLK-TV, both Columbia, S. C.; to Newberry, S. C. (Columbia, S. C.-ARB 83). Ann. Sept. 15.

Orangeburg Cable TV Inc.—Requests distant signals from WCIV(TV), WCSC-TV and WSUN-TV, all Charleston, WOLO-TV and WRLK-TV, both Columbia, all S. C., to Orangeburg, S. C. (Columbia S. C.-ARB 83). Ann. Sept. 15.

OTHER ACTIONS

■ California Water and Telephone Co., Associated Bell Systems Companies; General Telephone Systems, and United Utilities Inc., CATV proceeding (Doc. 17333). Granted motion by National Community Television Association Inc. for extension of time to Oct. 2 to file proposed findings and to Oct. 23 for replies. Action Sept. 14.

■ Review board in Dalton, Ga., CATV

(Continued on page 99)

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Sales

\$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.

In radio but not in sales? We have a spot open for you. Generous guarantee plus commission. Active protected account list. Salesman looking for faster growing account list. . . . this could be it. Vacation, hospitalization life insurance, sick leave, other fringes. Box J-120, BROADCASTING.

Pennsylvania medium market radio station seeks account executive with proven ability. Salary open, plus commission, fringe benefits. Send resume and latest billing figures to Box J-216, BROADCASTING.

Mid-west FM, AM format, better than average billing. Money for man willing to work. Box J-243, BROADCASTING.

Special for good man: Operation of profitable Muzak growth company in fast growing eastern city. Profit sharing. Box J-270, BROADCASTING.

Sales—If you can sell clean, and have good reputation I will make you manager of WSEB AM & FM, Sebring, Florida. Mr. Erway—WAYE, Baltimore.

Sales—(cont'd)

"Experienced salesman wanted for leading radio station in the Hudson Valley. Prefer someone with New York, New Jersey or Connecticut background but will consider all candidates. Must have car. Must type acceptably. Basic weekly draw will be a minimum of \$125.00 a week. Total earnings can more than double this for a talented and eager sales representative. Send details of qualifications to Harry M. Thayer, President, WGHQ, Kingston, New York."

Salesman or salesman-announcer for immediate opening, replaces established salesman. Active account list in growing Cape Kennedy area. WRMF, Titusville, Florida, 32780. Phone 305-267-1121.

Regional salesman? Aggressive professional radio salesmen for WSBA, #1 station in Harrisburg-York-Lancaster . . . cover accounts Pittsburgh-Philadelphia-Baltimore-Washington area. Salary plus commission, exceptional "fringe" benefits. Send selling letter, resume and recent photo. to: Jack Herr, WSBA, York, Pa. 17405.

Announcers

Man capable of handling telephone talk show, pleasant personality, willing to assume responsibilities, must do good production. Box H-175, BROADCASTING.

Small market upper Midwest Radio-TV, needs Sports Director. Must do both radio and TV sportscasts and radio play-by-play. Will consider beginner who can shoot film. Box J-87, BROADCASTING.

Announcer: Eastern station needs man with some experience for nights and Sundays. Good operation, good music, good salary and benefits. No engineering or selling. Box J-159, BROADCASTING.

Move up! Bright capable announcer wanted by established Illinois kilowatt with upbeat MOR format, fine new facilities. Excellent starting pay, many fringe benefits. Include detailed experience, references in resume, tape, Box J-176, BROADCASTING.

Soul brother needed by soul station. Must be fabulous talker and good on board. Send photo, resume, tape, first response. Hurry . . . this is your opportunity. Box J-230, BROADCASTING.

Exceptional opportunities exist now for first phone announcers. National organization diversifying by going into broadcasting in medium market. Opportunities are virtually unlimited with our organizations. First ticket is essential, but emphasis for these immediate openings will be on announcing. Rush tape, salary requirements and resume including phone number. A company executive will contact you. All replies held in strict confidence. Box J-235, BROADCASTING.

150,000 2 station community needs announcer/talk/production man. If experienced can be operations manager. Solid New York State operation. Box J-247, BROADCASTING.

Announcer for unlimited AM & FM Sebring, Florida, with sales and/or program director experience. Box J-273, BROADCASTING.

Announcer with first ticket. Job open in southern California on MOR operation. Box J-274, BROADCASTING.

Top 15 market—middle Atlantic network station. Emphasis on news announcing. First phone preferred, but not necessary, deep voice a must. Send tape, resume and salary requirements to Box J-292, BROADCASTING.

Announcers—(cont'd)

If you are a medium or major market announcer with creative production talent, who is ready to settle down in Michigan's largest vacation city, at better than average pay, with a better than average station, we'd like to hear from you. Two major market announcers now on our staff have never been happier and neither have we. Box J-301, BROADCASTING.

Wanted—Production minded announcer. Good future with growing, progressive Radio-TV chain soon to go FM stereo. Experience not as important as ability and motivation. Send tape and resume to Roger Burke, Program Director, KAUS, Austin, Minnesota.

Wanted . . . Announcer with 3rd class endorsed or 1st phone . . . willing to assume responsibility, become part of 5,000 population community and security assured for right man. Block programing MOR, emphasis on local news programing. Contact Jay Bagwell at KBJT, Fordyce, Arkansas, Call 352-2170 office, 352-3410 home. No collect calls accepted.

Announcer 3rd ticket. Minimum 6 mo. experience. Contact Jim Fridle, KBRZ, Freeport, Texas, BELmont 32655.

First ticket R&B announcer also good on news and production. KDKO, Denver, Colorado.

MOR/news operation seeks fulltime announcer with production abilities. Five day work week, good pay and fringe benefits. Send resume references and tape to Program Director, KLIK, Jefferson City, Missouri.

Progressively programed daytimer needs first phone announcer. Excellent opportunity to advance to program director. Permanent position; modern up to date plant. Come grow with us. Contact: Manager, KNCY, Nebraska City, Nebr. phone 402-873-3348.

Immediate opening for adult announcer for night shift. MOR strong news. Salary open. Send tape and resume KSAL, Box 180, Salina, Kansas.

November opening, MOR and rock. Will accept announcer with limited experience, willing to adapt. Sports play-by-play will help. Send tape, resume and photo. KSUE, Susanville, California 96130.

Tan your hide in Oceanside. Southern California. Experienced, permanent morning man. 1st phone MOR. All fringe benefits. Ideal place to live. Contact P.D. Mike Wynn, PDQ, KUDE, Oceanside, Calif. 714-757-1320.

Immediate opening for a bright experienced staff announcer. Modern western, standards and some gospel. Good starting salary with guaranteed pay raises. Pleasant working conditions. A great potential for a qualified person. Send tape and resume to KXOW, P.O. Box 579, Hot Springs, Arkansas.

Immediate opening for experienced, mature professional announcer—MOR. First ticket preferred. Call WABJ, Adrian, Michigan. 313-265-7123.

Attention maniacs . . . Need one certified idiot, rock-jock to work in well padded control room. Exempt-1 year experience minimum. Middle aged has-beens over 24 need not apply. Send air-check to Jerry Jacob, WAMM, Flint, Michigan. Company pays for straight jackets; lowest score on sanity test gets the job.

Gal Friday including office detail and two hour daily show. AM & FM Sebring. Contact Mr. Erway, WAYE, Baltimore.

Announcers—(cont'd)

Have you outgrown your station and market? Move up to 100,000 metropolitan Lafayette, Indiana, home of Purdue University and continue education. Join superbly equipped, adult-programmed WAZY-AM-FM for 6 to 9 morning show at \$115 to start. No screamers or hippies. Call PD, Karl Anderson (317) 474-1410.

WCCW Radio, Traverse City, Michigan will soon have an opening for an announcer with copy and production ability. MOR format with top professional staff. Send resume, tape and details.

We are looking for a late morning-afternoon announcer with experience. Intelligent, middle-of-the road, friendly. Above average pay to the right man. Send tape, resume, and photo to: Capps Sutherland, WCLO, Janesville, Wis. 53545.

Step up to a 5,000 watt operation near Philadelphia. Announcer with 3rd ticket for good music station. Good pay and fringe benefits. WCOJ, 215-384-2100.

Announcer with 1st ticket MOR fulltime AM. Salary open. WCVL, Crawfordsville, Indiana. 317-362-8200.

Top forty announcer with a first class ticket. Contact Fred Davis, WENR, P. O. Box 745, Athens, Tenn.

Opening for announcer-board man. Also opportunity for TV. Complete color including live studio color. Benefits, retirement, profit sharing. Midwest. 125 miles north of St. Louis. Contact Program director or general manager. Phone AC 217-222-6840 or write or wire WGEM, Hotel Quincy, Quincy, Illinois.

WHY, Orlando, Florida needs modern country announcer, or announcer salesman.

Experienced combo — heavy news/sports MOR. Salary \$150, first phone. WHMC, Galtersburg, Maryland.

Announcer-chief engineer wanted: Family man 30-40 looking for a Florida home and growth with a publicly held chain. Must know MOR music, be strong on news, good announcer, and be able to maintain equipment. Send tape and resume to Hudson Millar, WIRA, Fort Pierce, Florida, an Airmedia Station.

WJIL Radio has an immediate opening for an announcer with a first class ticket. Excellent opportunity for advancement with a young, growing chain. Send resume, tape to M. E. Luehrs, Jacksonville, Illinois.

Experienced air-men for 5,000 watt MOR operation in suburban Phila.-New Jersey market. Station is strong on local news and information. Applicants should be able to handle morning or afternoon shift, have a good voice and a professional sound. Send tape, photo, salary requirements and resume to Randolph Gretes, WJZZ Radio, P. O. Box 459, Mt. Holly, New Jersey, 08060.

Wanted: Personality for morning show and remotes. WKYO, Caro, Michigan. 3rd.

Experienced staff announcer with third class license for adult station. Send tapes and resume WMBS Radio, Uniontown, Pennsylvania.

