Fourth network rescued: ON is off; call it United. p23
Full '66 figures in: Another record for spot TV. p26
Spot-radio 3d-quarter report: GM is out in front. p30
ETV on the move: Carnegie, LBJ proposals endorsed. p60

WHAT IS AN
influencible?

Listener. Specifically, a Storz radio listener. Influencibles are the "in-touch" young moderns with ideas...buying ideas. It stands to reason that when you talk to the greatest number of people in a given market, your product or service gets known, and bought, faster. Got something to sell? Influence the influencibles. On a Storz station you get action where counts—in sales.

1965 Storz Broadcasting Co., Inc.

WDGY Minneapolis-St. Paul
(Blor)
KXOK St. Louis
(R.A.R., Inc.)
WHB Kansas City
(Blor)
WTIX New Orleans
(Eastman)
KOMA Oklahoma City
(Blor)
WQAM Miami
(Blor)
How did a couple of people like Terry Nance and Peggy test market project in such
They called their Blair man.
In a hurry.

Terry and Peggy are at Young & Rubicam, Chicago. They had to buy a six-week spot TV flight for six test markets in a hurry. Also needed was a measurement of how much awareness the TV schedule would add to the other media the client was already using.

Answer? Their Blair man, Walter Farrell. First, Walter had Blair Research set the TMP awareness study in motion. When the before-study was completed, spot schedules were started, and then the effects were measured.

Why does Blair provide so much service? Simple. We do everything we can to help advertisers and their agencies make their advertising more effective.

That's how we built such solid relationships with agency and advertiser managements.

That's how we got to be the leading station representative company in the broadcast industry.

That's why, in market after market, we represent the top TV and radio stations.

And that's also why, when you need anything—from the buying tools to the services to the best availabilities—you'll get it fast when you do as Terry and Peggy did. Just call your Blair man. In a hurry.

Blair Television

nice girls
McGrath launch that
in a hurry?
The most recent television audience report confirms that KRLD-TV continues to deliver the greatest impact on the nation's 12th ranked television market.

Channel 4 reaches 28.0% more homes; 12.1% more men; 23.0% more women; and 29.0% more total viewers per average quarter-hour than the second station in the market.*

To put impact in your next schedule, contact your H–R representative for select availabilities on the impact station, KRLD–TV.

Almost enough rope

Nicholas Johnson, FCC's neophyte commissioner, may be grabbing newspaper headlines with his blistering diatribe critical of his majority colleagues, but he isn't making friends among officials in his own party in high places. That, at least, was the report last week after his dissent in station license renewal proceedings (see page 46).

When Mr. Johnson, 32-year-old Iowa Democrat, was appointed to FCC last June by President Johnson, after tempestuous two years as maritime administrator, he reportedly was told to "observe FCC operation." Inference was that with newly appointed Chairman Hyde named to serve three years (until 1969) young Johnston (named for seven-year term) would be in line to succeed to chairmanship. At this writing his chances for chairmanship are regarded as nil.

Updating station pay

New affiliation contract form is being worked-up by NBC-TV and its Affiliates Board of Delegates. Purpose is to bring it into line with current selling practices, as CBS-TV did with its affiliation agreements year ago (Broadcasting, March 21, 1966). Current NBC contract bases station compensation on gross hourly rates, which no longer represent bulk of sales, rather than on participation, which do--as will be recognized in new rate card that goes into effect in September. Aim is to devise new comp formula that will pay affiliates same as now on equivalent business, and hope is that it'll be ready by mid-summer. Switchover will be optional for affiliates with time to go on current contracts, but NBC hopes they'll switch voluntarily for next fall.

Flimsy figures

Grumbling is being heard more and more among stations and station reps, directed at wide range of demographic breakdowns offered by local-audience rating services. Nub of gripe is that it's unnecessary expense because agencies don't really want (or need) so many different breakdowns and that, even if they do, many demographics are based on subsamples so small as to make results virtually meaningless. Some experts think that in many cases demographics become questionable any time they divide total respondents more than three ways, or at most four.

For these critics, relief may be on its way. Issue is being studied by Committee on Local Television and Radio Audience Measurement (COLTRAM) with eye toward development of recommendations to Broadcast Rating Council. In addition, COLTRAM consultant, Gerald J. Glasser, New York University professor of business statistics, is drafting manual on "disclosures" that rating services ought to make. One that he's suggested is disclosure of standard error (or sample size) for each demographic class. If this were put into effect, many demographic breakdowns might soon be discontinued, according to some authorities, because extent of their value--or meaninglessness--would be readily apparent.

Spectrum grab

Pressures by lobby representing users of land-mobile radio were apparent when FCC appeared before House Appropriations Subcommittee last week on budget request. Congressmen, led by Representative Robert Giaimo (D-Conn.), were said to be interested in FCC's re-allocating to land-mobile use part of spectrum now assigned to UHF television. Commissioners made no promises, they said they were studying problem.

Commission was testifying on President's proposal it be given $19.1 million for fiscal year beginning July 1. This would be $1.2-million increase over amount appropriated for current year. Hearing was said to have gone well, but FCC officials weren't counting on anything. They recall friendly hearing before same group last year too, followed by deep cut in funds.

Watchers-buyers

A.C. Nielsen Co. is set to announce new service that relates network television viewing, by program, to product and brand usage. Nielsen salesmen have already been offering new tabs as supplementary data to Nielsen Television Index clients and availability would be almost immediate, according to company source. First such report is based on last fall's network shows. It covers over 100 product and service categories, more than 300 brands and 170 daytime and nighttime programs. Research was done by questionnaire and diary, using Nielsen's master sample but not regular diary or Audimeter panels.

Change of heart

Edward Petry & Co., sometime member but long-time dropout from Station Representatives Association, is rejoining. Founder Edward Petry was also one of SRA founders but subsequently withdrew in disagreement over SRA policies. But times, issues and policies change, and Petry firm now is in accord with SRA's current objectives, thinks it's making strong contribution to both spot broadcasting and spot advertisers and is happy to give up its distinction as one of biggest reps outside 20-year-old independent-rep organization.

Gift horse

All is not serene in educational-television ranks. This was evident at ETV conference in Washington last week (see page 60). While educators naturally like money, whatever its source, some aren't overjoyed about Carnegie-White House joint project for national public-television project. Amidst all this the overjoyed about Carnegie-White House joint project for national public-television grant, it seemed that grant would preempt their field and commit funds for single purpose. They prefer greater autonomy in use of funds to cover needs that may be more immediate than ETV.

Reactions aren't regarded as sufficiently strong or organized to complicate drive toward nationwide effort, but there are points of dispute in consideration of legislation for non-commercial Corp. for Public Television advocated in President Johnson's message to Congress (Broadcasting, March 6).

Football already

Seven Arts Television, climbing aboard TV sports bandwagon, is reported to be placing into syndication in few weeks for fall start on stations 15 half-hour programs titled NCAA College Football. Produced in color, series will consist of one pre-season program, 11 of regular season game highlights and three post-season contests.

High price for FM

New boon to FM is planned acquisition by multiple radio station owner of FM outlets in Philadelphia and Boston for in excess of $1 million. Acquisitions, expected to be completed this week, would give operator FM outlets in six of top seven markets.

"You'll swing for this, every last man jack of you."

Sir Alec Guinness stars with Dirk Bogarde and Anthony Quayle in the tense drama of a deadly clash of wills between two strong-minded men aboard the English warship, "Defiant," during the Napoleonic wars. "Damn The Defiant!" In color. One of Screen Gems' Post-1960 Feature Films for Television, Volume II. © Screen Gems
WEEK IN BRIEF

With stroke of financial pen Overmyer Network becomes United Network. Syndicate of 14 western businessmen, seven unidentified, puts up money for 80% of action. Target date set back to May 1. See...

NEW BLOOD...23

Johnson accuses FCC of using double standard in reviewing programming proposals of renewal applicants. Cox joins attack, claims Florida formats needed more study before getting commission approval. See...

JOHNSON CHASING...46

Justice Department's request for hearing in ABC-ITT merger coming to fore. Question remains as to what kind of hearing. Commission could split on alternatives, leaving decision to Hyde. See...

FCC AT WIRE...68

Information gap on FM programming being closed as NAB study finds 'exciting' diversity due in part to FCC nonduplication rule. Study shows 23% of FM's changed programming in past year. See...

FM CHANGING SOUND...50

Organization formed to counter extremists from both sides, takes on stations airing right-wing attacks against it. Files charges with FCC claiming Florida stations haven't given it equal time for refutation. See...

NEW FAIRNESS FORAY...48

Educational broadcasters in TV and radio hear pledges of support from national figures at NAEB's 'how to finance' meeting. Group endorses Carnegie report, expresses confidence in LBJ's recommendations. See...

ETV COUNTDOWN...60

Robert W. Sarnoff counters Carnegie proposal to finance public television through TV set excise tax. RCA president urges funding through government revenue. Calls aims of system national objective. See...

ETV TAX OPPOSED...62

Fourth-quarter gain of 3.6% over 1965 brings 1966 spot TV billing to record $1.1 billion, up 10.5% over previous year's total. Figure of $303 million for last quarter of '66 is new high for any quarter. See...

BONANZA YEAR...26

Sponsors bidding and buying in prime-time schedules for 1967-68 season. NBC-TV reports $176 million in sales. ABC-TV says 60% of schedule is sold. CBS-TV is silent, but says sales are brisk. See...

'67-68 SALES...34

Rallying call of recording artists' committee falls on absent ears in Los Angeles as Stan Kenton pushes for copyright protection from electronic media. National lobbying effort urged to get congressional action. See...

ARTISTS' FEE PUSH...50

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"Book" MACON, the rich middle Georgia market...

YOU ASKED FOR IT ... the data on the 28-county Macon Retail Trading Zone ... America's largest single-station market. It's now in the book! We gladly offer you the facts and figures you want about the market, about your products, and about the Station's exclusive coverage.

WMAZ-TV has Georgia's "largest industry" — Robins Air Force Base; plus a total market that is leading the South in per-capita retail sales increase. Book Macon now!

Please contact Avery-Knodel, or the Station, for cooperation, availabilities, and facts about the Macon market.

Signal Coverage in the Southeast...

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

Wbir-TV  WFBC-TV  WMAZ-TV
Represented Nationally by AVERY KNODEL, INC.
Friendly hits out at ‘The System’

CHARGES ‘RESPONSIBILITY’ KNUCKLES UNDER TO PROFITS

Advance glimpse of book that is bound to generate widespread talk in—and about—broadcasting is contained in part one of two-part adaptation from Fred Friendly book in March Life, out today (March 13).

Mr. Friendly, former president of CBS News, says in part one that “mercantile advertising system” has “disastrous” influences that “must be changed,” and indicates he will tell how this can be done in part two, scheduled for March 24 issue. Adaptations are from his book, “Due Circumstances beyond Our Control,” to be published March 27 by Random House.

Mr. Friendly devotes most of part one to blow-by-blow version of events leading up to and including his resignation as head of CBS News when network refused to clear live coverage of Senate testimony by former Ambassador George Kennan (BROADCASTING, Feb. 14, 1966). Losses from earlier pre-emptions and feeling of need to protect CBS stockholders contributed to refusal, in his view. Question, he says, was not between two programs but “whether to interrupt the morning run of the profit machine to make the audience privy to an event of overriding national importance.”

Although refusal was made by John A. Schneider, newly named head of all CBS broadcast operations, Mr. Friendly says it really stemmed from “the system” and “Schneider was merely in charge of the stop light.”

Buffer Role He charges that Mr. Schneider’s role was “created as a buffer” so that Board Chairman William S. Paley and President Frank Stanton “could avoid the embarrassment of having to say no to CBS News on matters of news judgment.”

Mr. Friendly writes that whatever bitterness he feels over his departure “is against the system that keeps such unremitting pressure on men like Paley and Stanton that they must react more to financial consideration than to their own taste and sense of responsibility. The fact that I am not sure what I would have done in these circumstances, had I been chairman or president of CBS, perhaps tells more clearly than anything else what is so disastrous about the mercantile advertising system that controls television, and why it must be changed.”

Other highlights of article, headlined “The Great Sellout to Soap Opera”:

- For six months before resignation Mr. Friendly had been in “constant disagreement” with Dr. Stanton over news coverage of Vietnam. Although Dr. Stanton supported him publicly, he privately thought some CBS reporting “crossed the line into editorializing.”
- When Mr. Friendly scheduled interview with Senator J. William Fulbright (D-Ark.), Dr. Stanton said: “What a dirty trick that was to play on the President of the United States...”
- Mr. Friendly arranged for virtually continuous coverage of Pope Paul’s visit to U. S. while Mr. Paley was still questioning whether it deserved full coverage, and was reprimanded when Mr. Paley learned about it afterward, even though both Mr. Paley and Dr. Stanton were “enthusiastic” about how coverage had turned out.
- In discussion of protecting stockholder interests, Mr. Paley once said, “I suppose the mistake we made was in going public.” Nobody doubted full coverage of Pope’s visit and Sir Winston Churchill’s funeral was in public interest or might hurt profits; questions instead were “what is enough profit?” and “what is enough public service?”
- Though Mr. Paley never hesitated to clear special news reports up to and through World War II, expansion of TV brought vast growth to CBS, ratings became vital and by 1965 “Paley and Stanton looked on while programs proliferated which assaulted their personal sense of taste, but they seemed incapable of stopping the flight from quality.”

Commission upholds anonymity request

FCC has refused request of WHAM Rochester, N. Y., for name of person who filed complaint against station. Commission said complainant “feared reprisals if his identity was disclosed.”

WHAM had requested name of complainant in petition for review of staff action refusing to make name of complainant available (BROADCASTING, Jan. 23). Staff previously had routinely transmitted complaint.

WHAM also petitioned commission to overhaul system it uses in referring to stations complaints from persons requesting confidentiality.

Commission turned this request down also. It noted that station had not been requested to respond to complaint, that matter had been referred only to afford station opportunity for comment.

Consequently, “there is no present necessity or occasion for promulgating general rules or procedures,” as station requested, commission said in letter.

Complaint originated with listener who alleged that station, through open mike program, engaged in racist propaganda. Station branded allegation as “false, scurrilous, malicious and libelous.”

Commission was unanimous in adopting letter. But Commissioner Kenneth A. Cox, in individual comment, said that grievance was serious enough to require further information. If additional details supported initial charges, information then received should have been forwarded to licensee who should then have been required to reply, he said.

National drive for Michelob

Anheuser-Busch Inc., St. Louis, through D’Arcy Advertising there, kicks off first national advertising drive for Michelob beer this week to run until fall using spot TV, radio and magazines. Color TV commercials will run

Networks deny payola to political parties

Network news organizations went on record Friday (March 10) denying published reports that they had offered payment to political parties to induce them to hold their conventions in one city next year to facilitate TV coverage, particularly in view of probable use of color equipment.

Richard S. Salant, CBS News president said “our function is not to control or affect the news, but rather to cover it wherever or however it may occur.” NBC News President William R. McAndrew said question of money had never come up in discussion with parties. ABC News said it was not “involved” and had not been mentioned in reports alleging payment offers.

More AT DEADLINE page 10

Complete coverage of week begins on page 23
WEEK'S HEADLINERS

Mr. Pollock  Mr. Kaiser

Judd L. Pollock, president, named to newly created post of chairman of board and Arnold Kaiser, VP, sales and production, named president of MPO Videotronics Inc., New York.

Mr. Pollock served in present position since 1947 and was one of founders of TV commercial and industrial film company. Mr. Kaiser joined MPO in 1950.

Reuven Frank, VP of NBC News since January 1966, named executive VP of division. He joined NBC News in 1950 after serving for three years on editorial staff of Newark (N. J.) Evening News. During his NBC News tenure, Mr. Frank has been executive producer of various news programs and documentaries.

Marvin Antonowsky, VP and director of media research, J. Walter Thompson Co., New York, gets added responsibility of manager of spot buying in broadcast department. He'll coordinate all spot buying at JWT (see page 43).

For other personnel changes of the week see FATES & FORTUNES

in three-week flights alternating with three-week radio flights in 26 markets except for August hiatus. Over 60 TV stations and over 70 radio outlets will be used.

Cox to buy out two California CATV's

Cox Broadcasting Corp. has agreed in principle to purchase 100% interest in cable TV systems in San Diego and Bakersfield, Calif., operated by Trans-Video Corp., for 155,000 shares of its treasury stock.

At Friday's (March 10) CBC New York Stock Exchange price of 47%, deal for CATV systems, with total of 34,472 subscribers, had paper value of about $7.7 million.

Cox already owns 50% of Bakersfield system and holds 16% of Trans-Video. Two California CATV's will continue to be managed by Trans-Video President Lee Druckman as part of Cox Cablevision, wholly owned CBC subsidiary.

J. Leonard Reinsch, president of Cox, said cable company acquisition could be expected to increase CBC's per-share earnings in current fiscal year.

Emmy sponsors set on ABC

Sponsorship of June 4 (9-11 p.m. EDT) Emmy awards telecast on ABC-TV was announced by network Friday (March 10). Advertisers: Bristol-Myers Co. (Young & Rubicam), Auto lite division of Ford Motor (BBDO), Remington (Y & R) and Bulova (Doyle Dane Bernbach).

AA shows net loss

Allied Artists Pictures Corp. has suffered net loss of $100,112 for first half of fiscal year ended Dec. 31, 1966, as compared with net profit of $307,539 in corresponding period of previous year, it was reported Friday (March 10). Gross revenues dropped to $2,393,- 638 from $4,874,194 in first half ended Dec. 31, 1965.

Loss resulted from unusual expense in promoting new feature film, "A Man and a Woman" and to deliberate delay in releasing package of feature films to TV last fall, spokesman said. Package for TV will be issued about April 1.

Dingell asks limits on CATV ownership

Warning "there is a present and growing danger of economic concentration detrimental to the public interest in the field of CATV," Representative John Dingell (D-Mich.), in letter made public Friday (March 10), has urged FCC to set limit on number of CATV franchises owned by individuals or corporations.

Chairman of House Small Business Subcommittee on regulatory agencies wrote Chairman Rosel Hyde that "prompt and vigorous action" is required by commission. He said he had been studying activities of such firms as General Electric, General Telephone and Electronics, Jerrold Electronics and others in acquisition and application in CATV field.

He added he was also concerned about broadcasters or broadcasting interests in CATV. "There is a real question as to whether the public interest is served by allowing cross-ownership or common ownership of commercial broadcasting stations and CATV franchises," he added.

At present, he said, an anomaly exists in fact that limit is placed on broadcast station ownership while none exists in CATV.

He asked commission to inform him if there were any limits on CATV's on cross-ownership or broadcast ownership and what studies have been made or are contemplated in this area.

He also sought data on multiple and cross-ownership.

He stressed importance that cable systems may have in developing communications technology of future above and beyond TV transmission.

Ruth, Sitrick to new posts

Ron Ruth, general manager of McLendon Corp.'s WNUA Chicago, named national sales manager for McLendon stations Friday (March 10). He will be based in New York, succeeding Homer Odum, who re-enters station management. Herman Sitrick, general manager of WSID-AM-FM and WMET-TV Balti-
more, takes over WNUA post.
Debbie Reynolds

Barry Nelson

Michael Rennie

MARY, MARY

Troy Donahue

Connie Stevens

Dorothy McGuire

SUSAN SLADE

Two of the big ones in o o from

another great selection of feature motion pictures for television

WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N. Y. Circle 6-1000
A calendar of important meetings and events in the field of communications.

**MARCH**


March 12-17—Sixth annual Women's Page Workshop and the 1966 J. C. Penny-University of Missouri Journalism Awards sponsored by the University of Missouri, University of Missouri, Columbia.

March 13—Deadline for comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 mc through 91.9 mc).

March 13-14—Annual meeting of NBC television affiliates and NBC officials, Beverly Hilton hotel, Beverly Hills, Calif., preceded on March 12 by reception at Century Plaza hotel. Meeting events at Beverly Hilton: Walter D. Scott, board chairman, and Julian Goodman, president of NBC, will give luncheon addresses March 13 and 14 respectively; business sessions; a visual presentation of network activities, and the program schedule planned for the fall season plus a discussion on news with a panel of NBC News correspondents.


March 15—Deadline for comments in FCC inquiry to amend commission rules to reallocate frequency bands 455.5-451 and 455.5-456 mc to land-mobile use in general (other than remote pickup) and to require 50 kc spacing between assignable frequencies in bands 450-450.5 and 455-455.5 mc for use by remote pickup broadcast stations.

March 16—Annual meeting of stockholders of Cox Broadcasting Corp. to elect a board of directors and to transact other business. White Columns, Athens.

March 17—Annual spring meeting of Indiana Broadcasters Association. Marriott hotel, Indianapolis.

March 18—Deadline for entries to the "Golden Rose of Montreux" television contest sponsored by the European Broadcasting Union (EBU). Entries should be submitted to: Television suisse romande, 6, place des Exaux-Vives, 1200 Geneva, Switzerland.


March 23-24—Spring meeting of the Louisiana Association of Cable TV Operators. Ramada Inn, Houma.

March 25—Deadline for entries for awards for the best use of radio, television and film productions to make known on-going programs in library radio-television-film public relations, sponsored by the American Library Association. Five awards will be offered: radio spot, radio program, television spot, television program, and film. Rules and entry blanks may be obtained from, and entries should be submitted to: Miss Kathleen Molz, e/o Television Information Office, 745 Fifth Avenue, New York 10022.

March 25-26—Annual meeting of Broadcasters Association of Puerto Rico. Speakers include Vincente Vazquez, president of National Association of Broadcasters, San Juan.

March 27—Deadline for national awards entries from members of National Academy of Television Arts and Sciences and from television producers.

March 27—Deadline for reply comments in FCC Inquiry to amend commission rules to reallocate frequency bands 455.5-451 and 455.5-456 mc to land-mobile use in general (other than remote pickup) and to require 50 kc spacing between assignable frequencies in bands 450-450.5 and 455-455.5 mc for use by remote pickup broadcast stations.

March 28—Deadline for reply comments on proposed FCC rulemaking to establish a tabulation of the 20 educational FM channels (channels 201 through 220, 88.1 mc through 91.9 mc).

March 28—Annual meeting of shareholders of the General Fire & Rubber Co. to elect directors and to transact other business. 1708 Englewood Ave., Akron, Ohio.

March 28—Writers Guild of America 19th annual awards show. Century Plaza hotel, Los Angeles.


March 31—Deadline for comments in FCC inquiry into possibilities of using radio for the promotion of highway safety. The commission has urged that the comments be tendered on the broadest possible basis.

March 31—Entry deadline for annual awards competition for outstanding public-service journalistic achievements, sponsored by Deadline Club of New York. Entries may be submitted from daily newspapers, wire services, radio and television stations in the New York metropolitan area. Entry forms and additional details may be obtained from Robert McDevitt, Deadline Club Awards, Arthur Young & Co., 277 Park Avenue, New York 10017.

March 31-April 1—Region 3 conference of Sigma Delta Chi, professional journalistic society. Columbia, S. C.


**APRIL**

April 1—Technical committee meeting and board of directors dinner meeting of the Association of Maximum Service Telecasters. Sheraton-Blackstone hotel, Chicago.

April 1—Technical committee meeting and executive committee meeting of the Association on Broadcasting Standards. Conrad Hilton hotel, Chicago.

April 1—Region 2 conference of Sigma Delta Chi, professional journalistic society. Columbia, S. C.
This is how Dan Rather covered the Vietnam war. Up front. In combat. It's the only way to get the facts — to understand what's happening.

"In World War II and even in Korea," said Walter Cronkite, summing it up for all correspondents, "we had a choice whether to go into combat or not. There's no such choice in Vietnam."

We've sent our best to Vietnam. Young newsmen like Morley Safer, Charles Kuralt, Ike Pappas, Adam Raphael. Veterans like Cronkite, Sevareid, Hottelet, Collingwood.

Men like these impart their first-hand knowledge and insight to our listeners. Hour by hour. Every day.

CBS RADIO NETWORK
on handling handouts

EDITOR: [In connection with] your editorial regarding Governor Reagan's filmed handouts [Broadcasting, Feb. 20], I am writing on behalf of both myself and Nancy Reynolds (who, incidentally, is not on leave from KPIX but has quit her job there to work for the governor.)

Let me say that both Nancy, who dreamed up the two-minute broadcast, and myself agree with you 100% — that these handouts ought to be treated just like any other kind. It is our job and the governor's to make them as newsworthy as television stations will want to use them. If they don't that is their affair. The only difference between these and press releases is the expense, and that is borne privately. . . . — Lyn Neitinger, communications director, governor's office, Sacramento, Calif.

Giving the devil his due

EDITOR: In your issue of Feb. 13 you list Dante Inc. and Shields Inc. as moving from Norman, Craig & Kummel Inc. to Harold Breitner & Co.

I think the printers devil was at work here, as NCK got the account in 1966. —Robert S. Morgan, assistant to the president & director of public relations, Norman, Craig & Kummel, New York.

FM coming on strong

EDITOR: It is very interesting to note that discussion of the death of AM radio on the part of a variety of "unci-ous" observers has come to your edi-

April 2—Fourth annual meeting of Society of Broadcast Engineers. Conrad Hilton hotel, Chicago.

April 2—Membership meeting and board of directors meeting of the Association of Maximum Service Telecasters. Conrad Hilton hotel, Chicago.

April 2—Board of directors meeting and membership meeting of the Association on Broadcasting Standards. Conrad Hilton hotel, Chicago.


April 2—Annual convention of the Television Film Exhibit organization. Conrad Hilton hotel, Chicago.

April 2—Deadline for reply comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

April 3—Deadline for comments in FCC inquiry on need to establish rules for FM broadcast translators similar to those in existence for TV translators. Comments are specifically invited on such things as limitations on use of FM translators, channels in which they should be authorized, power, and equipment specifications. Rules will be proposed at later date in event need and demand exists for such service, the commission said.

April 5—New deadline for comments on FCC's proposed rulemaking that would prohibit AM, FM, and TV licensees from broadcasting "station-identification announcements, promos, announcements, or any other broadcast matter" that either leads or attempts to lead listeners to believe that a "station has been assigned to a city other than that specified in its license."

April 7—Regional conference of Sigma Delta Chi, professional journalistic society, for members in Indiana, Illinois, Kentucky and Wisconsin. Indianapolis.

April 7—Meeting of the Alabama AP Broadcasters Association. Carriage Inn motor hotel, Huntsville.

April 7—Region 4 conference of Sigma Delta Chi, professional journalistic society. Kent State University, Kent, Ohio.

April 7—Meeting of the Alabama AP Broadcasters Association. Carriage Inn motor hotel, Huntsville.

April 7—Region 7 conference of Sigma Delta Chi, professional journalistic society. University of Missouri, Columbia.

April 7-13—Third annual MIP-TV International Television Program Market. Palais des Festivals, Cannes, France. For information contact Mr. Charles Nelson, 45 West 45th Street, New York 10036. Telephone Plaza 5-4000.

April 10—Annual meeting of stockholders of Wometco Enterprises Inc. Miami.

Indicates first or revised listing.
If kids are important to us—and to you, too!

No wonder children are "bustin' their buttons!" They look at WMAR-TV because WMAR-TV looks out for them! WMAR-TV is currently airing "ROMPER ROOM," "SUPERMAN," "GIGANTOR" and "PROFESSOR KOOL." These top children's programs, plus adjacencies to "CAPTAIN KANGAROO" and the Saturday morning CBS lineup, offer an unparalleled opportunity to reach this ever-growing market. If you are advertising toys—or any other product for the "small fry"—remember—in the Baltimore/Maryland market the kids are where the shows are—on WMAR-TV.

No Wonder.... In Maryland
Kids Watch COLOR-FULL

WMAR-TV

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.
torial attention [Broadcasting editorial, "Loose talk," Feb. 27]. With FM advertising revenues, dollar value of station sales and receiver manufacture at an all-time high, it is incredible that you envision only a supplementary role for the technically superior medium.

The moribund system of AM radio should be allowed to dominate the aural ether in the U. S. because of historical reasons, you maintain. Employing this line of reasoning, one would expect the 78-revolutions-per-minute recording to still be standard.

Instead of less "bureaucratic mothering," commercial and education FM alike stand to benefit from further governmental activity: the legalization of FM translators, authorization of stereo networking by satellite, provision for educational radio in the proposed "public broadcasting" act and the ultimate prospect of a mandatory AM-FM radio set law.

Licensees fearful of governmental intervention (particularly the specter of duopoly actions) should program and promote their FM adjuncts with the same creativity and enthusiasm that they presently expend on AM. The broadcaster who presents on his FM channel a schedule representing more effort than merely loading a taped music machine and a cartridge unit full of canned announcements at the beginning of a four-hour period should be in an enviable position to ward off governmental usurpation of either his AM or FM property.

—Bruce F. Elving, manager, WAER (FM) Syracuse, N. Y., noncommercial.

Free-enterprise test

EDITOR: In your Feb. 20 issue appeared an article headed "Magnuson wants equal time for anti-smoking" followed by "Moss asks even tauter reins on smoking ads".

To smoke or not to smoke, that is the question.

A question that must be answered by the individual, not by government, the National Association of Broadcasters, the FCC or anyone else. Where is the voice that challenges this infinitesimal group of self-appointed, righteous, honest, well-meaning people? Who gave them the right to dictate or tamper with the behavior of millions of Americans?

Let's preserve individual rights by respecting individual choice.

* If you are an American and want to smoke, you should. And be sure to select a brand of your choice.
* If you are a manufacturer of cigarettes and would like to advertise, you should. And be certain to prepare copy that will enhance and sell your product.

If you don't believe in these two propositions, you don't believe in the free-enterprise system.—Donald D. Allen, Los Angeles.

In March. A bonus for subscribers—first official census of CATV, all the names and all the numbers of U.S. cable systems, all the broadcast owners of CATV, all the CATV groups. Another exclusive: track records of major agencies in picking the shows to buy into. Hindsight: why the 1966-67 season went the way it did. Call or write Television Magazine, 1735 DeSales Street, N. W., Washington, D. C. 20036. (202) 628-1022. Or bureaus in New York, Chicago and Hollywood.
The Broadcasting Community is cordially invited to attend MARK CENTURY CORPORATION'S SIXTH ANNUAL PROGRAMMING AND SALES SEMINAR. It will be held on Monday, April 3, 1967, at 8 A.M., in the Waldorf Room of the Conrad Hilton. The topic will be

**'radio--the big sale'**

Included in the discussions will be four talks that can have a marked effect on your sales picture:

- "how to get more of those national sales dollars"
- "how to use your programming to increase your sales"
- "what an ad agency looks for when selecting its stations and markets"
- "the radio programming revolution"

Guest panelists will be: Mr. Philip Nolan, Radio Programming Mgr. — Westinghouse Broadcasting Co., Inc.... Mr. Thomas C. Harrison, Pres. of Radio-John Blair & Co. ... Mr. Kent Burkhart, Vice-Pres., Gen. Mgr.—Radio Station WQXI, Atlanta, Ga. ... and Mr. Martin J. Simmons, Exec. Vice-Pres., Treas.—Stern, Walters & Simmons, Inc., Advertising Agency.

Over the past five years, our Seminars have been heavily oversubscribed. If you plan to attend, please RSVP, using the coupon below ... or write to us on your letterhead.

**cordially,**

Marvin A. Kempner

MARK CENTURY CORPORATION
Warwick Hotel, The Tower
65 West 54th Street, New York, N.Y. 10019
Phone: 212 PL 2-3035

While at the convention, make sure you SEE THE MAN FROM MARK CENTURY SUITE 1722-24
MONDAY MEMO
from F. ELLSWORTH FISH, Campbell-Ewald Co., Detroit

Viewers don't tune out sponsors who tune in McLuhan

The advertising world's biggest booby trap? Indifference.
Not the indifference of your boss to a good earth-shaking idea that you might be promoting. I'm talking about the monolithic indifference of all those consumers out there in television land. They couldn't care less about your advertising.

This is the kind of indifference that kills a marketing campaign in spite of all of your originality, knowledge about the demographic aspects of market research and things like that. Simply address today's crowd in terms of yesterday's audience and the whole thing lays an egg.

But advertising people are meeting this challenge. Contemporary television commercials, for example, are picking up the mood and mode of today's world.

Take the current "Chevy mod spot" as one illustration. It could not have been conceived 10 years ago in the "beat" decade. Or even five years ago. The ingredients simply didn't exist.

Mod Mood • If you recall that Chevy spot perhaps you remember the down-playing of the narrator. What he said simply fed the feeling that permeates the spot. A feeling that warms up the cars and uses them as part of the fun. They are not just a couple of two-ton machines which some pitchman tries to promote with the hard-sell approach.

Perhaps you also recall there was no story. Story commercials are usually structured to pose a problem, then offer a resolution. Everyone knows the product will save the day. But unless they're spoiled, they're apt to be a drag.

No, no story in the Chevy spot. Just a happening. A moment stretched out to beguile the viewer for 60 seconds with a good up-feeling for those swingin' Chevrolets.

McLuhan's Credo • Even Marshall McLuhan would approve, I think, because the mood and temper are timely and emotionally conditioned to build an attitude that goes beyond simply the description "new."

This typical "mod" spot uses the medium according to the McLuhan gospel in this sense: It assumes that people can absorb meaning on several levels simultaneously—which explains why the superimposed images of the dancers and the cars are not confusing. It doesn't attempt to funnel everything into mere words but makes an assault on all the senses.

But getting to use TV as it should be used is sometimes an uphill struggle. Sometimes a client may not be completely alert as to what this medium is all about. His idea of communication may be how many words the narrator can say about the product in 60 seconds.

As Professor McLuhan points out, there are people professionally associated with TV who are still hung up on the notion that what is coming out of the tube is word-information. They don't see that the medium is an important part of the message.

Television-inspired habits of watching or listening also have changed many other techniques in the communications business. Consider what is happening in print—particularly in magazine ads. They are showing an increasing skill in using the full-sensorium concept—communicating at several levels.

TV's Print Impact • They lean more toward an emotional persuasion than to pure sequential reasoning. The accent is not on the product but what McLuhan would call the process—the user involved with product in a credible and appealing way.

A few current magazine examples: Mansfeld shoes, Premium saltines, Polaroid, Max Factor, Shapely Girl shirts, Colgate Palmolive 007, Tab, Marlboro, Coca-Cola and Bigelow carpet.

I think on balance they show a warm full-bodied use of the magazine medium—and a sure grasp of how things really are out there in television land. Many are on the right wavelength for an audience that is habit-conditioned by radio, telephone and TV. Just compare these with the magazine ads of 1928 (before the electronic media happened) if you want to see how far print has progressed.

In a much shorter span of time we also have come a long way in television—one medium that hastened this change in communication habits. If you doubt this just take a look at the TV advertising of, say, 16 years ago. The 1951 commercial resounds with all the ponderous hoofbeats of inductive reasoning—it's temper is influenced by the printed style of the time. The medium is not being fully utilized.

In the past few years, though, the use of TV has moved a long way away from the step-by-step logic of deductive reasoning toward a communication that combines several levels of consciousness and emotion.

Keep Up or Get Off • We live in a world that's revolving faster and faster. Many things bid for our time and attention. In a world of supersonic transport and television even the word "modern" has been shortened to "mod."

When we think of people out there in television land it is well for all of us to remember that an individual's listening span (assuming maximum concentration) measures some 7 to 15 seconds. Yet this is still exactly the same species that would listen to a debate of the Lincoln-Douglas variety for as long as four hours.

That's why today's marketing communications have deserted the advertising forms of yesterday. The old sequential step-by-step syllogism has given way to the communication that combines sight, sound and color and will tend to move a market by means of revelation rather than reason.

Put your advertising message in this world's frame of reference and the world will listen. Put the same message in terms of yesterday's interests and you are in a world of your own.

If the audience's indifference doesn't drive you mod, you'd better look for a new profession.

F. Ellsworth Fish joined Campbell-Ewald in 1953 as a copywriter on the Chevrolet account. For a decade before that he had been in retail advertising with such firms as the J. L. Hudson Co., Detroit. In recent years at Campbell-Ewald Mr. Fish was associate copy director and group creative director. Last year Mr. Fish was elevated to vice president for staff personnel, responsible for recruitment and promotions as well as the agency's training program.

18

BROADCASTING, March 13, 1967
chomp!

Want the tastiest bite of the market? Buy Jacksonville's first full color station.

wfga-tv Jacksonville

N B C AFFILIATE / REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.
The Secret's in the "Big Tube"
STUDIO CAMERA

... Makes Every Picture Sparkle

SPECULARS WITHOUT LIGHT STREAKS—Reflections (speculars) are handled without halo or flash. Jewelry, sequins, crystal, lighted candles are pictured as they actually appear.

The big 4½-inch image orthicon in the luminance channel of this live color camera makes a spectacular contribution to color performance. Its large image is the secret of the TK-42's greater sparkle and brightness. This has been proved in demonstrations and in actual use by broadcasters.

WORLD’S MOST EXCITING CAMERA

The combination of the “big tube” with three color tubes leads to sharper pictures, purer colors, more exciting contrasts. This provides unexcelled dynamic range, from hot reds to cool blues. It adds color dynamics to programs and commercials . . . gives production people a more versatile tool for creative effects.

