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<td>THE FLINTSTONES</td>
<td>14</td>
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<td>815,400</td>
<td>. . . once again, Fred delivered more homes than any other program on a competing station in the entire market (Monday-Sunday, sign-on to prime time) and still, first choice in his time period with young women 18-34.</td>
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<tr>
<td>WCBS-TV</td>
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<td>NEWS/WEATHER/SPORTS</td>
<td>8</td>
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<td>448,800</td>
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<td>WNBC-TV</td>
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<td>NEWS/WEATHER/SPORTS</td>
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<td>542,500</td>
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<td>WBAC-TV</td>
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<td>WASHINGTON, D.C.</td>
<td>THE FLINTSTONES</td>
<td>15</td>
<td>42</td>
<td>191,550</td>
<td>. . . highest rated show in the entire market (Monday-Sunday, sign-on to prime time).</td>
</tr>
<tr>
<td>WMAF-TV</td>
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<td>WOOK-TV</td>
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<td>TEEN DANCE PARTY</td>
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<td>WOCA-TV</td>
<td>BOSTON</td>
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<td>1</td>
<td>3</td>
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<tr>
<td>WTCN-TV</td>
<td>MINNEAPOLIS</td>
<td>THE FLINTSTONES</td>
<td>17</td>
<td>38</td>
<td>109,850</td>
<td>. . . a winning 39% share of the young females 18-34.</td>
</tr>
<tr>
<td>WCCL-TV</td>
<td>MINNEAPOLIS</td>
<td>CBS EVENING NEWS</td>
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<td>50,650</td>
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<tr>
<td>KSTP-TV</td>
<td>MINNEAPOLIS</td>
<td>HUNTELY BRINKLEY</td>
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<td>86,850</td>
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<tr>
<td>KMSP-TV</td>
<td>MINNEAPOLIS</td>
<td>TIMMIE &amp; LASSIE</td>
<td>9</td>
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<td>57,600</td>
<td></td>
</tr>
<tr>
<td>KJRC-TV</td>
<td>SPRINGFIELD, IL.</td>
<td>THE FLINTSTONES</td>
<td>18</td>
<td>49</td>
<td>103,850</td>
<td>. . . more homes than Griffin and Beaver combined—and a 40% share of the young ladys.</td>
</tr>
<tr>
<td>Knda-TV</td>
<td>SPRINGFIELD, IL.</td>
<td>MERV GRIFFIN</td>
<td>4</td>
<td>11</td>
<td>23,400</td>
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</tr>
<tr>
<td>KGCO-TV</td>
<td>SPRINGFIELD, IL.</td>
<td>LEAVE IT TO BEAVER</td>
<td>14</td>
<td>38</td>
<td>73,450</td>
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<td>KGGM-TV</td>
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<td>THE FLINTSTONES</td>
<td>18</td>
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<td>31,150</td>
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<td>KOB-TV</td>
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<td>DIALING FOR BOLLARS</td>
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<td>15,150</td>
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<tr>
<td>KAOI-TV</td>
<td>SPRINGFIELD, IL.</td>
<td>PETER JENNINGS NEWS</td>
<td>6</td>
<td>18</td>
<td>8,600</td>
<td></td>
</tr>
<tr>
<td>KCPL-TV</td>
<td>ABQ.</td>
<td>THE FLINTSTONES</td>
<td>13</td>
<td>51</td>
<td>42,650</td>
<td>. . . more viewers than either Merv Griffin or McHale's Navy.</td>
</tr>
<tr>
<td>KUSA-TV</td>
<td>ABQ.</td>
<td>MCLAUS NAVY</td>
<td>4</td>
<td>26</td>
<td>19,300</td>
<td></td>
</tr>
<tr>
<td>KTVF</td>
<td>ABQ.</td>