Immediate opening for announcer with 3rd phone. Call Jim Buffington, WMPA, Aberdeen, Mississippi.

Experienced announcer with First. No maintenance. News or Production experience desirable. Afternoon air shift. WNRK, Box 423, Newark, Delaware.

Immediate opening for announcer with first phone. News and production experience desirable but not necessary. MOR music format. Above average pay for right man. Area 217-893-1460 WRTL, Rantoul, Illinois.

Midwestern regional, AM-FM fulltimer needs two good men with experience. One newsman, one announcer for Top 40 night show. 3rd endorsed necessary. Excellent working conditions, benefits. Send tape, complete resume first reply. Call Program Director, WSTR, Sturgis, Mich.

Combo man, first phone, strong on production and music needed now. WTHD, new station on air 9/3/67. Send resume and tape, Box 324, Milford, Delaware. Call 302-422-7575.

Announcers—(cont'd)

Immediate opening for experienced announcer with 1st class license for morning shift on Southeastern Michigan's good music station. Send resume and tape to Irv Laing, Whittier Hotel, Detroit, Michigan 48214.

Wanted announcer with first phone ticket, emphasis on announcing. No maintenance. C&W station in Virginia. Good opportunity, good pay. Immediate opening. Call 703-629-2509 day, 703-647-8493 night.

Program director—first phone. For Maryland up-tempo middle of the road station. 301-739-8016.

Florida Gold Coast. . . . Adult fulltime CBS. . . . First ticket, no maintenance. . . . Ideal working conditions and crew, all fringe benefits. . . . Salary open. We believe in and promote good radio and our personalities who create it. Call 1-305-278-1420.

Experienced radio newsman to work in fast-moving Calumet area of northwest Indiana. Ability to write and interview well vital to this position. Salary commensurate with ability and experience. Call News Director Ted Thorne, Collect at 219-886-9171.

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—\$200 weekly to start with raises to \$225 in 6 months. East coast suburban station 4 tower directional array. To lead teach and inspire staff of 8 first ticket engineers. Must be able to pass thorough background check. Send resume references and recent picture to Box J-148, BROADCASTING.

Chief engineer for medium market midwest AM/FM station. Will pay well above average for above average individual. Send resume and salary requirements to Box J-187, BROADCASTING.

First class engineers. Maintenance background, VTR experience. Immediate openings with excellent growth opportunity. Reply Box J-241, BROADCASTING.

Chief engineer for directional daytimer, full-time stereo. Announcing helpful but not necessary. Insurance plan. Good salary for right man. Know all phases, strong on maintenance. Box J-259, BROADCASTING.

First phone—studio and transmitter duties AM & FM facility in major market. Send experience and salary to Box J-287, BROADCASTING.

Radio station KTRM in Beaumont, Texas on the Gulf coast has an opening for 1st class engineer. Preferably with some technical experience. No board work. Phone 713-892-4990 between 2 p.m. and 12 midnight—Ben Hughes, Chief Engineer.

First phone, 1 kw directional daytimer. Contact Fran Cady, C. E. WIZR, Johnstown, New York.

Experienced engineer for 5,000 watt directional station located in Eastern Metro market area. Send resume and salary requirements to Randolph Gretes, WJZZ-Radio, P. O. Box 459, Mt. Holly, New Jersey, 08060.

NEWS

News: Good music station in Virginia needs night time newsman to handle 11 o'clock block. Will consider those who recently started in business provided attitude, voice and background are up to our standards. No drifters please. Send tape and resume with first letter. Box J-234, BROADCASTING.

News director for leading station in market. Full facilities to work with. Above average salary for above average man. Frank Gunn, KMNS Radio, Box 177, Sioux City, Iowa.

Hard-hitting newsman wanted. Immediately. Excellent opportunity with South's hottest station. Contact Jack Gale, WAYS, Charlotte, North Carolina.

Need second newsman immediately. Must gather and write local news and do air work. Should be dedicated to Broadcast news. Complete and modern facility in a progressive community. 3rd class ticket a must, 1st phone desirable. Many fringe benefits. Call or send resume & tape to Jack Gennaro, WFHR, Wisconsin Rapids, Wisconsin.

NEWS—(Cont'd)

If you like public affairs, if you like outside as well as inside work, if you want to be a news-producer and air man in unique situation and extraordinary market area, you may be our next Director of Public Affairs of WHWF Princeton and WTOA-FM in Trenton, N. J. Program development, on-air news, specials, and interest in community affairs go hand in hand. Unusual daily two hour program part of responsibility. Call or write Herbert W. Hobler, Box 1350, Princeton, N. J.

News Director-announcer—wanted. Settled family man 30-40 looking for a Florida home and growth with publicly held chain. Must be go getter on local news, cover meetings and be good dj for MOR format. Send tape and resume to Hudson Millar, WIRA, Fort Pierce, Florida, an Airmedia Station.

Experienced newsman who can gather, write, and air same on 5,000 watt heavy local news station in suburban metro market. Applicants must have good voice and ability. Send tape, photo, salary requirements and resume to Randolph Gretes, WJZZ Radio, P. O. Box 459, Mt. Holly, New Jersey, 08060.

2 top newsmen, major market 50,000 watt modern format station wants 2 men. Must have excellent sound and writing ability. Salary to start excellent. Union protection—health plan. Automatic pay increases. Write Don Lancer News Director, WKWB, Buffalo, New York.

Two newsmen, immediate openings. Experienced in writing, gathering and broadcasting. Fully equipped news room. Call John Speciale, 815-968-2263 or write WRRR Radio, 113 South Court St., Rockford, Illinois 61101.

Production—Programing, Others

Program director for midwest 5 kw MOR. Want stable, serious minded man with experience who can also handle daily air show, or could be very production-minded. Young man who could assume PD duties. Send tape, photo, references and salary requirements to Box J-266, BROADCASTING.

Take charge guy! You'll be program director and responsible for all operations except sales. Small market MOR. Personal interview required. KRKC, King City, Calif.

Morning man position open due to promotion within Talley Stations. Tape, resume, snapshot. WSMI, Litchfield, Illinois.

RADIO

Situations Wanted Management

California: Major market East; Desires move west. Married, college. 30. Impeccable references, proof of performance. Looking for "right" move. Box J-256, BROADCASTING.

Wanted: Appreciative employer. One who recognizes my ability; gives credit for my education; believes in spending money to make money. Box J-257, BROADCASTING.

Experienced man available for managerial position. Excellent background; experienced in all phases of management; terrific sales record. Married, college. Box J-265, BROADCASTING.

Successful sales. Here 8 years. '67 "Outstanding Young Man". Age 35, family. Experienced all phases. Seeking station management opportunity. Box J-282, 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, programing. Now with classical FM. Box J-69, BROADCASTING.

Announcers

Major market first phone Top 40 personality married with daughter now residing in California. Tops with ratings. Interested only major market stations. Box J-115, BROADCASTING.

1st phone announcer, no maintenance, 22, two years experience. Draft exempt. N.Y.C.—Long Island area, Box J-195, BROADCASTING.

First phone, experienced professional, rock or MOR. Hard worker and good ratings. Box J-231, BROADCASTING.

First phone! Beautiful music specialist. Nights. Non-personality. Experienced. No maintenance 201-227-1103. No phonies! or Box J-233, BROADCASTING.

Versatile network quality voice. Young, experienced, west coast based announcer will re-locate to metropolitan market. Box J-238, BROADCASTING.

Aid Mgr. Experienced!!! Network-voice: Creative; News! Sales! 40—married—children. N. Y.—New England—Florida. Box J-240, BROADCASTING.

Happy sound morning man, meet and beat competition. Tight production—1st phone—No maintenance. Within one hundred fifty miles, Minneapolis. Box J-244, BROADCASTING.

A.T.S. graduate, family man. Limited experience—Pleasant voice wants steady employment. Tight board, 3rd phone. Will relocate. Box J-246, BROADCASTING.

Christian station—"Beautiful music"—Experienced!!! Voice. Sales! Aid. 40—married—children. Box J-248, BROADCASTING.

Dear John . . . this is the year of the two-man team. If we can be of service to your crack organization . . . write Box J-249, BROADCASTING. (We're the funniest comedy team since the New York Mets). Love, H. & M.

Strictly top-40, less than one year experience, want to learn good production. 3rd, 23, veteran, broadcast school grad. Box J-251, BROADCASTING.

Experienced football broadcaster desires northeastern college schedule. Tape available. Box J-254, BROADCASTING.

Announcer, old-fashioned good, with 1st ticket; country boy who's been to Paris and Peoria. Larger market, or larger market salary. Box J-255, BROADCASTING.

Town & country dj and PD available now. Western states only. Box J-258, BROADCASTING.

See this . . . This is an ad . . . it is for a experienced top 40 dj who seeks to play records on the radio all night . . . it is an expensive ad . . . I play records now at home because I have nowhere else to play them . . . Can I play them on your station . . . ? . . . P.S. You must have your own record players . . . New England only. Box J-264, BROADCASTING.

Experienced announcer, now employed 5 years same station. Intelligent, friendly attitude, seeking station with same. Knowledgeable country-western or middle-road. Southwest or southeast. Box J-269, BROADCASTING.

Looking for personality top-40 with gimmick, without scream? I'm your man. Four years experience, married, college education, want to work with pros at job with future. Currently in midwest, will relocate to suit you if you have job to suit me. Box J-271, BROADCASTING.

Experienced, bright top 40 announcer. professional, any type show. Want good market and pay in swinging station. Write Box J-275, BROADCASTING.

Nothing but the best is what I intend to offer. Desire prime market with potential for top as radio or TV personality. Experienced. 32, and eager to go. Box J-276, BROADCASTING.

Soul jock—3rd endorsed, tight board. Draft exempted. College training, relocate. Box J-278, BROADCASTING.