TECHNICAL LEADERSHIP

With the TK-42 you get the benefits of RCA's technical advances: Self-correcting circuits, which permit it to operate for days without picture deterioration; transistorization for top reliability; modular design for highest performance and easy maintenance.

See your RCA Broadcast Representative for complete details or write to RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J.

The Most Trusted Name in Electronics
WBTV ranks 20th among 185 CBS affiliates - ahead of Kansas City, Milwaukee, Houston, Providence and Cincinnati (tie).*

WBTV's "Early Report" tops all local early-evening newscasts in Washington, Atlanta, Cincinnati, Miami, Baltimore, Kansas City, Milwaukee, Dallas.**

WBTV delivers more Television homes than the leading station in Providence, Louisville, New Orleans, Denver or Syracuse*** — reaching 505,400 homes each week.****

* ARB/65 TMA (avg. qtr. hr. 9 am-mid., M-S)  ** Mar./66 ARB  *** ARB/65 TMA (ADC prime-time)  **** ARB/65 Coverage Study
New blood in new network

Cue for May 1: kill Overmyer, punch up United; western syndicate, part still underground, part tied to Mutual, takes control of fourth force

A rescue mission of wealthy western businessmen, half of whom remain anonymous, has saved the fourth television network from death in the womb. Last week the syndicate assumed control of the Overmyer Network, renamed it the United Network and announced a target date of Monday, May 1, to begin operations.

Three of the identified stockholders in the new United Network are also stockholders in the Mutual radio network. Officials said there would be no other connection between the two enterprises.

In all, there are 14 members of the syndicate that formed the United Network Inc. Seven of them were identified: James W. Nichols, a Texas advertising and public-relations man whose origins were in religious broadcasting; Jack V. McGlothlin, a Texas oil operator; Willard Garvey, a Kansas grain dealer, oil investor and land developer who also holds interests in broadcasting stations and publishing; George F. Thaggard Jr., a Los Angeles oil man; Bob G. Bailey, a Texas contractor whose company specializes in highway and bridge construction; Rush K. Evans, manager of three Colorado broadcast stations that Mr. Garvey owns, and J. Dwain Schmidt of Wichita, Kan., an attorney for the Garvey interests.

Spokesmen for the group refused to identify the other seven investors. They would describe them only as businessmen with interests in oil, construction and insurance in Texas, California, Kansas and Colorado.

Back Seat * Daniel H. Overmyer, who was the founder and sole owner of the Overmyer Network, retains 20% of the stock in the successor United Network, but has no seat on the board and reportedly will take no part in the United Network management. Mr. Overmyer, whose principal holdings are in warehousing and leasing, retains ownership of his UHF station interests, the operating WHIO-TV Toledo, Ohio, and construction permits for outlets in San Francisco, Cincinnati, Atlanta and Houston. He is also an applicant for a U in Dallas. Mr. Overmyer said last week that he hoped to put the San Francisco and Cincinnati stations on the air within a couple of months.

No money changed hands in the transformation of the Overmyer Network into the United Network.

Oliver E. Treyz, onetime president of ABC-TV and president of the Overmyer Network since its founding last July, will remain as president of the United Network. Lewis M. Marcy retains his position as executive vice president. Both will serve on the United Network board, along with the seven stockholders who have been identified.

The Wheels * Key figures in the new ownership are said to be Mr. McGlothlin, who is chairman of the board; Mr. Garvey, chairman of the executive committee, and Mr. Nichols, vice chairman of the board. All three have interests in Mutual (see story page 24).

With new money, new bosses and a new name, the United Network Co. also added some new faces to its headquarters team last week following UNC's purchase of the Overmyer Network from D. H. Overmyer (who remains the largest single stockholder). Shown here (l to r) are Oliver E. Treyz, Lewis M. Marcy and Lemuel B. Schofield II, who respectively continue as president, executive vice president and general counsel; James W. Nichols, one of the new owners, who also became vice chairman of the board; J. Frederick Mullen, who joined as associate vice chairman of public relations, and Charles W. Shoop, who continues as director of station relations. Another new face added last week was that of Eugene C. Wyatt as director of sales. The new company also got new offices, moving out of the Overmyer complex, and a new date for the start: May 1.
Mutual's stockholders brought to light

The ownership of the Mutual radio network was fully identified for the first time last week, disclosing a broad spectrum of interests ranging from paper boxes, granaries and vending machines to metal alloys, oil and roller bearings.

The complete list of Mutual stockholders, it was learned last week, numbers 19, of whom 15 have not been publicly identified with the ownership since it bought the network from the 3M Co. last summer for a reported $3.1 million (BROADCASTING, May 16, July 11, 1966).

Mutual is owned by Mutual Broadcasting Corp., and authorities have said there are about 14 shares of stock outstanding. Thus some stockholders own less than a full share.

In general it is said that the stock is fairly evenly distributed among the owners, but it is believed that the major owners are John P. Fraim, chairman of the board, and Loren P. Berry, his father-in-law.

When plans for the purchase were announced last summer Mr. Berry, considered to be one of Ohio's wealthiest men, was reported unofficially to be the key financial figure in the new group. He is founder, board chairman and principal owner of L. M. Berry & Co. of Dayton, Ohio, a nationwide telephone directory advertising company. Mr. Fraim has been a vice president of the Berry company and also has been active in aviation.

education and business management, among other interests.

Other owners originally identified publicly with Mutual were Neil F. Campbell, head of a Los Angeles investment and financial consulting firm bearing his name; Wiley T. Buchanan of Washington, former State Department chief of protocol with rank of ambassador, and John G. Pew of Philadelphia, senior vice president of Sun Oil Co.

Mr. Campbell, who was vice president and treasurer of Mutual Broadcasting Corp., resigned last month for personal reasons (BROADCASTING, Feb. 27) and reportedly also disposed of his stock interest in the company.

The Roster • The list of owners was obtained last week from FCC sources. Mutual officials had supplied it as a courtesy since the network owns no stations and is therefore not obligated to file such information.

In addition to Messrs. Berry, Fraim, Buchanan and Pew, the list names Matthew J. Culligan, Mutual president, as one of the owners. Presumably he acquired his interest in connection with his designation as president and chief executive officer last fall, succeeding Robert F. Hurleigh (BROADCASTING, Oct. 17, 1966). Unofficial sources speculated that Mr. Culligan, a former head of NBC Radio and subsequently chairman and president of Curtis Publishing Co., may be one of the larger shareholders of the Mutual company.

Others on the list included two identified with the new organization that bought out the Overmyer Network and are operating the United Network (see story below): J. V. McGlothlin of Abilene, Tex., and the Jayhawk Trust of Wichita, Kan., understood to be a family trust of Willard Garvey, whose wide range of interests include grain and grain storage, oil and broadcasting.

The McGlothlin interest in Mutual reportedly is through a corporate representation in which another of the Overmyer Network buyers, James W. Nichols, holds a small interest.

The McGlothlin and Garvey interests in Mutual are believed to be about one share (one-fourteenth of total stock) each.

Assortment of Interests • Others on the ownership roster supplied to the FCC were the following, with identifications as compiled by BROADCASTING from various sources:

Samuel S. Davis of Columbus, Ohio, a longtime key figure in the paper-box field, developer of a "liqui-box" container for packaging milk and for many years president of the Conagra Container Corp., Columbus.

The Jasam Foundation, also of Columbus.

B. D. Gilbert of New York and M. P. Gilbert, also of New York, who is said to be a descendant of John D. Rockefeller.

NEW BLOOD IN NEW NETWORK continued

Guterma in one of a series of trades that Mutual has gone through.

Jack McGlothlin, who is 37, is vice president of the McWood Corp. and president of the Premiere Oil Refining Co. of Texas.

The McWood Corp. has been listed as one of the clients of Mr. Nichols' Fidelity agency which has engaged not only in advertising and public-relations representation of other commercial enterprises but also in fund raising for a number of colleges (among them Abilene Christian and Pepperdine College of Los Angeles) and in the production of television films—for the Churches of Christ, among other clients.

Fast Mover • Mr. Nichols, who is 39, only recently bought control of Ted Workman Advertising, Dallas, an agency with a string of regional accounts.

Mr. Nichols is no stranger to broad-casting. Early in the 1950's after finishing a graduate course in speech at the University of Iowa (where one of his professors was Wendell Johnson, father of Nicholas Johnson, now a member of the FCC), Mr. Nichols persuaded a local congregation of the Churches of Christ, where he had been preaching, to put up the money for a religious program on WMT Cedar Rapids, Iowa. Mr. Nichols was so impressed by the response to his show that he returned to his hometown of Abilene and began raising funds from the Churches of Christ for a larger enterprise.

In February 1952 the Churches-ofChrist-sponsored Herald of Truth began on ABC Radio, with Mr. Nichols as one of the featured speakers. Two years later Mr. Nichols retired from the program to buy out an Abilene publishing company specializing in religious ma-terial. When that venture proved unsuccessful, he went into the agency business.

Mr. Garvey, the chairman of the board of the new United Network, is based in Wichita, Kan., but has diverse interests in this country and abroad in grain cultivation and storage, oil exploration and production, land development and ranching.

Mr. Garvey owns KRAM Pueblo, Colo., and KFPM(FM) and KKTV(TV) Colorado Springs. He also holds a 1.16% interest in Kansas State Network Inc., which owns KARD-TV Wichita, KKTV(TV) Great Bend and KGOD(TV) Garden City, all Kansas, and KOZJ(TV) McCook, Neb. He, his mother and his wife collectively own 4.85% of Staufier Publications which owns newspapers in several states and WIBW-AM-FM-TV Topeka, KSOK Arkansas City and KSEE Pittsburg, all Kansas; KOPF Shawnee, Okla., and KMCC-AM-FM-TV Amarillo, Tex.

In 1961 Mr. Garvey began publica-
Robert Z. Greene of New York, longtime executive of the Automatic Canteen Co., said to have introduced cigarette vending machines nationally in 1927, and the Greenway Foundation, also of New York, which is said to be identified with him.

Leland M. Kaiser of San Francisco, identified with the Kaiser family of West Coast industrialists.

The Ambrose Monell Foundation of New York, identified with the Monel alloy whose name was taken from Ambrose Monell, manufacturer and aviator who died in 1921.

J. Howard Pew of Philadelphia, president of Sun Oil Co. from 1912 to 1947.

R. Brinkley Smithers of New York, investment banker and former International Business Machines executive.

H. H. and W. R. Timken of Canton, Ohio, identified with the Timken Roller Bearing Co.

The list also named Mr. Campbell, whose resignation as an officer and reported disposition of his Mutual holdings occurred after the list was supplied to the FCC.

Not on the list of owners were George C. McConnaughey Jr. of Columbus, Ohio, attorney and son of the late FCC chairman, and John A. Hardin of New York, financial consultant, who were announced as board members of Mutual Broadcasting Corp. at its inception along with Messrs. Frain, Berry, Buchanan, Campbell and John Pew.

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NEW BLOOD IN NEW NETWORK

high of about $1,000 to a low of under $100 per week. Stations that take the UPI service will pay the United Network, which in turn is to pay UPI half of the take.

One problem in selling the news service is that it cannot be offered exclusively to any station in any market. An antitrust decision against exclusive AP contracts with newspapers in any community set the precedent.

Mr. Treyz said that UPI salesmen had gone into the field last week, after the network changed hands and UPI made the decision to start service on May 1.

United will have at the outset a good deal of unused network time on its hands. It has contracted with AT&T for eight hours a day of network lines and will be programming only four hours on weeknights and three and a half on Saturdays and Sundays. Mr. Treyz said last week that United saw an opportunity to offer network services to others during its unused network hours but that no exploitation of the opportunity had yet been attempted.

He denied reports that United had offered service to educational-television interests, but he did not rule out the possibility of such a development.

Speed-Up • The United takeover of Overmyer was signed at 4 p.m. Saturday, March 4. Early last week the network staff moved from quarters it had occupied in Overmyer office space to its own new offices at 144 East 44th Street, New York. A staff build-up was immediately begun.

Eugene C. Wyatt, former director of network sales for United Artists Television, joined the new United Network as director of sales. Before joining UA-TV Mr. Wyatt served with Mr. Treyz at ABC-TV in various capacities, including director of program sales, western sales manager and national sales manager.

J. Frederick Mullen, who has been operating as a public-relations man in New York, Washington and Wilton, Conn., became associate director of public relations. Mr. Mullen was with United Press from 1936 to 1952 in Boston and Washington and was director of public information for the Department of Justice in 1952-57.

Old Ties • United also hired a New York advertising agency, Jacobs Gibson Vogel Inc., whose principals were with Doyle Dane Bernbach, the agency for ABC when Mr. Treyz was at that network.

Orville McDonald, a Dallas lawyer and public-relations man, is serving as a consultant to the United owners. Mr. McDonald is another graduate of Abilene Christian College.

The known owners of United were created from two groups, associates of Mr. McGlothlin and associates of Mr. Garvey. As explained, Mr. Nichols has been both friend and business associate of Mr. McGlothlin for years.

Mr. Bailey, whose construction business is run out of Abilene, Tex., is another in the same circle. Mr. Thagard, the Los Angeles oil man, has been in business deals with Mr. McGlothlin.

Mr. Garvey brought in Mr. Evans, who is executive vice president and general manager of the Colorado stations that Mr. Garvey owns, and Mr. Schmidt, lawyer for Garvey enterprises.

When It Began • The Overmyer Network was announced July 12, 1966 by Messrs. Overmyer and Treyz. The latter had been operating a station-representation firm, with Mr. Overmyer’s Toledo station among his clients, before taking over the presidency of the new network.

Overmyer originally appointed the William Morris agency to supervise production and recruit the talent for the planned Las Vegas show. That arrangement was later discontinued and the Ashley-Famous agency engaged. Ashley-Famous is now the production and talent agent for the show.

When the Overmyer Network was announced, only NBC-TV was feeding a late-night program, the Johnny Carson Show. The Overmyer feed from Las Vegas was intended as a competitor to Carson for non-NBC stations that wanted an alternative to late movies and also as a vehicle that could be used at other times in other circumstances.

Since then ABC-TV has made firm plans to enter late scheduling with the Joey Bishop Show which begins April 17. CBS-TV has still announced no firm plans to program the late periods.

BROADCAST ADVERTISING

Another bonanza year for spot TV

TVB reports gross time billings for both fourth quarter and all of 1966 set new records;
P&G stays in its accustomed number-one niche

Gross time billing in 1966 for national and regional spot television advertising rose 10.6% over 1965 to a record $1,189,346,000, according to a report being issued today (March 13) by the Television Bureau of Advertising. It was the third successive year that spot TV investments exceeded the $1-billion mark.

The total year's spot-TV billing was released in conjunction with TVB's report on fourth-quarter 1966 spot investments. A detailed report for the full year will be made public by TVB in about two weeks.

The fourth quarter of 1966, TVB stated, showed a gain of 3.6% over 1965, rising to $303,935,000, a new high for any quarter. It was stated the percentage increase was based on the same number of stations (377) reporting in the fourth quarter of both years. Spot-TV billings are compiled by LNA-Rorabaugh Co. and are released by TVB.

Substantial fourth quarter gains were achieved in these product classifications: automotive; clothing furnishings, accessories; consumer services; cosmetics and toiletries; gasoline and lub-

ricants; transportation and travel.

1. Procter & Gamble $19,447,700
2. General Foods 10,606,400
3. Coca-Cola Co./bottlers 10,063,500
4. Colgate Palmolive 8,177,000
5. William Wrigley Jr. Co. 5,361,100
6. Warner-Lambert Pharma. 5,183,600
7. Lever Brothers 4,530,600
8. Bristol-Myers 4,464,700
9. Pepsico Inc./bottlers 4,357,500
10. General Mills 4,105,500
11. Miles Laboratories 3,853,400
12. American Home Products 3,486,500

BROADCASTING, March 13, 1967
The action station in the action city!

If you recently had moved to Charlotte, you would be among the new-comers that have swelled this city's population 56% in the past decade. Your family's favorite station here would be WSOC-TV. Top choice in homes with children; the college educated, young marrieds. Within a 75-mile radius of Charlotte there are 129 smaller cities and towns. Their populations range up to 47,000. WSOC-TV can give you more action for your money in this entire Charlotte market. Let us or your H-R man show you.

NRC-ABC/Represented by H-R
American Express readies return to TV

American Express Co., New York, will kick off its re-entry in TV this spring with an off-season, 25-week, half-hour series, "National Football League Action," featuring color specials of the 1966 football season packaged by NFL Films. The series, which will be sponsored in 24 major U. S. markets, marks American Express' first use of TV in over three years.

The advertiser, which continues to be a heavy network and spot radio user, will spend more than $1 million for the NFL package. Ogilvy & Mather, New York, is the agency.

Eight new one-minute color spots are being prepared on the theme, "Travel without a worry in the world, go American Express." The company has already filmed spots in Puerto Rico, Hawaii and the U. S. for messages about its travelers checks, credit cards and travel tours.

Each of the programs will include three commercial minutes. Host of the TV series will be CBS sportscaster Frank Gifford, a former NFL star of the New York Giants.

NFL Films president Ed Sabol (r) hands off a football to Howard L. Clark, president of American Express Co. Their symbolic exchange marks the beginning of American Express sponsorship of NFL Films' "National Football League Action" 25-week TV series in syndication.

Updading the files

In its first use of network radio in its 103-year history, the Nicholson File Co., Providence, R. I., begins a 52-week sponsorship of CBS Radio's "Worldwide Sports" program with Frank Gifford on April 3. Commercials for the Nicholson line of hand tools will be delivered by Mr. Gifford as part of an effort to reach a mass audience of men. George J. Arkes-dis, CBS Radio network vice president and general manager, said Nicholson will average two and one-half one minute program participations weekly on "Worldwide Sports." The agency is N. W. Ayer & Son, Philadelphia.

57. World Coffee Promotion Committee 1,304,800
58. Nestle Co. 1,285,600
59. Trans World Airlines 1,250,300
60. Carling Brewing 1,243,500
61. Peter Paul 1,232,200
62. Sears Roebuck and Co. 1,221,600
63. Chesbrough's-Pond's 1,191,900
64. Gillette Co. 1,179,500
65. Anheuser-Busch 1,170,300
66. American Oil Co. 1,138,700
67. National Dairy Products 1,098,700
68. Gulf Oil Corp. 1,052,200
69. Schick Electric 1,010,000
70. Deluxe Reading 1,010,500
71. Texile Chemicals 1,009,900

BY LENGTH OF COMMERCIAL

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<td>10's (8 to 10 seconds)</td>
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<td>5.2</td>
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<tr>
<td>Programs</td>
<td>17,060</td>
<td>5.4</td>
</tr>
<tr>
<td>Total</td>
<td>$314,812</td>
<td>100.0</td>
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</table>

BY DAY PARTS

<table>
<thead>
<tr>
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<th>Amount</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Day</td>
<td>$73,748</td>
<td>23.4</td>
</tr>
<tr>
<td>Early Evening</td>
<td>76,815</td>
<td>24.4</td>
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<tr>
<td>Night</td>
<td>184,955</td>
<td>33.3</td>
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<tr>
<td>Late Night</td>
<td>58,314</td>
<td>18.9</td>
</tr>
<tr>
<td>Total</td>
<td>$314,812</td>
<td>100.0</td>
</tr>
</tbody>
</table>

BBDO reports 1966 billing of $312 million

BBDO billed $300 million in advertising last year. This total includes the U. S. and Canada. Overseas activity accounted for another $12 million in billings.

The agency reported its billing level last week in a marketing business indicator booklet. BBDO publishes on a quarterly basis ($1.50 a copy, $5 for the year's four issues).

Under a chapter giving "quick facts about BBDO," the agency said it maintains, in addition to its New York headquarters, offices in 20 major cities (13 in the U. S., two in Canada and five in Europe). Billing, BBDO said, has more than doubled in the past decade. The agency is "mutually owned" by 278 stockholders (active and working in the company) none of whom owns more than 6% of the stock. The agency has a total of 2,340 people worldwide.

Broadcast billings, not mentioned in the booklet, are estimated to have been 52% of total billing in 1966 (Broadcasting, Nov. 28, 1966).
BEELINE® COUNTRY...

AWFULLY BIG IN SHIPPING

...and BEELINE RADIO

KFBK is a proven way to reach an important part of this market.

From Sacramento's $55 million port the products of California's Sacramento Valley are shipped around the world... one more reason why people in this prime agricultural area have over $3.44 billion to spend. You reach these people effectively when you put your message on Beeline Radio KFBK. KFBK is just one of four Beeline Stations and the key to California's rich Inland Valley.

Data Source: Sales Management's 1966 Copyrighted Survey
What's good for GM is good for radio
AUTO MAKER SPENDS NEARLY $7 MILLION IN THIRD QUARTER

General Motors Corp. was the top network-national spot radio advertiser in the third quarter of 1966. GM spent more than $5 million in spot alone during the period, according to the Radio Advertising Bureau.

RAB is issuing today (March 13) its listing of the top 100 advertisers in spot radio for the third quarter and estimated expenditures by brand. A similar listing covering the quarter for network radio, led by GM’s $1,668,000, was reported a month ago (Broadcasting, Feb. 6).

Spot radio in the quarter was estimated to be up 9% over the comparable period in 1965, RAB reported.

TOP 100 SPOT RADIO ADVERTISERS
THIRD QUARTER 1966
(BY BRANDS)
est. expenditure

1. General Motors Corp. $5,016,000
   Buick Div. cars 446,000
   Cadillac Div. cars 366,000
   Chevrolet Div. cars 1,683,000
   Delco Div.-United Motors Service 1,000
   Frigidaire Div. 126,000
   GMAC 595,000
   GMC Trucks 148,000
   Guardian Maintenance 346,000
   Harrison Radiator Div. 104,000
   Institutional 271,000
   Oldsmobile Div. cars 414,000
   Pontiac Div. cars 518,000
2. Chrysler Corp. 3,622,000
   Chrysler Div. cars 1,017,000
   Dodge Div. cars 1,065,000
   Dodge Div. trucks 68,000
   Plymouth Div. cars 1,471,000
3. American Tobacco Co. 3,344,000
   Carlton cigarettes 44,000
   Half & Half filter cigarettes 37,000
   Lucky Strike filter cigarettes 323,000
   Lucky Strike menthol cigarettes 201,000
   Lucky Strike regular cigarettes 465,000
   Montclair cigarettes 226,000
   Mayo cigarettes 6,000
   Pall Mall filter cigarettes 1,640,000
   Pall Mall regular cigarettes 14,000
   Sweet Caporal cigarettes 9,000
   Tareyton cigarettes 364,000
   Tennessean cigarettes 14,000
4. Ford Motor Co. 3,187,000
   Ford Div. cars 2,697,000
   Ford Div. trucks 6,000
   Institutional 118,000
   Lincoln-Mercury Div. cars 366,000
5. The Coca-Cola Co. 2,802,000
   Coca-Cola 2,384,000
   Fanta 11,000
   Fresca 118,000
   Sprite 55,000
   Tab 143,000
   Teenage campaign 27,000
   Duncan Foods Div. Butternut coffee 64,000
6. P. Lorillard Co. 2,707,000
   Danville cigarettes 214,000
   Kent cigarettes 746,000
   Newport cigarettes 856,000
   Old Gold filter cigarettes 227,000
   True cigarettes 64,000
7. PepsiCo Inc. 2,652,000
   Pepsi-Cola Co/Bottlers 1,000
   Diet Pepsi 250,000

est. expenditure

Mountain Dew 192,000
Patio Diet Pepsi 1,000
Pepsi-Cola 2,140,000
Teem 13,000
Frito-Lay Div. 6,000
Fiesta Snacks 46,000
Fritos 1,000
Potato Chips 2,000
Towie olives 2,000
8. R.J. Reynolds Tobacco Co. 2,328,000
   Camel filter cigarettes 31,000
   Camel regular cigarettes 615,000
   Day’s Work chewing gum 4,000
   Prince Albert tobacco 36,000
   Salem cigarettes 275,000
   Winston cigarettes 1,368,000
9. Royal Crown Cola Co. 1,789,000
   Diet Rite 783,000
   Lift 32,000
   Quench 4,000
   Royal Crown Cola 970,000
10. Jos. Schlitz Brewing Co. 1,406,000
    Burgermeister beer 266,000
    Old Milwaukee beer 337,000
    Schlitz beer 803,000
11. American Home Products Corp. 1,360,000
    Anbesol 8,000
    Anacin 376,000
    Momentin 2,000
    Neet 6,000
    Preparation H 965,000
    Strep-Laze 1,000
12. American Oil Co. 1,227,000
    Amoco gas & oil 658,000
    Amoco heating fuel 2,000
    Standard gas & oil 271,000
    Standard heating fuel 22,000
    Tires, batteries & accessories 274,000
13. American Telephone & Telegraph Co. 1,200,000

Great ads can make poor products fail faster—Bernbach

An overflow crowd of more than 300 Los Angeles-area advertising people came to hear William Bernbach tell them about the importance of being creative. Speaking for more than an hour, without text, before a luncheon meeting of the advertising club of Los Angeles, Mr. Bernbach, president of Doyle Dane Bernbach Inc., New York, left his audience in the mood for more. They laughed, they cheered and—more impressively—some lined the back walls and crowded the doorways so as not to miss the occasion (normal seating for the meeting is 200). It was as if Willie Hoppe had come to show the poolroom boys how to put all the balls in the side pocket.

"We’re not magicians or medicine men," Mr. Bernbach set his audience straight from the beginning. "The one magic element is the product itself." Great advertising, he indicated, only would make a poor product fail faster.

But once an agency is given a good product to work with and full knowledge about it, the only thing left is artistry, the renowned ad-maker explained. He compared artistry to love. "It can’t be analyzed," he said. "It’s in the finger tips. You feel it in your gut." He defined it as "the execution of principles in an exciting way." He cautioned against researching it to death.

No 1 Shin • According to Mr. Bernbach, the "biggest and most expensive sin is boring people." The counter-measure, he suggested, was to make people stop, look, listen, believe and act. The answer to that, he stressed throughout, is, again, artistry.

As a major part of his presentation, Mr. Bernbach showed slides of and commented on some of Doyle Dane Bernbach’s more successful print campaigns. Included were El Al Israel Airlines, American Airlines, the French Government Tourist Office, Utica Club beer, Orbach’s, Volkswagen, Chivas Regal Scotch, Calvert whiskey, Levy’s rye bread, Polaroid and Clairil. In conclusion, he showed samples of the agency’s TV work but offered no comments. Included were Dreyfus Fund, American Airlines, Levy’s rye bread, Cracker Jack Co., Volkswagen, Jamaica Tourist Board, Polaroid, Gillette, Ocean Spray Cranberries, Continental Insurance, Breeze detergent, Laura Scudder’s potato chips and Mobil oil.
<table>
<thead>
<tr>
<th>Brand</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Combined Bell System companies</td>
<td>1,200,000</td>
</tr>
<tr>
<td>Canada Dry Corporation</td>
<td>1,012,000</td>
</tr>
<tr>
<td>Canada Dry beverages</td>
<td>837,000</td>
</tr>
<tr>
<td>Wink</td>
<td>175,000</td>
</tr>
<tr>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>1,012,000</td>
</tr>
<tr>
<td>Chesterfield filter cigarettes</td>
<td>133,000</td>
</tr>
<tr>
<td>L &amp; M cigarettes</td>
<td>811,000</td>
</tr>
<tr>
<td>Lark cigarettes</td>
<td>16,000</td>
</tr>
<tr>
<td>Reed Man chewing tobacco</td>
<td>41,000</td>
</tr>
<tr>
<td>Heublein, Inc.</td>
<td>990,000</td>
</tr>
<tr>
<td>Theo. Hamm Brewing Co.</td>
<td>49,000</td>
</tr>
<tr>
<td>Div. Hamm beer</td>
<td>12,000</td>
</tr>
<tr>
<td>Vintage Wines Co. Div. Lancer wine</td>
<td>12,000</td>
</tr>
<tr>
<td>B. P. Ballantine &amp; Sons</td>
<td>963,000</td>
</tr>
<tr>
<td>Ballantine beer &amp; ale</td>
<td>963,000</td>
</tr>
<tr>
<td>Colgate-Palmolive Co.</td>
<td>903,000</td>
</tr>
<tr>
<td>Ajax cleanser</td>
<td>19,000</td>
</tr>
<tr>
<td>Ajax laundry detergent</td>
<td>78,000</td>
</tr>
<tr>
<td>Cashmere Bouquet</td>
<td>3,000</td>
</tr>
<tr>
<td>Colgate dental cream</td>
<td>10,000</td>
</tr>
<tr>
<td>Diary</td>
<td>8,000</td>
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<tr>
<td>Fab</td>
<td>4,000</td>
</tr>
<tr>
<td>Laytex eye wash</td>
<td>1,000</td>
</tr>
<tr>
<td>Tackle</td>
<td>258,000</td>
</tr>
<tr>
<td>Wash 'N Dry</td>
<td>100,000</td>
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<tr>
<td>Wilora</td>
<td>49,000</td>
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<tr>
<td>E &amp; M Schaefer Brewing Co.</td>
<td>887,000</td>
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<tr>
<td>Schaefer beer</td>
<td>887,000</td>
</tr>
<tr>
<td>Carling Brewing Co.</td>
<td>841,000</td>
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<tr>
<td>A.J. beer</td>
<td>48,000</td>
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<tr>
<td>Carlings Black Label beer</td>
<td>822,000</td>
</tr>
<tr>
<td>Heidelberg beer</td>
<td>5,000</td>
</tr>
<tr>
<td>Slag beer</td>
<td>18,000</td>
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<tr>
<td>American Motors Corp.</td>
<td>830,000</td>
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<tr>
<td>Rambler cars</td>
<td>839,000</td>
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<tr>
<td>General Foods Corp.</td>
<td>805,000</td>
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<tr>
<td>Brand instant breakfast</td>
<td>5,000</td>
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<tr>
<td>Great Shakes</td>
<td>357,000</td>
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<tr>
<td>Horizon coffee</td>
<td>48,000</td>
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<tr>
<td>Jello</td>
<td>2,000</td>
</tr>
<tr>
<td>Maximoa coffee</td>
<td>61,000</td>
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<tr>
<td>Maxwell House coffee</td>
<td>14,000</td>
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<tr>
<td>Open Pit barbecue sauce</td>
<td>3,000</td>
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<tr>
<td>Postum</td>
<td>2,000</td>
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<tr>
<td>Sanka coffee</td>
<td>254,000</td>
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<tr>
<td>Whip 'N Chill</td>
<td>55,000</td>
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<tr>
<td>Amheuer-Busch Inc.</td>
<td>789,000</td>
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<tr>
<td>Budweiser beer</td>
<td>437,000</td>
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<td>Busch Bavarian beer</td>
<td>64,000</td>
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<tr>
<td>Michelob beer</td>
<td>288,000</td>
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<tr>
<td>Seven-Up Co.</td>
<td>765,000</td>
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<tr>
<td>Like</td>
<td>82,000</td>
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<tr>
<td>Seven-Up</td>
<td>684,000</td>
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<tr>
<td>Campbell Soup Co.</td>
<td>682,000</td>
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<tr>
<td>Campbell tomato juice</td>
<td>492,000</td>
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<tr>
<td>Campbell V-8 juice</td>
<td>7,000</td>
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<tr>
<td>Peppermint Farm products</td>
<td>132,000</td>
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<td>Rheingold Brewing Inc.</td>
<td>66,000</td>
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<tr>
<td>Eisslinger beer</td>
<td>9,000</td>
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<tr>
<td>Rheingold beer</td>
<td>567,000</td>
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<td>Ruppert Knepperocker beer</td>
<td>88,000</td>
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<tr>
<td>Household Finance Co.</td>
<td>623,000</td>
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<tr>
<td>Loan &amp; financing</td>
<td>653,000</td>
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<tr>
<td>Falstaff Brewing Co.</td>
<td>650,000</td>
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<tr>
<td>Falstaff beer</td>
<td>650,000</td>
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<tr>
<td>Beneficial Finance Co.</td>
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<td>Loans &amp; financing</td>
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<td>Falstaff Brewing Co.</td>
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<td>Big Cat malt liquor</td>
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<td>Blatz beer</td>
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<tr>
<td>Pabst beer</td>
<td>415,000</td>
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<tr>
<td>Humble Oil &amp; Refining Co.</td>
<td>902,000</td>
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<tr>
<td>Esso gas &amp; oil</td>
<td>538,000</td>
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<tr>
<td>Esso heating fuel</td>
<td>34,000</td>
</tr>
<tr>
<td>Tires, batteries &amp; accessories</td>
<td>20,000</td>
</tr>
<tr>
<td>Studebaker Corp. (Chemical Compounds Div.)</td>
<td>S. T. pallin</td>
</tr>
<tr>
<td>Union Oil Co. of California</td>
<td>582,000</td>
</tr>
<tr>
<td>“76” gasolines &amp; Royal Triton oil</td>
<td>782,000</td>
</tr>
<tr>
<td>Pure Firebrand gas &amp; Purelube oil</td>
<td>782,000</td>
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<tr>
<td>Stroh Brewing Co.</td>
<td>531,000</td>
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<td>Stroh's beer</td>
<td>476,000</td>
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<tr>
<td>Goebel beer</td>
<td>55,000</td>
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<tr>
<td>Gulf Oil Corp.</td>
<td>519,000</td>
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<tr>
<td>Agriculture products</td>
<td>2,000</td>
</tr>
</tbody>
</table>
According to Webster...

**Night** (nīt) *n* 1: the time from dusk to dawn when no light of the sun is visible 2 a: an evening or night taken as an occasion or point of time b: an evening set aside for a particular purpose 3 a: DARKNESS b: a condition or period felt to resemble the darkness of night: as (1): a period of dreary inactivity or affliction (2): mental or moral darkness c: the beginning of darkness

**Day** (dā) *n* 1 a: the time of light between one night and the next b: DAYLIGHT 2 a: the period of the earth's rotation on its axis b: the time required by a celestial body to turn once on its axis 3: the mean solar day of 24 hours beginning at mean midnight 4: a specified day or date 5: a specified time or period: AGE 6: the conflict or contention of the day 7: the time established by usage or law for work

According to Nielsen...

Night 1: The time when the CBS Television Network presents eight of the Top 10 regularly scheduled programs, 13 of the Top 20 2: The time when the CBS Television Network attracts the biggest average audience, for the 12th consecutive season 3: The time when the CBS Television Network presents seven of the 10 most popular special broadcasts

Day (Monday-Friday) 1: The time when the CBS Television Network presents all 10 of the Top 10 regularly scheduled programs 2: The time when the CBS Television Network attracts the biggest average audience, for the 9th consecutive season (Saturday): The time when the CBS Television Network presents eight of the Top 10 children's programs 2: The time when the CBS Television Network attracts the biggest average audience for children's programs

Based on National Nielsen Television Index average audience estimates for the season to date, October 1966-February 1967, and for October-April periods in prior seasons, subject to qualifications available on request. "Night" covers 6-11 pm, Monday through Sunday. "Day" is 7 am-6 pm. "Specials" defined as programs aired not more than once a month.

According to American business, the largest single advertising medium for the 13th consecutive year.
**Network sales: the heat's on**

**NBC readies bullish report for affiliates this week as networks set new season**

Sponsors were jumping heavily into a new network television schedule last week as the prime-time program board for 1967-68 shifted slightly under their feet and promised a few more quakes before it would lie still.

NBC-TV reported $176 million in sales has been achieved through the close of business March 9, called the outlook “bullish” and was preparing to greet its affiliates, convening this week in Hollywood, with news of a firm schedule and healthy business.

ABC-TV, at week’s end, said close to 60% of its new schedule was sold while acknowledging that several changes were probably in store for its tentative program lineup.

CBS-TV remained mum on the precise extent of its 1967-68 sales but reported brisk business.

CBS grabbed attention by promising to bring back *Gunsmoke* next fall for its 13th season after giving notice of its cancellation only two weeks earlier. The program, which will run Mondays at 7:30-8:30, had been given a death notice, apparently because its rating demographics had shown a tendency to older viewers. Its reinstatement was reportedly in response to advertiser and affiliate pressure.

NBC-TV, which was withholding formal announcement of its schedule until today (March 13) was understood to have flip-flopped the *Jerry Lewis Show* and *Star Trek*, the former moving to Tuesday (8-9 p.m.), the latter to Friday (8:30-9) but otherwise was sticking to a previously published though unofficial schedule (BROADCASTING, March 6).

**Big Buys** — NBC officials said six sponsors had each purchased between $10 and $20 million worth of the 1967-68 spread: Chevrolet, Bristol-Myers, Reynolds Tobacco, Kraft, Chrysler and P. Lorillard. Another four were in the $5-million-to-$10-million bracket; Procter & Gamble, Kellogg, Brown & Williamson and American Home Products and 13 had bought between $2 million and $5 million in the schedule; General Mills, Vick Chemical, Metropolitan Life, Kodak, Yardley, PepsiCo, Menley & James, Carnation, Sterling Drug, Burlington Mills, Shirloup & Co. and Breck.