<td>MERV GRIFFIN</td>
<td>6</td>
<td>24</td>
<td>21,050</td>
<td></td>
</tr>
<tr>
<td>WISC-TV</td>
<td>MADISON</td>
<td>THE FLINTSTONES</td>
<td>19</td>
<td>51</td>
<td>33,300</td>
<td>. . . 150% more homes than his closest competitor: Mike Douglas.</td>
</tr>
<tr>
<td>WM TV</td>
<td>MADISON</td>
<td>MIKE DOUGLAS</td>
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<td>WEOV-TV</td>
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<td></td>
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<tr>
<td>KTVT</td>
<td>LOS ANGELES</td>
<td>THE FLINTSTONES</td>
<td>13</td>
<td>21</td>
<td>414,150</td>
<td>. . . a larger audience than each of the 7 competing stations</td>
</tr>
<tr>
<td>KNXV</td>
<td>LOS ANGELES</td>
<td>CBS NEWS</td>
<td>15</td>
<td>24</td>
<td>472,800</td>
<td></td>
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<td>KABC-TV</td>
<td>LOS ANGELES</td>
<td>6 O'CLOCK MOVIE</td>
<td>10</td>
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<td>316,900</td>
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<td>KNBC</td>
<td>LOS ANGELES</td>
<td>HUNTELY BRINKLEY</td>
<td>8</td>
<td>13</td>
<td>257,550</td>
<td></td>
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<tr>
<td>KHJ-TV</td>
<td>LOS ANGELES</td>
<td>TWILIGHT ZONE</td>
<td>5</td>
<td>8</td>
<td>139,300</td>
<td></td>
</tr>
<tr>
<td>KTLA</td>
<td>LOS ANGELES</td>
<td>HITCHCOCK/VALLEY DAYS</td>
<td>5</td>
<td>8</td>
<td>171,100</td>
<td></td>
</tr>
<tr>
<td>KCOX</td>
<td>LOS ANGELES</td>
<td>MCLAUS/WANDERERS</td>
<td>5</td>
<td>8</td>
<td>169,100</td>
<td></td>
</tr>
<tr>
<td>WGBY-TV</td>
<td>GREEN BAY</td>
<td>THE FLINTSTONES</td>
<td>18</td>
<td>45</td>
<td>44,750</td>
<td>. . . a 35% share of the young women 18-34 and more viewers than either competing station in the time period.</td>
</tr>
<tr>
<td>WPEX-TV</td>
<td>GREEN BAY</td>
<td>EARLY SHOW</td>
<td>17</td>
<td>42</td>
<td>38,300</td>
<td></td>
</tr>
<tr>
<td>WLUC-TV</td>
<td>GREEN BAY</td>
<td>BIG TOP</td>
<td>5</td>
<td>15</td>
<td>14,950</td>
<td></td>
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<tr>
<td>WLBZ-TV</td>
<td>BANGOR, ME.</td>
<td>THE FLINTSTONES</td>
<td>23</td>
<td>55</td>
<td>19,100</td>
<td>. . . scored a 47% share of the young women—nearly double the combined delivery of the competition.</td>
</tr>
<tr>
<td>WABI-TV</td>
<td>BANGOR, ME.</td>
<td>BOZO</td>
<td>9</td>
<td>21</td>
<td>12,000</td>
<td></td>
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<tr>
<td>WEMT</td>
<td>BANGOR, ME.</td>
<td>ACTION/M ORE</td>
<td>9</td>
<td>21</td>
<td>4,000</td>
<td></td>
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<tr>
<td>WTVF</td>
<td>SPRINGFIELD, MO.</td>
<td>THE FLINTSTONES</td>
<td>26</td>
<td>91</td>
<td>24,400</td>
<td>. . . more than 2 times as many young women as the rival station,</td>
</tr>
<tr>
<td>KTVT</td>
<td>SPRINGFIELD, MO.</td>
<td>SUPERMARKET SWEEP</td>
<td>2</td>
<td>7</td>
<td>13,000</td>
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<tr>
<td>WRIK-TV</td>
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<td>THE FLINTSTONES</td>
<td>26</td>
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<td>27,600</td>
<td>. . . a 37% share of the young women and nearly twice as many homes as the competition.</td>
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<tr>
<td>WTVV</td>
<td>ROCKFORD, IL.</td>
<td>NEWS</td>
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<td>15,400</td>
<td></td>
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<tr>
<td>WECE-TV</td>
<td>ROCKFORD, IL.</td>
<td>RIFFLEMAN</td>
<td>13</td>
<td>27</td>
<td>19,500</td>
<td></td>
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1—Independent Station
N—Network Affiliation
*Within Coverage Scree