Announcers—(cont'd)

San Francisco area stations—Do you need a full or part-time experienced announcer-engineer? Have own transportation and maintenance experience. Bill Gibson, 561-2983, 776-5149 (415) or write Box J-284, BROADCASTING.

Top 40 personality . . . fast moving . . . third endorsed . . . 2½ years experience . . . employed . . . Box J-286, BROADCASTING.

Announcer, newscaster, bright personality and crisp delivery. Family man, willing to settle, run a tight board. Box J-294, BROADCASTING.

Dependable dj, news, tight board. Third endorsed. Relocate. Available now. Box J-297, BROADCASTING.

First phone top 40 jock, large-major market, prefer northeast. Box J-300, BROADCASTING.

Top 20 MOR air personality. One year's solid experience with market's 2 top stations as weekend man and relief. If my one year doesn't scare you, let's talk. Box J-304, BROADCASTING.

Top C&W personality, broadcast major, 8 yrs. exp. PD sales, news, promoter. Nashville contacts, references, no corn, no scream. (Goal WJJD or KGBS type) or smaller management opportunity. Employed. Making good money. Let's talk. 612-252-5922.

Negro dj, draft exempt, Best. grad, dependable, 3rd endorsed. Write Roger O'Banyon, 613 South Pike Street, Shelbyville, Indiana 46176 or 398-6214.

Beginner—3rd phone, broadcasting school graduate. Relocate within 200 miles New Orleans. Norman B. Jacobs, 228 30th St., New Orleans, La. 70124, phone 283-4261 or 486-5225.

Frank Pucek, gentleman who puts out Black Hawk Hockey program at Chicago stadium desires position in announcing. Family man—top references. Broadcast school graduate, 3rd endorsed—expert on sports; ability to handle all. Short on experience, long on knowledge. Available immediately. 312-637-5738 or 312-MO 6-2480.

Announcer-disk jockey, engineer-technician, expert production-staff announcer, director of music, third class ticket. Available immediately. Call Sunday's only. 803-822-3633. No collect calls.

Versatile announcer, bright morning sound, seeks to relocate in midwest, 9 yr. vet. Married, dependable. 150.00 wk minimum. 1-515-454-2747.

Staff announcer, age 51. Recent top-level broadcast school graduate. Third endorsed. Reliable, stable and good delivery, but need experience. Phone 614-235-6952 before 2:15 p.m.

Graduate Leland Powers Communications College, Boston: Holder first class FCC license; Desires announcer's position with middle of the road or top-40 station. Location: Florida, Georgia, eastern Alabama. Parker Snow, Columbus, Georgia. Telephone (AC 404) 327-9571.

Technical

Experienced first class engineer desires maintenance or chief job. Fully qualified for any job AM-FM Radio. West Coast preferred. Box J-160, BROADCASTING.

First phone control room and production engineer looking for opportunity with fast pace top 25 market operation. Tight board—reliable—3 years experience. Box J-261, BROADCASTING.

Need an audio engineer? See my ad in Production, Programing & Others. Box J-272.

NEWS

Newsman-announcer—1st phone—16 years—all phases. Radio, prefer western states, Alaska, Foreign Service. Box J-60, BROADCASTING.

Mature (48) Californian currently in Wash., D.C. seeks return to west coast as newsman/anner—20 yrs. experience radio & TV—AFTRA-interested MOR op. in major inkt. Replies confidential. Box J-285, BROADCASTING.

Production—Programing, Others

P.D. with ideas and top ratings now available. Top 40, MOR. If you need help, you've found your man. Box J-232, BROADCASTING.

Assistant to producer or production assistant or? Graduate female director but directing is for men. Capable of handling all phases of production and writing—varied background—well trained and experienced—early 30's—recent widow—mother of 3—willing to relocate. Box J-252, BROADCASTING.

Skip this . . . unless you're looking for a thoroughly experienced writer/producer. Creative? Write to me and find out! N.Y./N.J. please. Box J-262, BROADCASTING.

Mature, intelligent top-40 program director needs challenge. First phone. Box J-263, BROADCASTING.

I am a young, experienced production engineer with a first ticket. I want a well-paying job at a major market top-40 station as a production engineer or a studio engineer to keep up with your fastest jock. Production tape available. Box J-272, BROADCASTING.

Judge for yourself. "As a radio producer-director he is absolutely top notch. . . . He goes after every job with enthusiasm and dedication, and once he has an assignment, you can forget it." "(He) is a creative producer, imaginative writer, an effective director and a masterful tape editor." "Any employer astute enough to hire him is a very wise man. Desire complete resume?" Box J-293, 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 daytimers. Box J-296, BROADCASTING.

Comedy writer for name comedians also heavy radio background seeks work as station writer. J. H. Lucas, 236 Chicago Way, San Francisco, California.

TELEVISION—Help Wanted

Announcers

Need commercial TV announcer capable of news and weather show. Send VTR, audition or substitute plus resume and salary requirements. Box J-179, BROADCASTING.

Small market sports announcer! Ready to move up? Contact Don Picken, News Director, WJRT-TV, 2302 Lapeer, Flint, Mich.

On camera plus booth. Must be experienced doing commercials, weather, and/or sports. Full color NBC in south Florida offering salary plus top talent rate. Send resume, pictures, SOF or video tape to WPTV, Palm Beach, Florida.

Technical

TV Engineer—Immediate opening for man with first phone license. Some experience desirable but will consider man with basic knowledge and ability to learn quickly. Contact C. R. Secrist, KID-TV, Box 2008, Idaho Falls, Idaho.

Man with 1st class radio telephone license to work with all new studio and transmitter equipment at Sioux City's CBS television station. Experience in television broadcasting not essential. Send brief resume to: Technical Director, KMEG, P. O. Box 657, Sioux City, Iowa.

TV Engineer—Immediate opening for engineer with first class license. Some experience desirable but will consider recent graduates. WDBO-TV, Box 1833, Orlando, Florida.

First class engineer opening live color—Color VTR—latest equipment. WGEM-TV & Radio midwest—125 miles north of St. Louis. Benefits, retirement, profit sharing. Contact Chief Engineer, Phone AC 217-222-6840 or write or wire WGEM, Hotel Quincy, Quincy, Illinois.

Have openings for two first class, licensed, experienced technicians capable of maintenance of all types of studio color gear. WPTV, 5 Cocoonat Row, Palm Beach, Florida. Telephone: Area code 305, 833-2471.

Help Wanted—Technical

Continued

Immediate opening for broadcast engineers, all color station, second class phone license required. Send resume to WNYX-TV, Channel 9, Syracuse Inc., Box 9, Syracuse, New York 13214.

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.

General Electric—Technicians for WRGB, Union scale to \$12,000, exceptional additional benefits, TV schooling and/or experience required. Contact Charles King, 518-377-2261, Schenectady, N. Y.

Television technicians—Must have 5 years TV experience. Pay range \$3.97 to \$5.75 per hour. Excellent working conditions. Full government benefits. Normal hours 8:45 a.m. to 5:30 p.m. Mon.-Fri. Jobs in Washington, D. C. U. S. citizens only. Send application to U. S. Information Agency, IPT/R, Washington, D. C. 20547. An Equal Opportunity Employer.

First phone engineer for Pennsylvania UHF station. Phone collect Jack Schuster, Area Code 717-843-0043.

Need now—Experienced CCTV engineer. 1st class license. In charge of operation and maintenance of vidicons, helical VTR's, remote truck, some systems design. Unlimited future for right man in new operation. Excellent fringe benefits. Send resume and salary requirements to Marshall Allen, 307 Communications Bldg., Oklahoma State University, Stillwater, 74074.

NEWS

Top ten market VHF wants first rate reporter. Must be able to go get story, write and put it on the air. Broadcast experience desirable but news background paramount. No announcers or DJ's please. Send resume, photo and salary requirements. Box J-250, BROADCASTING.

Want news photographer for midwest market. High-priced "seniors" needn't call. Medium priced "juniors" do call . . . immediately . . . person-to-person . . . News director 515-963-5413, WTVO-TV, Rockford, Ill.

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.

Major station in large midwest market offers prime opportunity for program executive to grow in network organization. If you are currently a program manager, have thorough knowledge of feature film, with administrative credentials, and would be interested in being assistant director of programing for key network station, please send resume to Box J-117, BROADCASTING.

Creative commercial director desired for Midwest TV. Must have experience and professional ability. Forward resume and salary requirements. Box J-180, BROADCASTING.

Southwest's leading VHF interested in securing meteorologist type weatherman. Ideal working conditions with many fringe benefits, weather department fully equipped. Rush resume and air-video tape, if possible, and other background information to Box J-181, BROADCASTING.

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.

TELEVISION

Situations Wanted

Management

Business Manager—Heavy profit planning, cost control, systems. Can provide manual or EDP data for modern station management. Major market. Box J-279, BROADCASTING.

Not heresy, dedication! I'm tired of commercial profit pressures and want to manage in ETV. Strong fiscal background. Box J-291, BROADCASTING.

Sales

National—Local TV salesman, aggressive, mature, desires stable position with growth opportunity. Box J-239, BROADCASTING.

Technical

First class FCC technician with eight years experience seeks work west of Mississippi with progressive station. Maintenance experience with color and black & white studio equipment, Ampex and RCA VTR's and remote vans—some experience with RCA VHF transmitters—presently on overseas contract—available October 15, 1967. Reply Box J-242, BROADCASTING.

TV Engineer, first phone, ten years experience in operation, maintenance, installation, and field engineering desires chief, assistant, or maintenance engineering position. Northwestern United States or Alaska desired. Box J-253, BROADCASTING.

Wanted: Chief Engineer's position, would settle for #2. Long experience, above average education. Box J-298, BROADCASTING.

First phone 10 year radio combo desires TV as operator-switcher and/or announcer. Personal interview required. Small market ok. Available immediately. 815-722-2383.