Within these broad lists the following specific commitments were reported: Procter & Gamble for full sponsorship of *Mothers in Law*; Kellogg and Yardley, co-sponsors of *The Monkees*, Brown & Williamson, one-quarter of *Ironside*, one-quarter of *Run for Your Life* and a minute a week in *Daniel Boone*, Kellogg, participations in *I Spy* and *Saturday Movies*, P. Lorillard, weekly minutes in *Tuesday Movies*, Dean Martin, Virginia and *Saturday Movies*; Reynolds Tobacco for half-sponsorship of *Dragnet*, two minutes weekly in *Virginia*, one-quarter of *I Spy*, one-quarter of Danny Thomas and participations in *Saturday Movies*. Also PepsiCo, one minute weekly in *Man from U.N.C.L.E.* *Run for Your Life*, *Ironside* and *Tarzan*; Breck, one minute weekly in *Run for Your Life*, *U.N.C.L.E.* and *Saturday Movies*. These were in addition to the well-known commitments of Kraft in *Kraft Music Hall*, *Chevrolet in Bonanza*, *RCA in Disney* and *Bell Telephone’s Hour*.

Five sponsors have been reported to date for NBC’s American Football League schedule: American Tobacco, Liggett & Myers, Chrysler, Shulton and RCA.

**ABC-TV**, which said its sales had reached 58% of available new season inventory, reported a renewal by J. B. Williams in *Lawrence Welk*, good for $6 million, plus new scatter-plan business.

Heavy Bristol-Myers orders, approximately $20 million, plus Ford’s renewal of *FBI* and some $15 million in business from Colgate added to orders from Quaker, P. Lorillard, American Tobacco, R. J. Reynolds, Chevrolet and Menley & James made up a major share of the network’s new-season business.

**Parker Pen moving to DDB**

The Parker Pen Co., Janesville, Wis., will move its account, representing $2 million in domestic billings, from Leo Burnett Co., Chicago, to Doyle Dane Bernbach Inc., New York, at a date to be announced. Last year Parker conducted a $750,000 campaign—heaviest in spot TV—for its new Touche pen (BROADCASTING, July 4, 1966). Leo Burnett has been with Parker since 1961.

**Rep appointments**


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### Table: Ad Spending

<table>
<thead>
<tr>
<th>Company/Owner</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carnation Co.</td>
<td>208,000</td>
</tr>
<tr>
<td>Contadina tomato paste</td>
<td>105,000</td>
</tr>
<tr>
<td>Evaporated milk</td>
<td>10,000</td>
</tr>
<tr>
<td>Instant Breakfast</td>
<td>86,000</td>
</tr>
<tr>
<td>Tuna</td>
<td>5,000</td>
</tr>
<tr>
<td>80. DunDon-Williams Co.</td>
<td>200,000</td>
</tr>
<tr>
<td>Corn Products Corp.</td>
<td>202,000</td>
</tr>
<tr>
<td>Best Foods Div.</td>
<td>82,000</td>
</tr>
<tr>
<td>Hellmann’s mayonnaise</td>
<td>16,000</td>
</tr>
<tr>
<td>Nu-Soft fabric softener</td>
<td>1,000</td>
</tr>
<tr>
<td>Skippy peanut butter</td>
<td>103,000</td>
</tr>
<tr>
<td>81. Eastern Air Lines Inc.</td>
<td>202,000</td>
</tr>
<tr>
<td>Air travel</td>
<td>202,000</td>
</tr>
<tr>
<td>83. Standard Brands Inc.</td>
<td>201,000</td>
</tr>
<tr>
<td>Blue Steak margarine</td>
<td>19,000</td>
</tr>
<tr>
<td>Chase &amp; Sanborn coffee</td>
<td>8,000</td>
</tr>
<tr>
<td>Fleischmann’s margarine</td>
<td>2,000</td>
</tr>
<tr>
<td>Planters nuts</td>
<td>3,000</td>
</tr>
<tr>
<td>Royal desserts</td>
<td>53,000</td>
</tr>
<tr>
<td>Siesta coffee</td>
<td>3,000</td>
</tr>
<tr>
<td>Tender Leaf Tea</td>
<td>119,000</td>
</tr>
<tr>
<td>84. Dr. Pepper Co./ Bottlers</td>
<td>200,000</td>
</tr>
<tr>
<td>Dr. Pepper soft drink</td>
<td>200,000</td>
</tr>
<tr>
<td>85. Velve Inc.</td>
<td>200,000</td>
</tr>
<tr>
<td>86. Mobil Oil Co.</td>
<td>195,000</td>
</tr>
<tr>
<td>Agricultural products</td>
<td>12,000</td>
</tr>
<tr>
<td>Mobil gas &amp; oil</td>
<td>183,000</td>
</tr>
<tr>
<td>87. The Cross/Blue Shield</td>
<td>193,000</td>
</tr>
<tr>
<td>Hospital &amp; medical insurance</td>
<td>193,000</td>
</tr>
<tr>
<td>88. Sterling Drug Inc.</td>
<td>200,000</td>
</tr>
<tr>
<td>Bayer aspirin</td>
<td>11,000</td>
</tr>
<tr>
<td>Campho-Phenique</td>
<td>42,000</td>
</tr>
<tr>
<td>D-Con</td>
<td>37,000</td>
</tr>
<tr>
<td>Dr. Caldwell’s laxative</td>
<td>5,000</td>
</tr>
<tr>
<td>Energine</td>
<td>1,000</td>
</tr>
<tr>
<td>Ironized yeast</td>
<td>1,000</td>
</tr>
<tr>
<td>Lvote (Lehn &amp; Fink Div.)</td>
<td>33,000</td>
</tr>
<tr>
<td>Mido</td>
<td>63,000</td>
</tr>
<tr>
<td>89. General Cigar Co.</td>
<td>188,000</td>
</tr>
<tr>
<td>Cigars</td>
<td>189,000</td>
</tr>
<tr>
<td>90. Colt Beverages Co./Bottlers</td>
<td>186,000</td>
</tr>
<tr>
<td>Colt Club beverages</td>
<td>34,000</td>
</tr>
<tr>
<td>91. Genesee Brewing Co.</td>
<td>182,000</td>
</tr>
<tr>
<td>Genesee beer</td>
<td>182,000</td>
</tr>
<tr>
<td>92. United Air Lines Inc.</td>
<td>182,000</td>
</tr>
<tr>
<td>Air travel</td>
<td>182,000</td>
</tr>
<tr>
<td>93. Kool Corp.</td>
<td>181,000</td>
</tr>
<tr>
<td>Cover Girl</td>
<td>134,000</td>
</tr>
<tr>
<td>Noxzema cream</td>
<td>32,000</td>
</tr>
<tr>
<td>Therablend</td>
<td>15,000</td>
</tr>
<tr>
<td>94. National Brewing Co.</td>
<td>180,000</td>
</tr>
<tr>
<td>Atlas Golden lager</td>
<td>8,000</td>
</tr>
<tr>
<td>Colt 45 malt liquor</td>
<td>110,000</td>
</tr>
<tr>
<td>French 76 beer</td>
<td>3,000</td>
</tr>
<tr>
<td>National Champion beer</td>
<td>42,000</td>
</tr>
<tr>
<td>National Premium beer</td>
<td>1,000</td>
</tr>
<tr>
<td>Regal beer</td>
<td>11,000</td>
</tr>
<tr>
<td>95. Salada Junket Foods</td>
<td>180,000</td>
</tr>
<tr>
<td>Salada tea</td>
<td>180,000</td>
</tr>
<tr>
<td>96. M-I Company</td>
<td>173,000</td>
</tr>
<tr>
<td>Gynachrome film</td>
<td>115,000</td>
</tr>
<tr>
<td>Rescue soap pads</td>
<td>57,000</td>
</tr>
<tr>
<td>Scotch Tape</td>
<td>1,000</td>
</tr>
<tr>
<td>97. West End Brewing Co.</td>
<td>168,000</td>
</tr>
<tr>
<td>Ulica Girl beer</td>
<td>168,000</td>
</tr>
<tr>
<td>98. Armour &amp; Co.</td>
<td>163,000</td>
</tr>
<tr>
<td>Agricultural products</td>
<td>48,000</td>
</tr>
<tr>
<td>Lard</td>
<td>2,000</td>
</tr>
<tr>
<td>Meat products</td>
<td>113,000</td>
</tr>
<tr>
<td>99. M. J. B. Coffee Co.</td>
<td>163,000</td>
</tr>
<tr>
<td>M. J. B. coffee</td>
<td>163,000</td>
</tr>
<tr>
<td>100. Volkswagen of America Inc.</td>
<td>159,000</td>
</tr>
<tr>
<td>Volkswagen wars</td>
<td>159,000</td>
</tr>
</tbody>
</table>

**SOURCE:** Radio Advertising Bureau

All figures shown are gross before deduction of agency discounts or agency commissions. This makes them comparable to data for other media including network radio, spot TV and network TV. Brand expenditures are, in most cases, based on estimates as reported. In a few instances where exact figures were not available or could not be product scheduling on a rotating basis, RAB has projected estimates of brand expenditures.

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**BROADCASTING, March 13, 1967**
Pammie Cameron is a bright-eyed, 2½-year-old charmer from suburban Cincinnati. At dusk one afternoon this fall she wandered away from home. An all-night search by neighbors and police proved fruitless. At daybreak, police asked WLW's traffic-copter to join in the search. At 8:05 a.m., our pilot's voice boomed over the radio, "I've found her! I've found her!" He landed at the edge of a field, picked Pammie up and flew her back to the arms of her anxious parents. The touching rescue, in all its drama, was broadcast as it happened on WLW-Radio/700.

"Avco is there when it happens" is our Public Service pledge. We back it up with aggressive, on-the-go newsmen, a fleet of mobile units including helicopters, and the most advanced integrated communications system in the industry. It's no wonder all eyes are on Avco!

TO HEAR NEWS AS IT HAPPENS, LISTENERS TUNE TO THE FORWARD LOOK — WLW-RADIO
From refrigerators to a White House hot seat

President Johnson's new special assistant for consumer affairs, succeeding the redoubtable Mrs. Esther Peterson, is a lady who conceives she doesn't know the price of eggs.

Betty Furness, who came to national prominence by gracefully opening Westinghouse refrigerator doors on TV, was charmingly flustered last week.

"I'm in a very difficult position. I haven't had a chance to do my homework on this new job. Really, the job found me. Just one day there was a call from the White House offering me the position, and I accepted."

Miss Furness had just arrived in her fashionable East Side New York apartment from a speaking engagement in Detroit. The night before, she had been in Washington at the federal women's award dinner, and in the morning she was to leave for Philadelphia to tape a Mike Douglas Show guest appearance.

Her immediate plans in her new capacity are based on "the biggest program of on-the-job training in history."

She sees her job as "liaison" between government and consumers—informing consumers how government can help them, reporting consumer problems and desires to the administration. "I've been interested in using show-business techniques for disseminating information for some time," she says.

The Texas White House made the surprise announcement March 4 that Miss Furness will succeed Mrs. Peterson in the delicate role of presidential assistant on consumer affairs. Mrs. Peterson will devote her energies to her other post as assistant secretary of labor after three years in the dual role.

In accepting the position, Miss Furness said she was appalled at the inadequacy of laws to insure consumer protection and vowed to do her part to protect customers from unfair or unsafe practices.

Some Washington circles, however, saw the move as a substitution of a person who is closely identified with advertising and industry for an aggressive consumer-interest backer who has been the target of much advertising and business criticism and has also differed with the President over policy. But the appointment was praised by several members of Congress who also gave enthusiastic acclaim to Mrs. Peterson for her efforts.

After her $100,000-a-year employment between 1949 and 1960 as Westinghouse TV spokesman, Miss Furness became hostess of At Your Beck and Call, an hour-and-a-half weekday telephone information show on the old WNTA-TV Newark, N. J.

In 1962, she went on the CBS Radio network with Dimension of a Woman's World, and in 1965, Ask Betty Furness. Since 1964, she has done extensive lecturing and volunteer recruiting work for the Headstart and Vista programs.

Her opinion of advertising? "If it's honest, it probably helps consumers. If it's dishonest, it probably hurts them."

H-R stations will tie directly to computer

FULL LINKUPS SEEN BY LATE 1968; IBM 360 ON ORDER

Matching strides with fast developments in the computer age, H-R Television is announcing today (March 13) plans for the installation of new IBM 360 equipment, which eventually will provide direct communications to and from its New York-based data center and its regional offices and represented stations.

Delivery of the new equipment in New York was expected by this week and installation will be completed shortly thereafter, a company official said. He estimated that sending-receiving equipment will have been installed at the company's 11 regional offices by the end of this year and at its represented stations by the end of 1968. This will mark the first time that H-R offices and outlets will be linked directly to the computer.

The new system will connect all H-R offices and stations through a computer-controlled WATS (wide-area telephone service) line and sending-receiving units consisting of a high-speed paper-tape transmitter and a standard electric typewriter with the capability of reading and punching paper tape. The New York-based message-switching system will read automatically incoming messages (now sent by TWX, mail or telephone), assign inquiries to the 360 job stream for information retrieval, and resend the answer to the original sender at a speed at six to 12 times that of TWX.

When the system is fully operational, H-R regional offices and stations will be "called" on a frequent and regular basis during each business day on a prescheduling polling cycle that will vary according to the volume of messages currently sent to and from each office and station. When an office is polled by the computer, all messages on a reel of punched paper tape will be fed automatically via high-speed data transmitter to New York, where the messages will be read and assigned to their proper slot by the computer. Replies to the original sender will be received on the same equipment in punched-tape form and then typed out.

The new system is annually budgeted at $350,000, as compared with the firm's present data-processing budget of approximately $250,000 a year.

Edward P. Shurick, H-R Television president, said that from its three years of experience in data processing, H-R is convinced that the system "works for us" and eventually must work for the industry in general.

Business briefly...


Abbott Laboratories, North Chicago, through Tatham-Laird & Kuder, also Chicago, has purchased sponsorship in
We've passed every eye test, magna cum laude!

Tsk. Tsk. Everybody's staring at our new process! Station Engineers are goggle-eyed about the high-level of color fidelity! The critical-eyes of the networks are pleased by our broadcast quality! Sharp-eyed producers are raving about the consistency of our quality! Ad agencies do a double-take when we meet every deadline! Millions of TV viewers have their eye on us in commercials for Hamm's, Birdseye, Goodyear, Ford, Plymouth, TWA, Winston. Even our competitors are casting envious eyes! Such flattery could go to our heads; but we won't let it! We're too busy giving you the high-level color fidelity, broadcast quality, sensible prices, and on-time delivery you need! If you believe your eyes, try us sometime soon— or send now for an eye-pleasing demonstration print!

ACME Film & Videotape Laboratories, a subsidiary of Filmways Inc., 1161 North Highland Avenue, Hollywood, Calif. 90038, phone (213) 464-7471, or 51 West 51st Street (Filmways Inc.), New York, New York 10036, phone (212) 581-9200.
BAR's network report for week ending March 5

For the week ended March 5, network television revenues totaled $30,459,200 and had reached $285,722,800 for the year, according to estimates compiled by Broadcast Advertisers Reports.

In the first five days of March, the BAR total came to $21,499,400.

The television network's net revenues in February had totaled $123,451,000, putting the total for the first two months of the year at more than $264 million in time and talent (Broadcasting, March 6).

BAR noted that five companies accounted for more than 22% of BAR's February network estimates: Procter & Gamble Co. with $9,976,800, Bristol-Myers Co. with $5,734,500, American Home Products Corp. with $4,154,000, General Foods Corp. with $3,935,900 and R. J. Reynolds Tobacco Co. with $3,499,600.

The top five brands on network TV in February, by BAR's compilation, were Winston cigarettes ($1,286,800), Anacin tablets ($1,205,700), Salem cigarettes ($1,114,700), Pall Mall Gold cigarettes ($1,093,400) and Alka Seltzer ($1,004,400).

In the Feb. 27-March 5 week, BAR's estimates showed CBS-TV with $11,829,700, NBC-TV with $9,835,800 and ABC-TV with $7,973,700. For the year through March 5 BAR reported CBS-TV's net revenues at $112,636,366; NBC-TV's at $93,953,100 and ABC-TV's at $79,133,100.

The following table presents BAR's estimates for the week and for the year through March 5, and for the first five days of March by day-part, by network and in total:

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Networks</th>
<th>Week ended</th>
<th>Cume</th>
<th>Cume</th>
<th>Week ended</th>
<th>Cume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>ABC-TV</td>
<td>$168.8</td>
<td>$112.6</td>
<td>$1,240.0</td>
<td>CBS-TV</td>
<td>834.5</td>
</tr>
<tr>
<td>Sign-on-10 a.m.</td>
<td>NBC-TV</td>
<td>346.3</td>
<td>212.8</td>
<td>2,536.3</td>
<td>NBC-TV</td>
<td>747.6</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>515.1</td>
<td>325.4</td>
<td>3,778.3</td>
<td>Total</td>
<td>2,026.2</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>ABC-TV</td>
<td>1,568.4</td>
<td>944.9</td>
<td>13,964.0</td>
<td>Monday-Sunday</td>
<td>5,658.3</td>
</tr>
<tr>
<td>10 a.m.-6 p.m.</td>
<td>NBC-TV</td>
<td>1,794.7</td>
<td>1,114.2</td>
<td>16,686.1</td>
<td>ABC-TV</td>
<td>6,388.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>7,022.4</td>
<td>4,248.1</td>
<td>63,213.7</td>
<td>Total</td>
<td>18,230.1</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>ABC-TV</td>
<td>956.3</td>
<td>956.3</td>
<td>8,195.5</td>
<td>ABC-TV</td>
<td>419.8</td>
</tr>
<tr>
<td>Sign-on-6 p.m.</td>
<td>NBC-TV</td>
<td>741.8</td>
<td>741.8</td>
<td>10,528.5</td>
<td>NBC-TV</td>
<td>419.8</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>2,442.6</td>
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<td>24,101.8</td>
<td>Total</td>
<td>8,525.6</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>ABC-TV</td>
<td>444.4</td>
<td>350.1</td>
<td>3,969.7</td>
<td>Total</td>
<td>8,688.2</td>
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</table>

Net time and talent charges in thousands of dollars

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<thead>
<tr>
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</tr>
</tbody>
</table>

New reporting plan showed by Nielsen

The A. C. Nielsen Co. demonstrated a revised method for reporting its TV station index data in New York and used microfilm to cut the new mountain of material down to size.

The new reporting method—still being tested, according to Nielsen officials, but very likely to be introduced on a regular basis in some form—divides the country for audience-reporting purposes into 196 designated market areas (DMA). The American Research Bureau has already introduced a similar system.

The market divisions run along county lines with counties assigned to that market area whose television stations get the largest share of audience in them. Each county is assigned to only one designated market area.

Smaller markets, usually those with only one station, are not identified in the DMA list if stations in the adjoining larger markets gain bigger audience shares in the smaller market's home county. The influence of boosters, translators and satellite stations as well as community antenna systems are taken into account in drawing the DMA lines.

Nielsen's demonstration of the new reporting method used data from last fall's NSI all-market survey as reported in the regular Viewers in Profile pocket pieces.

The research company's 80 full-service clients, mostly advertisers and agencies, will receive the demonstration report in a microfilm form called microfiche. Microfiche cards, approximately four by six inches, carry the data in the form of film negative, which can be blown up to readable size with a simple projection system. Nielsen is providing


Georgia-Pacific Corp., through McCann-Erickson, both Portland, Me., has bought sponsorship in NBC's The Tonight Show starring Johnny Carson and the Today show.

The Coca-Cola Co., Atlanta, through McCann-Erickson, New York, will again sponsor the broadcast of Charlie Brown's All-Star Monday, April 10 (8:30-9 p.m. EST) on CBS-TV. The cartoon special, which features the "Peanuts" characters created by Charles Schulz, was originally broadcast June 8, 1966 and is one of three "Peanuts" specials that have been presented on the network.

Nine Flags International, division of The Gillette Co., Boston, through Doyle Dane Bernbach, New York, is planning a national advertising campaign for its Nine Flags shaving cologne, using network television as well as magazines and newspapers. The campaign will begin four days prior to Father's Day (June 18) and coincides with the expansion of Nine Flags, which has been available in the U. S. only in New York and Los Angeles, into national distribution.

The F & M Schaefer Brewing Co., Brooklyn, N. Y., through BBDO, New York, will sponsor a live colorcast of the heavyweight title fight between Cassius Clay and challenger Zora Folley on an 18-station regional east coast network. The bout, staged in New York, will also be delayed one day on WOR-TV New York (8 p.m. EST).

BROADCASTING, March 13, 1967
Who cares about Mrs. Towers' son in Vietnam?

WHO SAW HIM IN VIETNAM?
WHO Radio-TV News Director Bob Wilbanks, that's who! Bob talked with Airman Towers and hundreds of other Iowa boys. Sent back exclusive sight-and-sound "Iowa impression" interviews. Another Iowa public service "first" in the tradition of WHO News—four times cited as the "Outstanding Broadcast News Operation in the Nation" by the International Radio-TV News Directors Assoc.

Dear Mr. Wilbanks,
We wish to thank you for your interview with our son, Richard Towers of Urbandale. It was the best Christmas present we have ever had! News on radio the 26th of the & later on TV. May God bless you and everyone that had anything to do with making your trip possible. You will never know how much it meant to us.

Yours truly,
Mrs. Robert E. Towers
Urbandale, Iowa

WHO RADIO TV...that's who!

COLORFUL TV 13 • IN DES MOINES, IOWA • CLEAR CHANNEL RADIO 1040

Represented Nationally by Peters, Griffin, Woodward, Inc.
Every day GE live-color cameras bring you history in the making.

ABC-Television selects General Electric PE-250's for network news programming.

When ABC-TV brings you the news, Peter Jennings reports it with the perception, depth and historical perspective that come only from first-hand experience. And General Electric PE-250's report it with the color, detail and brilliance that come only from the finest live-color camera in television.

No single feature makes the PE-250 best. But a unique combination of advanced design and operating characteristics does. Its four lead oxide pickup tubes, for example. A separate luminance channel. All-solid-state plug-in circuitry. Easily accessible components. Compact size and light weight—less than 160 pounds, fully operational. And it costs you less, too.

This winning combination is the reason why General Electric PE-250 live-color cameras are used by ABC-TV News in New York, Washington and Chicago. And by leading group and independent stations throughout the U.S. and Canada.

When to cover?

This can be a tough decision for a deskman... but not for Lederle's Emergency Coordinator. Her job is to "cover" each and every request, whether on the job or at home enjoying a leisure hour. Her assignment sheet involves the shipment of urgently needed life-saving drugs to all parts of the nation and the world. It could be antirabies serum, botulism antitoxin or gas gangrene antitoxin, but whatever it is, it has to get there fast. Every such request received at Lederle Laboratories at any hour of day or night sets emergency procedures into motion. Lederle's Emergency Coordinator, who keeps a set of airline schedule books by her kitchen telephone, checks routing possibilities and makes arrangements for the fastest possible shipment to the trouble spot. In the meantime, Lederle physicians and other personnel are carrying out their assigned tasks.

This emergency shipment program operates around the clock, day and night seven days a week. Unlike the news media, the question "when to cover?", is never a problem.
the projection equipment during the demonstration period.

Smaller Nielsen clients, who subscribe to the service for a limited number of markets, will have access to the demonstration data in the form of computer readouts.

Nielsen officials said the microfiche system, which could eliminate stacks of printed materials, might cut the expense of reproducing the NSI data to one-tenth the current cost. About 55 pages of NSI material can be stored on one microfiche card.

JWT names manager of spot purchasing

In a realignment of spot-buying functions at the J. Walter Thompson Co., Marvin Antonowsky, vice president and director of media research was given additional responsibilities last week as manager of spot buying in the broadcast department of the New York office.

A spokesman said that in the past this function was handled in the broadcast department, but no single individual was entrusted with over-all responsibility. In his new post, Mr. Antonowsky will coordinate all TV and radio spot buying, will supervise agency relations with broadcast station representatives and will oversee the training of buyers.

Mr. Antonowsky, 38, continues as JWT's director of media research, heading a department that analyzes audience data produced by the various research services and the nation's radio and TV stations, newspapers and magazines. His dual role, the agency said, results from the increased use of JWT's computer as a storehouse of vast amounts of research data used by timebuyers in determining purchases.

Mr. Antonowsky said that "computerization of local rating reports, such as those of the American Research Bureau and A. C. Nielsen will free buyers from endless paper work" and will give them time for advance planning, evaluation of trends and new types of programming, fact analysis and study of cost structures.

The new manager of spot buying joined JWT in 1965. Earlier he had been in various media research executive capacities with Norman, Craig & Kummel and with Kenyon & Eckhardt.

February network billings up 15.4%

<table>
<thead>
<tr>
<th>February</th>
<th>January-February</th>
</tr>
</thead>
<tbody>
<tr>
<td>1966</td>
<td>1967</td>
</tr>
<tr>
<td>1966</td>
<td>1967</td>
</tr>
<tr>
<td>Daytime</td>
<td>$30,133.1</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>22,046.8</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>8,086.3</td>
</tr>
<tr>
<td>Nighttime</td>
<td>78,911.8</td>
</tr>
<tr>
<td>Total</td>
<td>$109,044.9</td>
</tr>
</tbody>
</table>

1967

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$36,983.1</td>
</tr>
<tr>
<td>CBS</td>
<td>$56,616.8</td>
</tr>
<tr>
<td>NBC</td>
<td>$47,545.3</td>
</tr>
<tr>
<td>Total</td>
<td>$141,145.2</td>
</tr>
</tbody>
</table>

Source: 1967—Leading National Advertisers/Broadcast Advertisers Reports

Metro picks regional firm

Metro TV Sales, New York, said last week it has in effect opened an Atlanta office by appointing a new regional representation firm, Hal Parks Inc., Atlanta, to represent Metro's 11 TV stations in the Southeast area. The Atlanta office is at 1819 Peachtree Road, N. E. Hal Parks, who had been manager of Adam Young Co.'s Atlanta office for two years, last month opened a new regional rep firm. Parks will continue to rep other station clients in the area. Metro TV sales, a division of Metromedia Inc., reps Metromedia's station group and seven other TV stations.

Street & Finney celebrates

Street & Finney, New York, which celebrates its 65th anniversary March 15, is announcing that 1967 will be the most successful year in its history. Billings are expected to reach $18 million, of which almost 80% is in broadcast media. The agency specializes in package goods, including a number of Colgate-Palmolive products.

Ed Allen Time built sales, gets results advertisers can measure
Radio-TV gets Expo funds

Half of $4-million budget going to broadcast; spots to focus on northeast U.S.

U.S. television and radio broadcasters, who had feared they were being left out in the cold by the planners of Canada's Expo '67 (Broadcasting, Aug. 22, 1966), will instead get half of a $4-million-plus budget allocated for the period from last December into May.

Lance Bellows, head of advertising for the international exposition, which will be held in Montreal from April 28 to Oct. 27, told Broadcasting last Thursday that the budget totaled over $4 million for advertising in the U.S. and would be divided 50-50 between broadcast and print advertising.

He said the first flights of the radio and TV campaign in this country started in December. For the most part it's being conducted east of the Mississippi and north of the Mason-Dixon Line, where Expo '67 officials feel that most of their U.S. visitors will come from, but he expected that there would be some exceptions to this geographic targeting.

He said that instead of buying strictly by station rate cards, Expo '67 representatives were "negotiating package buys individually." In the December rounds, he said, they found a surprising number of unsold commercial positions available at prices substantially below card rates. He wasn't sure whether that situation would still prevail the next time around, or whether by then the market would have tightened.

Starting Markets - The first TV flight in the U.S. ran December 12-23 on 23 stations in seven markets: New York, Chicago, Boston, Philadelphia, Cleveland, Detroit and Rochester. The next flight, to start soon, will run for 13 weeks in these markets (but not necessarily on the same stations) and also in 18 other markets.

The opening guns in the U.S. radio campaign, starting with a short burst in December and followed a little later by an eight-week drive that is now in its closing stages, were fired on 64 stations in 30 markets. Another radio flight will start in a few weeks, again not necessarily on the same stations as before.

Mr. Bellows flatly denied reports that stations were being required to carry additional publicity and promotion for Expo '67 in order to get commercial business.

He said the television commercials were not commercials in the usual sense but amounted to a cross between testimonials and documentaries. They're in color, one minute in length, and feature name talent pictured against backdrops in the countries whose Expo '67 pavilions they promote.

For instance, actor James Mason promotes the British pavilion; George Jessel, Israel's; Maurice Chevalier, France's; Victor Borge, the Scandinavian countries' and cosmonaut Yuri Gagarin, Russia's.

The Cockfield Brown agency of Montreal, Toronto and Vancouver is handling Expo '67 advertising, which is placed in cooperation with three other Canadian agencies.

COMMERCIAL PREVIEW: Natural man's beer

The two-minute television commercial will carry the bulk of the selling load in a new Duke beer campaign prepared for enticement of the heavy beer drinker. According to agency Lando Inc., Pittsburgh, 75% of the TV exposure of its client, Duquesne Brewing Co., Pittsburgh, in the campaign will be via the two-minute message. Shorter takes of one minute and 20 seconds also are in the campaign, which also includes radio. Radio-TV get most of Duke's $1.4 million yearly advertising budget.

All of the commercials, built on "the natural man" theme, are in color. They sell Duke's "natural" brewing and aging, and feature actual working men—not models or actors—in action. Key to the theme and sound-track is a mood-building folk song, "Natural Man." Duke's rendition, which retains some of the original lyrics, was recorded by The Back Porch Majority, a folk group, under the direction of Randy Sparks, whose New Christy Minstrels had introduced the song.

The commercials concentrate on men who make their livelihoods outdoors. A hand-held camera is used to "follow" the men as they work up a thirst—and ultimately prepare to enjoy a beer. One commercial focuses on a highway-construction foreman at work in Somerset, Pa., another on a tow-boat crewman who hauls coal barges down the Monongahela and Ohio rivers (see pictures).

According to Lando, the emphasis on two-minute commercials was sparked by a belief, which the agency said was supported by a recent study of Screenin Research Corp. (commercial testing firm), that a mood commercial needs time for the telling. The campaign, which also includes radio commercials, is to be run in selected Duke territory markets in Pennsylvania, Ohio and West Virginia.
Your money does a lot of talking on WHIO-TV... goes out and reaches 42 surrounding counties versus only 33 for our major competitor. We also outscore him with more daytime viewers, more prime time nighttime listeners, more color programming.*

If you want your money to talk, talk to WHIO-TV... longest reach in the Dayton area.

*Source: ARB. Comprehensive Report of TV Circulation. The figures quoted are estimates and subject to the standard deviations inherent in the survey.
Johnson wants to uplift programs

Berates FCC colleagues for ‘abdicking’ responsibility in reviewing applicants’ programing; recent batch of renewals also stirs Cox

The FCC’s performance in reviewing programing proposals of license-renewal applicants came under sharp attack last week from one commissioner who said the agency should be more demanding and another who said it should be more honest.

Commissioner Kenneth A. Cox criticized the commission for renewing the licenses of a group of stations whose proposals in the field of information and inspiration he felt were so low as to warrant further examination.

Commissioner Nicholas Johnson said the commission, in renewing the licenses, gives the appearance of employing a public-interest standard when it does “nothing of the sort.” He said the commission has a “complacent and comfortable hear-no-evil, see-no-evil slouch in front of the radio and television sets of America.”

At issue was a staff action, expressly authorized by the commission, renewing the licenses of five Florida stations—WQON Miami, WDCC Arlington, WGOO New Smyrna Beach, WONS Tallahassee and WPEG Marathon.

But far more stations than those were involved in the dissents. Commissioner Cox applied his statement to cases involving 43 stations in the Feb. 1 renewal group—those in Florida, Puerto Rico and the Virgin Islands. These include stations already renewed and others that will be as soon as other difficulties are resolved. He also applied it to 42 North Carolina and South Carolina stations whose licenses were due for renewal Dec. 1, 1966.

All 206 Cited = Commissioner Johnson applied his statement to the renewal of all 206 AM stations in the Feb. 1 group. Thus there appeared to be some procedural confusion in that the dissents applied to grants made not only by the staff but, in the case of five stations used by the commissioners two weeks ago in launching a new policy of reviewing stations’ commercial policy, by a unanimous commission (Broadcasting, March 6).

As summarized by Commissioner Johnson, the Florida renewal applicants included: two stations proposing no news programing; seven proposing no public-affairs programing; a total of 23 stating that they plan to devote less than 1% of their time to such programing; and 88 stations proposing to spend less than 5% of their time on all “other” (agricultural, religious and instructional) programing combined.

Commissioner Cox said that such proposals, on their face, “reflect too little service in the informational and...

FCC should encourage local criticism, says Johnson

FCC Commissioner Nicholas Johnson says the commission could do an effective job of upgrading broadcasting by encouraging local groups to play an active role in the station-licensing process and in enforcing their own standards on local stations.

It would be “like involving the poor in the program directed toward poverty.”

Commissioner Johnson expressed the view in an interview aired Sunday on WNEW New York and conducted by Richard Doan, columnist for TV Guide. The program is to be rebroadcast by stations of the National Educational Radio Network.

The proposal, reminiscent of one that had been advanced by former FCC Chairman E. William Henry, was much on the commissioner’s mind last week. He touched on it in his dissent to the license renewals of Florida stations (see above).

Asked how the commission can reach a decision as to whether a station is serving as an outlet for self-expression, the commissioner said the agency could involve the local community in the matter of programing by informing the public about its rights and the stations’ responsibilities.

Information = He would have the commission make clear that “stations are not owned forever by the licensee,” that all licenses come up for renewal at the same time in a given community, that stations have a public-service obligation and that the frequencies of stations not doing an adequate job are “open to a competitor” who feels he can do better.

He said such an approach would bring the matter of dealing with program content “back to the local community” and would be “like involving the poor in the programs directed toward poverty.” This might be preferable to “increasing the staff of the FCC and trying to get the federal regulatory commission more deeply involved.”

But at the present time, he said, the commission is following neither approach. And since individual communities are uninformed as to their opportunities, he said, “we not only have the kind of programing we do but the kind of complaints about it.”

He was also critical of the commission for failing, in his view, to “play a more creative and constructive role” in the field of educational broadcasting. He acknowledged that the Ford Foundation proposal for a domestic satellite system whose profits would be used to finance educational television was made in an FCC Proceeding. He also paid tribute to FCC Chairman Rosel H. Hyde for making “a great contribution to the field, even though this hasn’t always taken the form of a public role.”

But he said he would have liked to see “the FCC come in earlier with...
inspirational areas and too great a concentration on entertainment and, in some cases, perhaps, sports." He said proposals may be justified, but that the commission shouldn't routinely renew the licenses without making further inquiry to determine whether the stations are reasonably serving the needs of their communities.

Not Enough News - The commissioner, noting one station (WRSU Jacksonville, Fla.) that devoted 2.9% of its time in the last renewal period to news and now proposes to devote less time to that category in the next three years, said: "It seems to me that—and I'm afraid other stations—are downgrading their commitments in the more expensive and difficult, and often less popular, program categories because they feel the majority of the commission won't do anything about it. I think this represents abdication of one of our major regulatory responsibilities."

Commissioner Johnson sounded the same note in contending that the renewal action constitutes "the total abdication of commission responsibility" in the field of programming. He sees harm in that situation since the mere existence of the commission "creates a sense of security and complacency for the citizenry, snug in its assumption that there is effective regulation," he said. "So assuming, it does not demand more."

Commissioner Johnson said it is "conceivable" that an analysis might lead to the conclusion that the public interest in programming is best served by broadcasters creating formats designed to produce "the greatest possible advertising revenue."

Make It Explicit - "If that position—held by some broadcasters—has now been endorsed by the present commission majority, as it appears to have been," he added, "I would prefer that we make this an explicit, public, reasoned judgment rather than go through the motions of appearing to review programming against a public interest standard when in fact doing nothing of the sort."

He said the commission's "ambivalence" toward program review is indicated by the fact that the commission requires renewal applicants to fill-out a "searching questionnaire" concerning programming proposals—and then puts the questionnaire "to little if any useful purpose whatsoever."

Commissioner Johnson, while agreeing that the licenses of some of the Feb. 1 renewal group should not be renewed without further inquiry, expressed doubt that the prescription of programing categories is the best long-range approach for the commission to take. He said that the wide variety of local conditions makes it unrealistic for the commission to establish uniform programing standards for all stations. Commissioner Johnson said "many paths" are open to a commission seeking an effective way of contributing "to better programing in the public interest." But in this connection he said it is essential that the commission "stop abiding the follishness that the no-censorship provision of the Communications Act bars commission activity in the area of programing.

The "paths" Commissioner Johnson suggested indicated a willingness on his part to shift some responsibility for program surveillance and control from the commission to local audiences. Among other things, he said, the commission might hold public hearings on the public service of selected radio stations, provide "more meaningful opportunities" for applicants competing with stations doing least well in serving their communities, or encourage more letter writing from the public to the FCC and the broadcasters.

N.Y. study reflects color processing boom

A wide expansion in the color film processing industry in New York has been reported in a study issued by the New York City Department of Commerce with Industrial Development.

The boom in color TV programing and commercial production was cited as a strong factor in the department report, which noted that three new firms have begun operations and three others have expanded their facilities.

The new processing companies are Telecolor Film Laboratories, which is spending almost $2 million to construct a laboratory and to purchase equipment; Coastal Film Laboratories, which now employs 160 persons and expects to hire an additional 100, and Esprit Productions, which recently has taken space on the West Side of the city.