Source: Rating and audience composition estimates are based on ARB returns for March 1967 and are subject to qualifications published by the ratings service.
THE KTVI NEWS REPORT

with Glenn Wilson and Jim Hale

Monday thru Friday, 5:30 and 10:00 p.m.

IN COLOR

KTVI is St. Louis’ only tv station with its own motion picture film processing labs, plus . . . more working newsmen, nine mobile news units, and around-the-clock news desk coverage.

The best informed St. Louisans prefer KTVI News

KTVI abc 2
Daytime Favorite of the Young Women

To reach the young women in the Dallas-Fort Worth television market during the day, your best buy is KRLD-TV.

The most recent ARB report shows that Monday through Friday, 9:00 A.M.-6:00 P.M., Channel 4 delivers more women, 18-34 years, per average quarter hour than any other station in the market... 17.8% more than the second station; 52.8% more than the third station; and 101.4% more than the 4th station.*

Contact your H-R representative for further details and choice availabilities.

*February/March, 1967 ARB Television Audience Estimates
If... 

What will happen at ABC Inc. if FCC disapproves pending merger into ITT? Present disposition of top management is (1) to cut TV and radio network overhead to home; (2) drop plans for gavel-to-gavel TV coverage of political conventions, for which out-of-pocket is estimated at $10 million; (3) go for rating-oriented programming and leave to other networks major burden of underwriting non-profitable specialized programming.

Would ABC Inc. look for merger with some other entity? Present disposition is negative. Management shies from risk of another Justice Department onslaught and Capitol Hill fulminations with consequent demoralizing effects on staff, stockholders and sales and programming incentives.

Side effects

Folding of United Network's late-night Las Vegas Show last week (see page 34) had repercussions all around. It raised new questions for CBS-TV officials to ponder in trying to blueprint their own late-night plans for submission to annual affiliates meeting this week. United's collapse can be construed as creating vacuum for CBS to fill or as augury against taking on entrenched competition. With both pro and con reactions from affiliates, CBS officials reportedly will meet again early this week to review questions of when, under what circumstances and with what sort of programming they'll go into late night. With that sort of fluidity and with affiliates meeting starting tomorrow (June 6), there was little betting on how firm CBS's proposals would be, pending further soundings among affiliates.

United Network closing also knocked over TV prospects of Continental Football League, which had three-year deal with UN set for kickoff Sept. 9. CFL's 15 teams are now free to scramble for local TV contracts to make up for what CFL officials call "undeclared amount of dollars" lost in UN contract. Terms of contract reportedly called for no down payment, but guaranteed pay after coverage started.

Warming the griddle

Aides to congressmen who introduced stiff network-regulation bill last week (see page 29) said Friday they fully expect to have hearings on bill this year—assuming current session runs long enough. Signs now point to Congress still being at work in December, aides noted.

Bill has been seen by Commerce Committee Chairman Harley Slaggers (D.-Va.), out of town during the latter part of week, aides said, as it is common practice for majority committee members to show chairman all relevant bills before submission. Thus measure is seen attracting chairman's interest—key requirement for hearings.

Go sign

Capital Cities' purchase of KTRK-TV Houston and sale of WPRO-TV Providence, R. I., may go before FCC this week, with Broadcast Bureau recommendation for approval. Word is that bureau sees good in Providence sale as reducing Capital Cities' TV interests in northeastern part of country (company owns VHF in Albany, N. Y., and UHF satellite in Adams, Mass., as well as TV in Buffalo, N. Y.). Bureau also points out that associated radio properties in Houston and Providence are not involved in transfers, hence diversification of broadcast ownership is being expanded in both cities.

It deals go through, Capital Cities will buy KTRK-TV from John Jones and associates for $21,289,500 (Broadcasting, Jan. 9) and sell WPRO-TV to John B. Poole and group for $16.5 million (Broadcasting, Feb. 27).

Two down

George Stevens Jr., assistant director of USA in charge of motion picture and television service, is expected to resign this week to become head of American Film Institute, new organization established by motion picture-TV interests to develop new techniques and recruit creative personnel in visual field. Mr. Stevens will be second department head to announce resignation from USA in recent weeks, first having been John Chancellor, director of Voice of America (see page 88).

TV movies

MCA TV is said to be seriously considering production of feature films for syndication, patterned after "World Premiere" movies that company is making for NBC-TV. Project is still in blueprint stage and is predicated to some extent on future of late-night network programming. If ABC-TV's Joey Bishop Show continues to make "good progress" that ABC says it's showing and CBS-TV introduces third entry in period originally exploited by NBC-TV (where Johnny Carson is currently entrenched), MCA-TV may have second thoughts about movie syndication. It isn't known how MCA TV reacted to end of United Network (see page 34).

Increasing trend on part of feature-film suppliers to make agreements with TV networks for two or three initial runs and subsequent runs (up to six) is cutting even more sharply into availability of first-run movies for local stations. Since beginning of year major studios have released to stations only about 150 first-runs, large majority of which are of nonnetwork quality and many produced in Europe and other parts of the world. Outlook is for local stations, with few exceptions, to gain accessiblity to network quality features only after repeated runs on ABC, CBS and NBC.

Interior decorator

FCC's energetic Nicholas Johnson would like to see agency introduce showmanship at its new headquarters building, wherever it might be. Practically under mandate from its present landlord, Postmaster General Lawrence F. O'Brien, to move soon as FCC has delegated to Commissioner Johnson task of financing new home. He would like to have building with ground-floor area adequate to accommodate modern broadcasting and possibly other communications gear as exhibit for tourists who visit Washington.