Ex TV chief starving. Excellent references. Desperate, broke and unemployed. Will move anywhere immediately. Want #1 or #2 position. Richard B. Johnson, 18 Third St., Waterbury, Conn. 203-753-4575.

NEWS

Young newswriter wants street reporting/writing position in large market. Will work aggressively and endlessly but will not consider live air. College. Military completed. Basic training at network. Presently wire service editor. Box J-290, BROADCASTING.

Newsman-thorough pro, on air and off. My boss will give me highest recommendation—and he doesn't want to get rid of me. Box J-295, BROADCASTING.

Production—Programing, Others

Creative Producer-Director, writer, supervisor manager, TV-Radio, film, P. R. outstanding record, agency, major network affiliate, University ETV, International Education, experience. Seeks real challenge, stable opportunity which will reward loyal, imaginative hard work and ability. Presently employed. Will consider any location or overseas. Box J-158, BROADCASTING.

Director. live announcer, engineer, production. Seeking outlet for a variety of talents. Proven ability to save company money. Eleven years experience, 3 years college. Excellent references. Desire western U. S. Box J-289, BROADCASTING.

Writer-producer-director, young, imaginative director; good writer, to produce all "direct sales" commercials from beginning to end. Would also like to produce/direct morning variety show, teen show, etc. Write for resume: Ed Bliznick, 13160 W. Outer Dr., #320, Detroit, Michigan 48223.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted by June 1, 1968: Guyed tower 610 ft. or 615 ft. capable of supporting 12 bay hi-band pedestal mount antenna together with 6 bay FM antenna and related equipment. Minimum 40 pound wind load. Contact Ivar Nelson, KFVR-TV, Bismarck, North Dakota, 701-223-0900.

WANTED TO BUY—Equipment

Continued

Wanted to buy used UHF channel 19 antenna. Also used video recorder, 35mm projector and multiplexer. Contact KTC-TV, 1240-12th Ave., No. St. Cloud, Minn. 56301 or call (612) 251-4359.

Wanted one wooden sloping console for an Ampex 351 tape recorder 48 inches high, 24½ inches wide, 28½ inches deep. Don Hein, WJBK Radio Detroit, call person to person. 313-873-7400.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Coaxial cable, Styroflex, 3¼", 50 Ohm, jacketed, unused. TDR tested. Surplus price. 4000 ft. available. Sierra Western Electric, Box 4668, Oakland, Calif. 94623. 415-832-3527.

RCA Equipment—2 TM21 color monitors @ \$1,000 each, 2 TG2 sync generators @ \$1,000 each, 2 frequency standards @ \$350 each, 1 TA9 stab amp @ \$4,500, 4 aperture equalizers @ \$75 each, 3 BK5B microphones @ \$100 each. Also 3-500' Marconi Mark IV camera cables @ \$700 each. All equipment in perfect working condition. Write John Blades, LOGOS, 3620 South 27th Street, Arlington, Virginia 22206. Phone: 703/671-1300.

Best offer over \$700.00. McMartin TBM 3000 Frequency Monitor and TBM 3500 Modulation Monitor for FM station on 96.7 mc now. Frequency can be changed easily. Less than 3 years old. Perfect condition. Changing to Stereo monitors. Delivery 30 days. WHAG, Hagerstown, Maryland. Call 301-739-8016.

Ampex PR 10 tape track professional stereo recorder, in portable case. Equal to new. \$800.00. Box J-228, 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.

For sale . . . Gates solid statesman monaural production console . . . less than one year old. \$500.00. Box J-245, BROADCASTING.

For sale: Unused RCA TK60A camera only. First reasonable offer takes it. Box J-280, BROADCASTING.

AM Frequency measurement equipment, GR standard, digital counter, two receivers, HP audio Osc. Scope, 80" cabinet. Box J-283, BROADCASTING.

TRT-1B video tape plock-ATC, excellent condition, reasonable price. Contact WBJA-TV Binghamton, N.Y.

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: Jampro 4 bay FM antenna used on 105.5. WAYE, 111 Park Ave., Baltimore, Md.

Gates BFE-10A exciter . . . 7 years old; presently on 104.7 Mc. Power supply included. . . Best offer over \$400. Contact H. E. Hager, C. E., 301-739-2323. Write Box 399, Hagerstown, Md.

2 new Gates CB-500 16" turntables with M6244 pre-amps, equalizer, Gray 208 arm, GE VR II cartridges, \$250, each. Francis Murphy, Canton, New York, 315-386-4551 extension 265.

Gates MO-2639 modulation monitor, \$125.00. G.E. BA-9 limiter, \$125.00. 125 feet RG50U coax, new, \$75.00. WCIR, Beckley, West Virginia.

Stereo Ampex recorder 351-2 with selsync, custom walnut console, excellent condition—\$1675.00. 2 Collins limiters, model 356E-1. 2 Collins cue amplifiers and 1 new Collins power supply model 426A-1—\$395.00. A7 speaker—self or trade for 604E speakers. Johnny Price, 11819 Lippitt, Dallas, Texas 75218.

FOR SALE—Equipment

Continued

For sale: Ampex model 300 C, console tape recorder . . . brand new, just unpacked, with manual. Best offer over \$2,000. Contact WTRI, Brunswick, Md.

Self-supporting towers, 325' \$4,000.00 each—Guyed 330' \$1650.00, ground wire 75# lb. Bill Angle, 919-752-3040, Greenville, N.C. Box 55.

Browning model BR-3A67 and BT-3A-67 Background Music SCA receivers—67kc. Some require service. As is \$35.00 each—House of Sound, 714—2nd Avenue South, Minneapolis, Minn. 55402.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

"365 Days of Laughs" . . . a daily radio gag service . . . may be available in your market. Try a month! \$2.00 Box 3738 Merchandise Mart Stn., Chicago 60654.

Composite week log analysis and complete preparation of Section IV-A for license renewal; also between-renewal log analysis for management control of programing percentages. Reasonably priced, completely accurate. Noyes, Moran & Company, Inc. Box 606, Downers Grove, Ill. 60515 (312) 969-5553.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St., Brooklyn, N. Y. 11229.

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, sportscasting, 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.

INSTRUCTIONS—(Cont'd)

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 Oct. 9—Nov. 13. 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.

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.

See our display ad under instructions. Don Martin School of Radio Arts & Sciences. 1653 No. Cherokee, Hollywood, Calif. 90028. HO 2-3281.

RADIO—Help Wanted

AD AGENCIES NEED NEW VOICES ! !

Talent needed for radio, TV, film. Earn extra money: record in your home city. Male, female voices needed. Rush card or letter for info. Box J-189, Broadcasting.

Management

MANAGER

for northeast corridor small station, needs selling administrator for large, hard market. Compensation based on results. Please send resume.

Box J-227, Broadcasting.

Sales

UNUSUAL OPPORTUNITY

WWDC, one of the nation's foremost independent radio stations is increasing its sales staff. We are looking for a young man with creative sales ability, aggressiveness, the ability to communicate at all levels of our business, and a conviction of success. Excellent fringe benefits. If qualified, future earnings are unlimited. WRITE:

Stan Stoller, WWDC
Avco Broadcasting Corporation
Box 4068, Washington, D. C. 20015

Sales—(cont'd)

Radio Syndication with BIG NAME PERSONALITIES

Sales reps—individuals or organizations needed in several territories. New portfolio—Fresh material—Talk format. Add to your properties. Excellent compensation.

Box J-225, Broadcasting.

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

ARE YOU THE GO-GETTER

we are looking for? Sales Manager for medium sized station in the Northeast. Good money plus stock available, without any financial investment.

Box J-217, Broadcasting.

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.

FIRST CLASS ENGINEER

Production/Maintenance with heavy emphasis on Production. (no announcing) Send all particulars to:

Rex Miller, National Director of Programing & Operations
Old Dominion Broadcasting Co.
c/o WANT Radio
Broad Grace Arcade
Richmond, Virginia 23219

RADIO NEWSMAN - NOW!

Immediate opening for Radio Newsmen at Top-Rated major 50 KW station in Top Twenty market. We are looking for a newsman who has experience and ability to dig, write and deliver the news with authority. If you are a hard worker, conscientious and a professional newsman, we want to talk to you. All replies confidential. Send tape, photo and resume to:

Box J-237, Broadcasting.

Situations Wanted Management

MANAGEMENT SITUATION WANTED

Young network executive wants to return to television or radio station management or group headquarters operation. 20 years experience all phases; station, group, network. This includes management, sales, programming, promotion, F.C.C., etc. Age 44, family man. Excellent personal and character references.

Box J-182, Broadcasting.

TOP 3 MARKET RADIO NEWS DIRECTOR

Seeks post combining newswork and ownership participation. Have skills and funds. Let me hear about interesting solid propositions.

Box J-267, Broadcasting.

Looking for a Top Broadcast Management Executive?

Broad range and depth of responsibility in Group ownership (radio-TV)

strongly motivated
great sales strength

write

Box J-303, Broadcasting.

Announcers

25

Well-Trained Announcers

Available now. Resumes and tapes on request. Write or call:

Midwestern Broadcasting School
228 S. Wabash
Chicago, Illinois 60604
WA 2-0712

Production—Programing, Others

Professional Available

25 yrs. radio-TV. 42 yrs. old. Family man. Programmer, writer, announcer, promotion-producer. Seek major market talent position or small market management.

Box J-302, Broadcasting.

TELEVISION—Help Wanted Announcers

TV SPORTS DIRECTOR

Must be capable of being a department head and delivering sports news in one of the nations major sports markets. Imagination and creative ability are as essential as experience. Sports opinions and comments will be welcomed, as part of this area's fastest moving news team. Send complete resume, tape, references and salary requirement.

Box J-277, Broadcasting.