Companies enlarging their facilities and staffs, according to the report, are Movie Lab Inc., which has increased its working staff 20% and projects sales of $11 million for the current year; DuArt Corp., which has increased its technical staff more than 25% over the past year, and Color Service Co., which has 20,000 square feet of space in its present quarters and has leased an additional 50,000 square feet in a renovated building.
A new fairness doctrine foray
Institute for American Democracy enters complaints against stations carrying right-wing attacks

An organization that came into existence last November for the stated purpose of opposing extremists of the left and right appears likely to generate a rash of fairness-doctrine complaints against stations carrying commentators of the right.

The Institute for American Democracy is not concerned solely with broadcasting. And it was expected, initially at least, to operate as a coat-holding operation—it would supply the encouragement and information and let other groups, national and local, do the fighting.

But IAD last week filed fairness-doctrine complaints with the FCC against two Florida stations and was hoping its example would inspire other groups to take similar action.

The stations are WSWN Belle Glade and WEDR-FM Miami, which carried two broadcasts that IAD says were attacks on it and its officers by Richard Cotten. The stations, IAD said, have declined to make time available for reply.

The organization may file similar complaints this week against other stations that carried the Cotten broadcasts, as well as against some that carried a broadcast by William Steuart McBirnie, which IAD feels was an attack on it and its officials. The Cotten and McBirnie broadcasts were said to have identified IAD officials with Communist-front organizations.

Hand Forced * "We got into this radio matter before we intended to," Charles R. Baker, IAD executive director, said in Washington last week. "We wanted local groups to deal with the stations in their communities. But Cotten and McBirnie attacked us, so we felt we had to answer."

IAD believes some 39 stations carried the Cotten and McBirnie programs. Thus far, 11, including the two Florida stations, appear unwilling to play the tapes IAD has prepared as rebuttals.

In letters to the commission concerning WSWN and WEDR-FM, Mr. Baker cited not only what he said was the stations' refusal to grant time but their failure to notify IAD and its officials in advance of the alleged attacks, as required by the fairness doctrine. Mr. Baker asked the commission "to take appropriate action with respect to the conduct of [the stations] so that the public interest may be served."

IAD want to keep the FCC informed of its correspondence with all the stations involved. The McBirnie broadcast, aired Dec. 28, 1966, is believed to have been carried by 16 stations. The Cotten program, which IAD said was heard on Jan. 10 and 11, is understood to have been carried by 23 stations.

Mr. Baker acknowledged that while IAD was established to oppose extremism of both left and right, the organization's principal, virtually total, concern is with the latter. The radical left, he says, hasn't been a serious problem since the late 1940's. But he sees the radical right as spending "tremendous amounts" of money to "brainwash" the public with its attitudes on issues.

Programs Cited * Besides the Cotten and McBirnie programs, he mentioned those of Dr. Carl McIntire, Billy James Hargis, Dan Smoot and Clarence Manion, as well as the Life Line program and the activities of the John Birch Society in various media.

IAD is a kind of spiritual successor to the National Council for Civic Responsibility, which was organized in September 1964 to produce programing to combat what it called coordinated propaganda activity of extremist right-wing groups (Broadcasting, Sept. 28, 1964). That group, headed by Arthur Larson, former head of the U. S. Information Agency, went out of existence less than a year later.

Mr. Baker said IAD grew out of discussions involving members of the National Council of Churches and the Anti-Defamation League of B'nai B'rith who felt "let down" after the Larson group folded and who were concerned about "extremists of both left and right." These concerned individuals, Mr. Baker said, saw similarities between the two extremes in that "they were at war" with those occupying the middle ground.

Mr. Baker, 46, who operated a public relations firm in Toledo, Ohio, was asked to go to Washington to put together what is now IAD. He had had experience in political and community interest campaigns and in doing research on right-wing groups.

He says IAD is funded by church, fraternal and trade-union groups, as well as individual contributors. However, he declined to identify them. To do so, he says, may subject them to "harassment." But the organization publicizes its 66 sponsors, who are headed by Dr. Franklin H. Littell, president of Ohio Wesleyan College, as chairman.

The sponsors list contains a heavy sprinkling of names of individuals who have been associated with liberal causes, including Mr. Larson; Dore Schary, national chairman of the ADL and motion picture writer and producer; Steve Allen, radio and television personality; Senators Clifford Case (R-N.J.) and Gale McGee (D-Wyo.); Walter Reuther, president of the United Auto Workers, AFL-CIO; Roy Wilkins, executive director of the National Association for the Advancement of Colored People, and Harry S. Ashmore, director of the Center for the Study of Democratic Institutions.

Mum on Budgets * Mr. Baker was reluctant to discuss the organization's finances. He said only that IAD has "no meaningful budget" as yet for 1967 but that he hopes expenditures "exceed the amount [of money] now available." He said he is still raising funds and attempting to put the organization on the tracks.

IAD doesn't defend causes, as such, Mr. Baker says. Rather, it attempts to stimulate action on the part of national and local groups. He and Dr. Littell lecture before various groups. IAD has circulated a newsletter (Home-front) to some 30,000 individuals. "A steady stream of memos" has gone out to local groups.

One result of this activity, Mr. Baker says, is that individuals contact IAD to ask what action they can take.

"We tell them to write to the FCC, to contact the local station, to work to get equal time," Mr. Baker said.

Foreign opinion offered

Seven Arts Television has placed into syndication a weekly news featurette in color, Overseas Opinion, a two-and-one-half minute editorial on the U. S. scene by a Washington-based foreign correspondent. Six foreign correspondents who will be featured are Anthony Howard, London Observer; Leo Sauvage, Le Figaro; Simon Malley, Jeune Afrique; Zygmunt Broniarek, Warsaw Trybuna Ludu; Ajit Bhattacharjea, Hindustan Times and Hisanori Isomura, Japan Broadcasting Corp. A seventh segment will be filed by a special correspondent assigned to the week's major news break.
Sandy Roberts owns 1967

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BROADCASTING, March 13, 1967
Changing sound of FM radio

NAB survey shows
FM no longer haven of classical music

FM, once regarded as the sacrosanct province of classical music, can no longer claim such a distinction. Today its programing patterns are nearly as wide as its AM brothers, and the FCC has been partly responsible for the change.

Those are some of the conclusions developed from a study of FM members of the National Association of Broadcasters. Commenting on a survey, which elicited usable responses from 461 (43%) of the 1,064 stations queried, Sherrill Taylor, NAB vice president for radio, said the results show "a healthy, exciting diversity of program content in FM."

The survey, begun last month, covers past and present FM programing, relationshp of AM and FM programing, the effect of the FCC's 50% nonduplication rule on currently owned AM-FM operations, percentage of national and local business, and other sales-oriented information.

The sample was broken down into small (under 100,000 population) and large markets, the latter further split into a sub-group to show replies from 33 FM stations directly affected by the 50% nonduplication rule.

Middle Roaders* The majority of stations (61%) have middle-of-the-road music as their basic programing. Other top choices were milder contemporary (16%), classical (7%), country-western-folk (5%), top 40 (4%), light classical (3%), Broadway-Hollywood (3%).

In the large-market sub-group, 37% programed middle of the road, 18% classical, 15% top 40, and 12% each milder contemporary and light classical.

Of the 393 FM stations that said they were in common ownership with an AM in the same market, 83% said they duplicated some AM programing. Among small-market stations, 38% duplicated 76%-100% and 30% duplicated 1%-25%. Almost nine out of 10 large-market stations duplicated less than 50% of the time; 46% duplicated 1%-25% and 40% duplicated 26%-50%. In the sub-group, 74% said they duplicated 26%-50%. None exceeded 50% duplication.

A total of 23% of the stations said they had changed their FM programing in the past year. All the sub-group stations said the change was caused by the nonduplication rule.

Of the stations that did change, middle-of-the-road music was given by 39% as best representing their previous programing. Classical music was named by 13%, milder contemporary by 12%, light classical by 10% and top 40 by 9%. In the sub-group, 19% had switched from a heavy talk format.

Automation* More than half (52%) of the respondents said their stations were not automated. In the small markets 68% said this was the case. About a third (34%) of the large-market stations said they were completely automated and in the sub-group this grew to 53%. Overall, 22% said they were fully automated and 26% said they were partially automated.

The lack of national business on FM showed up with 81% of the respondents to the question saying three quarters or more of their business was local. This ranged from 75% of stations in large markets (73% in the sub-group) to 86% of stations in small markets.

The stations were almost evenly divided on their sales approach with 51% using "mass audience" and 49% using "class audience."

Mr. Taylor, who will make a formal presentation of the survey on FM Day (April 2) at the NAB convention in Chicago, said there had been an "information gap" about FM programing considering the "rapid changes that have taken place" in FM in a relatively short period.

N AFMB surveys FM, too

A detailed report on FM programing will be a highlight of the National Association of FM Broadcasters annual convention in Chicago March 31-April 2. The programing data will be based on an NAFMB survey conducted by Inquiry Research Inc.

Alex Smallens, WABC-FM New York, chairman of NAFMB's program research committee, who will make the presentation on March 31, said the association had received more than 800 returns on its 1,600-station mailing.

The survey will cover stereo broadcasting, vertical polarization, AM duplication, network affiliation, automation, and a description of FM programing by day and time periods and by size of market.

Artists' rally starts fee push

Few appear; some suggest
fear of reprisals; Kenton
set to testify next week

Less than 20 performing artists, musicians, arrangers, song writers and record producers turned out last week in Beverly Hills, Calif., for a "mass" protest rally to help win copyright protection for recorded performances. Those that did attend heard bandleader Stan Kenton, chairman of a recently formed group called the National Committee for the Recording Arts (BROADCASTING, March 6) tell them that "it would almost take a stupid human being to fail to see the moral validity" of their cause.

This cause was described as a more-than-30-year fight for the "fundamental economic right" to copyright protection for the use for profit of recorded performances by radio, television, juke boxes and other media in the U. S. and the rest of the world. Mr. Kenton and other members of his committee claimed that record companies lost money on five out of six single records and on 50% of all albums. They further claimed that of the 3,000 record producers licensed by the American Federation of Musicians, only 300 are making a profit. This economic situation was then compared with the broadcasting industry's "oustanding" record of profits, which, it was argued, "has been built on the use of phonograph records."

Continually during the meeting, Mr. Kenton stressed the need for the support of every recording artist.

Boycott Worry* At one point during the meeting, Mr. Kenton was asked if he thought participation in the NCRA movement would hurt artists in their dealings with radio stations. The bandleader conceded that some of the younger performers that he had approached for support seemed fearful of being boycotted. But Mr. Kenton pointed out that their fears are exaggerated and that he expects no such retaliatory action. Commenting further on the question he praised the National Association of Broadcasters as being a "distinguished" body and predicted that it "would bend over backwards to be fair."

Mr. Kenton is scheduled to present testimony on March 21 in Washington before the subcommittee of the Senate Judiciary Committee that is considering copyright revision.

50 (PROGRAMING)
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Domestic distribution for USIA's output?

ADVISORY COMMISSION URGES 'OPEN DOOR' POLICY

An advisory commission on U. S. information, headed by Frank Stanton, president of CBS, last week called for an end to the domestic embargo on material distributed overseas by the U. S. Information Agency.

The citizen panel in its yearly report called on Congress to remove the veil from the agency’s activities. The law authorizing the creation of the agency was passed in an atmosphere of congressional suspicion and skepticism, the panel said, and efforts were made to assure that the agency would not be used for domestic propaganda. “The time has come when the vigilance of Congress and the press may be relied upon to provide sufficient safeguard against partisanship and the promulgation of a particular administration’s point of view,” it reasoned.

Immediate congressional reaction to the proposal, however, was divided. Senator J. William Fulbright, chairman of the Foreign Relations Committee, rejected the idea. “I disapprove of the federal government—whether it’s the Defense Department or USIA—subsidizing this kind of propaganda. It’s a matter of principle, and I thought it was in the law.”

Another lawmaker, Senator Henry M. Jackson (D-Wash.) said: “Certainly the American public should have access to [USIA] information. But the problem will remain—how to police such material so as to prevent any administration in power from taking unfair advantage.”

Representative John E. Moss, (D-Calif.), chairman of the House Government Information Subcommittee, tentatively endorsed the proposal. He said he was in fundamental agreement with the move as long as the agency was not allowed to disseminate material on its own initiative. “I have always said that the USIA should not undertake to propagandize the American people. But this proposal does not allow any overt effort. It would just let them

Lights, some action, but still no cameras

Broadcasting last week received encouraging news about the prospects of gaining access to congressional hearings. At the same time television was laying the groundwork to overcome technical problems in such coverage.

Part of a congressional reform measure approved by the Senate last week gave hope to the possibility that most committee hearings would be open to radio and television coverage.

The legislative reorganization bill, which passed the Senate, contained a provision that each hearing conducted by Senate and House committees shall be public unless the committee feels the contents are of a national security matter, might reflect adversely on the reputation or character of an individual or divulge confidential matter. When a hearing has been declared open to the public, it may be broadcast by radio or television under rules drawn by that committee.

In the past, Senate hearing broadcast rights have been left to the discretion of the chairman and a majority and have been forbidden in the House. The new proposal would allow a committee to adopt rules permitting broadcasts in advance instead of making a decision before each hearing.

Also last week, technicians gained access to the hearing room of the Senate Commerce Committee to install a system of lighting for demonstration and testing. The temporary system of lighting was set up last week and demonstrated to senators and staff members to try to work out an amount and placement of light that would be agreeable to the Senate and to the TV networks. It was hoped that if an arrangement could be reached, the system might be installed permanently, dressed up and serve as a model for other committees. However, a handful of senators that were introduced to the temporary system and staff members expressed some inconvenience with the light intensity, glare and heat. Adjustments were made to relieve the inconvenience and Tuesday, March 14, the systems will be used to test live color coverage of hearings. The system will function during a Commerce Committee hearing on the feasibility of electric powered vehicles. The hearing will be covered as if it were being broadcast live in color although it will not be shown on TV.

Aaron Stephenson, NBC lighting technician (c), explains a test system of lighting installed temporarily last week in the chamber of the Senate Commerce Committee. Seated around the committee bench discussing the test are (l to r) Bill Monroe, Washington bureau chief of NBC News, Senator Everett Jordan (D-N. C.) and Senator Howard W. Cannon (D-Nev.), gesturing. Light fixtures are shown on wall.
make their material available."

USIA Director Leonard Marks said the agency would have no objection to making its material available for domestic use.

'Open Door' Wanted = The advisory committee report said "the American taxpayer should no longer be prohibited from seeing and studying the product a government agency produces with public funds for overseas audiences. . . . The commission recommends the Congress effect the same 'open door' policy on overseas-intended information materials as decreed by the 'Freedom of Information' Act (the Moss Act, became law July 4, 1966) for the domestically based governmental operations." It also said the prohibition of distribution of USIA material in this country was an unwritten rule and not contained in any statutes. It said the commission sought action making the material available only and not promoting internal distribution.

The commission also recommended foreign-service status for USIA representatives overseas as a means of improving morale and stemming the high turnover rate in personnel. The problems of instability have also extended to USIA's broadcasting arm, the Voice of America, it said. It said the Voice would have to recruit a new generation of talent to replace its veterans. It also praised the Voice for its modernization in program content as a step in meeting the needs of the growing world youth population.

USIA among its many activities produces television programs for overseas distribution and the Voice of America is this country's broadcasting arm overseas. Congressional approval had to be obtained in the past to make any of their material available in this country. One recent example was clearing "John F. Kennedy—Years of Lightning, Days of Drums," a film on the life of President Kennedy, for domestic showing.

Brechner hits gags on 'public trials'

In an attack on attempts to gag pretrial information, Joseph L. Brechner, WFTV(TV) Orlando, Fla., charged that lawyers and judges who decide that pretrial information is prejudicial, "are generally incompetent or are not honestly objective in determining what information the public should receive" and "are not qualified to direct or attempt to regulate and manage the informational channels of our country."

Speaking on broadcasting day at the University of Florida, Gainesville, last week, Mr. Brechner assailed the American Bar Association's Reardon Report on pretrial publicity as a "distorted and dangerous document" that would abridge freedom of speech and press. He called the report "a bagful of legal, professional, patronizing pap in its consideration and interpretation of the rights of defendants and the obligations of a free press."

He accused lawyers and courts of having "distorted" the Constitutional guarantee of a "speedy public trial before an impartial jury" by referring to it as the right of a "fair trial." The Reardon Report, he added, continually uses the "fair trial" expression although "there is nothing in the Constitution" referring to it.

Is the ABA, he asked, "afraid that the expression 'public trial' as understood by the public would dispose of their specious arguments for proposed news restrictions before and during a trial?"

Mr. Brechner also attacked lawyers and courts' attempts to "immunize juries" from pretrial information and their expectation that those who serve on juries should have "existed in a news or social vacuum to insure a so-called fair trial."

He accused the bar associations "by their canons" and the courts "by recent rulings" with assuming "powers and authority over freedom of news media far beyond their obligations or authority." They are extending their authority, he added, "by denying the public full information in violation of their inherent right to full information, by abridging the freedom of the news media to furnish that information."

The bar and the courts, Mr. Brechner charged, are trying to make the news media "the whipping boy for their own carelessness, prejudices and maladministration . . . and . . . for self-serving purposes are deceiving the American public."
Cameraman’s fine upheld in court contempt case

The conviction of a television news photographer accused of violating a court order against taking pictures in a courthouse, was upheld last week by the U. S. Court of Appeals in New Orleans. The court said that the freedom of press provision in the U. S. Constitution applies only to the dissemination of news, not the gathering of the information.

The ruling was in the case of William O. Seymour, news cameraman for WWVT-TV Fort Worth-Dallas, who defied a judge’s ban by taking pictures in the hallway outside a courtroom. The court fined him $25 for contempt. He is a member of the Texas Freedom of Information Committee of Sigma Chi, national journalism society.

Attorneys for the Texas news photographer were studying the appeals court decision to determine whether to appeal to the U. S. Supreme Court.

AP reports record total of radio-TV outlets

The Associated Press was serving a record total of 2,924 TV and radio stations at the end of 1966, it was announced last week by Wes Gallagher, AP general manager, in his annual report to members. The new total constituted a net gain of 99 broadcast outlets over 1965.

Mr. Gallagher noted that broadcast membership covers 2,600 radio stations and 324 TV outlets. He said that more than 1,000 stations have been added in the last 10 years.

During the past year, Mr. Gallagher continued, there was a net gain of 29 television and newspaper subscribers to AP’s wirephoto network, bringing the number of subscribers to a record high of 693. He said the organization’s News Channel Projector service for CATV systems is either in service at, or on order for, 74 systems.

Way paved for contract talks

The Screen Actors Guild served notice last week that its current collective bargaining agreement with the producers will end at midnight June 30, thus clearing the way for negotiations with motion-picture producers for a new television film contract.

The guild’s television agreement, signed in 1964, had until 1968 to continue, but a provision allowed either party to the contract to open negotiations for a new agreement in 1967. It’s expected that new negotiations will start considerably in advance of the contract termination date. Initial negotiations will be with the Association of Motion Picture and Television Producers and with the three television networks.

Carlton Fredericks

TV health show set

Nutritionist-health specialist Carlton Fredericks is scheduled to return to the air in a new half-hour across-the-board daytime syndicated series which is being produced by ABC Films in association with the Triangle Stations.

Mr. Fredericks has conducted a popular radio series on nutrition and health (Living Can Be Fun) for more than 25 years and had been in television briefly. Less than two weeks ago the FTC dismissed a complaint against Mr. Fredericks (BROADCASTING, March 6), who has been a center of controversy among medical groups and government agencies for his outspoken views on nutrition and health subjects.

The new TV series will be produced in color each day at the studios of WPIL-TV Philadelphia and syndicated by ABC Films to stations, starting in early April. Harold Golden, president of ABC Films, noted that the TV series will be different from the radio program in which Mr. Fredericks appeared.

Religious freedom enters WXUR case

Freedom of religion has become an issue in the controversial WXUR-AM-FM Media, Pa., license-renewal case. The station has appealed to the U. S. Court of Appeals in Washington against the commission’s order setting its renewal application for hearing.

The FCC ordered a hearing on the renewal in January after petitions for a hearing and revocation of the station’s licenses had been filed by the Greater Philadelphia Council of Churches and others (BROADCASTING, Jan. 30). The commission’s order raises issues involving the agency’s fairness doctrine and also whether the stations have been used to “serve the sectarian and political views of its principals” rather than the general community. The WXUR stations are owned by Faith Theological Seminary, Inc., whose principal is Dr. Carl McIntire.

The hearing order brings the religious question into issue, the stations declared and therefore the commission is contravening the First Amendment. The stations also question the legality of the FCC’s fairness doctrine.

A similar test case on the commission’s fairness doctrine is pending in the U. S. District Court in Washington. This challenge was made by WGB-AM-FM Red Lion, Pa., which is principally owned by the Rev. Mr. John M. Norris. General manager of both the Media and the Red Lion stations is John H. Norris, son of the Reverend Norris.

A White House first:

LBJ live in color

The first live color telecast of a presidential news conference took place last Thursday (March 9). The news conference, in the East Room of the White House, was covered by four color cameras plus four shot-
A rugged new professional from Ampex
is ready for all assignments

Introducing: The AG-440
It's ready. Rugged. With new solid maintainability for the broadcaster.
New lightning-fast convertibility for the master recording studio. Our new
Ampex AG-440 professional audio recorder has everything—no other recorder can match all of these features:

- Precision-milled transport surfaces assure automatic alignment of heads, motors and assemblies.
- Exclusive ribbed, heavy-duty die-cast top plate maintains precision alignment.
- Plug-in head assembly and plug-in heads permit rapid interchange...
- 4, 3, 2 and 1 channels.
- Instant tape-guide convertible—from ¼" to ⅛" tape.
- Exclusive front mounted plug-in boards for bias amp, record and reproduce electronics, instant replacement.
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- New three-way push-button editing: 1.) brake release for manual cueing, 2.) play-edit, and 3.) fast-cue-finding.
- Ampex SEL-SYNC* on every channel for track revisions and fully synchronized sound-on-sound.
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Jewel-bearing idler in head assembly reduces scrape flutter modulation.
Individual switches adjust tensions for different reel side on each side.
Adjustable turntables accept reels up to 11½ inch.
Push-button solenoids permit either local or remote control with smooth tape handling.
Newest Ampex advanced engineering, all solid state.
Your choice of interchangeable versions for rack mounting, console or portable case—all expandable and ready for all assignments! TM

For an illustrated brochure showing many other features of our rugged new AG-440 professional recorders, write to: Ampex, Room 7-14B, Redwood City, Calif. 94063.

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gun microphones. Lighting intensity at the President's podium was 325-footcandles, about three times the normal lighting required for black-and-white cameras. The coverage for the conference was by NBC acting for the TV pool this month. William B. Monroe Jr., chief of NBC News' Washington bureau, was in charge; Aaron Stephen- son, senior lighting director, NBC-TV, New York, was in charge of lighting.

This is not the first time President Johnson has been colorcast; the other times, however, were always on film or tape.

13 buy Screen Gems' 'Post 60' in 2 months

Screen Gems Inc. has sold its new package of 'Post 60' features. 60 films to 13 markets over the past two months, it was announced last week by Dan Goodman, vice president in charge of syndication sales for SG.

Stations that have licensed the features, half of which are in color, are: WABC-TV New York; KABC-TV Los Angeles; KFDC-TV San Francisco; KKDA-TV Dallas; WBBM-TV Chicago; WTVJ (TV) Miami; WBAY-TV Green Bay; WLS, WVTM-TV New Orleans; KCFL-TV Salt Lake City; WLBN-TV Asheville, N. C.; KEYV-TV Mankato, Minn.; KOLO-TV Mason City, Iowa; and WNEM-TV Saginaw-Bay City-Flint, Mich. The package includes "Bye Bye Birdie," "Five Finger Exercise," "Good Neighbor Sam," "Damn the Defiant!" "Fail Safe," and "Love Has Many Faces."

Program notes . . .

Republic division - The feature film backlog of Republic Corp., sale of which was completed Feb. 13, will be distrib- uted by National Telefilm Associates, Beverly Hills, and Emery Pictures Inc., New York. NTA will handle TV and theatrical rights to the Republic product in the U. S., while Emery will dis- tribute them to the rest of the world.

Now it's 'Batfink' - Screen Gems Inc. reports it has acquired worldwide TV distribution rights to 100 five-minute episodes of the Batfink cartoon series, exclusive of the 40 key markets previously sold by Mission Productions, the TV subsidiary of Wham-O Manufacturing, San Gabriel, Calif. The series is produced by Hal Seagar Productions and features a little bat with wings of steel and his husky Japa- nese assistant.

Brown opinion show - King Features Syndicate TV has signed Helen Gurley Brown, author of "Sex and the Single Girl" and "Outrageous Opinions," to star in a new daily, half-hour talk series in which she will clash with opinion leaders on all aspects of the modern woman's life. Titled Out- rageous Opinions, the series will be taped in New York and will be offered to stations next month for a fall start.

Bob Kline will produce the series for King Features with Al Brodax, TV head of KFS, as executive producer.

At NAB - Seven Arts Associated will place Volume 12 of its Films of the 50's and 60's feature films into syndication on April 2 during the NAB convention in Chicago and TFE '67. Among the 52 titles, of which 28 are in color, are "Esther and the King," "Mr. Belvedere Goes to College," "Les Miserables," "Tonight We Sing," "Carmen Jones," "Call Me Mister" and "Pickup on South Street."

Radio case closed - Two ministers convicted of violating the corporate securities laws while raising $500,000 through a radio program (BROADCAST- ing, Feb. 6), were placed on probation for three years. The Rev. Clarence Theodore Walberg, who was convicted on 10 counts, was also fined $1,000. The Rev. Wayne Davidson, found guilty on nine counts, was fined $500. The money reportedly was solicited through a daily radio show Rev. Walberg conducted on KGK Long Beach, Calif.

Aho, mates! - The U. S. Coast Guard has made available a series of 13 16mm films, 28 minutes in length, depicting various Coast Guard duties. The films may be obtained by writing Lt. James R. Ward, Press Officer, U. S. Coast Guard, Washington 20226.

Snap-in replacement - Snap Judgment, a new game show in which guest stars and contestants try to match word associa- tions, will replace Reach for the Stars Monday, April 3 (10-10:25 a.m.) on NBC-TV.

FINANCIAL REPORTS

MCA sets up quarterly dividend policy

MCA Inc. reported last week that gross income in 1966 climbed to a record high but consolidated net income declined by approximately $2.6 million from the 1965 figure.

Lew R. Wasserman, MCA president, explained that returns from some of the company's feature motion pictures in theatrical release during 1966 were "very disappointing." He added that the management believes that features released theatrically this year will show "greatly improved results."

He also announced that the company's board of directors has established a policy of paying quarterly cash dividends on MCA common stock, and, in compliance, the board last week declared a 20 cents a share quarterly divi- dend, payable April 10, to holders of record on March 27. Mr. Wasserman noted that this is the first dividend of any kind paid by MCA Inc. on its common stock since becoming a public company in October 1965. He said the MCA board also has declared a divid- end of 371/2 cents a share on its outstanding convertible preferred stock to preferred stockholders of record on March 17, payable March 31.

For the year ended Dec. 31:

<table>
<thead>
<tr>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$2.78</td>
</tr>
<tr>
<td>Gross income</td>
<td>218,138,000</td>
</tr>
<tr>
<td>Consolidated net income</td>
<td>13,018,000</td>
</tr>
</tbody>
</table>

RCA dividends declared

RCA has declared dividends on both its common and cumulative first pre- ferred stocks. A quarterly 20 cents per share of common stock will be paid April 24 to holders of record at the close of business today. Holders of preferred stock will receive 871/2 cents per share on July 1, for the period April 1 to June 30, at the close of business June 6.

'66 set high marks,
Cowles report shows

Cowles Communications Inc. an- nounced record revenue and net income in 1966. Cowles is a diversified corpo- ration in the communications field whose holdings include WREC-AM-TV Memphis, KNRT-AM-TV Des Moines, Iowa, and WISH-TV Dayton Beach-Orlando, Fla., as well as Look and Family Circle magazines.

For the year:

<table>
<thead>
<tr>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per common share</td>
<td>$1.37</td>
</tr>
<tr>
<td>Total revenues</td>
<td>146,213,000</td>
</tr>
<tr>
<td>Income before federal income tax</td>
<td>6,623,000</td>
</tr>
<tr>
<td>Net income</td>
<td>4,637,000</td>
</tr>
<tr>
<td>Common shares outstanding</td>
<td>3,406,130</td>
</tr>
</tbody>
</table>

* Restated to reflect pooling of interest. Based on average number of common shares outstanding during year: 1965, 3,386,106; 1966, 3,306,000. Before a nonrecurring net gain resulting from sales of operations of $67,000 (20 cents a share), after federal income taxes.

** After preferred dividends of $15,000.
Gross gross up 8% but net jumps 13%

Gross Telecasting Inc., owner of WJIM-AM-FM-TV Lansing, Mich., recorded record highs in both sales and earnings in 1966 for the fifth consecutive year. Earnings were up 13%, while gross income increased 8%.

The firm declared an extra dividend of 40 cents a share for the second consecutive year, making a total of $2 a share paid on its common stock in 1966.

In addition to broadcasting, the firm has a CATV franchise in Lansing, and operates restaurant and bar facilities at the Lansing airport. The company's interest in Keltec Inc., an electronics firm in Alexandria, Va., was sold during the year.

For the year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$3.09</td>
<td>$2.09</td>
</tr>
<tr>
<td>Gross Income</td>
<td>3,142,839</td>
<td>3,142,839</td>
</tr>
<tr>
<td>Net income</td>
<td>948,595</td>
<td>637,552</td>
</tr>
</tbody>
</table>

Gerald Block is new Republic president

Republic Corp., which recently sold its film library and is in the process of dealing off its film studio (Broadcasting, Feb. 27), last week changed presidents. New president is Gerald B. Block, the 36-year-old financial vice president and treasurer of the company. He replaces Victor M. Carter, who continues as chairman and chief executive officer. Mr. Carter relinquished the presidency at a board meeting following the company's annual meeting in Hollywood. A sharp upturn in first quarter profits was reported at the meeting.

For the three months ended Jan. 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.35</td>
<td>$0.21</td>
</tr>
<tr>
<td>Net sales</td>
<td>14,500,000</td>
<td>13,800,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>970,000</td>
<td>145,000</td>
</tr>
</tbody>
</table>

DDB raises dividend to 20 cents a share

Stockholders at Doyle Dane Bernbach's annual meeting in New York learned that over half of DDB's 1966 billing ($195,826,476) was in television. Maxwell Dane, vice president and general manager, said DDB is completing a $400,000 TV-studio complex at its New York headquarters to handle the creative development of TV commercials.

Begun last November, the new TV complex is set to begin operations this month. It will include a closed-circuit color-TV system hooked to about 10 screens in rooms throughout the agency, a TV theater for viewing 35mm and 16mm films, a TV studio with two...
SEC's January report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its Official Summary for January (all common stock unless otherwise indicated):

Aveco Corp.—Herbert H. Kahn, holding 5,000 shares beneficially, sold 1,000 shares on beneficially held trust account, leaving 4,000.

C-E-I-R Inc.—S. Peter Langhoff Jr., bought 1,000 shares of class-A voting stock, giving total of 5,000.

Capital Cities Broadcasting Corp.—Robert W. Gelllies sold 300 shares, leaving 400.

CBS Inc.—Arthur Hull Hayes exercised option on 1,689 shares giving total of 6,628. Bennett L. Newman sold 12,000 shares, leaving 57.

Cowles Communications—Gardner Cowles sold 200 shares, leaving 276,985, plus 11,882 beneficially held with wife, 15,502 beneficially held with children, 600 beneficially held in trusts, and 205,000 beneficially held in holding companies.

Cross Telecasting—Raymond W. Mettel, holding 100 shares personally, bought 999 and sold 1,000 shares on beneficially held Paline Wayne & Curtis trading account, leaving none.

Jerrold Corp.—W.W. Koen Butcher bought 1,000 shares, giving total of 2,000, plus 8,000 beneficially held with wife, and 8,100 beneficially held on Butcher & Sherrerd investment account. Walter Grocott bought 2,000 shares, giving total of 8,100, plus 30 beneficially held for minor children. Philip Zimmam bought 1,000 shares and sold 700 shares, giving total of 1,300.

A. C. Nielsen Co.—Warren N. Cordell, holding 400 class-A shares personally, sold 100 class-A shares beneficially held as custodian, leaving 200; and sold 100 class-A shares beneficially held with son, leaving 200, plus 1,000 class-A shares beneficially held with wife.

Official Films Inc.—Louis C. Lerner bought 7,018 shares, giving total of 571,616; and bought 1,880 shares on beneficially held Victoria Investment Co. account, giving total of 3,198, plus 29,000 on beneficially held Lerner & Co. investment account, 2,000 beneficially held with wife, and 44,670 beneficially held on Lerner & Co. trading account.

Screen Gems-Enc.—Lust Burns sold 2,000 shares, leaving 1,906, plus 87 on beneficially held retirement, and 12 beneficially held with son, Donald S. Stralem, holding 1,906 shares personally, plus 1,000 shares beneficially held in trusts, leaving 12,255, plus 5,166 beneficially held with wife.

Seven Arts Productions—Armand S. Deutsch bought $200,000 in 6% convertible subordinate debentures for beneficially held trust, giving total of $350,000. Alan Kirschefield bought $750,000 in 6% convertible subordinate debentures, giving total of $750,000.

Storer Broadcasting Co.—Harry A. Steensenn sold 400 shares, leaving 16,500.

Walt Disney Productions—Roy O. Disney sold 400 shares, leaving 102,548, plus 8,000 beneficially held on Redina Inc. account. Oliver B. Johnston bought 400 shares, giving total of 1,397. Following exercised stock options: Grbin V. Mclntor, 348, giving total of 1,148; Spencer C. Olin, 383, giving total of 1,130; Denn B. Tatum, 601, giving total of 1,311; Lawrence E. Tryon, 112, giving total of 1,115; E. Carden Walker, 1,881, giving total of 2,763, plus 515 beneficially held on Carwin Co. account.

cameras (with facilities for conversion to color), an audio studio for demonstrating radio commercials, and facilities for editing, storage and moviola units. Mr. Dane reported that DDB's current quarterly dividend of 15 cents a share will be increased to 20 cents on class A stock and B stock, payable April 15 to holders of record March 13.

DDB said its foreign billings registered an 80% gain over 1965, rising from $10 million to $18 million. The report broke these down as follows: London from $1.5 million to $3 million, Germany from $7.5 million to $10 million, Mexico City from $27,000 to more than $1.5 million and Canada (Toronto and Montreal) from $2 million to over $3 million.

Earlier this year, DDB announced billings in 1966 rose 45.9% over the previous year (Broadcasting, Jan. 30, Feb. 6).

MGM management vote sends Levin to court

Victory for the management slate at Metro-Goldwyn-Mayer emerged last week when results of balloting among shareholders was announced at the reconvened stockholders meeting on Wednesday (March 8) by President Robert H. O'Brien.

But Asst.-President Phillip J. Levin had already filed a plea in a Delaware federal district court asking that 800,000 votes, more than the margin of victory, be set aside. As announced at the meeting, the maximum number of shares voted for any opposition nominee was 1,881,764. The minimum for any management nominee 2,572,739.

The votes contested by Mr. Levin were those of Allen Klein, Baldwin Securities, and the Hamilton Fund, in which ABC and International Telephone and Telegraph have interests.

Verbal OK reached in NBC-Arnold Palmer deal

NBC last week said it has a verbal agreement to buy most of golfer Arnold Palmer's business interests and as a result obtain rights to his personal appearances on radio and television.

Though the papers hadn't been signed (Broadcasting, March 6), NBC stated that under the terms of its agreement it will acquire most of Mr. Palmer's business enterprises, which handle the licensing and merchandising of his name and the furnishing of his personal services.

Provisions call for Mr. Palmer and his business representative, Mark H. McCormack, to act as managers of a new NBC unit. One report indicated that NBC's pending contract did not include the Arnold Palmer Golf Co., in which Palmer has a 35% ownership. The deal, however, is said to include Arnold Palmer Enterprises, in which Mr. Palmer has a 60% ownership.

CBS execs expect 'excellent' 40th year

A prediction that CBS's 40th anniversary in 1967 would be "excellent" in both sales and profits was made last week by Chairman William S. Paley and President Frank Stanton in a letter accompanying CBS Inc.'s annual report to shareholders.

CBS's chief executives pointed out that 1966 was the "best year" in the company's history, with net sales exceeding 1965's by 16% and net income by 31% as previously reported (Broadcasting, Feb. 14). They noted that CBS's compound annual growth rate of earnings per share has been 14.1% over the past 10 years and 22.6% over the past five years.

The report stated that advertising expenditures in national spot TV and in network TV in 1966 grew by 10% over 1965 and network radio climbed about 6% over 1965. National spot and local radio expenditures grew by 10% in 1966.

By the beginning of the 1967 fall season, according to the annual report, all regularly scheduled programing on CBS-TV will be presented in color. It added that all five CBS-owned TV stations are now equipped to broadcast live, locally produced color programs in addition to network color presentations and local film and tape color shows.