Requiring minimum of 200,000 square feet, FCC has been looking at buildings in new downtown area, including one at 20th and M Street under construction, stone's throw from present NAB headquarters and diagonally across street from CBS Washington headquarters. ABC News is about three blocks away. Budget for space would run $1-$1.25 million, with General Services Administration to pick up tab.
Nearly a million Americans have Syphilis and don’t know it. Some of them live in your community. And listen to your station.

They don’t know that Syphilis can lead to insanity. Or blindness. Or that 1,000 people die every month from a disease they never knew they had.

They also don’t know that in its early stages, Syphilis may be easier to cure than the common cold.

And we think you can use the power of radio to tell them.

Group W radio stations have been running a series of special programs titled, “The VD Epidemic”. And these programs are now available to you along with a supporting all-media promotion campaign.

Produced by Group W, in cooperation with Columbia University’s School of Public Health and Administrative Medicine—the U.S. Communicable Disease Center—and the American Social Health Association—these programs are designed to alert the public to the sources, symptoms and cure of this dreaded disease.

The response from the public and support from public health organizations have exceeded all our expectations.

Our theme? “Syphilis is not a dirty word. It’s a disease”. Our goal? To prove once and for all that the one thing that won’t cure Syphilis is the “silent treatment”.

We’re sure you realize that this is a great opportunity for radio to take the lead in an important crusade.

And we sincerely hope you’ll join us in it.

For information, phone or write Group W, 90 Park Avenue, New York, N.Y. 10017.

Some very nice people who listen to your station have Syphilis.
Basic programing rights of networks face serious threat in House bill introduced by Moss, Dingell and Ottinger. Bill would put television networks under direct control of FCC. See...

**NETWORKS FEEL CHILL... 29**

Broadcast Bureau's Fitzpatrick testifies, under direct questioning by Johnson, that ABC-ITT merger would not be in public interest. Q and A came during first day of oral hearing. See...

**BLOW TO MERGER HOPES... 32**

It held out for 31 days, but then upcoming and outstanding bills dealt death blow to United Network. Overall losses on 'Las Vegas Show' are expected to total about $2.3 million. See...

**UN FORCED TO QUIT... 34**

FCC's Johnson takes another whack at what he terms overcommercialization by radio stations and commission's inadequate barrier against such moves. Makes charge in dissent to FM grant. See...

**JOHNSON BLASTS... 46**

Jack Harries denies any thought of ex parte activities resulting from visit by AMST officials to four FCC commissioners. Discussion, he says, was on general CATV policies, not on pending cases. See...

**AMST DENIES TACTICS... 50**

Wayne State University starts $5 million center as part of continuing study of communications. Feels future advances in programing and advertising will come out of university laboratories. See...

**TV RESEARCH AREA... 56**

First meeting of NAB's secondary-market television committee finds broadcasters unanimously opposed to FCC's rule that limits protection against importation of signals by CATV's to top 100 markets. See...

**WANT PROTECTION... 60**

Revision of NAB TV code's commercial time standards and discussion of cigarette advertising are expected to be prominent on agenda of CBS-TV affiliates meeting. Also up will be late-night plans for 1968. See...

**CBS-TV MEETING... 64**

Possible $21.5 million could be realized by Corinthian shareholders from 829,107 shares of stock to be sold publicly. Whitney will offer 750,000 shares, 22% of his holdings. See...

**CORINTHIAN FILES... 76**

New York Port Authority boss claims there is 'no factual basis' for complaints that upcoming World Trade Center project will cause serious TV interference for millions in metro area. See...

**INTERFERENCE CLAIMS HIT... 80**
"Book" MACON, the rich middle Georgia market...

Contents include: COVERAGE, AUTOMOTIVE, AGRICULTURE, FOODS, GENERAL MERCHANDISE, GOVERNMENT EXPENDITURES, DRUGS, GENERAL MARKET SUMMARY, and other information.

It's now in the book! We have the data most wanted by agencies and advertisers on the Macon market... facts about your products, figures you can use, and information about our coverage of the area that is leading the South in per-capita retail sales increase.

39 RICH COUNTIES*

Population ........................................721,700
Incomes (E.B.I.) .........................$1,339,772,000
Retail Sales ......................$ 807,902,000

Data from Sales Management Survey of Buying Power, June 10, 1967
*With its new tall tower, WMAZ-TV's Grade B Contour now reaches 39 counties.

Signal Coverage in the Southeast...