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

BROADCAST FIELD ENGINEERS RCA

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, eight paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC, Bldg. 225 Cherry Hill, Camden, N. J. 08101

An Equal Opportunity Employer
RADIO CORPORATION OF AMERICA

Technical—(cont'd)

ASS'T CHIEF

Expanding south Fla. VHF needs studio chief . . . familiarity with color, color tape a must. Right salary for the right man. Send resume and salary requirements to:

J. Ross McPherson
Chief Engineer
WEAT AM-TV
P. O. Box 70
West Palm Beach, Florida

Production—Programing, Others

Pa. ETV Station Producer/Director

This may be the opening for you—even if you're not really "looking" now. If you consider yourself ready for a responsible Producer-Director situation with all the freedom you can handle, among true professionals with a solid commitment to quality, send a resume today. Fast-moving operation with a growing reputation for highest-level TV drama production. Increasing commitment to public affairs, and several truly unique ongoing projects.

Box J-268, Broadcasting.

TELEVISION—Situations Wanted Management

GENERAL MANAGER WORLD'S LARGEST CLOSED-CIRCUIT TV STATION AVAILABLE 1 NOVEMBER

Station produces and transmits more program material than any network. Knowledgeable all phases Radio-TV, motion/still photography, and PR. Seeking managerial position with operation offering challenge and growth potential.

Box J-260, Broadcasting.

Production—Programing, Others

SPORTSCASTER

Available soon. Top-fite. Currently in major market. Background includes college & Pro Football, Basketball, Golf and track and field play by play. Excellent editorial controversy, great adlibber, a professional announcer and former athlete. Excellent references. Make me an offer.

Box J-236, Broadcasting.

EMPLOYMENT SERVICE

MIDWEST POSITIONS

Several midwest openings for announcers and for salesmen. Mail your resume. Announcers send only 3" tapes. All fees paid by stations.

Radio-Television Personnel
Placement Service
6633 Wise St. Louis, Missouri 63139

INSTRUCTIONS

The Don Martin School of Radio & Television has furnished fully Qualified personnel to the Radio & TV Industry over 30 years.

If you are interested in becoming a 6000 Broadcaster contact the:

DON MARTIN SCHOOL

1653 No. Cherokee HO 2-3281
Hollywood, Calif.

FOR SALE SCHOOL

**THE SOUTH'S FINEST
RADIO ANNOUNCING
SCHOOL**

**Finest Equipment, 2 Studios,
Practice Booths, Recreation
Room and other extras. Most
Modern Surroundings.**

Box J-299, Broadcasting.

WANTED TO BUY—Stations

**AM or AM/FM. West.
Individual.**

Box J-288, Broadcasting.

FOR SALE—Stations

**CALIFORNIA
DAYTIME REGIONAL**
5 KW absentee owned AM and FM
with good history of revenues and
profits. Well-equipped. \$325,000 with
\$90,000 down and the balance payable
over ten years.

Box J-178, Broadcasting.

**Confidential Listings
RADIO — TV — CATV
N.E. — S.E. — S.W. — N.W.**

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NEW YORK, N. Y.
265-3430

N.E.	small	daytime	\$150M	terms
Gulf	medium	daytime	130M	29%
M.W.	metro	FM	100M	1/3
Fla.	metro	daytime	225M	cash

CHAPMAN ASSOCIATES
2045 PEACHTREE, ATLANTA, GA. 30309

STATION FOR SALE?
Offer it to a nationwide audience
through a Broadcasting Classified.

Broadcasting
THE DISCOVERABILITY OF TELEVISION AND RADIO

(Continued from page 92)

proceeding, Doc. 17066 dismissed appeal from dismissal of motion for dismissal of parties, filed July 20 by Multivision Northwest Inc. Board member Slone absent. Action Sept. 15.

■ RV Cable-Vision Inc., Harrodsburg, Ky., granted temporary waiver of program exclusivity rules. R V Cable-Vision, operator of an eight-channel off-the-air CATV system at Harrodsburg, Ky., has been granted temporary waiver of program exclusivity requirement of Sec. 74.1103(e) of rules for signals of Cincinnati TV stations. R V Cable-Vision carries signals of WLEX-TV and WKYT-TV, both Lexington; WHAS-TV, WAVE-TV and WLKY-TV, all Louisville; and WLWT, WCPO-TV and WKRC-TV, all Cincinnati. Harrodsburg is within predicted grade B contours of Lexington stations and WAVE-TV Louisville. R V had requested either full or temporary waiver of program exclusivity rules. WLEX-TV Inc., licensee of WLEX-TV, and Taft Broadcasting Co., licensee of WKYT-TV, had opposed request. Commission granted waiver temporarily until two new TV stations, one educational and one network, become operational in Lexington. Commission said that denial of waiver request would force R V to switch on five of its eight channels. Granting temporary waiver of rules gives Lexington, and potentially Louisville, protection against signals of Cincinnati stations and allows continued full coverage of Louisville stations until two new Lexington TV stations become operational. Commission said that grant improves situation of Lexington stations, which presently receive no protection; maintains competitive equality between the Louisville stations despite fact that their predicted contours reach slightly different points, and lessens immediate disruption of CATV service. (By memorandum opinion and order; Commissioner Cox dissenting. Commissioners Loevinger and Johnson concurring.) Action Sept. 13.

■ Twin Cities Cable Co. has been directed to show cause why it should not be ordered to cease and desist from further operation of its CATV systems at Fulton, Ky., and South Fulton, Tenn., in violation of Sec. 74.1105 of commission's rules. Action was taken in response to petitions by Paducah Newspapers Inc., licensee of WPSD-TV Paducah, Ky., and Hirsch Broadcasting Co., licensee of KFVS-TV Cape Girardeau, Mo. Action by order to show cause, Sept. 20. Commissioners Hyde (chairman), Lee, Cox and Johnson; Commissioner Loevinger abstaining.

■ Meredith-Avco CATV operation at Mayfield, Ky., designated for hearing. Commission has set for hearing application of Meredith-Avco Inc., for waiver of program exclusivity requirement of Sec. 74.1103 of rules, and requests of Hirsch Broadcasting Co. (KFVS-TV), Cape Girardeau, Mo., and Paducah Newspapers Inc. (WPSD-TV) Paducah, Ky., for issuance of orders to show cause and cease and desist, directed against Meredith-Avco's CATV operation at Mayfield, Ky. Hearing has been set to determine all facts and circumstances relating to when Meredith-Avco's Mayfield CATV system commenced furnishing television signals to viewers. Meredith-Avco, Paducah Newspapers and Hirsch Broadcasting Co. were made parties to proceeding. (By memorandum opinion and order; Commissioner Loevinger dissenting.) Action Sept. 13.

■ West Michigan Telecasters Inc., permittee of WZZM-TV Grand Rapids, petition for reconsideration denied in Kalamazoo, Mich., CATV proceeding. West Michigan had requested reconsideration of commission's memorandum opinion and order of June 21. Commission had permitted WZZM-TV signal to be carried by certain CATV systems only on an interim basis. Action by commission Sept. 20, by memorandum opinion and order (Docs. 17200 et al.). Commissioners Hyde (chairman), Lee, Cox and Johnson, Commissioner Loevinger concurring.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Sept. 14 in Winona, Minn. (Winona TV Signal Co.), CATV proceeding designated Examiner Basil P. Cooper to serve as presiding officer; scheduled prehearing conference for Sept. 27 and hearing for Oct. 19 (Doc. 17692).

■ Hearing Examiner David I. Kraushaar on Sept. 14 in Aiken-City of Barnwell and Town of Williston. S. C. (Aiken Cablevision Inc., and Home CATV Inc.). CATV proceeding granted motion by Aiken Cablevision Inc. to change Sept. 25 hearing date. Cancelled procedural dates and postponed hearing pending further order and scheduled further prehearing conference for Sept. 25 (Docs. 17057, 17629).

■ Hearing Examiner Herbert Sharfman on Sept. 14 in Peoria-Peoria Heights and

Bartonville, Ill. (General Electric Cablevision Corp.), CATV proceeding granted petition by General Electric and continued certain procedural dates, with hearing continued from Oct. 9 to Nov. 27 (Docs. 17144-17155).

Ownership changes

APPLICATIONS

WTOP-AM-FM Washington and WJXT (TV) Jacksonville, Fla.—Seeks assignment of licenses from The Washington Post Co. to Post-Newsweek Stations, Capitol Area Inc. and Post-Newsweek Stations, Florida Inc., respectively. No change of ownership and/or control. Ann. Sept. 15.

WEDR(FM) Miami—Seeks transfer of control from E. D. Rivers Sr. (52% before, none after) to E. D. Rivers Jr., executor. Ann. Sept. 14.

WHBO Tampa, Fla.—Seeks transfer of control from James M. Holland, Bonita A. Fishback, Robert M. Ross and Billy R. Polk, to Bob A. Martin, who will acquire 48% and already holds 12%. Ann. Sept. 19.

WPNX Columbus, Ga.—Seeks assignment of license from R. M. Greene Inc. to Bi-City Broadcasting Co. for \$96,000. Principals: Edward Wein, president, Irwin Friedlander, vice president et al. Mr. Friedlander is primarily in ladies apparel business. Mr. Wein is general manager and assistant secretary of WPNX and owns retail variety store. Ann. Sept. 19.

WXLI-AM-FM Dublin, Ga.—Seeks assignment of license from C. Theodore Kirby tr/as Laurens County Broadcasting Co. to Laurens County Broadcasting Co. Stock will be divided between Mrs. Peggy Kirby and Mr. Jessie Hagler. Consideration \$2,000. Ann. Sept. 15.

WMCB-FM Michigan City, Ind.—Seeks assignment of license from Howard W. Dennewitz to Michigan City FM Broadcasters Inc. Principals: Howard Dennewitz (100% before, 68% after), James E. Egan (none before, 19% after) and Edward F. Jurow (none before, 13% after). Ann. Sept. 19.