TV helping Chris-Craft to regain even keel

Chris-Craft Industries Inc., Oakland, Calif., has reported a 10.9% decline in its earnings for 1966. The dropoff was blamed on a series of strikes in its boat division during the firm's peak season. John G. Bannister, president, pointed out that second half's earnings were at their highest levels since the early 1950's. Mr. Bannister said that Chris-Craft began 1967 with improved revenues in the television division (kkop[tv] Los Angeles, kptv[tv] Portland, Ore. and wptcn[tv] Minneapolis-St. Paul) and a
Cowles to buy firm in educational publishing

Cowles Communication Inc., New York, has announced an agreement to acquire the Cambridge Book Co., its affiliated companies and Cambridge Paperbacks Inc. The Bronxville, N.Y., companies will be operated with their present managements within the Cowles Education Division.


In addition, Cambridge publishes Work-a-Text, a combination text and workbook for elementary and intermediate grades.

Cambridge Paperbacks distributes "The Basic 150" series of paperback classics and contemporary literature.

Cowles Education Division currently comprises the Cowles Comprehensive Encyclopedia, and College Publishing Corp., which distributes 200 test preparation books.

Cowles broadcast holdings are: KNT-AM-TV Des Moines, Iowa, WESH-TV Orlando-Daytona Beach, Fla., WREC-AM-TV Memphis and Universal Cable Vision Inc., Winter Haven, Fla.

The WJEF Countrypolitan

Just average listeners — but what an average!

What's the average WJEF Countrypolitan like?

He or she is about 29, married, and has three children. Typically, the family has two cars and is buying their home.

They have quite a lot already — but they need a lot, and are buying more every day.

What kind of income are they buying with? Well, Countrypolitans span the spectrum of professions, services, trades, and farming. But often as not he works in one of the 50 Kent and Ottawa County plants employing over 400 people at real good salaries and wages. They're inquisitive; they listen to WJEF to know what's going on, as well as to be entertained.

And they're acquisitive; they're prompted to get the things she hears about while making her shopping list, or he hears about driving home.

Ask Avery-Knodel about WJEF —the country music station listened to by people with lots of needs and the means to meet them.
Educational broadcasters endorse Carnegie report, feel LBJ's legislative proposal for government support is a 'step in the right direction'

Educational broadcasting, both TV and radio, seemed poised on the pad for a launch into a new dimension following a three-day meeting last week in Washington.

More than 350 ETV managers and members of their patron boards heard heartening words on the future of ETV and educational radio, principally money. At the end of the meeting the noncommercial broadcasters seemed to stand taller than ever before.

They're back at their homes this week, prepared to enlist support for a grass-roots campaign to persuade Congress to pass the President's recommendations on ETV (BROADCASTING, March 6).

The group, at the meeting sponsored by the Educational Television Stations Division of the National Association of Educational Broadcasters, heard pledges of support from a host of national political and educational figures.

At the close of the meeting, the educational broadcasters agreed on the following:

- Endorsed "in principle" the recommendations and conclusions of the Carnegie Commission report, and expressed the feeling that the President's message and bill are a "step in the right direction."
- Called for the extension and strengthening of ETV stations, the "core" of ETV.
- Emphasized that the Corp. for Public Television, recommended by both the Carnegie group and the administration, must be insulated from political pressures; called for assurances that CPTV will not become engaged in operations, and asked that CPTV be authorized to make grants to local stations for local and regional programming, as well as its stated purpose to underwrite national programming.
- Asked that a study be instituted immediately to determine how present, conventional interconnection facilities can be used for ETV now. Other proposals talk of instituting a study of how satellite communications can be used for ETV interconnections.
- Strongly endorsed the recommendation of the Carnegie report on the training and education of personnel for ETV. This is becoming a vital need, it was reported.

The meeting heard Senator John A. Pastore (D-R.I.), chairman of the Communications Subcommittee of the Senate Commerce Committee, promise that "something substantial will be done for ETV in the 90th Congress."

The independence of the proposed Corp. for Public Television was stressed repeatedly, Dr. James R. Killian Jr., chairman of the Carnegie Commission on Educational Television, told those attending that there must be no compromise with this principle. "If Congress should approve the excise tax, but require those annual procedures . . . then we will have failed, excise tax or no excise tax," Dr. Killian said. The Carnegie recommendation had been that CPTV be funded by an excise tax on television receivers.

"It is the principle [of not being required to ask Congress for annual appropriations] that is fundamentally important and any alternative that would compromise the independence of the corporation should, in my view, be rejected," he added.

McGeorge Bundy, president of the Ford Foundation and former White House aide, added his support to Dr. Killian's stand.

"It is fundamental," he said, "that there not be a constant scramble over every line item in an enormous appropriation bill. It is fundamental in a sense that the Congress itself should be protected from an appearance of immediate responsibility for the specific decisions of a corporation whose independence is critical to the whole enterprise."

Principal speeches to the assembly were made by Dr. Killian, who is chairman of the corporation of the Massachusetts Institute of Technology; Mr. Bundy, and James McCormack and Joseph V. Charyk, chairman and president, respectively, of the Communications Satellite Corp.

Free and Independent - The independence of the proposed public television corporation was stressed by Dr. Killian. Not only must it be insulated "to the greatest possible degree" from political control, he said, but it must be directed by men and women of "eminence, talent and responsibility."

The President's recommendation for a 15-member board, to be named by him and confirmed by the Senate, is "not different enough to raise any fundamental issue," Dr. Killian observed. The Carnegie Commission had recommended that the CPTV's board consist of six members named by the President, with six others to be chosen by the first six.

Responding to several questions about political programming, Dr. Killian suggested that this should be handled on a live network basis by CPTV. He said he would assume the corporation would turn to the National Educational Television center to work out plans for equality of treatment to meet the re-
Dr. Killian
It's time to act
requirements of Section 315; might even name an advisory committee of representatives from both major and minority political parties, journalists, political scientists and other experts in the field to aid in making decisions.

He also suggested the same technique of relying on advice from committees for resolving "difficult" editorial decisions on news or controversial issues.

Dr. Killian likened the corporation to the National Science Foundation and the Carnegie Commission for the Arts and Humanities, both of which use panels of experts to advise and recommend worthwhile projects and individuals. "The corporation," Dr. Killian said, "would be engaged primarily in the business of identifying and supporting worthwhile activities by people and at institutions which have gained its confidence."

One remark by Dr. Killian raised some eyebrows, particularly among representatives of commercial broadcasters in the audience. Talking about CPTV making arrangements for interconnections among ETV stations, he commented that CPTV would also "make the decision when appropriate to pre-empt the interconnection for simultaneous, live broadcasting."

Living Together ♦ Mr. Bundy, whose foundation has played the rich uncle to ETV for almost 15 years, observed that he has found that commercial broadcasters desire "amicable co-existence" but also show "a flattering concern for what may happen." This is reasonable, he said, since there will be competition for audiences.

The Carnegie plan and the Ford plan (proposing the use of a specialized domestic satellite TV) have many more points of agreement than divergences, Mr. Bundy said.

He expressed satisfaction that the President's message called for Congress to make it legal for the common carriers to offer ETV preferential rates for interconnections. He said that the administration's recommendations sets a "practical" course for educational, non-commercial broadcasting.

He heartened his audience when he said that the Ford Foundation, which has spent $130 million on ETV over the years, expects to continue aiding ETV and educational radio, particularly on the instructional side.

In commenting on the differences between the Ford satellite proposal and that proposed by Comsat (a general, all-purpose system), Mr. Bundy observed that broadcasters should be supporting the Ford plan because it proposes a domestic-satellite system solely for TV and radio.

Comsat officials maintained that a multipurpose satellite for all domestic users of telecommunications is beneficial to all potential users, not just broadcasters. Mr. McCormack said that a division of domestic-satellite systems, such as that proposed by Ford, would penalize all users, particularly the general public.

Dr. Charyk said Comsat was ready to start a domestic-satellite system within two years after receiving authorization from the FCC. The first element would be a single synchronous satellite capable of handling 12 TV channels; by 1978, he said, the system would have four satellites in orbit, offering 48 TV channels, capable of being used for national coverage, or broken down into regional and local channels.

Although he acknowledged that TV would be the principal user during the first few years, he contended that later

Killian sees parallel in book publishing

What would the climate be for program producers working in educational television following the establishment of a Corp. for Public Television as recommended by the Carnegie Commission on ETV and by the President in his message to Congress?

Dr. James Killian, chairman of the corporation of the Massachusetts Institute of Technology and chairman of the Carnegie group, essayed to answer that question last week at the conference on educational TV in Washington:

Compare television to book publishing, he invited. Commercial television seeks "best sellers." Educational TV, on the other hand, would be like the university presses, the little magazines, the "how-to" publications, the scholarly periodicals.

"Occasionally," he added, "PTV will indeed produce a best seller, but its programming would not be exclusively shaped toward that purpose. In consequence, the whole attitude of its producers, writers and all involved in program making would be different from that of commercial television. It would be different in motivation and would have a different style. There would be a new freedom to experiment, to innovate, to work without the pressures that arise whenever a program seeks to be a best seller."

But, he warned, the proposed ETV system is not for the "cultural elite." "PTV," he said, "must avoid like the plague elitism and wretched pedantry."
Vice President Hubert H. Humphrey dropped in on the educational TV reception last week and told the assembled broadcasters that he was in their corner. Shown here with the vice president are the leaders of the conference (from l to r): Jack G. McBride, University of Nebraska's KUON-TV Lincoln, Neb., chairman of the Educational Television Stations division of the NAEB; William G. Harley, president of NAEB, the vice president, and C. Scott Fletcher, executive consultant, ETS division.

non-TV users would be dominant. He also suggested that CPTV could become an "authorized user" with FCC approval and thus save considerably by being able to deal directly with Comsat.

And, he added, if Congress orders that channels for education be free, Comsat is ready to provide circuits on that basis.

ETV tax opposed

Robert Sarnoff calls for aid for general government revenues

Robert W. Sarnoff, president of RCA, went on record last week as favoring financial support of a noncommercial system of television through general government revenues.

By indirection, Mr. Sarnoff took an opposing view to that of the recent report of the Carnegie Commission on Educational Television, which favors support of "public television" through an excise tax on TV sets. Though he did not spell out the commission's preference on raising revenues, Mr. Sarnoff made it clear that he felt that the basic financial requirements of a noncommercial system, which he called "a vital national objective," could be met by general government revenues that would "provide the needed assurance of adequate and stable financial support on a permanent basis."

In fact, Mr. Sarnoff quarreled with the Carnegie Commission's characterization of noncommercial TV as public television. He pointed out that commercial television is directed to a total audience rather than a particular segment or level of taste; includes broad appeal entertainment and a substantial measure of news-and-public-affairs programming and is supported by advertisers seeking to reach the total public. Commercial television, Mr. Sarnoff insisted, is for "all the people" and fits the statutory standard of "the public interest."

True Public TV: "This service for the entire public is therefore, truly 'public television," Mr. Sarnoff asserted.

Mr. Sarnoff's views were offered in a talk on the implications of developments in the communications field for the future during the 27th anniversary Gold Medal Award banquet of the International Radio and Television Society in New York last Thursday (March 9). Mr. Sarnoff was the IRTS's honored guest as recipient of its 1967 Gold Medal "for his distinguished record of public service through broadcasting."

He told the group that the future of communications in general and broadcasting in particular will be basically influenced by new technology, social and economic pressures and government regulation. He cited growing affluence, leisure time and educational needs as factors that are generating new...
demands in broadcasting and electronic services.

Mr. Sarnoff pointed to the advent of movable type and of broadcasting as the first two “great communications breakthroughs” and said the world now stands at the threshold of the third great breakthrough. He said the complete synthesis of computers, graphic systems, broadband channels and satellites will “result in a capability and flexibility able to erase time and distance.”

In broadcasting, the new communications technology, he noted, will bring a substantial increase in the number of stations and channels through development of broadband cable and microwave, as well as conventional VHF and UHF and program distribution via satellites, initially to stations and eventually directly to the home.

Commercials on NBC-TV agenda

Some 440 affiliate and network executives and their wives have been registered in advance for the annual NBC-TV affiliates convention that opens today (March 13) and continues through tomorrow at the Beverly Hilton hotel in Beverly Hills, Calif.

Among the highlights of what is expected to be a lively convention will be a formal presentation of the network’s fall schedule (BROADCASTING, March 6) and a panel discussion on March 13 by NBC News overseas and domestic correspondents. A closed business session also will be held that day at which time an election of members to the NBC-TV affiliates board of delegates will be held.

NBC officials two weeks ago told the delegates board, at a meeting held in New York, that the network reserves the right to increase the number of commercials in prime-time TV movies from the current 14 to 16 if this action becomes necessary (BROADCASTING, March 6). This topic probably will be reviewed in Beverly Hills.

NBC President Julian Goodman will give the opening address at a luncheon meeting at the Beverly Hilton today, and Walter D. Scott, chairman of the board, will address the convention tomorrow. They were to be co-hosts at a reception the evening of March 12 at the Century Plaza hotel. Don Durgin, president of the NBC-TV network, will speak tomorrow, followed by a network report and presentation.

Tonight there’s to be a dinner and entertainment by Metro-Goldwyn-Mayer at MGM film studios, and similarly they will be dinner guests of Universal TV on March 14 at Universal City.

Stations ask for clarity in ID rule

Three licensees and a law firm last week asked the FCC for clarification of a broadly phrased rulemaking proposal designed to prohibit broadcasters from misleading listeners and viewers about the city they are licensed to serve.

WFGM Inc., licensee of WFGM and WBNE-FM, both Fitchburg, Mass.; Matta Broadcasting Co., licensee of WLOA-AM-FM Braddock, Pa.; Truth Publishing Co., licensee of WSJY-TV South Bend-Elkhart, Ind.; and Scharfeld, Bechhoefer & Baron, Washington attorneys, stated that they had no quarrel with the objective of the proposed amendments, namely to prevent station audiences from being deceived by misleading station-identification and promotional announcements. But they also agreed that the commission’s proposal would leave a degree of uncertainty in the minds of broadcasters as to what is actually a “correct” announcement in the eyes of the FCC.

The proposed rulemaking was foreshadowed in a hearing case in which KABL Oakland, Calif., was charged with violating the station-identification rules. The FCC concluded that the station had obeyed the letter of the law but had violated its intent through announcements tending to link the station with San Francisco (BROADCASTING, Dec. 19, 1966).

As a result, the commission proposed a rule that would prohibit AM, FM and TV licensees from broadcasting “station-identification announcements, promotional announcements, or any other broadcast matter” that either leads or attempts to lead listeners to believe that a “station has been assigned to a city other than that specified in its license” (BROADCASTING, Jan. 30).

Matta Broadcasting said that broadcaster uncertainty over what the proposed rules really mean “could easily lead to substantial monetary forfeitures because of a difference of interpretation of the effect of true and correct statements broadcast by a station.”

Scharfeld, Bechhoefer & Baron, Truth Publishing, and WFGM Inc. expressed concern that the commission’s amendments would not provide for legitimate existing and proposed dual-city identifications and other broadcast matter describing surrounding geographic areas.

Broadcaster Services Inc., licensee of WBOV and WJL (FM), both Eau Claire, Wis., urged adoption of the rules to eliminate what it believes is a “flagrant misuse of station identification in its area.” The licensee alleged that WAXX Chippewa Falls, Wis., is making an illegal effort to identify with the Eau Claire area.
Clash over cableless CATV proposal
AT&T, COMSAT OPPOSE CATV-PROPOSED RULEMAKING

CATV interests clashed with AT&T and the Communications Satellite Corp. last week over a rulemaking proposal that, if adopted, would permit CATV systems to operate without the use of cables.

The CATV petitioners, mostly multiple owners and some 12 in all, voiced their strong support for the proposal, filed last month by Teleprompter Corp., New York, that the FCC adopt rules making available on a national scale 448 megacycles of spectrum space between 18.349 and 18.797 gigacycles for high capacity, local distribution CATV purposes (Broadcasting, Feb. 6).

AT&T and Comsat argued against the allocation, which they alleged would affect their interests in domestic communications satellites, on the grounds that frequencies already granted for local distribution of TV and FM signals are sufficient to accomplish the objectives of Teleprompter's proposal. They did not specifically object, however, to a future allocation for such service once the FCC has determined basic frequency needs for common carriers.

The band requested, with frequencies above 18 billion cycles per second, is within the millimeter-wave region that Teleprompter and Hughes Aircraft Corp. have been using in the operation of an experimental CATV project in Manhattan. The test, authorized by the commission last April (Broadcasting, May 2, 1966), was designed to determine whether short-haul microwave can be used as a substitute for primary trunk cable lines to link a CATV head-end plant to large distribution points.


The CATV interests argued unanimously that allocation of the super high frequency for CATV purposes would serve a vital communications need by providing an economical means of communicating with small isolated communities and farm residences.

A majority of the petitioners felt that adoption of the proposal would remove the need for congested overhead cable lines in metropolitan areas. Most agreed that the allocation would improve the quality of CATV service by eliminating cable failures that result from accidents, temperature changes and storms.

If adopted, the rules could revolutionize the scope and costs of CATV services in cities and isolated areas. Such services today are deemed too expensive to be provided with cable.

Comsat and AT&T, both participants in the FCC's inquiry concerning the establishment of domestic communications satellite facilities, argued that commission sanction of Teleprompter's proposal would be "haphazard" and premature. "Such belief," Comsat said, "is based on common knowledge that in the next few years substantial segments in the upper portions of the usable spectrum will be required to meet the rapidly growing needs of the communication satellite services."

AT&T also criticized the "limited nature" of the Teleprompter-Hughes New York experiment (conducted over approximately an eight-month period between two points in Manhattan) as "hardly a sound basis for establishing rules for a nationwide frequency allocation and a new radio service. . . ."

Mrs. Humphrey salutes women broadcasters

Mrs. Hubert H. Humphrey (r), wife of the Vice President, was the guest of honor last week at the American Women in Radio and Television's fifth annual international broadcasters reception in Washington. Julie Chase Fuller, WTAG Worcester, Mass., AWRT president (l), greets Mrs. Humphrey at the reception in the State Department, as Pat Gates, WFAX Fairfax, Va., president of AWRT's Washington chapter, looks on.

The reception also honored four foreign women broadcasters: Edvick Jureidini Shayboub, Lebanon; Goh Thean Chye, Malaysia; Hiam S. Tabbaa, Syria, and Felicity Munganwa, Uganda. The four are now on a two-month tour of the U. S. and will conclude their visit at AWRT's national convention in Atlanta, May 3-7.

Mrs. Humphrey paid tribute to all women broadcasters, noting that "without effective and far-reaching communication such as your media provide, efforts to build a united world community would never be successful." She said in global travels with her husband she had been "impressed with the number of women who are involved in the most vital area of communications."

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Broadcasting, March 13, 1967
Translator group opposes CATV

A regional group of television translator owners and operators has decided to go national and the first move, after changing its name, was to go after CATV. The eight-year-old Tri-State TV Translator Association formally adopted the new name of National TV Translator Association during its annual meeting in Billings, Mont., March 4 and 5.

More than 220 members and guests at the two-day meeting passed resolutions calling on the FCC to prohibit broadcasters and common carriers from owning CATV systems and extend to all markets the present CATV rules regarding top 100 markets. This would require any CATV system to get FCC permission to import a distant TV signal into its community.

The recommendations were made after association members heard indictments of CATV from William L. Putnam, Springfield (Mass.) Television Broadcasting Corp., and from Joseph S. Sample, Garryowen Stations. Both are group broadcasters.

The group also urged the FCC to permit the establishment of FM translators, origination of programming by translators, and to authorize higher power for VHF translators. Present FCC rules on VHF translators forbid origination and limit power to 1 w.

FCC Commissioner Kenneth A. Cox told members that translator licensees were the second largest group in the broadcast service regulated by the commission (the first is AM radio).

Also speaking was Loren McBride, CKCK-TV Regina, Sask., who discussed microwave-fed, unattended TV satellite stations. Elected as president was Nat Allen, Roundup, Mont. He succeeds E. B. Craney, retired veteran broadcaster. Other officers elected: Robert J. Thelen, Marceline, Mo., vice president, and Mrs. M. Paul Mains, Farmington, N.M., secretary-treasurer.

Named to a panel of broadcasters to advise the association were Henry W. Slavick, WMC-TV Memphis; Mr. Sample, KOOK-TV Billings, Mont., and Mr. Putnam.

Prompt answer sought on CATV tariff issue

The FCC is moving to give expedited consideration to the question of whether common carriers must request commission permission before building facili-

capable

There are really very few engineers who are capable in the designing of towers. A goodly number of them work for Dresser. These men know how to deal with the complexities of loading and other factors unique to each tower... they're truly capable in tower design.

Under section 214 of the Communications Act, common carriers are required to apply for a certificate of public convenience and necessity before building or extending lines more than 10 miles.

If the commission determines that such applications are required—and the finding is upheld by the courts—it would have the authority to check into CATV complaints that carriers are violating the antitrust laws. These include charges that the carriers are pressuring CATV operators into leasing CATV plant facilities from them.

capability

Just not every steel fabrication shop can build tower components. It takes a lot of special knowledge and skill to lay out, cut, drill, weld, and otherwise hold to the accuracy and safety margins towers must have. Dresser shop men have developed an unusual capability in fabricating tower steel.
Macdonald to head key House panel

The key House Communications and Power Subcommittee was organized last week with Representative Torbert H. Macdonald (D-Mass.) as chairman of the group.

Representative Macdonald, a seven-term congressman from the suburbs of Boston, takes the post vacated by former Representative Walter Rogers (D-Tex.) who did not run for re-election.

The new subcommittee chairman joins the group for the first time after serving as head of the Commerce and Finance Subcommittee. The communications unit membership for the 90th Congress has two other new appointees, Representatives Richard L. Ottinger (D-N.Y.), who is new to the parent Commerce Committee, and Donald G. Brotzman (R-Colo.), who regained the congressional seat he held in the past after losing it for the 89th Congress.

Also in the juggling of subcommittee assignments, the communications group lost two members, Representative John E. Moss (D-Calif.), the senior democrat on the subcommittee, and Representative John Murphy (D-N.Y.). Representative Moss, who had hopes of taking over the subcommittee chairmanship, assumed Representative Macdonald’s former post as head of the Commerce and Finance Subcommittee.

Other members of the subcommittee are all veterans. They are: Representatives Horace Kornegay (D-N.C.), Lionel Van Deerlin (D-Calif.), Fred B. Rooney (D-Pa.), J. Arthur Younger (R-Calif.), James T. Brophy (R-N.C.) and James Harvey (R-Mich.).

The new leader of the communications subcommittee is a 49-year-old former Boston attorney who has compiled a liberal record in his more than 12 years in Congress. He attended Harvard University and its Law School and achieved athletic stardom as an outstanding back for the Crimson football team and as a baseball outfilder his efforts were notable enough that he received an offer from the New York Yankees. While at Harvard he was a roommate of John F. Kennedy and the two remained friendly after. After service as a PT-boat commander in the Pacific during World War II, where he received several citations, he obtained his law degree and went into practice. In 1954, at 37, he was elected to Congress and has served without interruption since then, being elected by a larger margin each successive term.

He is married to former actress Phyllis Brooks and has four children.

Changing hands...

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


- KNOP-AM-TV North Platte, Neb.: Sold by Fred E. Shlake and associates to Ferris E. Taylor and Richard F. Shively for $106,150. Messrs. Taylor and Shively are owners of Televis Corp., multiple CATV owner. Mr. Shively also owns 18.8% of WLYK-TV Louisville, Ky. KNOP is on 1410 kc with 1 kw days, and 500 kw nights.

APPROVED The following transfer of station interests were approved by the FCC last week (For other commission activities see For The Record, page 79):

- KAFY Bakersfield, Calif.: Sold by Howard L. Tullis and John P. Hearne to Robert E. Eastman Co., New York, station representation firm, for $600,000. The Eastman company already owns WTRX Flint, Mich. Sellers own KXFM San Bernardino-Riverside, KDUF-FM Riverside-San Bernardino, KDEO El Cajon-San Diego, all California; Mr. Tullis is majority owner of KEAP-FM, Calif. KAFY is fulltime on 550 kc with 1 kw.

- KLTV-AM-TV Billings, Mont.: Sold by Rex Baker, Arthur Miller and Thor Myhre to Harrisscope Broadcasting Corp. for $350,000. Harrisscope is multiple broadcaster, owning KBFB-AM Great Falls, Mont.; KTCO-AM-TV Casper, Wyo.; KLFM(FM) Long Beach, Calif.; KAR Pomona, Calif. (83/4%), and KBRL-AM Bakersfield, Calif. Commissioner Robert T. Bartley dissented; Commissioner Kenneth A. Cox abstained, and Commissioner Nicholas Johnson did not participate. KULR-TV is on channel 8 and is affiliated with all three TV networks.

- KLIQ Portland, Ore.: Sold by John F. Malloy and Stanley G. Breyer to Cascade Broadcasting Corp. for $300,000. Cascade is headed by David M. Jack, who is general manager of station. Mr.

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66 (THE MEDIA)
Malloy owns KSOL San Francisco; Mr. Breyer is general manager of KSJ San Francisco. KJQ operates daytime only on 1290 kc with 5 kw.  
- WJRC Joliet, Ill.; Sold by Harold B. Rothrock, Ray F. Knochel, Dean G. Hill and John W. Evans to Mrs. Rose Morici, Anthony C. Morici, Marianne Aiassa and Carol McNamee for $150,000. Buyers have interests in WOKZ-AM-FM Alton, Ill., and KRAM Las Vegas. WJRC is 500 w daytimer on 1510 kc.

Baker case rises to haunt Los Angeles applicant

The Bobby Baker case was injected earlier this month into a comparative hearing at the FCC on 12 competing applications for 1110 kc Los Angeles, a facility now occupied on an interim basis by noncommercial KRLA.

Five applicants asked the commission to add the character qualification issue as to California Regional Broadcasting Corp., as a result of the activities of California's principals in raising funds that were turned over to Baker in 1962.

The applicants cited testimony in the Baker trial that the ex-Senate aide had indicated to savings-and-loan officials that a $100,000 campaign contribution to senators facing re-election might help in the effort to head off pending tax legislation which would have adversely affected the savings-and-loan industry.

Mentioned in the petition filed with the commission were the names of Howard F. Ahmanson, chairman of the board and 33.33% shareholder of California Regional, and his nephew, William H. Ahmanson, board member and 28.33% owner of California Regional. The elder Ahmanson is chairman of Home Savings and Loan Association, and William Ahmanson is director.

Newhouse buys paper; expands CATV holdings

Purchase of majority ownership of the Cleveland Plain Dealer by S. I. Newhouse and family (group publisher-broadcaster) brings the Newhouse group into CATV operations in the Cleveland area in partnership with Cox Broadcasting Corp. Cox Broadcasting's cablevision division is 45% owner of Cleveland Area Television Inc.; 55% owner is the Plain Dealer.

Cleveland Area Television Inc. began operating earlier this year in Lakewood, Ohio. It also holds CATV franchises for Shaker Heights, Beechwood, Rocky River and Strongsville, all in the Cleveland area.

Both Cox and Newhouse are multiple CATV owners as well as multiple television and radio broadcasters.

Newhouse acquired more than 90% of the stock of the Cleveland newspaper for a sum estimated at over $50 million.

Show-cause order goes to Illinois CATV firm

The FCC last week ordered Cable Television Co. of Illinois to show cause why it should not be required to stop carrying the distant signals of WBBR-TV and WFIL(DTV), both Chicago, on its CATV system in Fairbury, Ill., because of alleged violations of the commission's local-station notification rule.

The commission said the order was issued because Cable Television had failed to notify WJT-TV Urbana and WCIA(DTV) Champaign, both Illinois, within whose grade B contours its system lies, that it was beginning carriage of the two Chicago signals, as required by the rules.

In addition to WBBR-TV, WFIL(DTV), WJT-TV and WCIA(DTV), Cable Television is currently carrying WMAQ-TV, WGN-TV, and WTTW(DTV), all Chicago, WMBD-TV and WEEK(DTV), both Peoria, and WAND TV) Decatur, all Illinois.

Southern drive nets 101 code members

The National Association of Broadcasters radio code reached a high point on March 3 when it concluded a three-week drive for subscribers in four southern states.

The drive garnered 101 new code members and gave the radio code a net gain of 147 stations compared to March 1, 1966. The gain was 6.2% of all operating AM and FM stations, and meant for the first time that 44% of all radio stations were code members.

The largest increase in code subscribers during the drive was in Alabama, where 48 new members were added, lifting it to 12th in state ranking (Broadcasting, Feb. 27).

Mississippi provided 21 new members, raising its code subscriber roster from 13 to 34 for 32% of all operating stations and going up from 50th to 46th place. Louisiana went from 25th to ninth place with the addition of 16 members (51 to 67) for 58% of all stations in the state. Georgia's increase of 16 members (62 to 78) gave it 39% membership and raised it from 44th to 35th place.

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Broadcasting, March 13, 1967 67
FCC is down to the wire

ITT-ABC merger decision—to reopen or not to reopen—could come this week

The FCC approaches another climax this week in its consideration of the ABC-International Telephone & Telegraph Corp. merger case. At issue is the question of whether the commission will reopen the case and order a hearing, as requested by the Justice Department. But wide-spread speculation has it that the real question isn't whether a hearing will be held, but what kind.

The commission is expected to be ready to act at its meeting Wednesday. All of the evidence and pleadings it requested of the department are in. And Commissioner James J. Wadsworth, who has been out of the country the past three weeks—he was in Mexico City helping negotiate a treaty on use of the AM band—is due back in his office today (Monday).

The speculation that a hearing is a foregone conclusion is fed not by the feeling that the arguments presented by Justice are persuasive. Commission staffers and members are privately scornful of the case the department has thus far made for its argument that the commission failed to consider adequately the anticompetitive consequences that might flow from the $2.4-billion merger.

Rather, the speculation grows out of the conventional wisdom that a rebuke to the Justice Department will be overturned on appeal to the U. S. Court of Appeals—and in probably scathing language, at that.

Not Hopeless * Some members of the commission reportedly don't share that opinion. At least, they say there is no fixed feeling that a hearing is inevitable. In their view, the commission would not be in a hopeless position in the event it rejected Justice's petition and found itself a defendant in an appeal.

They feel that the commission strengthened its case when, instead of deciding whether to grant Justice's request for a hearing, it asked the department to submit the evidence on which it was basing its request (BROADCASTING, Feb. 6).

An opinion could be written arguing that there is nothing in the evidence warranting a further proceeding. The point would undoubtedly be made that although Justice originally claimed it had "important information" not in the commission’s files, it was forced to concede that its petition for reconsideration wasn’t primarily based on the persuasiveness of its evidence.

And the department’s tardiness in attempting to block the merger would undoubtedly also be cited. The department had been studying the case since December 1965 but didn’t express its views until Dec. 20, 1966—and then in a letter in which it said it found the possibilities of anticompetitive consequences too speculative to warrant an attempt to block the merger. It also urged the commission to consider the anticompetitive aspects in making its public interest finding. But the commission, taking the letter, in effect, as clearance, approved the merger in a controversial decision the following day.

Court watchers say the merits of the case wouldn’t carry as much weight with the D.C. court of appeals as the fact that the Department of Justice had asked the commission to hold a full evidentiary hearing in the case—and been denied. The commission in September had held a two-day oral hearing on the question of whether ABC’s 17 AM, FM and TV licenses should be transferred to ITT.

No Consensus * The commissioners discussed the matter at their meeting Wednesday but, according to reports, reached nothing resembling a consensus before deciding to await the return of Commissioner Wadsworth.

A number of alternatives are open to the commission if in fact it decides to order a hearing. It could order a conventional one in which a hearing examiner would take evidence. Or it could direct a panel of commissioners to preside with an examiner (as is being done in the AT&T rate probe), or to conduct a hearing themselves. Another possibility is a hearing before the full commission—as was the case in the September hearing.

The commission would place emphasis on the need for expediting the proceeding, whatever form of hearing was adopted. Some commissioners do not believe that a hearing could be disposed of with dispatch. But there is some feeling that the case could be

FCC sleuths chase ‘Keep the Faith, Baby’ station

Some people might call it the Radio Free Harlem caper. But the FCC's Field Engineering Bureau regards it as the Radio Free Harlem headache that it hopes will go away.

Periodically since Feb. 12, a short-wave station operating on the 80-meter band, which is used by amateurs, has gone on the air in New York calling itself Radio Free Harlem.

In its first appearances—on Feb. 12 and Feb. 25—it played music. But late Sunday, March 6, and early the next day it issued appeals for financial support for Adam Clayton Powell's church, the Abyssinian Baptist, in Harlem. A rally was held there a few hours earlier protesting Mr. Powell's ouster from his House of Representatives seat.

But regardless of the format, the station is operating illegally. Commission officials say short-wave frequencies are to be used for voice communications, not by stations in the guise of broadcasters.

As a result, the commission's monitoring service of the commission's Field Engineering Bureau has been trying to track down the operator—or operators, and therein lies part of the problem; Curtis Plummer, chief of the commission's Field Engineering Bureau, says more than one station may be involved. In any case, the point of origin seems to shift from time to time. Thus, the station may be operated from an automobile.

But what makes the sleuths' work particularly difficult is that Radio Free Harlem stays on the air only about a half hour at a time. The gumshoes have been able to trace the station to the general area of New York, but they haven't been able to get a precise fix on the location. That requires block-by-block inspection by agents in cars equipped with special monitoring equipment.

If the Radio Free Harlem operator is nabbed, he faces a stiff penalty. The law provides penalties including a fine of up to $10,000 and a year in jail.

But in such illegal operations, the culprit usually turns out to be a 16-year-old. His punishment is usually limited to a lecture. Even more frequently, the illegal operation simply ceases. That's an ending that would satisfy the bureau.
Radio's biggest out-of-home listeners

Men of 35 and older are the heaviest in -car radio listeners, according to the American Research Bureau.

In a report on away-from-home radio listening, released last week, ARB reported that 63% of all away-from-home radio listening takes place in automobiles during the rush hours of 6 a.m. to 10 a.m. and 3 p.m. to 7 p.m. Radio listening by persons 12 and older during these hours represents 26% of all radio listening, ARB stated.

Based on a recently completed 31-market survey, ARB said that the highest percentage of in-car listening—71% of away from home listening—occurs in four markets—Columbus, Ohio; Detroit; Houston and Washington. Portland, Ore., showed the lowest in-car audience with 42%; Fort Worth was next, with 44%.

The study found that men aged 18 to 34 do more listening away from home than any other age group, and they do more than three times as much away-from-home listening as women. Teen-agers also ranked higher than women in both in-car and away-from-home listening.

Doing the least in-car or away-from-home listening are women over 35.

wound up in less than two months.

The days ahead will be difficult ones for Chairman Rosel H. Hyde. The case, which has attracted widespread attention, has left the commission bitterly divided. Yet he would want to devise a solution that would attract something more than a one-vote majority.

A notoriety possibility is that the commission might split on whether or not to hold a hearing 3 to 3, with the old minority—Commissioners Kenneth A. Cox, Robert T. Bartley, and Nicholas Johnson—on one side and pro-merger Commissioners Lee Loening, Robert E. Lee and Wadsworth on the other. That would leave it up to the chairman to cast the deciding vote.

Congress watches clock:

New time hassle looms

A new battle is shaping up in Congress and in parts of the country over the law requiring all states to observe daylight saving time.

As of last week, close to 20 members of Congress had introduced legislation to change the application of the law passed last year that requires all states to adopt daylight saving time from the last Sunday in April to the last Sunday in October. Other vigorous battles have been waged in several states where opponents of the measure seek to exempt the state from adopting daylight time. Any state may exempt itself if the entire state adopts one time. However, most of the states where this is a hot topic are states that are divided among at least two time zones.

House Commerce Committee hearings scheduled for this week on the unusual situation in Kentucky, where the legislature is not meeting this year and therefore cannot exempt the state, were called off after transportation secretary Alan Boyd said he would hold up the application of the law that would bypass the state this year.

However, in the Senate, a special Subcommittee on the Uniform Time Act has been formed in the Commerce Committee. Senator Vance Hartke (D-Ind.), who hails from one of the states that have more than one time zone, has been appointed chairman of the group. Last week Senator Hartke said he would call hearings soon on the 1966 act. Other members serving on the subcommittee are Senators Philip A. Hart (D-Mich.), Robert Griffin (R-Mich.) and Thruston Morton (R-Ky.).

States lying in two time zones include Indiana, Kansas, Idaho, Nevada, Nebraska, Florida, Texas, Tennessee, Michigan, Kentucky and North and South Dakota. Opposition to compliance with the new federal law is also strong in Iowa, Arkansas and Minnesota.

In years past a business coalition of the broadcasting and transportation industries fought vigorously for the bill that passed last year.

Fort Myers may get more U's

Two potential UHF applicants have prompted the FCC to adopt a proposed rulemaking that would assign channels 20 and 36 to Fort Myers, Fla. The community (with an estimated population of 28,900) has already been assigned channel 30, which is reserved for
educational TV, and is currently being served by WIXK-TV (ch. 11) Fort Myers. The commission based its action on proposals by Kenneth J. Schwartz, a local businessman, and Hubbard Broadcasting Inc., permittee of channel 44 in St. Petersburg, Fla., to apply for authority to operate UHF's in Fort Myers once the new channels are assigned.