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

WBIR-TV  WFBCTV  WMAZ-TV

Represented Nationally by AVERY KNODEL, INC.
Fairness applied to cigarettes

FCC says stations must offer anti-cigarette forces

rebuttal time to $201 million purchased in radio-TV

FCC unanimously extended its fairness doctrine in dramatic fashion Friday (June 2) by announcing that anti-smoking proponents must be given chance to rebut cigarette advertising on radio and television.

Notice of momentous move was made in letter to wcbs-tv New York in response to complaint by 26-year-old New York attorney that CBS-owned station had refused to give him time to present anti-smoking messages (BROADCASTING, Dec. 12, 1966).

Commission refused request of John F. Banzhaf III for "roughly" proportional time to that used for cigarette spots but said stations are responsible for making available "significant" amount of time for presentation of anti-cigarette viewpoint.

FCC General Counsel Henry Geller, in briefing at issuance of letter, stressed that "good faith" and "reasonableness" of station licensee would govern. He also, in responding to question, said his personal view is that a three-to-one ratio of cigarette advertising to smoking-warning messages could be acceptable.

What Next? * FCC move places in jeopardy over $200 million worth of broadcast advertising. In 1966, according to Television Bureau of Advertising, cigarette companies spent $194 million in television, and, according to Radio Advertising Bureau, $7.3 million in radio.

Mr. Banzhaf began his campaign last fall and when wcbs-tv failed to meet his demands, filed his complaint with FCC. He is graduate of Columbia University law school and of Massachusetts Institute of Technology.

Issue of FCC's responsibility in smoking health controversy is not new. Early in 1966, Beverly Hills, Calif., Group asked FCC to bar cigarette advertising entirely. Commission official said then that it couldn't move into this area until official government finding that smoking has direct, causal relation to health hazards.

Commission's letter to Mr. Banzhaf recited activities of wcbs-tv in presenting smoking hazards to its audience. Since September 1962, commission noted, wcbs-tv has presented anti-smoking view- points on issue by responsible authorities and that consideration of fairness doctrine to cigarette advertisement is unnecessary and, in fact, unlawful.

Limiting Issue * FCC, stressing that this finding is "limited" to cigarettes only, stated: "We believe that a station which presents such advertisements has the duty of informing its audience of the other side of this controversial issue of public importance—that however enjoyable, such smoking may be a hazard to the smoker's health."

Rejecting claim for equal time, commission traced history of cigarette legislation and concluded that since Congress was moving on step-by-step basis over three-year period, its action must be "tailored" to carry out congressional purpose.

To this end, commission said, its notice "requires a station which carries cigarette commercials to provide a significant amount of time for the other viewpoint, thus implementing the 'smoking education campaign' referred to as a basis for congressional action in the 1965 act...."

And, FCC added: "...this require-

ment will not preclude or curtail presentation by stations of cigarette advertising which they choose to carry."

In attempting to provide guidance for stations, commission observed: "A station might, for example, reasonably determine that the above noted responsibility would be discharged by presenting each week, in addition to appropriate news reports or other programming dealing with the subject, a number of the public service announcements of the American Cancer Society or HEW [Department of Health, Education and Welfare] in this field. . . ." But, commission added, type of programming, amount and nature of time to be afforded "is a matter for the good faith, reasonable judgment of the licensee, upon the particular facets of his situation."

Licensee Decision * In its concluding paragraph, commission again cites wcbs-tv's activities in presenting anti-smoking viewpoints and in presenting ACS spots, rejects Mr. Banzhaf's claim for "rough approximation of time," and adds: "...the question remains whether in the circumstances a sufficient amount of time is being allocated each week to cover the viewpoint of the health hazard posed by smoking. . . ."

Letter concluded: "The guidelines in the foregoing discussion are brought to your attention so that in connection with the above continuing program you may make the judgment whether sufficient time is being allocated each week in this area."

Latter was signed by Ben F. Warp, secretary of commission, "by direction of the commission."

Paar selling stations in Northeast to Harron

TV personality Jack Paar has decided station ownership isn't his dish. Friday (June 2) he concluded deal to sell wmtw-tv (ch. 8) Poland Spring, Portland, Me. to Paul F. Harron's Mid-New York Broadcasting Corp. for about $5 million. Transaction, which includes wmtw-fm Mount Washington, N. H., involves 98% of stock (balance is held locally). Sale is subject to FCC approval.

Mr. Paar's Dolphin Enterprises Inc. purchased 80% of stations in 1964 for $3,675,000 from group headed by John W. Guider, former Washington attorney. He later brought 18% of remaining 20% from Mr. Guider.
Fondren, Polykoff named

Lee Fondren, station manager and director of sales, KLZ Denver, and Shirley Polykoff, vice president, Foote, Cone & Belding, named to receive American Advertising Federation's Ad Man and Ad Woman of Year awards. Awards will be given during AAF's convention in Houston June 10-14. Mrs. Polykoff has created advertising for Clairol, whose budget has grown from $500,000 in 1955 to about $37 million. Mr. Fondren was chairman of joint commission for merger of Advertising Federation of America with Advertising Association of West to form AAF.