WPHN Liberty, Ky.—Seeks assignment of license from Patrick Henry Broadcasting Inc. to Calvin C. Smith d/b as Janie Ruth Broadcasting Co. for \$29,000. Principal: Mr. Smith owns 24 1/2% of WWSL-AM-FM Stanford, Ky., and is 50% applicant for new AM in Springfield, and 50% applicant for new AM and FM in London, all Kentucky. Ann. Sept. 14.

WMAX Grand Rapids, Mich.—Seeks assignment of license from Panax Corp to Hill-Meadowcroft Inc. for \$203,000. Principals: Edward J. Hill, president and Garvin H. Meadowcroft, vice president and secretary-treasurer (each 50%). Mr. Meadowcroft is account executive with WXYZ-TV Detroit, Mich. Dr. Hill is physician and surgeon and is 75% stockholder and president of Marine Fabricating Co. Requests waiver of Sec. 1.597 of rules. Ann. Sept. 19.

WCEN-AM-FM Mount Pleasant, Mich.—Seeks assignment of license from Paul A. Brandt to Central Michigan Broadcasters Inc. \$455,000. Principals: Anthony F. Bielawski, president, Hugh K. Cook, treasurer, Raymond C. Cook, secretary and David C. Horowitz, vice president (each 25%). Mr. Bielawski is attorney. Dr. Hugh Cook is general practitioner. Dr. Raymond Cook is general practitioner. Mr. Horowitz is student in medical school. Mr. Bielawski is secretary-treasurer, director and holder of 37 1/2% stock in WIOS East Tawas, Mich., which has renewal of license pending and facility change. Dr. Hugh Cook is director and holder of 4.2% interest of WXOX Bay City (upon grant of this application, he will dispose of ownership if required by FCC) and WSTR-AM-FM Sturgis, both Michigan, with applications pending for renewal of licenses. Ann. Sept. 19.

WAVN Stillwater, Minn.—Seeks assignment of license from St. Croix Broadcasting Co. to WAVN Inc. for \$165,000. Principals: Eldon Lum and Bryce B. Smith (each 38.5%) et al. Mr. Lum until recently had 50% partnership interest in The Farmer-Globe (Wahpeton, N. D.). He is also director of bank. Mr. Smith owns automobile dealership. Ann. Sept. 14.

KLOL Lincoln, Neb.—Seeks assignment of license from Lancaster County Broadcasting Co. to J-P Enterprises Inc. for \$160,000. Buyer requests waiver of three-year rule. Principals: James C. Treat, president and treasurer (50%), Karen A. Shelley and John P. Early, (each 12%) Ernest McRae (as trustee for Susan E. Early, 12%; as trustee for Karmen D. Early (12%), and Mildred A. Early (2%). Mr. Treat is general manager and has interest in KOOO Omaha, and has interest and is director of KFRM Salina, Kan. Mr. McRae is attorney. Mrs. Mildred Early is housewife. Remaining stockholders are students. Requests waiver of Sec. 1.597 of rules. Ann. Sept. 14.

WNJH Hammonton, N. J.—Seeks assign-

ment of license from New Jersey Broadcasting Co. to Rodio Radio Inc. for \$65,500. Principals: James N. president and treasurer (70%) Ronald O. vice president (20%) and James secretary (10%). Rodio, Mr. James N. Rodio is manager of WJNH. Mr. Ronald O. Rodio is farmer. Mr. James Rodio is employe with Hunt Foods. Ann. Sept. 19.

WKTE King, N. C.—Seeks transfer of control from Stokes County Broadcasting Co. to T. E. Pendleton tr/as T. E. Pendleton and Associates of Indianapolis, Ind. Principal: Mr. Pendleton is majority owner and president of construction company and owns rental properties. Consideration \$20,000 plus liabilities. Ann. Sept. 14.

WILE-AM-FM Cambridge, Ohio—Seeks assignment of license from Land O'Lakes Broadcasting Corp. to Cloverleaf Broadcasting Corp. In August, FCC granted transfer of control of Land O'Lakes to Cloverleaf. As a result, Cloverleaf is now sole stockholder of Land O'Lakes and wished to liquidate and dissolve that corporation, after prior approval is obtained from FCC for assignment of WILE-AM-FM. Ann. Sept. 14.

KBMT(TV) Beaumont, Tex.—Seeks assignment of license from Essex Corp. to Liberty Corp. Application is for consent to transfer KBMT, Liberty Bank stock and office building to newly formed corporation in consideration of issuance to Essex of 100% capital stock 50% of stock of Liberty Corp. to stockholders of Essex, pro rata holdings by them of Essex. Thus, each of present stockholders in Essex will own 50% of his interest in licensee of KBMT directly through his stock ownership in Liberty, and 50% indirectly through Essex of which each will continue to be stockholder. No change of beneficial ownership. Ann. Sept. 19.

KMSC(FM) Clearlake City, Tex.—Seeks transfer of control from Taylor Broadcasting Co. to Saccomanno, Clegg & Martin. Principals: George V. Lister (31% before, none after), John A. Powers (35% before, none after), Saccomanno, Clegg, Martin & Pinedo (20% before, none after), Jay Cran (14% before, 14% after) and Saccomanno, Clegg & Martin (none before, 86% after). Mr. Powers is selling his shares for \$18,880.62 plus liabilities. Ann. Sept. 14.

KGA Spokane, Wash.—Seeks assignment of license from Gran Broadcasting Co. to Grady A. Sanders (30%), William J. Liddle (50%) and Edward E. Brownstein (20%) d/b as Liddle Broadcasting Corp. for \$300,000. Principals: Mr. Sanders is president of Shell Record Co.; president of Star Ads of Kentucky, sellers of musical concepts; president and general manager of WHEL New Albany, Ind. and president of Colliers Publishing Inc., sales of promotional tabloids and mailers to radio-TV stations. Mr. Liddle is president of automobile agency and president of real estate company. Mr. Brownstein is proprietor of Tel Ra Productions, advertising agency. Ann. Sept. 19.

KYCN Wheatland, Wyo.—Seeks transfer of control from Larry C. Cobb (50% before, none after) to Pioneer Broadcasting Inc. Principal: William R. Jones (50% before, 100% after). Consideration \$25,000. Ann. Sept. 15.

ACTIONS

KUZZ Bakersfield, Calif—Broadcast Bu-

reau granted transfer of control from Gerard T. Hill and Doris M. Griffiths d/b as Thunderbird Broadcasting Co. to Alvis Edgar Owens Jr. Principal: Mr. Owens is president and 100% owner. Consideration \$37,961.50. Transferee is 100% owner of KTUF Tempe, Ariz. Action Sept. 11.

KOAD Lemoore, Calif—Broadcast Bureau granted transfer of 1% of stock from V. J. Braun Sr. (51% before, 50% after) to Norman Klein (49% before, 50% after). Mr. Klein is 60% stockholder of export machinery concern. Mr. Braun is on retainer as consulting electronic engineer. Consideration \$8,820. Action Sept. 15.

KUTY Palmdale, Calif—Broadcast Bureau granted assignment of license from Sherwood J. Tarlow to Mende Inc. for \$220,000. Principals: William and Katherine Mende (each 50%). Mr. W. Mende owns KAPR Douglas, Ariz. His wife is co-owner. Action Sept. 19.

WIRA-AM-FM Fort Pierce, Fla.—Broadcast Bureau granted transfer of control from James L. Howe to Airmedia Inc. Principals: Hudson C. Millar Jr., president, James J. Bullard, vice president and treasurer et al. Mr. Millar is general manager of WKUL Cullman, Ala. Mr. Bullard owns Bullard Advertising Enterprises. Consideration \$178,000. Action Sept. 15.

WQXT and WWOS-FM Palm Beach, Fla.—FCC granted assignment of license from Fairfax Broadcasting Inc. to Palm Beach Broadcasting Corp. for \$50,000 plus \$20,000 brokerage fee and \$50,000 to B. J. Harris, majority stockholder and president of Fairfax, for five-year noncompete agreement and for consultant services. Principals: Norman Knight, president and treasurer and others. Mr. Knight is sole stockholder of WEIM Fitchburg, Mass., WTSL Hanover, WTSV-AM-FM Claremont, WHEB-AM-FM Portsmouth, WGRM-AM-FM Manchester, all New Hampshire; WRSR(FM) Worcester, Mass., WSAR Fall River, Mass. and WCKS (FM) Cocoa Beach, Fla. Mr. Knight owns 100% of stock of Knight Sales Inc. a firm representing Knight Quality Stations for regional and national sales, 100% of stock in management corporation, 100% of stock in Ohio Outdoor Advertising, 80% of stock in Pike Productions Inc. and 58.5% of stock in Caribbean Communications Corp. operator of CATV systems. Action Sept. 20. Commissioner Cox abstained.

KCHE Cherokee, Iowa—Broadcast Bureau granted assignment of license from Cherokee Broadcasting Co. to C & H Broadcasting Inc. for \$149,590. Principals: J. Alan Cramer, president (75%) and Charles K. Hutchinson, secretary-treasurer (25%). Mr. Cramer is 100% owner of Wayne Herald in Wayne, Neb. Mr. Hutchinson has no other present business interests indicated. Action Sept. 19.

WLUX Baton Rouge—Broadcast Bureau granted assignment of license from KCIL Inc. to Capital City Communications Inc. for \$225,000. Principals: John W. Harding, president, Charles K. Winstanley, vice president et al. Mr. Winstanley is president and 40% owner of Sound Dimensions Inc., licensee of WQXY-FM Baton Rouge. Mr. Harding is with Civil Defense Agency, Austin Motor Co., Baton Rouge, auto dealer. Action Sept. 14.