Preregistration tops last year for NAB meet

Every indication points to another attendance record at the National Association of Broadcasters convention in Chicago April 2-5. At the close of preregistration Wednesday (March 8), NAB had processed 3,800 names. Of these, 2,879 are for the management sessions and 921 are for the concurrent Broadcast Engineering Conference.

The preregistration total is 164 more than the 3,636 that had recorded prior to the 1966 convention. Total registration last year was a record 5,036.

The program for the engineering sessions was locked up last week with the announcement that Dr. James Hillier, vice president of RCA Laboratories, would be the Tuesday (April 4) luncheon speaker. He was chairman of the telecommunication science panel that recommended a complete study of the spectrum by the Commerce Department (Broadcasting, Oct. 24, 1966).

He joined RCA in 1940, went to Melpar Inc. in 1953 as director of research, and rejoined RCA in 1955. He has held his present position since 1958.

Also set last week was the three-part Tuesday morning radio session. The program includes a taped-live audio presentation "The many worlds of inner space" by Frank Gaither, was Atlanta, a panel on research, and the annual Radio Advertising Bureau report by Miles David, president, and Robert Alter, executive vice president.

Taking part in the panel session—"New developments in local radio audience research"—will be Peter Langhoff, American Research Bureau; Frank Stisser, C. E. Hooper Inc.; James Seiler, Media Statistics Inc., and George Sternberg. The Pulse Inc. It will be moderated by Howard Mandel, NAB vice president for research.

International radio-TV awards favor East

And a little child shall lead them—that pretty much was the story of the seventh annual International Broadcasting Awards competition held in Hollywood last week. For the sweepstakes winner in television—what amounts to the best of the show—was a series of three commercials featuring a little girl and two little boys and their comments about and involvement with a product called Boso. The TV sweepstakes winner, which was also given the award for the best series, nine minutes or under classification, was produced by N. Lee Lacy & Associates, Los Angeles, for Dancer-Fitzgerald-Sample, agency for Best Foods Division, Conop Products Co., New York.

The soft-sell, light approach, was rewar ded, too, in the radio category. Top winner here was "Riddle," produced by J. Walter Thompson, New York, for Ford pick-up trucks division of Ford Motor Co. It also won in the humorous, under 60 seconds classification.

The sweepstakes awards were among 19 others—10 in TV and 9 in radio—given out at a dinner sponsored by the Hollywood Radio and Television Society. J. Walter Thompson and Doyle Dan Bernbach were the most honored agencies, each taking three awards. Other winning agencies were McCann-Erickson; The London Press Exchange Ltd.; N. W. Ayer & Son; Van Sant, Dugdale & Co.; BBDO; William Esty; Geyer, Morey, Ballard and Harold Cabot & Co.

The East Reigns = The New York production center swamped Hollywood in the competition. Ten of the winning commercials were produced in the eastern city as compared with four made in the west coast hub. Other winners came from Baltimore, London, Toronto and Boston.

The complete list of winners, by categories, giving commercial title, product, advertiser, agency and commercial producer, follows:

Industry need for youth seen by NAB's Couric

A call for "qualified young people" with a "fresh, new, responsible, well-reasoned perspective" to enter broadcasting's ranks was issued last week by John M. Couric, vice president for public relations of the National Association of Broadcasters.

Mr. Couric told a Broadcasting Day meeting at the University of Florida, Gainesville, that "the influence of mass communications is amazing; the power of broadcasting unmatched; it's ability to influence unequalled."

Radio and TV, he said, have given the world "an unparalleled capability to communicate an ever-widening range of human experience, knowledge and ideas." The future is limitless, he added, for those young men and women who commands the spotlight—international plays today and who can "relocate the reality of today with a more ephemeral tomorrow."

Better TV group to meet

A steering committee representing groups that want to "develop public participation in commercial broadcasting" meets in Washington Tuesday

FANFARE

BOSCO KIDS WIN SWEEPSTAKES IN TV SERIES

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Farewell to ARMS

Members of the technical committee which guided the All-Radio Methodology Study brought their work to an end last week and were honored for their efforts by the Radio Advertising Bureau and the National Association of Broadcasters, co-sponsors of the study. Receiving plaques "in recognition of outstanding contribution to advancement of radio audience measurement" were (l to r): Howard Mandel, vice president, research, NAB; Alan Steinberg, director of research, ABC Radio; Ward Dorrell, now retired, who served for a period as managing director of the ARMS project; Melvin Goldberg, vice president, research, planning, John Blair & Co.; Mary McKenna, vice president, research, planning, Metromedia and chairman of the ARMS technical committee; Miles David, president of the RAB; Lester R. Frankel, executive vice president of Audits & Surveys, the company retained for the ARMS study; Harper Carraine, director or research, CBS Radio; Dr. Morris Gottlieb, senior projects director, Audits & Surveys, and Richard Montesano, project director at Audits & Surveys, who recently joined RAB as research director. Hugh Beville, vice president, planning, NBC, another technical committee member, was not pictured.

(March 14) with an eye toward the spring of 1968 and a national convention, the committee was created after 21 organizations met in Washington last year for preliminary discussions on a National Congress on the Rights and Responsibilities of the Public in Commercial Broadcasting (Broadcasting, Dec. 19, 5, 1966). Frank Orme, executive president of the National Association for Better Broadcasting, is executive secretary of the steering committee.


TIO presents essays for English teachers

The National Council of Teachers of English in cooperation with the Television Information Office has published "TV as Art: Some Essays in Criticism."

The publication is a compilation of 10 essays by English-language scholars, edited by Dr. Patrick D. Hazard of the English department of Beaver (Pa.) College. The essays were commissioned by TIO in connection with the four-day television film festival it presented at the 54th annual convention of the NCTE a year ago. The papers are intended for teachers of English at every level of instruction and deal with specific television programs and their place in the elementary, high school, college and graduate-school curriculums.

In his introduction to the book, Dr. Hazard noted that "the cultivation of judgment about television programs and other manifestations of cultural democracy must surely be one of the primary responsibilities of the contemporary school."

The essays are gathered into a paperback that is priced at $1.25. It is available from TIO at 745 Fifth Avenue, New York, or from the NCTE at 508 South Sixth Street, Champaign, Ill.

Stations win AP citations

The Associated Press Radio-Television Association has announced awards to member stations for outstanding quality and quantity of their contributions to AP news coverage in 1966. WAKY Louisville, Ky., will receive a special award as first station to contribute 1,000 stories to AP in a single year. Three other top award winners are WQAM Miami, with a state record of 377 credits, WFRB Baltimore with 677 and WRBC-AM-FM-TV Cincinnati with 447.

Winner named in VOD contest

Steven Rapp, 18-year-old Cedar Falls, Iowa, student, has won first prize in the Veterans of Foreign Wars' "Voice of Democracy" contest. After delivering his five-minute speech to the 2,000 veterans and guests at the VFW's annual congressional dinner in Washington March 7, the youth was presented with a $5,000 scholarship.

Radio and TV stations throughout the country cooperated with the VFW in promoting, covering, judging and taping the speeches of nearly 350,000 student entries. The contest originated in 1947 under the cosponsorship of the National Association of Broadcasters and the Electronic Industries Association. The VFW assumed sponsorship in 1962.
More time for NABET talks

Network pacts extended as union seeks to resolve intraorganization problems

The National Association of Broadcast Employees and Technicians was granted an extension last week of its current contracts with ABC and NBC until Aug. 31 to settle local problems in New York and Los Angeles. At the same time, the networks and NABET opened negotiations for a new pact on March 2 (Broadcasting, March 6), but the unsettled state of the union's affairs resulted in a five-month extension by the networks. The hope is that by that time, the networks had refused to make wage offers during the course of negotiations.

New York local 11 and Los Angeles local 53 already have voted to bolt NABET and join the American Communications Association, an affiliate of the International Brotherhood of Teamsters. On Monday (March 6) the ACA asked the New York office of the NLRB to hold an election immediately for certification. The NLRB rejected the request for an immediate election, citing contractual obligations.

The regional examiner noted that NABET employees at NBC could make a request for a certification election on Friday (March 10) because their contract was signed on that date in 1963, while ABC employees have to wait at least until March 31 since their pact was not signed until April 3, 1963.

To Seek Reversal: A spokesman for locals 11 and 53 said he was "astounded" by the NLRB's "peremptory" decision and pledged that the locals "will explore every legal avenue to reverse this ruling." He claimed that an overwhelming percentage of the membership in both locals have voted to disassociate from NABET and to seek certification for the ACA. He declined to comment on the contract extension granted by the networks to NABET, saying he has not read the agreement, but added that this development would have no effect on the locals' intention to pursue their objectives.

A NABET official said its contracts with ABC and NBC cover 2,753 employees in New York and Los Angeles. Approximately 2,000 other NABET members at NBC and ABC work in Chicago, San Francisco, Washington and Cleveland. The union represents engineering and technical workers at the two networks and certain publicity and clerical positions.

CBS is not involved in the negotiations. Its technical employees belong to the International Brotherhood of Electrical Workers.

Meanwhile, in Hollywood last week, Teamsters local 399, representing some 1,500 film studio drivers, asked International Brotherhood of Teamsters officials to revoke a charter granted the American Communications Association. At the same time the Hollywood Teamsters local said it would support the AFL-CIO International Alliance of Theatrical & Stage Employees in a contest with ACA to represent certain employees at ABC on the West Coast.

ACA is busily trying to win technicians and other broadcast industry employees now largely represented by NABET (Broadcasting, March 6). In asking that the international executive board of the Teamsters revoke ACA's recent charter of affiliation, local 399 members indicated that they "do not agree with the philosophy" of certain ACA leaders.

NAB to act on licensing S O S

Recommendations for an overhaul of the FCC's procedure in granting operating licenses for broadcast engineers will be developed by the National Association of Broadcasters at the request of its small-market radio committee.

At its meeting in Washington Monday (March 6), the committee noted that the commission's test for operator licenses has always stressed knowledge of the safety-at-sea regulations. It said that broadcasting licenses grew up around these regulations and the tests, as given today, still place more emphasis on marine telegraph knowledge than on information more pertinent to broadcasting.

The committee has asked NAB to prepare a report on overhauling these license requirements for broadcasting and to make a report to the radio board in June.

One possible approach would be a recommendation that the FCC issue a basic operator's license, replacing the present first-, second- and third-class radiotelephone licenses. The basic license holder would be allowed to operate nondirectional stations up to a certain wattage. To go beyond that, i.e., operate directional stations, FM, TV etc., the operator would have to serve an apprenticeship period and then take a license test for each specified engineering area.

The small-market committee continued its efforts to get the FCC to permit local post offices to give tests for third-class licenses. NAB executives pointed out that a few days earlier FCC Chairman Rosel Hyde had told the NAB State Presidents Conference he would "not be unwilling" to look into

Shutterstock
such a project. NAB will write to the chairman urging a formal study of the situation.

Mr. Hyde had also pointed out that the commission itself would like to give the license tests more often if it had the budget to do so.

Other Studies • In addition to the FCC request, the committee will survey, with the aid of state broadcaster associations, how much time and expense is involved in sending station personnel to present examination sites.

The committee also was given a report on the project to get junior colleges to institute broadcasting courses. Harold Niven, assistant to the NAB president, reported that such courses are now in effect in Mount Carmel, Ill., and will go into effect in the fall in Great Bend, Kan. In addition, he said about 75 junior colleges had requested information on the plan.

He also reported that the University of Montana in conjunction with the Montana Association of Broadcasters would hold an eight-week course leading to a first-class operator license.

The committee also plans to study how the new uniform-time law, putting states wholly on either daylight or standard time, will affect daytime-only stations.

Trade center TV effect up in air

Over 500,000 people in the New York City area will get “unintelligible TV reception” if a proposed 110-story World Trade Center is constructed in lower Manhattan as planned.

This conclusion, based on recent engineering studies, was presented last week by the TV Broadcasters All Industry Committee, along with a formal petition to the city’s board of estimate to adjourn a March 16 hearing on the trade center until further study on TV interference could be made by the committee and the Port of New York Authority, builder of the trade project.

The TV committee, composed of lawyers and engineers, represents eight TV stations now committed to long-term contracts with the Empire State Building for transmission from atop its 1,475-foot-high TV tower. Its concern was voiced over the possible effect of the trade center, to be located three miles south of the Empire State, in bouncing back TV signals and thus creating a 3-to-5 degree arc of signal blockage north of the Empire State (Broadcasting, Feb. 20).

The committee indicated last week that the trade center would result in “a major problem to TV reception,” since it would act like a mirror to TV signals.” Its result would interfere with reception in the affected arc sector, producing instability in pictures plus a band down the center of the home TV screen. Color TV would be received in the incorrect color tones, the committee added.

A new miniaturized color-TV camera just produced by Cohu Electronics Inc. of San Diego is explained to Bill Conner (r), vice president in charge of commercial production for North Advertising, Chicago, by Dick Moss, manager of video-tape commercial sales at NBC-owned WMAQ-TV Chicago.

The Cohu camera uses three vidicon tubes and is said to be the first commercial unit of its kind, earlier units having been sold to the government. It weighs just 47 pounds with viewfinder. At WMAQ-TV it is part of the station’s new compact color video-tape mobile van used for news work as well as commercial production. The camera feeds a small RCA TR-5 color video-tape recorder inside the van.

A miniature color camera from Cohu

Another Study • The PA has again commissioned the Alford Manufacturing Co., Winchester, Mass., to compile all data necessary to make a concrete proposal to the broadcasters for antenna installations atop the trade center.

Mr. Tobin indicated space on the trade center would be given rent-free to the TV stations until their present Empire State leases expire in 1984.

The TV committee believed that relocating the antennas to the trade center “would create other kinds of interference, require home receiving antennas to be reoriented and pose problems under FCC regulations.”

The PA had retained Alford in a previous $35,000 study that reported on three basic theoretical possibilities for the TV interference problem: altering existing TV antennas’ signal strength toward the trade center; changing the trade center’s reflecting character (either facing its surface or tilting walls); or relocating TV antennas from the Empire State to the trade center. The third recommendation was favored because “it would result in updating of the equipment” and “improve coverage because of higher elevation.”

Before this study, the PA and the TV industry committee jointly paid for a $23,000 study conducted by Alford and by Jansky & Bailey of Washington. The PA also commissioned Donald G. Fink as its consulting engineer for about $10,000. Its estimated costs for the three TV studies is about $91,500. The TV broadcasters committee has paid out an estimated $11,500.

In addition to TV interference, one TV engineer said the World Trade Center would garble stereo FM signals beamed from the Empire State Building. At least four FM outlets now broadcast stereo from that location.

Consumer electronics show is sold out

Exhibitor space for the 1967 Consumer Electronics Show has been sold out, according to Armin E. Allen, Phileo Corp., chairman of the Consumer Products Division of the Electronics Industries Association.

The show, to be held June 25-28 at the Americana and Hilton hotels in New York, will consist of more than 100 exhibitors representing 90% of the consumer electronics industry. To be shown will be TV receivers, radio sets, phonographs, packaged high-fidelity components, audio and video tape recorders and players and electronic organs. The Consumer Electronics Show will take place at the same time and also in the same city as the annual convention of the National Appliance and Radio-TV Dealers Association.
TV Zoomar to offer
Australian gear

The introduction of an Australian manufacturer’s studio equipment for sale to North and South American TV stations was announced jointly last week by Fred Hoe, managing director of HTS Machine Works, Brisbane, Australia, and Bill Pegler, sales manager, Television Zoomar Co., New York.

The HTS studio equipment will be featured at TV Zoomar’s exhibit at the National Association of Broadcasters convention March 31-April 2 in Chicago. Displayed will be the HTS Mark I heavy-duty pedestal and companion cam head for color and monochrome cameras. TV Zoomar will distribute some six HTS models of professional TV camera pedestals, cam heads, tripods, mike booms and other accessories for color and black-and-white TV cameras. HTS, which produces more than 26 models of pedestals, heads and related studio equipment, supplies 95% of all accessory equipment used by TV stations in Australia.

Technical topics ... 

Big stick • WTVJ(TV) Miami, a Wometco Enterprises station, has erected a new antenna atop its 1,000-foot tower. The new antenna weighs seven tons and has six transmitting bays.

Loan • WPSU-TV Tallahassee, Fla., non-commercial operated by Florida State University, has received $50,000 color film slide equipment on a permanent loan basis from WREX-TV Rockford, Ill.

New color tape • A new, high-chroma video tape, designed specifically for color television applications, will be introduced by Memorex Corp., Santa Clara, Calif., at the National Association of Broadcasters convention in Chicago, April 2-5. Called Memorex 78V broadcast video tape, the new product is said to have an increased signal-to-noise ratio, more stable control and audio signals, offer improved head life and fewer dropouts than competing brands.

Mobile van packages for color TV offered

The Technical Material Corp., Mamaroneck, N. Y., a packager of electronics and communications systems, has established an avionics/broadcast division that will offer color-TV mobile vans.

TMC, which also supplies long-distance radio equipment, has expanded its operation to include packaging of both airborne TV-studio vans as well as basic mobile-TV units from 25 feet up to 40 feet in length. Working for the U. S. government, TMC has constructed complete two-channel TV transmitting and AM/FM radio broadcast stations in four airplanes now in Vietnam. The airborne units broadcast live and taped shows and newcasts to the Vietnamese people and to allied forces. TMC is also building four other airborne units for commercial use.

The new TMC division is prepared to service both industrial and commercial buyers with TV mobile color vans tailored to individual station requirements.

Parabolas could provide satellite-to-home TV

Large, sky-hanging TV transmitting antennas that pop open like a jack-in-the-box have a potential for direct TV broadcasting to the home from a synchronous satellite, the Convair Division of General Dynamics Corp. said last week.

Based on a study Convair prepared for the National Aeronautics and Space Administration, large parabolas weighing from 590 pounds to 68,000 pounds could be used to carry as many as 14 TV channels directly to home TV sets, according to John A. Fager, project engineer. The 150-foot diameter dishes could provide direct television reception to an area as big as San Diego-Los Angeles. TV viewers would have to buy a five-foot dish, costing between $40 and $90, for home reception. With a higher-powered system, he added, a 22-foot-by-30-foot parabolic antenna on a satellite could provide coverage for an entire U. S. time zone.

In its report to NASA, Convair said self-erectable antennas of this size were feasible for use in the Apollo man-to-the-moon program, as well as for navigation- and communication-satellite systems.

INTERNATIONAL

Opposition files against Canadian satellite plan

Canadian television networks and communications common carriers oppose plans to establish a Canadian-owned satellite communications system for television.

Both the Canadian Broadcasting Corp. and the Canadian Television network, which is privately owned, were joined in their opposition by the communications departments of the two major railroads and by the Telephone Association of Canada. They expressed their negative views at a special meeting of the Board of Broadcast Governors in Ottawa last week.

The TV plan was proposed last fall by the late Kenneth Soble of CHCH-TV Hamilton, Ont., and the Power Corp. of Canada Ltd., a holding company. It suggested a 97-station television network using a satellite in space as a relaying point to beam signals from three production centers (Toronto, Montreal and Vancouver) across Canada. These signals would feed a chain of repeater TV stations.

The broadcasters voiced their opposition to the plan on the ground that such a system would become a national TV service concentrating on national advertising. This would leave individual TV stations dependent solely on local and regional advertising, it was said, and this could spell the demise of many present stations.

The railroad and telephone spokesmen emphasized that any satellite system should take into account all telecommunications needs and be integrated into existing facilities.

UA to set up overseas bases

United Artists Corp. revealed last week that it will set up television production bases in Europe and the Middle East. Harold Breacher, formerly in the television program development department of the Ashley-Famous Talent Agency, will direct the production outposts as head of UA International TV, with headquarters in London. The plan is for UA’s overseas operation to facilitate production of any company-affiliated programs that have to be filmed entirely or partly in Europe or the Middle East. United Artists is believed to be the first major U. S. company to create such an operation.

International TV sales . . .

Hopalong Cassidy, The Beachcomber (Fremantle International): Herald Sun TV, Melbourne, Australia.

High Adventure (Fremantle International): Television Corporation Ltd., Sydney, and Herald Sun TV, Melbourne, both Australia.

On Safari (Fremantle International): Universal Telecasters Queensland Ltd., Brisbane, Australia.
BROADCAST ADVERTISING

Stephen R. Rintoul, VP, Venard, Torbet & McConnell, Los Angeles, moves to New York office as executive in TV department. He is succeeded in Los Angeles by Frank Dougherty, who was with San Francisco office. Richard E. Green, manager, Henry I. Cristal Co., San Francisco, replaces Mr. Dougherty at Venard, Torbet & McConnell, that city.

Anthony D’Onofrio, VP and account supervisor, Robert A. Becker Co., New York, and John Carlucci, account executive, Sudder & Hennessy, same city, named VPs and account supervisors at S&H, that city.

Peter L. Townsend, Los Angeles sales manager for KEZY and KEZB(FM) Anaheim, Calif., named VP and director of national and regional sales.

John E. Peters, David W. Place, and Kenneth L. Robbins, account supervisors with J. Walter Thompson Co., New York, elected VPs.

Arthur R. Harrington, VP and manager of SCI division of Interpublic, Detroit, named executive VP at division’s New York office.

Albert B. Shepard, who resigned as president of Eastman TV Inc., New York, (BROADCASTING, Feb. 20), named president of Media Surveys Inc.

Howard G. Haas, executive VP and marketing director of Sealy Inc., Chicago, elected president. He will continue to handle national advertising.

Harold Greenberg, sales manager of KDBB St. Paul, appointed general sales manager.

Robert A. Burke, VP and general manager of radio division of Adam Young Inc., New York, joins Broadcast Communications Group, San Francisco, as manager, radio sales.

Tom Merritt, named manager, radio-TV studio facilities, Fuller & Smith & Ross, Chicago, succeeding Bob Boriek, who joins Arthur Meyerhoff Associates there as radio-TV director.

Lewis S. Wechsler, assistant VP in charge of programing, Ted Bates & Co., New York, joins Wells, Rich, Greene, same city, as manager of network operations. He will be in charge of TV programing and responsible for network buying.

Bruce Lang, manager, sales liaison and administration, CBS News, New York, appointed director of that department.

William A. Cummings, account executive, ABC Radio, New York, named assistant director of sales for news and special events, ABC-TV.

Nicholas Newton, with WINS New York, appointed sales manager.

Fred W. Sample, with WLCY St. Petersburg, Fla., appointed sales manager.

R. Joseph Adams, with KXOK St. Louis, named national sales manager. Peter Martin, with KXOK, for past 12 years, appointed local sales manager. John Corrigan, sales promotion manager for KXOK, becomes station sales coordinator.

Carmel A. Hehn, with WOR-TV New York, named manager of sales service.

Shirley M. Bush, manager of merchandising and promotion department for KMBC Kansas City, Mo., appointed sales service manager for KLAC Los Angeles.

J. Joseph Clarke, with WCBM Balti-
more, named sales service manager.

Warren Uttall, program and promotion manager of WLVA-AM-TV Lynchburg, Va., appointed to newly created post of manager, sales development and promotion.


Dorothy Parisi, VP and assistant general manager for Doyle Dane Bernbach, New York, named VP and general manager.

Robert Cargill, VP of The Marschalk Co., Atlanta, also named associate creative director, with responsibility for total creative product and creative staff of Atlanta office.

Albert J. Silverstein, with Tidewater Oil Co., New York, appointed merchandising manager for firm’s eastern division.

Marge V. Aviles, art director for educational division of Xerox Corp., Rochester, N. Y., joins WPX-FM and WPX-TV New York as art director.

Peter W. Evans, with P. Ballantine & Sons, Providence, R. I., named ad-

AMCI antennas

for TV and FM

- Omnidirectional TV and FM Transmitting Antennas
- Directional TV and FM Transmitting Antennas
- Tower-mounted TV and FM Transmitting Antennas
- Standby TV and FM Transmitting Antennas
- Diplexers
- Vestigial Sideband Filters
- Coaxial Switches
- Transfer Panels
- Power Dividers and other Fittings
- Write for information and catalog.

ALFORD
Manufacturing Company
10 Grove St., Winchendon, Mass., Phone: ALFORD 1-1100
Cable Address: AMCI990
Telex 598-1067

BROADCASTING, March 13, 1957
vertising coordinator for New England.


Monte G. Newman, account executive for NBC's WABC-TV, New York, joins WOR Television, New York, as account executive.

Barton D. Ladd, marketing services manager of international division of A. B. Dick Co., Chicago, joins WGN, Chicago, as assistant to the president.

Howard R. Morgan, personnel assistant with Fidelity Mutual Life Insurance Co., Philadelphia, joins Ayer, that city, in plans and marketing department.

Bert Randolph Sugar, formerly account executive with Papert, Koenig, Lois; J. Walter Thompson, and McCann-Erickson, all New York, joins Street & Finney, that city, as account executive.

Mary Reilly Wilson, with Weightman Inc., Philadelphia, named creative supervisor.

Anthony S. Ocepek, promotion manager of Olas Corp., Tarenos, Ohio, joins WJKC-TV, that city, as account executive.

Leland A. Jackoway, with WLOL (TV) Columbus, Ohio, joins WLWC (TV) Dayton, Ohio, as account executive. Both are Avco Broadcasting Corp. stations.

Frank Drake, with news department of WAVY-TV Portsmouth-Norfolk-Newport News, Va., joins station's sales department as account executive.

Paul R. Abrams, with Advertising Time Sales, New York, joins WABC, that city, as account executive.

Michael Roe, media planner and buyer with The Marschak Co., New York, joins WMAL Washington, as account executive.

Jerry Frericks, member of Norfolk Neptunes football team, joins WAVY Portsmouth, Va., as account executive.


Martin Fritze, with Foster Advertising Ltd., Toronto, appointed radio and television producer for W. B. Doner and Co., Detroit.


Howard Pearciststein, previously with Firestone & Associates and Lavenson Bureau of Advertising, both Philadelphia, joins Al Paul Leflon Co. there as copy writer.


Thomas Griffin, with Compton Advertising, Chicago, joins Allen, Anderson, Niefeld & Paley there as media buyer.

Dan Tapson, with Metromedia's WIP Philadelphia, joins staff of Metro Radio Sales, New York.

Thomas R. Smart, general manager of Van Praag Productions, Detroit, joins staff of Stockwell & Marcuse, Southfield, Mich.

Michael J. Conner, with New York sales staff of Field Enterprises Inc., newspaper division, joins sales staff of firm's WPLD (TV) Chicago.

F. A. Wurster, salesman at CKLW Windsor, Ont.-Detroit, moves to CKLW-TV sales.

Kenneth J. Costa, librarian, Radio Advertising Bureau, New York, named director of RAB's new marketing information bureau, which is expansion of library.

MEDIA

John G. MacAllister, acting president of noncommercial WCNY-TV Syracuse, N. Y., elected president. Frederick Luchsinger, business manager of North Syracuse (N. Y.) Central Schools, named to new post of business manager of WCNY-TV, effective Aug. 1.

John Pearson, sales manager of KMBR FM Kansas City, Mo., named station director, succeeding Reid Leath, who moves to KSFR(FM) San Francisco. KMBR and KSFR are Metromedia stations.

Mr. Sheeley

Tom Sheeley, operations manager of Midcontinent Broadcasting's KELO-TV Sioux Falls, S. D., named to new post of VP in charge of broadcast operations for KELO-AM-FM-TV. Jim Molohan, current manager of KELO-AM-FM and special assistant to president in charge of CATV, named to new post of VP in charge of Midcontinent's South Dakota CATV operations. Pat Rockert, assistant manager in charge of sales for KELO, named manager. Daniel P. Mitchell, sales manager for KEZY and KEZRFM) Anaheim, Calif., named executive VP and general manager.

Peter E. Schruth, senior VP, corporate development, Westinghouse Broadcasting Co., adds responsibility as vice chairman of Westinghouse Learning Co., subsidiary of Westinghouse Electric Co. Mr. Schruth also is a member of WBC's board of directors and executive planning committee. Learning company's activities are broad-based in field of education. Mr. Schruth will be responsible for developing strategy and long-range planning.

James J. Nathan, station manager of WNNJ Louisville, Ky., named VP and general manager.

Reid L. Shaw, VP and general manager of General Electric Broadcasting's WGY, WGFM(FM) and WGBT-TV Schenectady, N. Y., also named VP and general manager of General Electric Cablevision Corp., that city.

Ralph W. Beaudin, ABC group VP-radio, named to National Association of Broadcasters' board, replacing Robert R. Paley, ABC Radio president.

Arthur Plaut, operator of his own advertising and PR firm in Cincinnati, named VP for administration and community relations at KSDF-AM-FM San Diego.

Frank Minner, Rollins Inc. executive, appointed general manager for company-owned KDAY Santa Monica, Calif. He succeeds Larry Buskett, who resigned. Albert Files, another Rollins executive, named assistant to general manager.

Mr. Sheeley

Mr. Molohan

Mr. Shaw
manager and will take over some of duties of John Thackaberry, sales manager, who also resigned.

Dale S. Low, manager of KMISS Mo- 
berly, Mo., appointed general manager of KSMN Mason City, Iowa.

Donald D. Sullivan, VP and general manager of KTVT(TV) 
Sioux City, Iowa, named general manager of Universal 
Cable Vision Inc., CATV service oper- 
at ing in Florida and subsidiary of Cowles 
Communications Inc., New York.

Don Whan, chief engineer of KWTX 
Wichita Falls, Tex., also named assistant 
manager.

Hosmer W. Roberson, with board of 
education at Huntsville City, Ala., 
named director of coordination for 
Alabama ETV Commission, Birming- 
ham.

Robert K. King, WKBW-TV Buffalo, 
elected president, New York State 
Broadcasters Association. Other new 
appointments include: Walter A. 
Schwartz, WABC New York, elected 
VP; William McKibben, administrative 
assistant, WBNF Buffalo, elected secre- 
tary, and John B. Lynch, president, 
WWSC Glen Falls, re-elected treasurer.

Thomas J. Olovich, systems con- 
sultant to CBS Inc., joins WRBM Chi- 
cago, as controller.

PROGRAMING

James J. Burke, VP and controller. 
Monroe International division, Litton 
Industries, New York, joins Paramount 
Pictures Corp., same city, as VP and 
chief financial officer.

The Rev. Robert M. 
G. Libby, rector of St. 
Catherine's Church, 
Jacksonville, Fla., ap- 
nointed executive sec- 
retary for radio-tele- 
vision in department of 
communication of 
executive council of 
The Episcopal Church, 
New York.

Irv Wilson, with Lamplighter Pro-
ductions, New York, TV packaging 
firm, joins General Artists Corp., same 
city, as executive in TV department, 
in charge of national sales.

Pare Lorentz Jr., with Savage-Fried- 
man Inc., New York, appointed executive 
producer/director of specials for 
industry and documentary division.

Ray Wild, formerly with Field Com- 
 munications Corp., Chicago, and in- 
dependent consultant in TV program 
syndication, joins Trans-Lux Television 
Corp., Chicago, as sales manager of 
firm's Midwest division.

John S. Mullen, with WWLP(TV) 
Springfield, Mass., appointed program 
director. Orlando M. (Lon) Miro, 
director at WWLP, named assistant 
program director and special events 
director.

Al Covalia, producer with KSFR(FM) 
San Francisco, appointed program di- 
rector and assistant manager.

Walter Covell, assistant program 
manager and director of religious, edu- 
cational and public service programming 
at WJAR-TV Providence, R. I., appointed 
program director of state Department of 
Education's applicant for channel 36, 
noncommercial in Providence, R. I.

Peter Bertani, formerly with WJAR-TV 
and noncommercial WOR-TV Boston, 
is to be producer-director for applicant.

Wilbert Roth, with Videotape Center, 
New York, named di- 
rector of creative ser- 
vices. Denis K. Harr- 
ington, with Videotape 
Center, New York, 
named staff producer.

Adrian Joseph, 
writer and associate producer for KNXT- 
(TV) Los Angeles, joins KABC-TV there 
as producer in charge of feature film 
programming.

Robert W. Dycus, studio technical 
maintenance supervisor for WBTV(TV) 
Charlotte, N. C., named technical oper- 
ations manager for Jefferson Produc- 
tions, that city. Dallas Townsend, 
with WBTV, joins Jefferson Productions as 
technical supervisor. James C. Davis, 
Wallace C. Gosnell, and Kenneth F. 
Helms, with WBTV, join engineering 
staff of Jefferson Productions. WBTV 
and Jefferson Productions are owned 
by Jefferson Standard Broadcasting Co.

Otis Riggs, with NBC-TV, New 
York, joins Audio Productions Inc., 
that city, as art director.

Scott D. Palmer Jr., assistant pro-
duction manager and announcer for 
KBMA San Diego, appointed production 
manager for KDEO, that city.

NEWS

Peter Burns, reporter for CBS News. 
Atlanta, named correspondent.

Don Berges of Fort Lauderdale. 
Fla., joins Sims News Bureau, Wash- 
ington, as reporter.

Wallace O'Hara, newswoman with WEVE 
Boston, named news director. Lincoln 
Harner joins WEVE as political and city 
news reporter.

George T. Phillips, day editor on 
news desk of ABC Radio, New York.
named producer of \textit{ABC Reports} series of news reports aired five times daily on \textit{ABC} Radio.

\textbf{Robert Scott}, newsman for \textit{KIMN} Denver, joins \textit{know} there as news director. He replaces \textit{Jack Fitzpatrick}, who becomes station relations director.

\textbf{Wayne Johnson}, with \textit{WEOI(FM)} Elyria, Ohio, appointed news director.


\textbf{Gil Haar}, with \textit{knew} Oakland, Calif., named news director.


\textbf{George S. Friedman}, newsman with \textit{WBBM} Chicago, named editorial director.

\textbf{Joel Fowler}, \textit{KOAA-TV} Pueblo, elected chairman of Colorado AP Broadcasters Association.


\textbf{Jim Hawthorne} and \textbf{Al Allen} join news staff of \textit{KFM-A-TV Honolulu}.

\textbf{Emmett Cronan}, formerly with Canadian Broadcasting Corp. and \textit{KCBY-TV Coos Bay}, Ore., joins news staff of \textit{KFMB San Diego}.

\textbf{Jeff Hendrickson}, with \textit{WIVV Belleville}, Ill., appointed to news staff of \textit{KKOK St. Louis}.


\textbf{Charles E. Noland}, for 10 years \textit{UPI}'s regional executive for Florida, resigns to join \textit{Tampa, Fla., office of Merrill Lynch, Pierce, Fenner & Smith}.

\textbf{FANFARE}

\textbf{John Lollos}, manager, promotion, \textit{NBC}, New York, appointed director of promotion. \textbf{Jay Michaelis}, supervisor of guest relations, named coordinator, promotion, in \textit{Los Angeles} office. \textbf{Lawrence L. Miller}, broadcast promotion specialist, named manager, guest relations, also in \textit{Los Angeles}.

\textbf{Sid Desfor}, manager of \textit{NBC} press photographic department in New York since June 1955, named director.

\textbf{Joel W. Caesar}, publicity newswriter and radio-TV coordinator at Yeshiva University, New York, named PR manager of \textit{WMCA}, that city.

\textbf{Gus Thomas}, general manager of \textit{WEET Richmond}, Va., named promotions director for \textit{WOSN Charleston}, S. C.

\textbf{Bill Hahn}, with \textit{WNNC-TV Boston}, named to new post of community relations director.

\textbf{ALLIED FIELDS}

\textbf{Betty Furness}, who has been doing daily radio show for \textit{CBS} called \textit{Ask Betty Furness}, named presidential assistant on consumer affairs (see page 36).


\textbf{Franz Allina}, director of marketing and public relations for \textit{WMCA New York} and parent Strauss Broadcasting Group, joins Agency for International Development, Washington, effective April 3, in newly created post of special assistant to director of Agency's information staff. Mr. Allina plans to return to broadcasting after his tour of duty with AID.

\textbf{INTERNATIONAL}

\textbf{Stephen Simon}, general manager of Erwin Wasey Inc., Santurce, P. R., joins \textit{Norman, Craig & Kimmel} de Puerto Rico, San Juan, P. R., as VP and general manager. Mr. Simon succeeds \textbf{Gerald Dawson}, who returns to \textit{Norman, Craig & Kimmel} (Canada) Ltd., Toronto, to undertake new account management assignments.


\textbf{EQUIPMENT & ENGINEERING}

\textbf{G. Russell Chambers}, director of engineering for \textit{Rollins Inc.}, Wilmington, Del., elected VP-engineering.


\textbf{James Cochran}, chief engineer at \textit{Kork Las Vegas}, appointed chief engineer at \textit{WEOl} and \textit{WBEA(FM)} Elyria, Ohio.


\textbf{Thomas K. Prior}, formerly with \textit{WBFO} Providence, R. I., and \textit{WTEV(TV)} New Bedford, Mass., to be chief engineer of channel 36, noncommercial in Providence, R. I., being sought by state Dept. of Education.

\textbf{William H. Myers}, manager, market planning, television picture tubes, for \textit{RCA}, Harrison, N. J., appointed manager, marketing department, for \textit{RCA} television picture tube division.