WEEK'S HEADLINER

Samuel E. Ewing, staff VP and general attorney for RCA manufacturing and service divisions since 1960, named VP, Washington, RCA, succeeding Carleton D. Smith, who requested early retirement after serving NBC and later RCA for 36 years. Mr. Ewing joined RCA in 1947 as attorney in RCA Victor division and has held various top legal posts with company. Mr. Smith will continue as Washington consultant to RCA.

For other personnel changes of the week see FATES & FORTUNES

Two opinions on ABC-ITT merger

Staff attorneys preparing orders for approval, denial; Justice warns of antitrust suit if merger is approved

FCC staff attorneys are at work this week writing two draft opinions on proposed ABC-International Telephone & Telegraph Corp. merger—one providing for approval, other for denial.

Commissioners are expected to get copies of drafts by end of week. This would permit them to study proposed orders and, possibly, to make their choice between them by regular meeting date, Jan. 14. However, it appeared likely that rewriting of proposed orders (one would become majority opinion; other minority opinion) and separate statements would delay final commission action in controversial case.

It's understood that two commissioners, one representing faction favoring approval, other representing commissioners favoring denial, will supervise work of staff attorneys preparing proposed opinions.

Commission instructions to write proposed orders were issued as commissioners on Friday (June 2) concluded oral argument that began Thursday and had been scheduled for only one day (see page 32). Extensive questioning by commissioners of counsel in case caused extension.

Warms of Suit • In windup argument, Lionel Kestenbaum, Justice Department's antitrust division attorney, indicated that department would consider filing antitrust suit against merger if commission approves it. Mr. Kestenbaum, in response to question from Commissioner Kenneth A. Cox, said he had not fully considered whether merger would violate antitrust law but added he expects antitrust division chief, Donald F. Turner, to ask him his views on case.

Mr. Kestenbaum said that, as result of his involvement in proceeding, he feels department would have "strong case."

Questioning by commissioners during oral argument provided no basis for speculating that any of them would change his vote in case. Commission approved merger by 4-to-3 vote in December, then reopened case on petition of Justice Department.

Commissioner appearing to harbor strongest feeling against merger was Nicholas Johnson, who wrote 80-page dissent when FCC approved proposal in December. He said Friday parties had made misrepresentations to commission, had urged ABC affiliates to stimulate ex parte contacts with commission on case, and had attempted to influence press coverage of hearing.

He said also representatives of parties had "spread misrepresentations" concerning two commissioners. One misrepresentation, apparently, was alleged statement of ITT public relations official that Commissioner Johnson and member of Senate were working on legislation to prohibit newspapers from owning broadcast stations (BROADCASTING, April 24). Other was report in memo from president of ITT subsidiary indicating that Commissioner Robert E. Lee had sought employment for son with ITT consultant (BROADCASTING, May 29).

Marcus Cohn, counsel for ITT, attempted Friday to take edge of "personal" statement of Thomas B. Fitzpatrick, chief of commission's hearing division, that grant would not be in public interest.

Shouldn't Be Judge • Mr. Cohn said Mr. Fitzpatrick, as counsel for Broadcast Bureau, was "excellent advocate" during hearing but that "an advocate should not judge."

He noted that bureau has chief, whose responsibility it is to make recommendations to commission on hearing cases. Reason for that arrangement, he said, is that chief, who "has not been in the pit," can be more objective in his recommendation.

Commissioners obtained another layer of assurance from parties concerning commitments they have made. ITT counsel Taggart Whipple, speaking with authority of company, said if merger is approved, ITT will notify commission before making change in policy.

In response to question from Commissioner Robert E. Lee, Mr. Cohn said commission, "of course," should hold ITT to promise of autonomy for ABC News. "If substantial change" is made in that policy, he said, commission has "right and duty" to consider such variations whenever any ITT-ABC licenses are up for renewal.

High Standard? • Mr. Kestenbaum, however, in rebuttal, said commission should not place reliance on such representations; commission should only consider long-range economic interests of parties. And Commissioner Johnson, in connection with news-integrity question, said applicants were asking commission to expect that ITT officials' dealings with ABC will be in accord with "higher standards" than those he feels they have applied to other media.