WIPS Ticonderoga, N. Y.—Broadcast Bureau granted assignment of license from

Ti Broadcasting Inc. to Ticonderoga Community Service Broadcasting Corp. Inc. for \$129,900 with agreement not to compete. Principals: Assignee is wholly owned by Community Service Broadcasting Corp., licensee of WCSS Amsterdam, N. Y. and majority stockholder of Owego Community Service Corp., licensee of WEBO Owego, N. Y. Alphonse Di Mezza, retired (1.7%), Phillip (Spencer) Spalletta, general manager of WCSS and WEBO (29.4%), Donald L. Gorman, assistant secretary and treasurer of Mohasco Industries (0.34%), Robert J. Sise, judge of family court of state of New York (4%), Samuel Kramer, retired (0.9%), J. L. Finlay, owner of general contracting firm (2.3%) and Rex Maltbie, assistant to president of Mohasco Industries (2.5%). Action Sept. 15.

WAFT-TV Cleveland—FCC granted assignment of CP from The Superior Broadcasting Corp. to WKBF Inc. for \$200,000 (less expenses not to exceed \$50,000, already incurred by Superior Broadcasting in obtaining this CP). Principals: Kaiser Broadcasting Corp. and Superior Broadcasting Corp. (each 50%). It is proposed that Kaiser will have option to purchase the 50% interest of Superior on certain terms and conditions. Kaiser is licensee of KFFG(FM) and KHJK-TV San Francisco, WKBD-TV Detroit, WKBS-TV Burlington, N. J., KMTW(TV) Corona, Calif. It is 50% owner of WKBG Inc., licensee of WCAS and WKBG-TV Cambridge, Mass. and WJIB (FM) Boston. Kaiser is wholly-owned subsidiary of Kaiser Industries Corp. E. E. Trefethen Jr. is president. Action by commission, September 19. By order. Commissioners Hyde (chairman), Bartley, Lee, Cox, Loevinger, Wadsworth, Johnson. Commissioners Loevinger and Wadsworth concurred with statements. Commissioner Cox dissented with statement in which Commissioners Bartley and Johnson joined.

KODL The Dalles, Ore.—Broadcast Bureau granted assignment of license from Western Radio Corp. to Frederic A. Danz for \$125,000. Principals: Mr. Danz has 100% interest in Elwha Theatre (Port Angeles, Wash.) and is president and director; leases Crest Theatre property; owns and operates theaters and bowling lanes of Sterling Theatres Co.; president, director and 40% stockholder in realty company; president, director and 57% stockholder of management company, and 50% stockholder of Admiral Theatre Co., all Seattle. Action Sept. 15.

WBVP-AM-FM Beaver Falls, Pa.—Broadcast Bureau granted assignment of license from WBVP Inc. to Beaver Valley Radio Inc. for \$525,000 with five-year covenant not to compete. Principals: Hall Communications Inc. (100%). Robert M. Hall, president and treasurer. Hall Communications is division of Hall Syndicate, distributor of syndicated columns to newspapers. Mr. Hall is president of Hall Syndicate division of Field Enterprises Inc. Hall Communications owns 100% of stock of New Bedford Radio Inc. which has acquired WNBH-AM-FM New Bedford, Mass. Stockholders also have interest in WMMU Meriden, Conn. Action Sept. 15.

WFON-FM Fond du Lac, Wis.—Broadcast Bureau granted assignment of CP from Samuel G. Costas, deceased, to Loula M. Beckman, executrix. Action Sept. 15.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Sept. 20. 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.

■ Indian Wells, Calif.—Coachella Valley Television (Palm Desert), owned by Palmer Broadcasting Co. (multiple CATV-owner and licensee of WOC-AM-FM-TV Davenport and WHO-AM-FM-TV Des Moines, both Iowa) has been granted a 25-year nonexclusive franchise. Monthly service charge will be \$6.90.

■ Oceanside, Calif.—Coast Cable Television Services Inc., organized by Time-Life Broadcast Inc. (multiple CATV-owner), and a group of Oceanside citizens, have each applied for an exclusive franchise. Installation of proposed 12-channel system would involve a reported \$1-million investment.

■ Napa county, Calif.—Redwood Televi-

sion Cable Co., subsidiary of Storer Broadcasting Co. of Miami Beach, Fla. (group broadcaster and multiple CATV-owner), has been granted a franchise to operate in St. Helena and Callstoga. Installation and monthly service charges will run \$10 and \$5, respectively.

■ Redwood City, Calif.—Peninsula Cable Antenna Television Corp., Belmont, Calif. (multiple CATV-owner), has been granted a nonexclusive franchise. Monthly service charge will run \$4.75; a \$9.95 installation fee will be refunded after a few months use.

■ Edgewater, Colo.—Time-Life Broadcasting Inc. (multiple CATV-owner), through KLZ Denver, has applied for a franchise. Mountain States Video has also applied.

■ Westport, Conn.—Henry Grossman Associates (Mt. Vernon, N. Y.) has applied for a franchise. Installation and monthly service charges would run \$25 and \$5, respectively.

■ Amherst, Mass.—Alfred E. Ancombe of Eggertsville, Mass. (president of Frontier Television Inc. and Broadcast Properties Inc.) has applied for a franchise. Monthly rates would be \$4.50 to \$6.50.

■ Newton, Iowa—United Transmission Inc., Shawnee Mission, Kan. (multiple CATV-owner), has applied for a 10-year franchise.

■ Avon, Mass.—National Cablevision Corp., Boston (multiple CATV-owner), has applied

for a franchise. Installation and monthly service charges would be \$10 and \$5, respectively. The town would receive 3% of annual gross revenue.

■ Taunton, Mass.—Cablevision Corp. of America, Boston (multiple CATV-owner), has applied for a franchise. Installation and monthly service charge would run \$14.95 and \$4.95, respectively. City would receive a negotiated license fee.

■ Washington, N. J.—Washington Cable Inc. has been granted a 10-year nonexclusive franchise. The borough will receive 4% of the firm's annual gross revenue.

■ Conneaut, Ohio—Conneaut Cable TV Inc. has applied for a 10-year franchise. There would be no charge for initial installation; maximum monthly service charge would be \$5. The city would receive 5% of annual gross revenue.

■ Athens, Tex.—Ray Barnes of Palestine, Tex., has applied for a franchise. System would carry 12 channels. Monthly service charge would run \$4.

■ Huntington, W. Va.—International Telemeter Corp., New York, subsidiary of Paramount Pictures Corp., has applied for a 15-year franchise. City would receive a minimum annual fee of \$25,000 or 10% of annual gross revenue, and an additional \$25,000 upon grant of the franchise.

ROY BACUS doesn't look the part of an evangelist. But talk to him about his favorite subject, "ikonogenics" (image control), and you'll find him a missionary with a message—more creative design in television.

"The tremendous success of television has made it unnecessary for communicators to worry too much about clutter," he says. Yet the cluttered graphics used by television stations today often act as a deterrent to getting the station's message across to viewers. What is needed, he suggests, is "fewer elements, more comprehension."

For Roy Bacus the ikonogenic principle evolved four years ago when a brash industrial designer, Crawford Dunn, walked into his office and pronounced television a conglomeration of confusion: clutter resulting from poor design and lack of originality. And Mr. Dunn claimed that WBAP-TV Fort Worth-Dallas, of which Mr. Bacus is general manager, was no exception.

"The initial step was to stop treating TV as radio with a picture," Mr. Bacus explains. "We set about the challenging task of imagining what TV should be like, unrelated to any other communications medium, and then set about making it like that." The aim was "to create a total presentation that was unified and integral."

Fresh Start • The image-control process wasn't new, Mr. Bacus admits. Westinghouse, among others, had previously used the process successfully. What intrigued him about the designer's suggestion was that image control seemed a logical extension of what he had produced for years on WBAP-AM: a "radio refined" concept with extraneous sounds extracted to heighten the comprehension of the radio message, a "no-yak" formula that listeners found "like a breath of fresh air."

Under the ikonogenic principle all phases of WBAP-TV's station operations took on a new look in October 1963. Professionally designed ID's, program intros and closes, promotions, sets and backgrounds were introduced. Stationery and interoffice communications were revamped as well as trade advertising, automobile and remote-unit identifications and personal items such as bracelet charms, tie clasps and cuff links.

Studio presentations were changed as well. Mr. Bacus cites the example of the local news show, traditionally laden with an office-type desk, telephone prop, a clock mounted on a textured paneled wall and perhaps an announcer dressed in a checkered jacket. The image-control process substituted "a martini-colored rug from ceiling to floor and forward to the camera," Mr. Bacus explains, so the newscaster appeared to float against the background. "We de-

Clearing the clutter from TV's message

ecided to place him in a solid-colored jacket and run a small platform across to support his elbows because the viewer is only interested in hearing the news."

WBAP-TV's midnight news show received a face-lifting as well. The news announcer walks onto a bare screen and sits in a lounge chair with the news held loosely in his hand: "He is flip-pant, irreverent, perhaps slightly piqued, sometimes fractious, but he is watched," says Mr. Bacus.

If you have a local weather program, why confine the weather to a framed map? Since the weather is universal,

exercise image control, Mr. Bacus says. Take away the framed map and let it bleed off all sides of the screen.

"Television of necessity borrowed much from radio, from the big-screen movies, from the stage, and from graphic arts," he explains, "but the time has come for television to create a dimension all of its own." The ikonogenic principle that clears the TV screen and returns only "those elements on which you want focus and intensity," Mr. Bacus says, "works on a viewer as he comes out of a cluttered performance by providing a contrast of values."

What sort of viewer response has he received since ikonogenics was applied to WBAP-TV? "The first reaction we got was from a woman who said: 'You've had a bath!' Ikonogenics has had some local-sales impact, with a tailoring of promotions to fit our format, and," he adds with a chuckle, "we've observed that our competitors have cleaned up their screens as well."