\textbf{Martin Charles} and \textbf{Tom Walkerwicz}, district managers for Channel Master Corp., Ellenville, N. Y., appointed regional managers.

\textbf{Ray D. Dennis}, with entertainment products division of Sylvania Electric Products Inc., Batavia, N. Y., appointed to newly created post of manager of quality and customer acceptance.

\textbf{Harold Schumacher}, director of engineering of Overmyer Communications


Gerard H. Berberian, with Computron, Inc., Waltham, Mass., appointed product manager for sound recording tapes.

DEATHS

William J. McDonald, 74, senior VP of Wendell P. Colton division of Wesley Advertising Inc., New York, died March 6 in Harkness Pavilion of Columbia Presbyterian Medical Center in New York.

Robert Q. Glass Jr., 51, director of sales research and development at wFBC-TV Greenville, S. C., died Feb 28 after brief illness. Glass joined sales department of wFBC 26 years ago, and later moved over to wFBC-TV. Surviving are his wife, Sallie, son and two daughters.

J. W. (Bill) Slates, 57, VP and general manager of kfsA-TV Fort Smith, Ark., died March 7 at Fort Smith hospital after short illness and surgery. Mr. Slates entered radio as sportscaster with KFPW Fort Smith, Ark., in 1929, working up to general manager before leaving station in 1948. He later was commercial manager of wRAV Savannah, Ga., and manager of KfsA. He is survived by his wife, Maurine, son and two daughters.

Philip Brestoff, 59, former general sales manager for kRKA Burbank, Calif., died of heart attack March 6 in Los Angeles. Mr. Brestoff was once musical director of WXRY Detroit and later manager of that station. He also was sales manager for kABC Los Angeles for several years. He is survived by his wife and two sons.


Rudolph Block, 61, VP of Fairfax Inc., agency in New York, died Feb. 28 after long illness in Memorial hospital, Hollywood, Fla. Surviving are his wife, Sylvia, and daughter.

Nelson Eddy, 65, once a featured performer on radio's top show, The Chase and Sanborn Hour, with Edgar Bergen and Charlie McCarthy, collapsed of a stroke on a nightclub stage in Miami March 5 and died in hospital next morning. Mr. Eddy made frequent guest appearances on television. He is survived by his wife, Helene, currently with WLOR Orlando, Fla.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, March 2 through March 8 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CN.—critical hours, CP.—construction permit, D.-day, DA.—directional antenna, ERT—effective radiated power, kw.—kilowatts, LS.—local sunset, me.—megacycles, mod.—modulation, N.—night, SCA—subauditory 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, ed.—educational.

New TV Stations

APPLICATIONS

Rochester, N. Y.—Harcourt, Brace & World Inc. Seeks UHF ch. 61 (755-758 mc): ERP 711 kw vis., 142 kw aur. Ant. height above average terrain 460 ft.; ant. height above ground 420 ft. P. O. address: 737 Third Avenue, New York 10017. Estimated construction cost $796,846; first-year operating cost $350,000; revenue $350,000. Geographic coordinates 43° 16' 14" north lat.; 77° 47' 32" west long. Type trans. RCA TTV-30A, Type ant. manufactured by RCA. Good. Legal counsel: Cowan, Liebowitz & Latman, N. Y. and Cohen and Bernfield, Washington; consulting engineer: Jules Cohen & Associates, Washington. Principal; Applicant has been granted CP for new UHF in Denver. Harbringer Broadcasting Co., in which applicant is partner, has been granted CP for new UHF in Augusta, Ga. Applicant has applications pending for CP's for new UHF's in Portland, Ore. and Phoenix and is partner in Harbringer's application for CP for new UHF in Salt Lake City. University of Rochester owns 35,000 shares of Harbringer. Brace & World Inc. and is licensee of WRFR-FM Rochester and participates in WXXI-TV Rochester. Mr. Rimer B. Milliman is a director and has stock in Star Television Corp., one of nine applicants for ch. 13 in Rochester and one of eight applicants in that proceeding which participate in the interm operation of WOR(TV). Mr. George L. Todd has stock in Genesee Valley Telecasting Inc., which is also involved in two operations mentioned. Mr. Paul Miller is president & director of WBEC Inc., wholly owned subsidiary of Gannett Inc. and licensee of WBEC-AM-TV Rochester. Mr. John W. Remington is a director of Gannett Inc. Messrs. LeRoy Thompson and Gilbert E. McCurdy have interests in Star Television Corp. also and Mr. T. Carl Nixon has interest in Genesee. Applicant, Rochester, March 2.

Rochester, N. Y.—Philip V. Hahn Jr. Seeks WOR(TV). Applicant has applications pending for CP's for new UHF's in Portland, Ore. and Phoenix and is partner in Harbringer's application for CP for new UHF in Salt Lake City. University of Rochester owns 35,000 shares of Harbringer. Brace & World Inc. and is licensee of WRFR-FM Rochester and participates in WXXI-TV Rochester. Mr. Rimer B. Milliman is a director and has stock in Star Television Corp., one of nine applicants for ch. 13 in Rochester and one of eight applicants in that proceeding which participate in the interm operation of WOR(TV). Mr. George L. Todd has stock in Genesee Valley Telecasting Inc., which is also involved in two operations mentioned. Mr. Paul Miller is president & director of WBEC Inc., wholly owned subsidiary of Gannett Inc. and licensee of WBEC-AM-TV Rochester. Mr. John W. Remington is a director of Gannett Inc. Messrs. LeRoy Thompson and Gilbert E. McCurdy have interests in Star Television Corp. also and Mr. T. Carl Nixon has interest in Genesee. Applicant, Rochester, March 2.

BROADCASTING, March 13, 1967
UHF ch. 31 (572-578 mc); ERP 294 kw vis., 294 kw our., height above average terrain 235 ft.; ant. height above ground 235 ft. address: 1160 East Main Street, Rochester. Estimated construction cost $418,000; first-year operating cost $238,500; returned power 40 kw. Four commercial and one educational TV channels, that other channels have been assigned to nearby communities, and that supply of potential assignments to them will meet future needs in other communities is extremely small, commission concluded that Charlotte now has its "fair share" of available assignments and additional assignment is not warranted at this time, Action March 1.

ACTION ON MOTIONS

■ Hearing Examiner Charles J. Fredrick on March 2 in proceeding on TV applications of Airdomack Television Corp. and Northeast Television Cable Corp., both in Albany, N.Y., granted joint petition of applicants and company for filing proposed findings from March 6 to March 16, and reply from March 20 to March 30 (Doc. 16727-38).

■ Hearing Examiner Isadore A. Hong on March 2 in proceeding on TV applications of Romae Baton Rouge Co. and Capitol Television Broadcasting Corp., both Baton Rouge, granted petition for leave to amend filed by applicant Capitol Television Broadcasting Corp., reflecting business interests of its stockholders (Docs. 17067-46).

■ Hearing Examiner David I. Kraushaar on March 2 in proceeding on TV applications of Marvin M. Jacobs, Inc., Syracuse, N.Y., et al., remand, issued memorandum of rulings on March 1 on arrangements for testimony of witnesses under subpoena, board's memorandum opinion and order (Docs. 14358-72, 14444-46).

RULEMAKING ACTIONS

■ Commission adopted notice of proposed rulemaking to assign UHF TV broadcast ch. 50 to Amsterdam, Calif. Proposition was in response to petition by Morris Publishing Co. which stated that ch. 50 is assigned it will promptly apply for authority to construct and operate new UHF TV station in that area, Action March 1.

■ Commission adopted notice of proposed rulemaking to assign UHF television broadcast channel 50 to Miami, Fla., which is currently assigned VHF ch. 11, and add ch. 39 is reserved for educational television broadcasting. Proposal to assign two channels is based on two separate petitions, one by Kenneth J. Schwartz who proposes to apply for authority to construct and operate new commercial television station in Fort Myers if channel is available, and second by Broadcasting Corp., Inc., which proposes to apply for authority to construct and operate new commercial television station in Fort Myers as well, and is ordered changed of proposed UHF TV on ch. 44 at St. Petersburg, Action March 8.

■ By notice of proposed rulemaking, commission invited comments on proposal to assign and reserve for educational use TV ch. 39 and channel presently assigned, in Agana, Guam. Governor and Department of Education of Guam have requested reservations as part of future educational broadcast program of territory, Action March 1.

■ Adopted report and order in Doc. 16088 moving UHF TV broadcast ch. 15 from Alexandria, Va., to Richmond, Va., and assigning ch. 29 to Yuma as replacement for ch. 15. Pursuant to petition by Broadcast Corp. Inc., channel 15 was originally proposed to move ch. 38 from Elmira to Yuma, but in the actual hearing in Elmira. Since that time, two applications have been filed. Alternative adopted will leave ch. 38 in Elmira, but will move channel 39 to Yuma, and provide suitable replacement for channel 38 in Elmira, Action March 1.

CALL LETTER APPLICATIONS

■ Medallion Broadcasters Inc., Sioux City, Iowa, Requests KMBI-TV, Dr. Marvin H. Olsen, Jackson, Miss., Requests WWHO-TV.

■ Mississippi Authority for Educational TV, Jackson, Miss. Requests WMAA-TV.

■ Vermont New York TV Inc., Burlington, Vermont, Requests WYVT.

DELEGATED FOR HEARING

Memphis-Gamma Television Corp., John M. McDonnell, vice-president, is requested to appear on behalf of company, Action March 3.

Existing TV stations

FINAL ACTION

■ KXUI-TV Junction, Ala., granted broadcast board granted of, cp to change ERP to 468 kw vis. at 1,000 ft. height to 1,000 ft. condition. Action March 1.

■ WDAF-TV Kansas City, Mo.—Broadcast board granted of CP to change ERP to 1136 kw vis. at 1,136 ft.; install triplexer. Action March 1.

■ WTVX-Little Rock, Ark.—Broadcast board granted of CP to change ERP to 170 kw vis. at 1,700 ft., condition. Action March 1.

■ WMKG-TV Muscle Sho, Ark.—Broadcast board granted of CP to change ERP to 1,700 kw vis. at 1,700 ft.; install triplexer. Action March 1.

■ WECO-TV Pittsburgh, Pa.—Broadcast board granted of CP to change ERP to 1,900 kw vis. at 1,900 ft. height to 1,900 ft.; condition. Action March 7.

■ WKNO-Memphis—Broadcast board granted of CP to change ERP to 1,900 kw vis. at 1,900 ft. height to 1,900 ft.; condition. Action March 7.

■ WYAH-TV Portsmouth, Va. — Broadcast board granted of CP to change ERP to 1,746 kw vis., 1,746 kw., condition. Action March 7.

OTHER ACTIONS

■ Commission waived Sec. 73.681 (c) of rules to permit following ETV's to accommodate their visual transmission patterns or station identification symbols with applicable symbols or patterns in their programming schedules; condition: commission periodically review if use of ETV's would be prohibited of use of WXGA-TV Waycross, WYAN-TV Savannah and WAFB-71 Savannah for symbol-matched use of WABTV-TV Pelham, WACT-TV Dawson, WAVE-TV West Palm Beach, WDCO-TV Cochran, and WJIA-TV Ashburn, all Georgia. Action March 15.

ACTION ON MOTIONS

■ Hearing Examiner Peter L. McClearing on March 2 in proceeding on TV application of Selma Television Inc. (WLSA-TV) Selma, Ala., granted petition for leave to amend filed by applicant regarding financial matters (Doc. 16688). On March 3 in proceeding on TV application of Selma Television Inc. (WLSA-TV), Selma, Ala., granted of applicant and until procedural date at which action was granted of applicant and until in proceeding. Action March 15.}

■ Hearing Examiner Frank C. Maloney on March 2 in proceeding on TV application of Selma Television Inc. (WLSA-TV), Selma, Ala., granted of applicant and until procedural date at which action was granted of applicant and until in proceeding. Action March 15.
**SUMMARY OF BROADCASTING**

Compiled by Broadcasting, March 8

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AUTHORIZED TELEVISION STATIONS

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STATION BOXSCORE

Compiled by FCC, Nov. 30, 1966

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</table>

In addition, two AM's operate with Special Temporary Authorization.

In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

New AM stations

APPLICANTS

Prattville, Ala.—Prattville Radio Inc. Seeks 110 kc, 1 kw-D, P. O. address: Box 230. Estimated construction cost $79,941; first-year operating cost $112,000; revenue $120,000. Principals: Calvin M. Whitesell, attorney, has interest in two cemeteries, has interest in retail food business, has been in radio and television business in Prattville, owns property, distributes business publications; Continental Inc., dormant corporation, is executive vice president and director of textile stockholder; publisher, officer and director of association corporation, finance company, sales and storage; director of bank and partner in house rentals. Ann. March 1.

Circleville, Ohio—George E. Worstell. Seeks 1490 kc, 1 kw-D, P. O. address: Route 5, Circleville, Ohio. Estimated construction cost $67,650; first-year operating cost $45,625; revenue $75,000. Principals: Mr. Worstell is majority owner of home supply company. Ann. March 1.

El Paso, Tex.—Jack R. McVehl. Seeks 1080 kc, 1 kw-D, P. O. address: 2421 Frankfort Avenue, El Paso 79939. Estimated construction cost $48,854; first-year operating cost $47,500; revenue $55,000. Principals: Mr. McVehl is president and director and has 50% interest in Broadcast Service Inc. and is general manager of XELO Ciudad Juarez, Chih., Mexico. Ann. March 7.

FINAL ACTIONS


2. Radio Rock Ministries Inc. Broadcast Bureau granted 920 kc, 5 kw-D, P. O. address: Box 348, Anchorage, Alaska. Estimated construction cost $23,301; first-year operating cost $30,800; revenue $35,000. Solid Rock is non-profit religious organization.

82 (FOR THE RECORD)

**FOR THE RECORD**


Jamestown, Ky.—Russell Broadcasting Corp. Broadcast Bureau granted 1069 kc, 1 kw-D, P. O. address: Box 12, Science Hill. KY. Estimated construction cost $18,600; first-year operating cost $33,000. Principals: Clayborn Scales (50%), Rena Scales (24%), Morris Gaskins (20%) and June Gaskins (24%). Mr. Gaskins is announced at WTLR Somerset, Ky. Feb. 28.

**OTHER ACTIONS**


By memorandum opinion and order, commission returned as untimely application of Cook Inc. for new AM to operate in Ellicottville, Ind. and designated for hearing following mutually exclusive proposals: Kithlyhawk Broadcasting Corp.; Gem City Broadcasting Co.; both Kettering, Ohio: Western Ohio Broadcasting Service Inc.; Eaton; Treaty City Radio Inc.; Greenville; all Ohio; Bloomington Broadcasting Co. Bloomington, Ind.; Voice of Ohio Valley Inc.; Louisville; Shively Broadcasting Co., Shively, both Kentucky, and Albert S. Tedesco (WWCM), Brazil, Ind. Action March 1.


By order, commission denied petition, filed Feb. 23, by Sanford A. Schaffitz, to join proceeding, filed March 3, stating that Schaffitz’s right to participate as applicant has been finally determined in Lorain, Ohio, standard broadcast proceeding (Docs. 16576-8-9). Commission dismissed application. Action March 1.

By order, commission denied petition, filed Feb. 23, by Sanford A. Schaffitz, to join proceeding, filed March 3, stating that Schaffitz’s right to participate as applicant has been finally determined in Lorain, Ohio, standard broadcast proceeding (Docs. 16576-8-9). Commission dismissed application. Action March 1.

By order, commission granted petition, filed Feb. 25, by Sanford A. Schaffitz, to join proceeding, filed March 3, stating that Schaffitz’s right to participate as applicant has been finally determined in Lorain, Ohio, standard broadcast proceeding (Docs. 16576-8-9). Commission dismissed application. Action March 1.

**APPLICATIONS**

- **Prattville, Ala.**—Prattville Radio Inc. Seeks 110 kc, 1 kw-D, P. O. address: Box 230. Estimated construction cost $79,941; first-year operating cost $112,000; revenue $120,000. Principals: Calvin M. Whitesell, attorney, has interest in two cemeteries, has interest in retail food business, has been in radio and television business in Prattville, owns property, distributes business publications; Continental Inc., dormant corporation, is executive vice president and director of textile stockholder; publisher, officer and director of association corporation, finance company, sales and storage; director of bank and partner in house rentals. Ann. March 1.

- **Circleville, Ohio.**—George E. Worstell. Seeks 1490 kc, 1 kw-D, P. O. address: Route 5, Circleville, Ohio. Estimated construction cost $67,650; first-year operating cost $45,625; revenue $75,000. Principals: Mr. Worstell is majority owner of home supply company. Ann. March 1.

- **El Paso, Tex.**—Jack R. McVehl. Seeks 1080 kc, 1 kw-D, P. O. address: 2421 Frankfort Avenue, El Paso 79939. Estimated construction cost $48,854; first-year operating cost $47,500; revenue $55,000. Principals: Mr. McVehl is president and director and has 50% interest in Broadcast Service Inc. and is general manager of XELO Ciudad Juarez, Chih., Mexico. Ann. March 7.

**CALL LETTER APPLICATIONS**

- **Radio Prayer Leasur Inc., North Pole, Alaska.**—Requests KQJL.

- **Marcia J. DaVoit, Estes Park, Colo.**—Requests WJSST.

- **Lighthouse Broadcasting Inc., Jupiter, Fla.**—Requests WJST.

- **Radio Rock Ministries Inc., Macon, Ga.**—Requests WQIX.

- **Radio Voice of Dover-Foxcroft, Me.**—Requests WJSP.

- **Swain County Broadcasting, Bryson City, N. C.**—Requests WBNH.

**DESIGNATED FOR HEARING**

By order, commission designated for consolidated hearing Kenten East

**BROADCASTING,** March 13, 1967
St. Louis Broadcasting Inc. and Metro-East Broadcasting Inc. applied for new class D commercial broadcasting station to operate on 1480 kc, with 25 kw-W1, 1 kw-LS, at East St. Louis, Ill. for the sale of time for the second half of the program day. Action March 1.

Winehouse, a number of petitions opposing application of St. Louis Broadcasting Inc. application. Commission issued notice and order granting petition. Action March 1.

1. Hearing Examiner Frank L. Kellman, an employee of National Broadcasting Inc., designated for hearing application of F. L. Kellman, was heard by the Commission. The licensee of WHBT Hammars, was made party to proceeding. Commission also designated a hearing examiner to hear and determine the validity of WKKX's operation, and granted WKKX an opportunity to continue operation until further order of commission. Commission in part and disapproved in part and issued stated: Commissioner Cox dissented. Action March 1.

Existing AM stations

APPLICATION

WTOI, Manitou, Mich.-Seeks mod. of license to change hours of operation from unlimited to 6 a.m. to 7:00 p.m. Ann. March 2.

ACTION

KRWY (WKBW) Broadcast Bureau granted CP to change hours of operation to permit change between the hours of wawt, trans. to St. Louis, Ill., on W2XJ, 64 kases west of St. Highway #1, Wawat, Ill. Action March 5.

KATY Boise, Idaho—Broadcast Bureau granted CP to change frequency of daytime operation of KATY from 1 kw to 3 kw; condition, also granted permission to change to 3 kw, pending filing of an application to change frequency of operation from 1.550 kw. Action March 5.

KPRM Park Rapids, Minn.—Broadcast Bureau granted CP to change hours of operation, by remote control from AM, 2 minutes 30 seconds; condition, Action March 5.

KRAM Las Vegas—Broadcast Bureau re-established hours of operations to 24541 on Mexican state highway #21; condition, Action March 5.

WISM Madison, Wis.—Broadcast Bureau granted CP to increase nighttime power to 5 kw; condition, Action March 5.

K1. Broadcast Bureau granted renewal of license for station WLYL to Capitol City Broadcasting Co. Inc., for the term of the license.

B. Broadcast Bureau granted renewal of license for station WLYL to Capitol City Broadcasting Co. Inc., for the term of the license. Action March 6.

C. Commission, by its broadcast bureau, granted renewal of license for station WLYL to Capitol City Broadcasting Co. Inc., for the term of the license. Action March 6.

D. Commission, by its broadcast bureau, granted renewal of license for station WLYL to Capitol City Broadcasting Co. Inc., for the term of the license. Action March 6.

FINES

A. By memorandum order and order, commission granted to Dr. E. Malda Radio Co. license of WYES Johnston, S. C., to pay forfeiture of $100 for failure to make timely filing of its renewal application. Licensee did not reply to previously sent notice of apparent liability for this violation. Action March 6.

B. Commission adopted letter of admonition and notice of apparent liability of $25 on charge of E. E. W. Epperson, licensee of WKXK Winston-Salem, N. C. Commission ordered station to cease and desist from operating station for brief periods on only two days had been discovered. Two examples of failure to make proper station identification were requested to do so, the licensees were unable to produce copies of any or other documents which are required to be kept available for examination. Commission further noted that station had, at various times, logged as public service announcements which do not conform to that definition, and had failed to exercise adequate control over content. In consequence, Commission stated that "on the basis of the record you are admonished for past failure to ensure compliance with the Commission's rules, and you are informed that such continued failure will result in further action in the future." Chairman Hyde voted for imposition of lesser forfeiture: Commission ordered Cox to cease and desist for one-year renewal action. Action March 6.

RULEMAKING ACTIONS


CALL LETTER ACTIONS

Commission granted petition of WJBS Broadcasting Co. Inc. for, effective March 6, call sign of Boston station will be WBJO. Commission-
ACTING BROADCASTING

FINALS ACTIVITIES


BROADCASTING

[Continued]

84 (FOR THE RECORD)

BROADCASTING, March 13, 1967

[Continued from page 83]

BROADCASTING, March 13, 1967

commission denied request for second FM assignment; La. bureau granted license custody on condition that it has two FM assignments. Action March 3, 1967. (Docs. 10588-89.)

BROADCASTING

[Continued]

by memorandum opinion and order.

by memorandum opinion and order.

prior to expiration of 30-day waiting period in accordance with the rules. Final sign of Boston station will be WRKO-AM.

Translators

ACTIONS

Dickinson, N. D., Meyer Broadcasting Co.—Granted application for license to operate CATV translator station on ch. 17, by rebroadcasting programs of KFYR-TV, ch. 15, Dickinson, N. D. Commission's rules, subject to good faith determination. Action March 1, 1967. (Docs. 10574-75.)

Broadcast Bureau granted CG to reopen CATV translator station on ch. 3 and 5 to serve Maple, Ore., by rebroadcasting programs of station KOIN-TV, ch. 6, Portland, Ore. Commission's rules, subject to good faith determination. Action March 1, 1967. (Docs. 10576-77.)

BROADCASTING

ACTIVITIES

New Brighton, Minn.—Broadcast Bureau granted CG to RTI-TV Station Co. on ch. 3, Ant. height average terrain 240 mc, to be administered in the interest of the public by licensees of trust. Action March 3, 1966. (Docs. 10540-60.)


CALL LETTER APPLICATIONS

St. Ambrose College, Davenport, Iowa. Requests KALO-FM. (Docs. 10578-79.)

Hearing Examiner Herbert Sharfman on March 3 in proceeding on applications of Gulf South Broadcasters and Bayou Broadcasting to increase their grade B contours in violation of Sec. 73.115 of commission's rules. Cable Television Operators of Illinois was authorized to cease and desist from extending signals of its cable television system beyond their grade B contours in violation of Sec. 73.115 of commission's rules. Cable Television Operators of Illinois was authorized to cease and desist from extending signals of its cable television system beyond their grade B contours in violation of Sec. 73.115 of commission's rules. (Docs. 10591-92.)

WJAA Palmerton, Slatead and Slatington, Pa.—Broadcast Bureau granted assignment of license for UHF TV translator station in interest of the public by licensees of trust. Action March 3, 1967. (Docs. 10578-79.)

CATV and cable television systems carrying signals of Los Angeles stations into San Diego area, denied joint motion of respondents to move further hearing on rulemaking. Action March 3, 1967. (Docs. 10593-94.)

CATV APPLICATIONS

Telestream, Roseville—Granted application for new CATV translator station to serve part of St. Paul, Minn., on ch. 65, by rebroadcasting programs of KSTP-FM, St. Paul, Minn. Commission's rules, subject to good faith determination. Action March 1, 1967. (Docs. 10570-71.)

Chief Hearing Examiner James D. Cunningham on March 2 in proceeding in matter of petition of Midwest Television Inc. (KJTV-TV), San Diego for relief against CATV systems carrying signals of Los Angeles stations into San Diego area, denied joint motion of respondents to move further hearing on rulemaking. Action March 3, 1967. (Docs. 10593-94.)

By memorandum opinion and order, denied motion filed by George T. Hernandez, licensee of KAI9-TV Junesboro, Ark., directed against proposed CATV system in Junesboro, Ark. Authorized Jonesboro Cable TV Inc. to commence operation of its CATV system in Junesboro, Ark. Commissioner Bartley concurred with statement; Commissioner Cox dissented; Commissioner Leovinger dissented; Commissioner Loevinger dissented; Commissioner Loevinger dissented. Action March 3, 1967. (Docs. 10580-81.)
CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- Mail to WGN AM-FM, 610 W. Adams, Chicago, Ill., 60607.
- DISPLAY ads $25.00 per inch. STATIONS FOR SALE, WANTED $300 per inch.  $2.00 per word.
- All other classifications, $36 per word. $4.00 minimum.
- No charge for blind box number.
- Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICATIONS: If tapes, films or packages submitted, $1.00 charge for handling. (Forward remittance separately please.) All transcription, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly reserves all right or responsibility for their custody or return.

RADIO

Help Wanted—Sales

C & W saleswoman with 4 yrs.—Imagination, Initiative, Intelligence, Integrity. Major seas- side market 50 miles NYC. Right man can move into Exec post. Box C-26, BROADCAST- ING.

Wanted: Experienced sales manager to sell 50,000 watt FM radio station in metropol- itan Chicago. Salary plus Commission. Box C-17, BROADCASTING.


Salesman, no order takers. Pleasant climate, salary plus commission, profit sharing. Call O. M. C. at Mike Carmichael, KTEN, Temple, Texas.

Sales—sales development: Expanding company requires rate season sales- man also capable of handling promotion and sales work for separated AM-FM operation. Plus development of new audio/visual communications division. Creative, hardworking, excellent presentation skills, an asset. Excellent opportunity for growth. Contact H. W. Hosler, Box 1300, Princeton, N. J.

Announcer

Top 40 old, medium market, New England immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Morning man. Experienced only. Good music, pleasant voice. Excellent opportunity. Box L-23, BROADCASTING.

Progressive midwest stations seek jocks and newsmen for immediate opening. Also after- noon slot open. Prefer a first ticket but will take right music photo resume and tape. Box C-146, BROADCASTING.

Moring man, experienced, M.O.R. Top pay, midwest market. KNAW, Winona, Minnesota.

Announcer

Top 40 dj, medium market. New England immediate opening. Send recent photo, resume and tape. Box H-242, BROADCASTING.

Announcer needed by middle music network station. Must be experienced. Send tape and resume to Box M-242, BROADCASTING.

Major Ohio market, contemporary station seeks experienced morning man. Excellent position. Send photo and tape to Box C-34, BROADCASTING.

Top 18 market, O & C, that very seldom makes changes in our lineup will soon have opening for professional morning man. Re- gardless size market you are now in, this could be your big step. Submit photo, tapes and written proposal of how you would deliver a top morning show. This could be your chance to work for good people in a long lasting position. Money is no object. All inquiries strictly confidential. Box C-68, BROADCASTING.

Top 48 first phone man ready to move to good frequency, good power, and good facilities in Virginia for good pay. See Jingles, hops, future. For complete details, write a card to Box C-41, BROADCASTING.

Morning man... experienced only... Middle of the road and Top forty. Third class broadcast endorsement. Good experience, excellent pay for right man. Send tape and complete resume. Applicants will be thor- oughly checked before offer is given. You must be strong in production with some background in DJ and morning sta- tion, single market. University town. Box C-190, BROADCASTING.

Announcers—(cont'd)

Florida adult sound needs staffer. Require production, promotion, pleasant voice, and third phone endorsed. Offer good pay, congenial staff and wonderful community. Send tape, resume, all personal data and snapshot to Box C-101, BROADCAST- ING.

Disco jockey—fast-paced, happy, young, experienced for top-40 Negro oriented station re- cently moved into New York. Three hour radio immediately. Box C-105, BROADCASTING.

Top salary for good read—also DJ-J-M.O.R. small market. New York City. Box C-111, BROADCASTING.

Morning man, experienced. Prefer someone with farm and country programing experience. Top wages, good working conditions, room for advancement. Minneapolis, midwest. Box C-120, BROADCASTING.

Good music, single market, Montana. First phone, send tape and photo. $1900 weekly. Excellent opportunity. Box K-146, BROADCASTING.

News and combo announcer for good music. First shift, 5:30 a.m. to 8:00 p.m. or better with ability. 215-355-3135 between 9-12, and 3-6. Suburban market, pro staff. Box C-128, BROADCASTING.

Immediate opening 10,000 watt station in northeast market. Also afternoon slot open. Prefer a first ticket but will take right music photo resume and tape. Box C-190, BROADCASTING.

Moring man, experienced, M.O.R. Top pay, midwest market. KNAW, Winona, Minnesota.

Announcer-newman wanted. Young man, 19 to 30, good voice, experience in radio and TV. Excellent opportunity. First radio board shift plus TV News. Offer top salary and chance for advancement within group station stationization. Have pension plan and other benefits. Contact Bernie Brown, KAYS TV, Ralls, Kansas.

KHUB, Athens, Texas, seeking mature an- nouncer with experience in top 50 market. No experience No. 40 salary $100.00.

Announcer-MOR, music, afternoon-evening shift. Minimum 1 year experience, Strong on production commercials. 5000 watt NBC station town $90,000. Write Bob Grubben, KDTH, Dubuque, Iowa.

Program manager, announcer, production, excellent opportunity, possible sales. Good salary, midwest market. Call Manager—Ralph Meador, KLEX, 815-239-8288.

Bright and competent announcer strong on production. Excellent chance for advance- ment. Send tape and resume to Roger Turn- er, KNRS, Box 197, Sioux City, Iowa.


Work, play in California's beautiful Napa Valley near SF. First phone announcer needed. MOR format. Exceptional opportunity. Send tape, resume, KVON, Napa, California.

WAAY Radio has an immediate opening for sales representative. With a first phone license. WAAY Radio is a 5,000 watt, 24-hour opera- tion in Huntsville, Alabama, one of the south's fastest growing markets. An unusual opportunity for advancement for a person with the right qualifications in a small ex- panding chain. Please send tape, photo, references, complete resume, box 678, Henry Beam, WAAY Radio, P. O. Box 3347 Blue Springs Station, Huntsville, Alabama.

Announcers—(cont'd)

Morning-man, up-beat MOR-local news for- matted station. Experience required. Good salary for right man. WBTA, Batavia, N. Y.

WDXX AM-FM, Lawrenceburg, Tennessee, seeks position. Young man, experienced on announcing, some engineering under su- pervision of well qualified station. Excellent opportunity to grow with well established small. Call Manager, WDDK, Box 520, Green Bay, Wisconsin.

Top announcer with FCC third-class radio-telephone license with broadcast endorse- ment. Send references, complete mem- orandum, photo and tape to Kay A. Schoneck, Station Manager, WKWF, Key West, Florida.

Experienced announcer to be No. 2 man in small, only station market. Assist me in thinking, announcing, production, programming. Excellent benefits. Salary and commission. Contact: Graham Jones, WODI, Brookneal, Virginia.

First phone, no maintenance, good pay and working conditions. Prefer experienced and new- comer will accept beginner. Prefer family man with desire to live in a wonderful community. Opportunity for advance- ment and group operation. WDPX, Pontiac, Illinois.

WSNI, Litchfield, Illinois is accepting appli- cations for announcer and for experienced announcer to manage well established branch station.

I'll pay $100 a week plus 15% sales commis- sion to any adult who can and will sell. Even more if you have a first ticket. Not discriminating—who will hire male or female. Basically country-western air show plus some top 100. No beginners. 814-652-5311... after 6 P. M. 814-652-4354. Shorty King, WWDS, Everett, Pennsylvania.

Southwest AM-FM needs 3rd phone with endorsement announcer with good voice and delivery. Send available and possible sports play-by-play. Call 602-357-3225.

Help Wanted

Technical

Chief engineer—Must have successful supervi- sory experience with a strong background in the charge of maintenance for long-established AM-FM station. We can afford to pay for your experience. Box E-7, BROADCASTING.

BROADCASTING, March 13, 1967

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**Situation Wanted—Management**

Energetic professional seeking challenging new opportunity. Presently vice president/general manager of major-market, independent radio station. Direction more important than position. Have background in local and national sales, programming and administration. Have been involved in all proposals. Box C-68, BROADCASTING.

**Management problems? History of successful management problems in manufacturing. Strong on sales and administration/organization. Good on request.** Box C-80, BROADCASTING.

Strong, creative, get-it-done manager with proven record in major-market challenge opportunity. 17 years sales and management, know-how, including group operation. Fan man. Journalistic degree. Must be accepting auditions between now and June. No replies will be personally answered. Box C-87, BROADCASTING.

Versatile entertainer—Not just a time & temperature man. Presently morning man in top 10 market. Will relocate anywhere. Looking for experience more than pay. Box C-63, BROADCASTING.

Creative, top 40 dj, newscaster, sports "col- or," production, experienced. Hard worker, with "grit," draft exempt, appeal TV bandstand experience. Have tape, references. Box C-49, BROADCASTING.

1st phone beginner, family man, college graduate, Arkansas, 100 miles Dayton, Ohio. Box C-102, BROADCASTING.

Top 40 personality... College degree... Two years experience... Draft exempt... Box C-106, BROADCASTING.

Dj, tight board, strong newsmen, commercials, happenings, sound, Box C-199, BROADCASTING.

Sportscaster, 27, now "on the staff" wants responsible position, college sports. Aggres- sive & experienced. Plays T.V. broadcasting degree, family. Box C-110, BROADCASTING.

Somebody please give me a break into broadcasting. 24, married, experienced in all phases of broadcasting. News, com- mercials, drama board work. Extra or important, but experience and future is. Please Box C-81, BROADCASTING. Have first phone. Will relocate. Box C-111, BROADCASTING.

Dr. Jive Show: Ready to hit the town again. Contact: Box C-113, BROADCASTING.

Young pro announcer with military com- plete, seeks position with Eastern operation. Book work, production—by-play, copy, write news and sports. Excellent references, manager, will consider all replies. Box C-115, BROADCASTING.

One year's experience. Some college, third, draft deferred. Box C-121, BROADCASTING.

Available at once, mature experienced newscaster, former Iowa, Des Moines, and farm radio. Also experienced in M. vacation newsman, experienced in all phases of broadcasting and depend- able. Want to relocate, will accept position. Box C-122, BROADCASTING.

Talent machine—used 19 years in all phases of broadcasting. Ready for any job. Call “Bred,” 214-744-8720. Write Box C-127, BROADCASTING.

Hello “derez”–3 yrs experience top-40 radio—young, single, stable, no market experience. First phone—416-536-5884—Box C-129, BROADCASTING.

Put big top forty sound in your small or medium market. First phone and looking. Box C-132, BROADCASTING.

Reliable good sounding MUR announcer. Two years experience. Desires friendly station in Northeast Illinois. Box C-133, BROADCASTING.

Top 40 only, first phone swinger, new in top 30 market, looking for move, northeast. Box C-140, BROADCASTING.

Young experienced first phone. Announcer desires opportunity write Box C-146, BROADCASTING.

Young, D.J. Negro will relocate, first job, manager. Box C-150, BROADCASTING.

Announcers—(cont'd)


Negro DJ, esp. exp. 3rd phone—Ohio only—William Pierson 2120 Elmore Sq., Pitts-

burgh, Pa. 15203.

DJ Broadcast School graduate. 3rd ticket. Jay Jackson, NY 3-2766, 6620 South Drew.
Chicago, IL 60619.

Announcer-DJ. 20. 1st phone. some college-

 drama-music-exp. 507-532-5472.

NEWS

Leading Farm Man, now in major market, wants chance to do real job on the No. 1 station of our century, food and agriculture. Degree, experience, ability. Guaranteed top job for top salary. Box C-98, BROAD-
CASTING.

Great Lakes majors—intelligent, energetic, award-winning pro. Box C-98, BROAD-
CASTING.

Newman. Experienced. College graduate. Good gathering and writing. Box C-198, BROAD-
CASTING.

Want a CBS mistake in your news depart-

ment? Box C-107, BROADCASTING.

Experienced newcomer, sidetracked six years present job as announcer-newsman, desires opportunity to specialize in news again. Box C-116, BROAD-
CASTING.

Radio cashier recently employed in top 15 station in all-news station. Box C-131, BROAD-
CASTING.

News director, radio or TV. Administrator, so-

on, music-producer. Many years experience. Box C-142, BROAD-
CASTING.

Production—Programming, Others

Male copywriter. Ten years solid self ex-

perience, radio and TV. Box B-291, BROAD-
CASTING.

Director with 9 years experience wants re-

ployment with progressive organization. Pro-
ducer-Director position desired. Capable, 

a in, versatile, with strong production background. Box C-38, BROAD-
CASTING.