Mr. Kestenbaum reasserted his view that parties do not need ITT financing—principal justification given for merger. But Herbert Bergson, who also represented ABC, said ABC's ability to compete with NBC and CBS would be seriously hampered by denial of merger. He said ABC would have great difficulty in borrowing money and that if it did, it "would be so mortgaged" that its flexibility would be gone.

In reciting ABC needs, he disclosed that network is considering producing feature films. He said network has budgeted $40 million for feature films over next four years "and $30 million for films we will produce ourselves" on theory that network will not be able to purchase all feature films it will need.

World Trade Center hearing set by FCC

FCC has set July for hearing in New York on interference problems expected from construction of World Trade Center in lower Manhattan (see page 80). Commission says exact date and naming of hearing examiner will come later.

Commission noted Friday (June 2) situation may occur in other urban areas as new buildings are constructed, thus "problem warrants full exploration."

BROADCASTING, June 5, 1967
"One of the funniest ideas to have hit television in years," says TV Guide® of F TROOP. And it's still racking up impressive ratings at the local level.

In the latest NSI national sweep (Feb-Mar, 1967), F TROOP ranked No. 1 in its time period in 19 of the top 25 markets! In the latest NSI survey period (Mar-Apr, 1967), covering only 13 major markets, F TROOP ranked No. 1 in its time period in 12 — was virtually tied for first in the 13th!

F TROOP, with 65 half-hours (31 in color), is now recruiting for fall enlistments. Check to see if it's still available in your market.
COLOR TAPE PICTURES

without the penalty of complicated operation

It's one thing to produce the sharpest, most brilliant, truest color tape pictures... superb dupes through four generations. It's still another to have all this sophistication combined with operating simplicity.

NEW OPERATING CONVENIENCE
Design features not available on other machines—automatic indicators, total instrumentation, grouped controls—all make it easier for the operator to exercise command of the sophistication of the TR-70 and thus achieve its total high band capability. Operating efficiency is increased and chance for operator error is reduced through in-depth marriage of man with machine. Monitoring of audio and video are at ear and eye level; record and playback control panels are separated; tape transport is waist high, sloped at a 45 degree angle and easy to thread; electronics module bank is completely color integrated.

NEW EASE OF MAINTENANCE
Standard construction means easier maintenance. All plug-in modules are the same style, are keyed to avoid incorrect positioning—and, no tools are required for removal. Over 160 test points and push-button monitoring points on front panel trace signal from input to output; 4-mode FM test facility is built in. Everything is easily accessible without removing front panels or screws—There's no emptying of water trays; no getting down on hands and knees to reach modules.

NEW COLOR PERFORMANCE
Designed, tested and delivered for high band color, the TR-70 is all ready to go when you receive it. Here's a new standard in color tape operation. Excellent signal-to-noise ratio—better than 46 dB—coupled with less than 1.5 per cent color K factor rating for the entire system and a virtually flat 0.5 dB frequency response—to produce brilliant pictures. Highly saturated color can be recorded and reproduced beautifully without moire. The basic machine is high band color, but with flick of a switch can be used for low band. Pix Lock, Line Lock, ATC and Color ATC are included. It's not only the finest—it sets new standards all along the line.

Why not see it, and prove it for yourself? Call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N. J. 08102

New RCA Video Tape
Series 7000 for standard or high band. Notable for low head wear and signal-to-noise advantages.
Manufactured by RCA.

The Most Trusted Name in Electronics
A calendar of important meetings and events in the field of communications.

**DATEBOOK**

**REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU**

**JUNE**

June 5-6—Annual spring meeting of Washington State Association of Broadcasters. Speakers include F. E. Fish, vice president, Campbell-Ewald, Detroit; Bayshore Inn, Vancouver, B. C.

June 5-7—Board of directors meeting, National Community Television Association, Sahara Tahoe, Lake Tahoe, Nev.

June 5-6—Annual convention, Electronic Industries Association, Continental-Plaza hotel, Chicago.

June 6—Annual stockholders meeting, MCA Inc. Sheraton-Blackstone hotel, Chicago.

June 6-7—The 1985 general conference of CBB-TV network affiliates. Speakers include John A. Schneider, CBS/Broadcast Group president; Stu T. Martin, chairman of affiliates association; Thomas H. Dawson, president of CBB-TV network; Michael H. Dann, senior vice president—research, CBS/Broadcast Group; William B. Jaffe, director, space applications programs, National Aeronautics and Space Administration. Panel on “Digital Communication—The Challenge,” concerning television among total digital communications, is one of several scheduled sessions, Sheraton-Park hotel, Washington, D. C.

June 7—Meeting of the San Francisco Advertising Club. Speaker will be Herb Manelove, vice president and director of media, BBDO, New York. San Francisco.