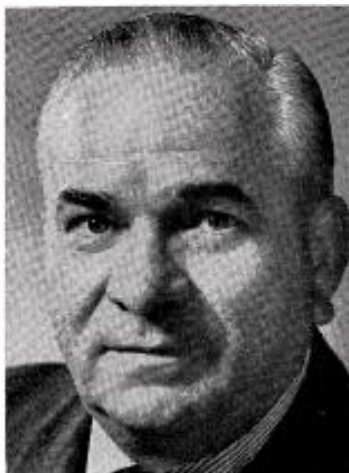
But television is not the only communications medium that could use image control; advertising is another, suggests Mr. Bacus, saying that the traditional "hit-the-mule-in-the-head" blatant devices must be supplanted. "A person must live in relation to the product; if he doesn't, then no amount of talk will convince him," he says. "If you really want to test the effectiveness of television commercials today, turn off the sound; it all depends on what you see."

For Roy Bacus the image control principle is perhaps the culmination of a life-work devoted to communications in all forms: from sign writer-display artist while in college, to reporter-editor for newspapers, to salesman for the WBAP stations since 1939. He has taught advertising seminars at Texas Christian University and has written several books including "New Dimensions in Advertising" and a golf manual, "How To Break 100 and Lose 10 Pounds."

Information Gap • And Mr. Bacus finds that his preoccupation with ikonogenics creeps into his personal life, as well. He admits to impatience with poor highway signs and with directions to assemble a household gadget: "They certainly have not learned how to communicate."

In time, Roy Bacus hopes that "image control will become public domain," that he will leave the broadcast industry with a formula so that any company, station or advertiser can do his own image-control program. He feels the future of the medium, in no small way, must rely on the ikonogenic principle: "Television must become more sophisticated, become the controlled medium with the calculated message, well designed for instant perception. We've just scratched the surface."

WEEK'S PROFILE



Roy Irving Bacus—general manager, Carter Broadcast Properties, WBAP-AM-FM-TV Fort Worth-Dallas; b. Feb. 13, 1911, Newport, Ark.; A.B. (journalism), Texas Christian University, 1934; reporter, 'Fort Worth Press,' 1935; news secretary to Lyndon B. Johnson, National Youth Administration in Texas, 1936; editor, 'Cleburne Daily Times Review,' 1937; joined KGKO-WBAP as salesman, 1939, becoming sales manager, 1942; U.S. Naval Reserve, communications officer (lieutenant j.g.), served in Pacific area, 1942-1946; retired, commander U.S.N.R., 1966; rejoined KGKO-WBAP as sales manager 1946, becoming general manager of WBAP stations, 1958; named general manager, Carter Broadcast Properties, 1963; president, Texas Association of Broadcasters 1967-68; member, Masons, Rotary Club, Broadcast Pioneers; award: Printers Ink silver medal for service to advertising, 1963; m. Pauline Elizabeth Brown of Onida, S.D., March 13, 1947; children—Roy Jr., 19, Randy, 16; hobbies—golf, writing, lecturing, cactus gardening.

Loevinger lost

LEE LOEVINGER'S forthright-but-premature announcement in Los Angeles (BROADCASTING, Sept. 18) that he will leave the FCC when his term ends next June 30 creates an immediate problem for the administration and concern for all who are subject to FCC jurisdiction. The line of aspirants for the job is already forming.

But there's considerably more at stake than the selection of a deserving Democrat (or independent) to replace the man who in his four-years-plus on the FCC has demonstrated unique attributes and has imparted new excitement and color to the regulation of communications.

What's involved is the balance of power and possibly the chairmanship. Chairman Rosel H. Hyde, now 67, intends to retire when his term expires in 1969. Mr. Loevinger has voted with Chairman Hyde on big decisions, providing a needed vote in the frequent 4-3 split. That majority would be lost if his successor should be won over by that Bartley-Cox-Johnson bloc.

Judge Loevinger unquestionably would thrive in private practice in Washington or in his native Minneapolis. But his expertise in the sciences as well as in law would seem to eminently qualify him for the federal bench in this era of technological revolution.

Editorializing: forget it

ACCORDING to a recent survey conducted by the National Association of Broadcasters, only 10% of the broadcasting stations of this country have ever editorially endorsed a political candidate. Small as it is, that percentage is destined only to diminish if a new ruling by the FCC is kept on the books.

In effect the FCC has served notice that if any broadcasting station endorses any political candidate, the candidate's opponents can count on the FCC to make life miserable and costly for the station. The example was created in a case involving KING-AM-FM-TV Seattle.

The KING stations prepared a 20-second editorial endorsing five candidates for the five seats at stake on the Seattle city council in primary elections that were held last Tuesday. The editorial was to be broadcast 30 times over a 10-day period.

Nine days before the first broadcast KING advised each of the 23 other candidates in the city-council race of its intentions and offered each of them the facilities to produce a one-minute statement by a spokesman which would be broadcast twice. Thus the stations offered a total of 46 minutes of rebuttal to the 10 minutes of editorializing.

One candidate complained to the FCC that the stations' offer was inadequate, and the FCC staff agreed. In a telegram dated Sept. 14, five days before the primaries, and signed by everybody's pen pal, Ben Waple, the FCC secretary, the stations were advised that "it does not appear that the offer of two one-minute broadcasts constitutes reasonable opportunity for response to 30 broadcasts endorsing other candidates, even though the editorial endorsements are only 20 seconds long."

To this the stations responded with a formal petition to the FCC for review of the staff's decision. KING said the FCC staff had apparently confused the concepts of the fairness doctrine, which asserts only that reasonable opportunity for reply must be offered to candidates attacked in editorials, with the language of the political-broadcasting law, which requires that "equal" opportunity must be given to all rivals when any candidate appears on the air. The

petition also accused the FCC staff of "adopting a merchandising approach, i.e., a candidate, like a commercial product, can be more effectively sold by a number of short announcements than by a few statements of longer length."

On the same day that the petition for review was filed, Sept. 15, it was denied by the commission in a brusque telegram. Here is what happened afterward:

The complaining candidate settled for six broadcasts of a 20-second statement.

Another candidate for the same seat, who had previously accepted the two minutes offered by KING, was advised of the FCC's action and then requested, and was given, four minutes instead of the original two.

A candidate for another seat, hearing of these developments, demanded more time and accepted an additional minute. Once that was done, the stations felt obliged to offer the third minute to the other nonendorsed candidate to that same seat, and he, understandably enough, accepted.

All these events were dutifully reported to the FCC, where presumably chops now are being licked at the flavor of another bite into the First Amendment.

More than ever it becomes vital that the court attacks on the constitutionality of the fairness doctrine succeed.

One to ponder

A SOLID Republican minority in the Senate is opposing use of federal funds to finance political campaigns on the ground that it would become a \$100-million boondoggle every presidential election year.

Although the analogy may be somewhat strained, there is a correlation between this kind of political subsidy and what, in the extreme, could happen with subsidized non-commercial broadcasting. Whereas a \$100-million subsidy every four years would be entailed in the political campaigning measure, the minimal long-range estimate of the subsidy that would be required for Corp. for Public Broadcasting would run \$200 million per year.

How the funds for subsidized broadcasting would be administered and by whom are the biggest issues that will face Congress, if enabling legislation is passed at this session. If the controlling board of the proposed public corporation is "packed" with political partisans, the non-commercial system could become the captive of the party then in power.



Drawn for BROADCASTING by Sid Hix
 "A constituent wants to know, Senator, if your anti-air-pollution bill will cut down the number of political speeches on TV?"



Next time you're on the road, all keyed-up from "turnpike tension," stop in Houston and ease up. Enjoy a great meal, a quiet, air-conditioned room, the swimming pool, then sit down in front of the TV set. Tune in KPRC-TV, and unwind!

*Keyed-up
executives
unwind with
KPRC-TV*
NBC in Houston

NBC in Houston represented nationally by Edward Petry & Co.



Superfun.

Now Custom Designed to fit your format.

One year ago, MEL BLANC ASSOCIATES introduced SUPERFUN, radio's first fully-produced comedy library. Since then, nearly a hundred U.S. and foreign radio stations have purchased SUPERFUN, universally praising it as the greatest programming, audience promotion and sales feature ever put on the air.

There was only one SUPERFUN!

But, there are many kinds of radio stations, programming to different kinds of people. Each SUPERFUN sketch had to excite both Moline and Hollywood. It had to work with Top 40, Middle-of-the-Road and even Country & Western radio.

No more.

Now there are as many different SUPERFUN libraries as there are radio stations. Each of the 360 comedy sketches in YOUR SUPERFUN Library is carefully selected for your special needs, your stations format, your audience and market. SUPERFUN will now be custom-designed for you . . .

So feel flattered.

SHOULD YOUR STATION BUY SUPERFUN? THESE PEOPLE THINK SO . . .

BUD CONNELL, Operations Manager, KXOK, St. Louis . . . "our station has programmed SUPERFUN since last January and listener reaction has been fantastic . . . format-tailoring SUPERFUN to fit a station's exact sound will make it better, if possible . . ." . . . GARY OWENS, KMPC, Hollywood . . . "the programming possibilities of each SUPERFUN sketch are limitless, and with a library specially designed for it, a station can't miss with this winner" . . . JIM BRAND, National Program Director, The Lin Stations . . . "Adding SUPERFUN to our stations programming has given us much more than an occasional laugh . . . it's an important part of our total sound" . . .

Send for your sample album today.

Mr. Harry O'Connor-Vice President,
MEL BLANC ASSOCIATES
1591 Crossroads of the World/Hollywood,
California/90028/Hollywood 6-6127

Dear Harry:
Please send us the SUPERFUN programming, promotion and sales story along with your demonstration album sampling the library. Our program format is:

Top 40 _____ Middle/Road _____ Country & Western _____

(name) _____ (title) _____

Radio Station _____ (address) _____

(city) _____ (state) _____