If you're a major operation looking for a

creative writer/producer with twelve years experience, all phases including manage-
ment, willing to pay for a hard worker and offer growth potential. . . . I have what you want. Box C-96, BROAD-
CASTING.

Young—trustworthy professional. Seventeen years radio, production, TV news. Ready for P. D. Box C-98, BROAD-
CASTING.

Medium Markets: young, versatile, versat-

ile with smooth, intelligent delivery, ex-

cellent spot production on music pro-
grams. Box C-39, All formats. Box C-39, 

director experience. Best references. Bill Tersca. 315-432-4652, Box C-147, BROAD-
CASTING or 5527 Harwood Road, Phila.

19219.

TELEVISION—Help Wanted

Sales

TV salesman needed by upstate New York 

station to handle TV market list. Excellent opportunity for an experienced man. 

Profitable. Salary, commission and car plus. All replies to Box C-29, BROAD-
CASTING.

Announcers

Major midwest station, one of group, wants you if you're a good on-camera television announcer or if you have a solid audio radio background and can make a go of it on TV. Good station, good community, excellent benefits. Include complete details, audio or video tape to Box B-288, BROAD-
CASTING.

Have $125 per week for radio pro with good voice who wants to break into TV at midwest VHF station. Photo, resume, and audio tape to Box C-126, BROAD-
CASTING.

Broadcasting, March 13, 1967

Technical

Immediate opening for engineer with 6/7 

years experience with VHF station. Write Box B-313, BROAD-
CASTING.

Immediate opening for engineer—first phone 

television station operator—no announcing. Location, northern lower Michigan. Box C-91, BROAD-
CASTING.

Man of chief caliber, qualified all phases television engineering, building first class, UHF facility. Contact by resume, salary requirements, and picture 1st letter. Box C-28, BROAD-
CASTING.

Immediate opening for newswriter with 

strong color for major eastern market TV station. On-camera and film experience. Include complete resume. Inquire by sample of work to Box C-47, BROAD-
CASTING.

Immediate opening for person experienced 

with sales of household electronic. Box C-125, BROAD-
CASTING.

NEWS—(cont'd)

Newscaster with authoritative on-air present-

ing plus experience in reporting and news writing ability. Wanted as anchor man to lead farm of experienced news personal by Northern California TV station. Immediate opening for desk job and resume to Box C-98, BROAD-
CASTING.

Need qualified news director for small mar-

ket TV-AM operation. Good opportunity for aggressive newsmen. Gary D. Beck, Gen-

eral Manager, KNOP-TV, North Platte, Nebraska.

Production—Programming, Others

Auditor, assistant treasurer. Growing TV- 

group operation wants with broadcast accounting experience who is ready to be groomed as treasurer. Immedi-

ate assignment will entail travel, writing, work, familiarization with operations and 

in-house office procedure. Salary commensurate with experience, no ceiling on growth. In-
clude resume, salary requirement. All re-
plies confidential. Reply to Box B-257, BROAD-
CASTING.

Experienced and persuasive copywriter for 

network station in beautiful Texas resort 

community. Box C-79, BROADCASTING.

Art Director, excellent opportunity for ex-

perienced TV art director with group sta-

tion in major New England market. Send resume of Professional experience immedi-
ately. Box C-59, BROADCASTING.

W3B Televison, Atlanta, seeking young pro-

motion assistant, strong on filming, script-

ing and publicity. Salary open to discussion. Contact Director, W3B-TV, 1216 McIntire St., N.E., Atlanta, 30305. 404-675-7221.

TELEVISION

Situations Wanted—Management

TV executive with 14 years experience in 

all phases of TV and film production seeks posi-tion as program manager or operations manager. Excellent professional references. 618-532-9129 or write Box C-19, BROAD-
CASTING.

Experienced account executive, extensive program and production background. De-

lies sales productive or management op-

portunity. Medium market preferred. Box C-124, BROADCASTING.

Sales

Four years local; Five years local—regional 

manager. Five years national; Mature fam-

ily man; Thirty-nine. Know how to sell. Box C-298, BROAD-
CASTING.

Television sales manager. Excellent record. My system works. Box C-95, BROAD-
CASTING.

Ten years television nation wide—new stations. A group station seeks sales manager position with future as market expands. Interested in national field with excellent foundation in station operation. Box C-122, BROAD-
CASTING.

Situations Wanted

Technical

Engineer, ready for better market, experi-

enced in TV. AM directional, FMTR, studio 

remote van. Box C-112, BROADCASTING.

NEWS

TV-radio newsmans, announcers, news and 

commercial writers, public service show. Strong on news and commercials. Box B- 

524, BROADCASTING.

Top-rated newscaster, announcer. Seven-

teen years, fourteen in television. Two 


Resume. color. VTR on request. Box C-92. BROADCASTING.

Newsmans—announcer. Presently in metro 

market of 400,000. Seeks return to TV or com-

mercial, 8 years experience. Box C-126, BROAD-
CASTING.

On-camera professional newsmans. Mature. 

Solid background. Box C-143, BROADCAST-
ING.
Situation Wanted
Production—Programming, Others
Kids show personality: Are you interested in a children's performer with a refreshing and unique personality? Are you qualified to represent this performer in the highest ratings and more sponsors? My firm, (firm name), and personnel guarantee you this with proven results. For local and remote coverage by telephone or tape, contact (firm name) and personally guarantee your success.

WANTED TO BUY—Equipment
Late 250 Watt AM transmitter, 1540 frequency, 6-7, condition monitors. Box C-90, BROADCASTING.

We need used, 5000 watt AM transmitter—good condition. Box C-91, BROADCASTING.

Wanted: 10 kW-AM transmitter for 1,130 Kc. 230 Ohms output. Air cooled, good price, fair condition. Please send information to us. Box 1911, P.O. Box 194, Kalapa, Ver. Mexico.

Amplex recorders, all models. Let us sell you the best and buy through our national listing. M & M Tape Corporation, Box 6263, Birmingham, Alabama.

FOR SALE—Equipment
Television radio transmitters, monitors, tubes, microphones, cameras, audio, electronics, 440 Columbus Ave., N.Y.C.

Co-axial cable—Hellas, Stroxford, Sporlines, etc. All rigid and RFC types in stock. New material. Write for list. Sierra-Western Electric Co., 724 and 2416 Streets, Oakland. Calif. Phone 415-552-8357.

RCA BTF-2B 5 kw broadcast transmitter with new exciter (RTE-105) 80.5 MHz. Presently in regular operation. Available immediately for cash. Contact Dennis O'Koucke at 335-4608 or write WJL, 1061 LaSalle Avenue. Minneapolis, Minnesota 55403. Spotmaster cartridge equipment, QRK turntables, will take any trade. Audvox. 4310 S. Kingshighway, St. Louis, Mo. 63122.

New—used towers, ground wire available. Huber, 58, 754-0846, Greenville, N.C., Bill Angle.

5 day RCA turnstile channel 9. 8 day RCA channels 2, 4, 5, 7, 11, and 13. Color rewriters, 1000 foot tower with elevator, electric turnstile equipment. Write Box B-253, BROADCASTING.

Four—used eight-day Jampro Antenna, available March 1st. Write C-43, BROADCASTING.

New: Cross Hinds Beacon FC-12 ... Gates frequency monitor MO-285... like new, on your view for $400. Three Gates 101 spotters, now in use ... thirty days delivery. KJB, South Lamesa Road, Midland, Texas.

ITA 100B-1 15 kw FM transmitter, 4-bar Andrew antenna, and 280 feet jacketed 1-5/8 air-dielectric helix. Now operating on 106.7 MHz, $3,800. Lloyd A. Richer, K-JEM Radio, 115 North Robinson, Oklahoma City, Oklahoma.

For sale—I used RCA type TTV-12A transmitter connected to channel 2. This transmitter is available immediately at an attractive price. Box C-164, BROADCASTING.

Two Ampex colorite units each in excellent condition, $5,000.00 each. F.O.B. Los Angeles Teleproductions, 3230 S. 27th Street, Los Angeles, Calif.

Commercial crystals: New or repairs for Gates, RCA, Billey, W. E. and J-X over 20 years experience. Write for price. Box 34, BROADCASTING.

FOR SALE—Equipment—(Conf'd)
For Sale: Large assortment of type television equipment, generators, synchro-nizers, amplifiers, power supplies, monitors, etc. Contact Engineering Corporation, 1601 West Peachtree Street, N. E., Atlanta, Georgia.

MISCELLANEOUS

Deejay!: $9000 classified gag lines, $5,001 Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

30 minute tape—"quickdiee" pop-in voices, comedy gags, d-hundreds different voices—effect, $10 tape shipped return mail. Dave Simmons, P.O. Box 491, Lexington, Kentucky.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcasting Comedy" catalog. Write: Show Biz Radio Supply Corp., 1175 East 26th St. Brooklyn, N.Y. 11232.

Market brochures, coverage maps, rate cards, custom designed sales ads and presentations. No. 1 Radio Co., Inc 292 Warren Avenue, Downers Grove, Ill. 60515 (312) 591-1515.

Send for 50 fresh, exciting radio sales plans, ideas, spec spots, gimmicks, to give you a fresh start. Pay $10, if they are the best you have ever seen or return without obligation. Air Plans, Box 153, Coos Bay Oregon 97420.

Deejay!: Comedy vignettes are sweeping the country, and the "Wait John Mobile Report" is riding the crest of this syndicated satire on mobile reports is being used stations large and small across the country! It's hilarious! May we tell you more about it? For all information and a free sample tape, write: Sound Master Productions, Box 2160, San Diego, California.

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 Grant School of Electronics, Desk 7-B, 1550 N. Western Ave., Hollywood, Calif. 90007.

Learn Radio-TV announcing, programming, production, newscasting, sportscasting, consumer operation, disc-jockeying, and all phases of broadcasting on the nation's only permanent training establishment open for training purposes by a private school. KER-PM. Highly qualified professional teachers. Close cases.---Contact: Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters, Elkins Radio License School of Minneapolis offers the unmatched success of the Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Fully G.J. approved. Elkins Radio License School, 418 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Fully G.J. approved. Elkins Radio License School of Atlanta, 1138 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class license. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 323 Charles Street, New Orleans, Louisiana.

Elkins has—The Nation's largest—the nation's most respected—the nation's highest success rate in all six-week First Class Licenses courses. (Well over ninety percent of all enrollments receive their licenses). Fully G.J. approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and tests to the First Class License. Fully G.J. approved. 11 East Jackson St., Chicago 4, Illinois.

America's predominating music school. 1954, National Academy of Broadcasting, Bond Bldg., 3rd Floor, 1604 New Ave., N.W., Washington D. C.

Sales Department
Schafer Electronics
3119 De Soto Avenue
Chatsworth, Calif. 91311

INSTRUCTIONS—(Conf'd)
Since 1946. Original course for FCC first class license. Over 5000 students. 240 hours instruction and over 500 hours guided discussion at school. Reservations required. Enrolling now. Starting May 10, July 12, Oct. 4. For information, references and registration write William B. Ogden Radio Operational Engineering School, 2905 Warner Road, Fullerton, Calif. 92634. Formerly of Burbank, Calif.

"Warning" accept no substitute. REI is $1 for $2. Only one course—First Class license—the highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition $950, Rooms and apartments $10-315 per week Over 85% of REI graduates pass the FCC exam.

April 7—May 2, June 2-July 3—September 5—October 8—November 13. For details and reservations write to home office, R.EI., 1336 Main Street, Sarasota, Fla.

Be sure to write, BROADCASTING INSTITUTE, Box 601, New Orleans, for radio announcing careers.

New York City's only school specializing in 1st class license prep. and radio-TV announcing. Active job service. Veteran approved—licensed by N. Y. State, Buffalo, New York. Also approved. $1500.00 tuition. Opening: May 31. Close this summer. Enrolling for Fall 1967.

First phone in six to twelve weeks through regular summer or winter sessions. Personal instruction in Washington, Minneapolis, Hollywood, or Memphis. Fifteen years experience in FCC license education. Proven results. 98.5% passing. Bob Johnson Radio License School, 27 W. 42nd St., New York, N. Y. 0-9425.


See our display ad under Instructions. Don Martin School of Radio & TV.

Wanted—Management
GENERAL MANAGER
Group station top twenty market, Salary plus profit sharing bonus. Applicants must have successful experience in station management and sales management experience.

Box C-61, Broadcasting.

Radio Management
Aggressive, Experienced, sales-oriented, progressive General Manager for major market. Send resume and salary required in strict confidence to:

Box C-99, Broadcasting.

Schafer Electronics has an unusual and challenging opportunity for the right person to develop a territory in a Schafer "bus" to demonstrate and sell Schafer Auto-tuners. High income potential. Send complete resume and photo to:

Sales Department
Schafer Electronics
9119 De Soto Avenue
Chatsworth, Calif. 91311

BROADCASTING, March 13, 1967
CAREER OPPORTUNITY
BROADCAST EQUIPMENT SALES

A challenging and rewarding career in Broadcasting Equipment Sales can be yours if you meet our high standards for territorial managers. Age 28 to 36. Degree or associate degree with equivalent experience. Experience as Chief Engineer or Engineering Supervisor of AM-FM-TV broadcast station. Enthusiastic. Intense desire to be successful in selling career. Convince us with your resume that you could be the man and you will have an immediate interview with the Sales Manager of this successful growth company.

Box B-246, Broadcasting.

HEAVEN ON EARTH
(and a good living, too.—)
Selling, fishing, trail riding, the relaxed atmosphere of the “Oasis of the Pacific” in Golden Southern California—all from the snug and the rat race of the Big Cities along with an annual income that should exceed $16,000! Position is Account Executive for highly rated (Pulse) station, well financed and administered, aggressive in promotion and creative in concepts. Substantial draw with liberal commission. Please forward resume, references and estimated time of availability.

Box C-47, Broadcasting.

Help Wanted—Announcers—(Cont’d)

Announcer-Director
KOVR
Stockton, California

Both announcer who combines as Director. Minimum of two years identical experience required for consideration. Must be willing to work evenings and weekends. Send audio tape or VTR, and resume:

Personnel Department
McClatchy Broadcasting
21st & Q
Sacramento, California

Help Wanted—Announcers

WGY-WRGB-WGFM
Schenectady, N. Y.
now accepting applications for summer relief announcers. Guaranteed 18-36 weeks. Starting date approximately May 1. Must be experienced in all phases of broadcast operation. Audition tape should include news and DJ work. No tapes returned.

HELP WANTED—PRODUCER

Western States Broadcasting
Salt Lake City, Utah

WANTED—ANNOUNCER
KOVR
Stockton, California

Must be able to speak three languages. Send resume to Box C-47, Broadcasting.

INTERVIEWING NOW! 
BRIGHT YOUNG PEOPLE NEEDED

New Radio Broadcaster expanding and growing—Northern and Southern California stations need:
1. Newsmen
2. Ad. Lib. Interviewers
3. Creative Copy-Salesmen
4. Producers
5. DJ’s

Ambitious men and women with Big League abilities, only. On-air personalities send tape and resume for Larry Grose.
Sales and Executive personnel send resume for Don Kelly

Davis Broadcasting Company, 3101 W. 5th Street, Santa Ana, California

Help Wanted—Sales (Cont’d)

KIMN
DENVER

Jerry Jackson
Vice President

Production—Programming, Others

EXCEPTIONAL ABILITY
Promotion, Production & Continuity
Send resume, photo & samples of your work to:
Greg M. Mason
WNOE
New Orleans
The South’s leading
50kw contemporary

Situations Wanted—Announcers

Well Trained Announcers
available immediately.
Call or write Midwest.
228 S. Wabash, Chicago, Ill.
WA2-0712.

TELEVISION
Help Wanted—Management

General Manager
New UHF
Group Operation
Major Market—California

Our need is “Versatility”

Well-rounded in Sales, Programming and Organizing staff for Fall air date.
(Ownership participation possible)
Box C-129, Broadcasting.
Help Wanted News

NEWSCASTER
South Florida Station
Box C-136, Broadcasting.

MISCELLANEOUS

WANTED TO BUY—Equipment

SOUTHERN CALIFORNIA
1Kw daytimer grossing approximately $100,000. Excellent growth and living area. Equipment like new—lots of life. 10% percent down. Qualified principals only.
Box C-151, Broadcasting.

BROADCASTING, March 13, 1967
partially granted request for commissioner's rules, in Communications Capital Broadcasting, Va. Two gain.

BY memorandum opinion and order, denied petition for waiver of program exclusivity requirements of Sec. 74.1003(e) of commission's rules, filed by I. C. M. S. Inc., owner and operator of CATV systems in Cave City, Ky., and Louisville, Ky., and issued statement; Commissioner Johnson concurred. Action March 6.

BY memorandum opinion and order, denied petition for waiver of program exclusivity provisions of Sec. 74.1103(a) and (e) of rules, filed by Bell-TV Cable Co., owner and operator of CATV system in New York, N. Y., and issued statement; Commissioner Kestner dissented and issued statement. Action March 1.

BY memorandum opinion and order, denied petition for waiver of program exclusivity provisions of Sec. 74.1103(e) of commission's rules, filed by WMVW-TV, operator of CATV system at Alexandria, La., and dismissed order. Commissioner Bartley concurred and issued statement; Commissioner Johnson dissented. Action March 8.

BY memorandum opinion and order, denied petition for waiver of program exclusivity provisions of Sec. 74.1103(e) of commission's rules, filed by WAM-L'r of Los Angeles, Calif., owner and operator of CATV systems in West Hollywood, Calif., and dismissed order. Commissioner Bartley concurred and issued statement; Commissioner Johnson dissented. Action March 8.

BY memorandum opinion and order, denied petition for waiver of program exclusivity provisions of Sec. 74.1103(e) of commission's rules, filed by KCS-TV, operator of CATV system in Alexandria, La., at West Bank, La., and dismissed order. Commissioner Bartley concurred and issued statement; Commissioner Johnson dissented. Action March 8.

BY memorandum opinion and order, denied petition for waiver of program exclusivity provisions of Sec. 74.1103(e) of commission's rules, filed by KCS-TV, operator of CATV system in Alexandria, La., and dismissed order. Commissioner Bartley concurred and issued statement; Commissioner Johnson dissented. Action March 8.

BY memorandum opinion and order, denied petition for waiver of program exclusivity provisions of Sec. 74.1103(e) of commission's rules, filed by WMVW-TV, operator of CATV system at Alexandria, La., and dismissed order. Commissioner Bartley concurred and issued statement; Commissioner Johnson dissented. Action March 8.

BY memorandum opinion and order, denied petition for waiver of program exclusivity provisions of Sec. 74.1103(e) of commission's rules, filed by WMVW-TV, operator of CATV system at Alexandria, La., and dismissed order. Commissioner Bartley concurred and issued statement; Commissioner Johnson dissented. Action March 8.

BY memorandum opinion and order, denied petition for waiver of program exclusivity provisions of Sec. 74.1103(e) of commission's rules, filed by WMVW-TV, operator of CATV system at Alexandria, La., and dismissed order. Commissioner Bartley concurred and issued statement; Commissioner Johnson dissented. Action March 8.

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owner of laundry and dry cleaning establishment. Mr. Malley is attorney, Mr. Atwood is general manager, and Mr. W. H. P. Putnam is vice-president of WBCI-AM-FM, Williamsburg, Va. Mr. Atwood is a stockholder, owns 25% of KAYT Little Rock, Ark.; KEEL-AM-FM Shreveport, La.; WNAK Nashville, WAKY Louisville, Ky. and WAND (TV) Decatur, Ill. and WBFB Rochelle, N. Y. Mr. P. Putnam is president of WBCI-AM-FM and is tentatively granted for new FM in Little Rock, Ark. In addition to his business activities, he is a director of Citizens Broadcasting, filled with an application on file to increase power. Ann. March 2.

WWE Richmond, Va.—Seeks assignment of license from WRVA-AM to Richmond Television Co. to WMTA Bay Broad Co. the third major television station in the city, 10% owned by A. J. Bogel, president and Jack J. Levkovitz, vice-president, and 16% owned by secretary-treasurer (3%). Mr. A. J. Bogel is president of a major department store, motel and restaurant. Mr. Harry Fox is newsmen and producer of WKAT Miami, WAKA Inc. Mr. Levkovitz is adjunct professor of finance at Florida Atlantic University and financial consultant for various corporations. Ann. March 3.

WLB Eltote, Tenn.—Seeks assignment of license from WLDe Drive-Drive Inc. to Campbell County Broadcasting Cor. for $170,000. Principals: J. P. Mills, Herman G. Benson and Eimo Mills (25%). Don C. Edwards Jr. (10%) and Henry D. Straton (90%), Mr. Edwards is president of West Virginia Broadcasting Co., president of London Broadcasting Co., president of Citizens of Cumberland City Broad- casting Co. Inc. and president of Cumberland City Broad- casting Co. Inc. Mr. Straton is owner of WNGM-AM Grundy, Va. and has 18% interest in WLBW, Winfield, Ky. Mr. J. P. Mills has interests in WCPM, Mount Airy, N.C. Mr. J. P. Mills is attorney, has interests in WNGM-AM, WLBW and WBBT, Beckley, W. Va. and is also part owner in two coal mines, the Coal City Block Co. and Pikeville Wonder Wash Inc. Mr. Straton is president of West Virginia Banking Co. and stockholder of bank, president of Citizens Underwriter Co. and owner of Citizens Underwriter Co., director of hospital, general council of hospitals, WCPM-AM-WFMQ-FM-Pikeville, Ky. and owner and director of WBBT, Beckley, W. Va. J. P. Mills Inc. Ann. March 8.

WJG Joliet, Ill.—Seeks assignment of license from Westgate Broadcasting Co. to WVJG Advertising Co. for $100,000. Principals: Delwin W. Morton, president, treasurer, 100% owned. Mr. Morton owns 20% in KBES Gladewater and KDOX Marshall, both Tex.; president, director and 33% stockholder in KAJO Waco-Marlin, Tex., and president, director and stockholder in KVAL McKinney, Tex., which has an application on file to increase power. Ann. March 2.

SWEET Richmond, Va.—Seeks assignment of license from WRCR to Raymond B. Bentley for $31,000 plus $143,750 in accrued production; principal: Mr. Bentley is 40% owner and manager of WRCR and station WBLU Salem, Va. If commission approves this application within a period of one year, it will dispose of his interest in Salem. Ann. March 5.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through March 8. 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.

Duarte, Calif.—International Cable TV Corp. and International Telemeter have each applied for a franchise.

Laurel, Blades and Seafield, Del.—General Television Inc. began microwave service to its 750 subscribers in the above systems on March 3. The systems had been receiving March 3. The systems were now up in Talbot county, Md. A microwave link for the station's transmitters and a corporation's Milford system is under construction. The transceivers are supplied by the FCC for a microwave link from the station's transmitters and a phone system link from both the Delaware and the Philadelphia networking systems. General Tele- vision Inc. operates the $500,000 microwave system.

Marietta, Ga.—Marietta Cablevision, a franchise applicant, is president of WDBN-AM-FM. The group has tentatively granted a franchise. Final approval should be granted by May 1. Franchise will work out pole rental fees and completes installation.

Anna Maria Island, Fla.—Robert Nelson, president of WOLC-AM-FM Bradenton, has applied for a franchise.

Arcadia, Fla.—Universal Cablevision (Harry Bennett, president) has applied for a franchise.

Ossawatomie, Kan.—Ossawatomie Telephone Co. has applied for a franchise.

The firm offered a 13-channel system. Installation would be completed within the first 18 months of service charge.

Bad Axe, Mich.—Thumb Broadcasting Co. (WELS-AM-FM Port Huron, WLEW Bad Axe, WACW Saginaw, WMBH and WAPL Midland) has been granted a 25-year franchise with an option to purchase another 10 years. The franchise will be sent to the voters April 3 for approval. The city will receive 5% of the annual gross receipts. Installation will be $75,000 with monthly service at 34%.

Maryville, Ill.—Port Huron TV Cable Co. represented by John F. Whisner, has applied for a franchise.

Butler, Mo.—United Television Inc., a CATV owner, has been granted a 10-year franchise. Installation will be $7,750 with a $185 monthly service charge.

Catskill, N.Y.—Mid-Hudson Television Inc. has been granted a franchise. Installation will be $7,750 with a $170 monthly service charge.

Goshen, N.Y.—Goodsville CATV has been granted a franchise. The company will collect 1-1/4% of gross receipts to the school system and 3% of gross receipts to the city. Jonesville, N. C.— Yadkin Valley Cablevision Corp. (represented by Carl Conrad) has applied to this end.

Ashland, Ore.—Ashland Cable TV has applied for a franchise. The company offers a 12-channel system.

Salem, Ore.—Newest Communications Inc. (represented by Carl Fisher, president of KGMS) has been granted a 20-year franchise. The city receives, after a grace period of two years, 3% of the annual gross receipts for the next seven years; at which point the financial percentage will be renegotiated. The city has paid $5,000 to WKBW Co., Lancaster, Pa. (Alvin L. Miller, president) has been granted a franchise. The franchise would be $15 and a $35 monthly service charge.

Orangeburg, S.C.—The city has received for a franchise. The franchise will be $15 and a $35 monthly service charge. Company will pay a minimum of $200 for a 10-year franchise.

Orangeburg, S.C.—Orangeburg Cable TV Inc., a subsidiary of Cosmos Broadcasting Co. of Orangeburg TV Cable Co. and Fquor National Inc.

Crystal City, Tex.—Winter Garden Translator Inc. has been granted a new 15-year franchise. A previous franchise granted to Winter Garden expired in 1963. The city has paid $3,000 to WKBW Co., Lancaster, Pa. (Alvin L. Miller, president) has been granted a franchise. The franchise would be $15 and a $35 monthly service charge.

Other applicants were Commock Inc., Austin, and McCullough Inc., Eagle Pass, both Texas. Jacksboro, Tex.—The city has received for a franchise. The franchise would be $100 and a $15 monthly service charge.

Sulphur, La.—Orange Catv Inc., holder of the franchise, has been granted a franchise.

Ingersoll, Wash.—Vista CATV has applied for a franchise.

BROADCASTING, March 13, 1967

(For the Record)
Station chief knows his way around city hall

The stations have considerable mobile gear to do just that, he adds.

**The Roses**... *Mr. Hoth feels most proud of the recognition that fellow broadcasters have given him for his efforts. The Colorado Broadcasters Association honored him last year for his work as mayor and "in recognition of your vital role in maintaining freedom of broadcasting in America." He served as president of the CBA in 1958 and has been active in many of the association's projects. One of these was the association's effort to open Colorado courts to TV and radio coverage, an achievement that was obtained for a time. But Mr. Hoth hastens to point out that several pioneer Colorado broadcasters deserve the credit for this vital crusade. Similarly Mr. Hoth is quick to give full credit to his stations' staffs for maintaining their consistent quality of performance while he is busy elsewhere. He is well aware of his licensee responsibility to set policy and keep careful control.

As a broadcaster he also is proud of the honors his peers in municipal government have bestowed. In 1965 he was elected president of the Colorado Municipal League, comprised of 220 municipalities in that state.

... And the Thorns *But political life has its thorns as well as its roses. Mayor Hoth has been obliged to take stands on issues such as proposing a sales tax which may lose business for Broadcaster Hoth among merchants who otherwise might be more inclined to advertise on KRDO-AM-TV.

Take business-friend turned political foe Charles E. Hughes, president and general manager of Halle's Inc., for example. Mr. Hughes began advertising his appliance store on KRDO-TV eight years ago and "absolutely" credits the broadcast media for contributing substantially to the growth of his firm. Radio is used too, supplementing newspapers.

Mayor Hoth named Mr. Hughes to head a city government study group two years ago and the sales tax fight evolved. To date Mr. Hughes seems to be winning and Colorado Springs has no sales tax. "We're friendly enemies now," he relates, admitting that issues like this can put something of a strain on business relationships even though mutual respect continues.

Clashes of philosophy roll off Mr. Hoth as readily as the clashes of competitors did in sports 20 years ago when Mr. Hoth was a student at Colorado College. His participation in sports enabled him to handle sports coverage play-by-play when he got a part-time selling job for KRDO. Both the radio and TV outlets still put heavy emphasis on sports programing and some of the original sponsors he sold for such shows are still regular accounts.

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**WEEK'S PROFILE**


**MUCH** has been said in broadcasting circles about getting involved in local affairs if your station really is to do its best job of serving both the public and advertisers. Harry Hoth, president and chief owner of KRDO-AM-FM-TV Colorado Springs and mayor of that city, seems to have plunged into community affairs to a remarkable degree—a degree matched only by his success for his stations and the community. Not content to be merely a joiner, he has put every ounce of energy into being a doer as well.

His theory appears to be that if your market isn't as big as you think it could be, get into public life and do something about it. Too often broadcasters complain about the boys down at city hall when they should be one of them and do something specific about getting better government and civic improvement.

**Togetherness** *If the growth of Colorado Springs and the KRDO facilities is any proof at all, then Mr. Hoth's theory may well be examined by others, one of his close associates remarks, "if they are prepared to stand the pace, that is." Since the end of World War II the market has increased about six-fold by almost any measure used. That's when Mr. Hoth arrived and began helping the local folks as a whirlwind booster of every possible cause, both personally and as a broadcaster.

He first joined KRDO as a salesman in 1947, subsequently acquiring blocks of interest and, by 1961, majority control. He became president and general manager of KRDO-AM-TV in 1955 following a financial reorganization. KRDO-FM is expected to take the air this year.

All Work, No Pay *Mr. Hoth became a member of the city planning commission in 1951 and served until 1962, including three years as chairman. In 1959 he also was elected to the city council and in 1963 the council elected him mayor of Colorado Springs. He was re-elected mayor for a second term in 1965. He also serves as president of the city council and the city-owned public utilities. All of these posts are without salary and consume considerable portions of his time daily.

These jobs have been made particularly productive in view of the concentrated development of military installations in the area. Among these are the Army's Fort Carson, the Fifth Army infantry training facility and the national headquarters of the Army Air Defense Command. Another is the U. S. Air Force Academy, while equally famous is the international headquarters of the North American Air Defense Command, popularly conde nded to NORAD.

Since 1961 NORAD has been in- dustriously undermining the KRDO-FM transmitter site, literally. The TV tower is atop Cheyenne Mountain. Inside the mountain is the vast electronic city of NORAD, the bomb-proof automated combat operations center.

Add to all of this a burgeoning scientific and industrial complex, the Broadmoor hotel and the other resort attractions which regularly draw the celebrities of the worlds of sports and business, and how could a radio or TV station fail to find something interesting and exciting to cover, Mr. Hoth asks.
Henry Luce's legacy

I am tempted to think that if I was starting out as a young man today, I might opt for TV rather than 'print journalism—at any rate, at what is called 'the local level.'"

The author was the giant and genius of magazine journalism—Henry R. Luce, who died suddenly Feb. 28 at 68. The recipient was Clayton H. Brace, young vice president-general manager of one of Time-Life Broadcast Inc.'s properties, KOGO-TV-AM-FM San Diego. The time, 13 months ago (Feb. 10, 1966) after Mr. Luce had visited the San Diego properties and had read Clayt Brace's annual accounting of stewardship of the stations in his charge.

Mr. Luce said he found the accounting "truly exciting reading." Then came the wishful observation of the innovator who had revolutionized print journalism. We cannot conceive of a a better testimonial for broadcast journalism.

Promising change

It may be a while before the joking about the appointment of Betty Furness as special assistant to the President on consumer affairs abates. Mr. Johnson turned full circle in naming a broadcast-oriented personality to succeed Esther Peterson at the White House.

On calm, objective appraisal the change was necessary. Mrs. Peterson had become an anti-advertising zealot. She had needled and goaded and had all but become the head of a consumers' lobby. She was no longer in a position to maintain rapport with the business sector.

Miss Furness admits she hasn't shopped for her own groceries, what with her business commitments. But she intends to learn.

It really doesn't matter about her not knowing the price of eggs. The big challenge will be whether she can steer clear of the fixations of the eggheads.

Not yet out of control

BROADCASTERS have been warned that they may some day lose their $200 million a year in cigarette advertising. They were given that gloomy advice a fortnight ago by officials of the National Association of Broadcasters.

As things are going now, the NAB officials were making realistic readings of the political scene. As they said, the pressure is growing in federal circles to do something about cigarette smoking. As they said, cigarette advertising is more vulnerable to federal restraint than cigarette manufacture and distribution. We are not convinced, however, that broadcasters are as helpless to affect events as the NAB officials suggested.

For the foreseeable future, there will no disposition in the Congress to attack cigarettes at their source; the revenues from tobacco cultivation and cigarette manufacture are critical to the economies of several states represented by influential members of the House and Senate. Hence those who want to make a case against cigarette smoking will concentrate, as the NAB officials pointed out, on less direct assaults. They will suggest, as Senator Warren G. Magnuson (D-Wash.) has already suggested, that broadcasters who accept cigarette advertising ought to donate time for programs warning that cigarettes may be injurious to health. They will suggest modifications in cigarette advertising, as Senator Frank Moss (D-Utah) suggested that the act of smoking be prohibited in cigarette commercials. None of these restraints is apt to have any discernible effects on the sale of cigarettes, but they could lead to a diminution of the effectiveness of the commercials and therefore in the money that cigarette makers were willing to spend on radio and television advertising.

It seems to us that the only answer that broadcasters can put forward with assurance is that as long as the distribution of cigarettes is legal, the advertising of cigarettes must be legal too. If there is to be a federal finding that cigarette smoking is a serious menace to public health, let the cure be the same as that applied to any other product that is prohibited from general marketing. It isn't the broadcasters who run the cigarette business.

Teenybopper on the FCC

Once again last week the FCC's youngest member, Nicholas Johnson, sounded off against his elders. This time Mr. Johnson found grievous fault with the FCC majority's assent to the routine approval of some 200 radio-station license renewals.

Mr. Johnson, in a statement that attracted wide attention, including page-one display in the influential Washington Post, demanded a wholesale revision of the commission's system of evaluating broadcast programming. He did so in language that can only inflame the antagonisms that he had created in earlier criticisms of FCC policies and actions.

He accused the majority of abdicating its responsibility. He described the majority's attitude toward program regulation as a "complacent and comfortable hear-no-evil, see-no-evil slouch in front of the radio and television sets of America." He sounded as if he might be warming up to conduct a teach-in at the FCC.

It is interesting to contrast Mr. Johnson's statement of last week with one issued coincidentally by Commissioner Kenneth A. Cox, who for years has been an unwavering advocate of federal supervision of broadcast programming. Mr. Johnson took issue with the FCC's fundamental approach to the whole matter of program surveillance. Mr. Cox confined his dissent to several specific cases that failed to meet his private standards of balanced programming. By comparison to Mr. Johnson, Mr. Cox was almost conservative, a label this publication had not previously thought to pin on him.

A detailed report of Mr. Johnson's latest outburst may be found elsewhere in this issue. A reading of it strengthens the conclusion that Mr. Johnson needs to grow up.

"It's an idea I picked up from television...They're called integrated commercials!"

Drawn for BROADCASTING by Sid Hix

BROADCASTING, March 13, 1967
Everything looks like the 4th of July when you sell it on KPRC-TV, Houston
In 8 out of 10 cases one of these STANDARD consoles will meet CUSTOM console requirements

Before ordering a custom installation for your control room, check your requirements against these features of Collins' standard 212T-1 and 212T-2 Audio Control Consoles:

REMOTE CAPABILITY. Rack-mounted assembly containing amplifier cards can be located in an equipment room and linked by cable to the audio control panel in the studio. Sensitive audio wiring is concentrated in a card cage away from interference. Noiseless switching and audio level control are accomplished by photoconductive cells which employ a light beam to isolate control voltages from the audio circuits.

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The 212T Audio Control Consoles consist basically of three units:

CONTROL PANELS. The control panel constitutes the difference between the two systems.

The 212T-1 control panel provides 28 inputs to 14 faders, 2 program output channels, and 2 10-watt monitor speaker outputs. The overall dimensions are 15¾" high by 24" wide.

The 212T-2 control panel has 32 inputs to 16 faders. The panel is divided into two sections. The fader-operating controls are mounted on a panel 10¾" high by 19" wide; the VU meters and monitoring controls are mounted on a panel 5¾" high by 19" wide.

RACK-MOUNTED ASSEMBLY. The assembly contains 16 preamplifier cards. Quantity and types of cards depend upon individual requirements. The assembly includes three program amplifier cards—one for cue and two for program channels. Two amplifiers are for speaker monitors, two switching cards select monitor inputs. The rack-mounted assemblies for the 212T-1 and 212T-2 are identical.

POWER SUPPLIES. Two power supplies are housed with the rack-mounted assembly. One power supply provides variable illumination for meters and push-button controls. Another provides powering for cards, attenuators, amplifiers, switches, and photoconductive cells.

Most studio audio requirements can be met by adapting the standard 212T-1 or 212T-2 Console through strapping options and minor wiring changes. Expansion and adaptation can be accomplished easily with additional space which the units provide for two extra preamplifier cards, two additional program amplifiers, and two unwired spare card receptacles.

For a copy of a new descriptive brochure on the 212T series, contact Broadcast Marketing, Collins Radio Company, Dallas, Texas 75207 Ph. (214) 933-2121

COMMUNICATION/COMPUTATION/CONTROL

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