June 8-9—Combined convention of Alaska Broadcasters Association and Alaska AP membership (including newspapers). Speakers include FCC Chairman Rosel H. Hyde, Travelers Inn, Fairbanks.

June 8-10—Annual spring meeting of South Dakota Broadcasters Association. Speakers include Douglas Anello, NAB general counsel, Madison.

June 8-10—Summer broadcasting conference on “The professionals in broadcasting” sponsored by Memphis State University, Memphis State University, Memphis.

June 8-10—Radio-television Institute conducted by the Episcopal Radio-TV Foundation, Atlanta. Institute theme is “The Communication Gap.” Speakers include Don Elliot Head, general manager, WSB Atlanta; Elmo Ellis, general manager, WSB Atlanta; Dr. Gerhart D. Wiebe, dean, school of public communication, Boston University; Boston; Roy Danish, director, Television Information Office and Fred A. Niles, president, Fred A. Niles Communications Centers Inc., Chicago; Cathedral of St. Philip, Atlanta.

June 8-11—Convention of the National Association of Farm Broadcasters. Chateau Frontenac, Quebec City, Que.

June 9-Chicago chapter of Public Relations Society of America holds all-day semi-

**REGULAR SALES CLINICS OF RADIO ADVERTISING BUREAU**

**JUNE**


June 11—Annual summer meeting and election of officers of Colorado Broadcasters Association. Speakers include Vincent Wasielowski, president of National Association of Broadcasters. Rivera hotel, Las Vegas, Nev.

June 12—Oral argument on order to show cause why CATV grant to Outlet-BT Co. for Groton, Stonington (except Pawtucket), Ledyard, North Stonington, all Connecticut, should be, and if so, be amended. Public Utilities Commission, Hartford, Conn.

June 12-13—Eighth Chicago spring conference for broadcast advertisers sponsored by the Institute of Electrical and Electronics Engineers. O’Hare Inn, Des Plaines, Ill.

June 12-14—Third International Conference on Communications sponsored by the Institute of Electrical and Electronics Engineers. Leamington hotel, Minneapolis.

June 12-14—Second annual Television Audience Measurement Seminar sponsored by the School of Journalism of the University of Nebraska. Speakers include Gale Metzger, research director, and Joseph Mathews, western sales manager. A. C. Nielsen; R. R. Ridgen, vice president of production, Houston, and C. A. Kelchner, vice president station services, American Research Bureau; Howard Mandel, research director, National Association of Broadcasters; Mark Munn, manager, media and program analysis, Leo Burnett Co. and Dr. John Thayer, research director, Peters, Griffin, Woodward Inc. Nebraska Center for Continuing Education, Lincoln, Neb. For further information contact University of Nebraska, School of Journalism, Room 319, Nebraska Hall, Lincoln, Neb.

June 13—Annual stockholders meeting of ABC, New York.

June 13—Annual meeting, Federal Communications Bar Association. Election of officers

**On communications revolution. Among speakers are Rep. Sidney Yates (D-I1) on “Legislative communications problems” and Robert Scheuer, managing editor of Ramparts magazine, on “Ethics and communications of mass media.” Lake Shore Club, Chicago.**

**June 8-9—Annual spring meeting of North Dakota Broadcasters Association. Edgewater Inn, Detroit Lakes, Minn.**

**June 10—Annual meeting of the California AP Radio-Television Association. Century Plaza hotel, Los Angeles.**

**June 10-14—Annual convention of the eastern and central region of the American Advertising Federation. Speakers include Edward L. Bond Jr., president and chief executive officer, Young & Rubicam, New York.**

**June 11-12—Ninth annual meeting of the American Academy of Advertisers. Theme of the conference is: “Problems in Advertising Power.” Shamrock hotel, Houston.**

**June 11-13—Annual spring meeting of North Carolina Association of Broadcasters. Velvet Cloak Inn, Raleigh.**

**June 11—Annual summer meeting and election of officers of Colorado Broadcasters Association. Speakers include Vincent Wasielowski, president of National Association of Broadcasters. Riviera hotel, Las Vegas, Nev.**

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**June 13—Annual stockholders meeting of ABC, New York.**

**June 13—Annual meeting, Federal Communications Bar Association. Election of officers**
Katz Television is pleased to announce that effective June 1, 1967 we began representing Baton Rouge, La.

"The hottest new industrial spot in the Nation"

—WALL STREET JOURNAL
your super, not-so-silent salesman

Increasing television station sales — and profits — is virtually a reality with an EMCEE VHF or UHF Translator on the job. Designed to automatically rebroadcast television signals without degradation and without change (except to shift the signal to a new channel), EMCEE Translators provide several key functions in opening up new coverage areas, filling shadows and holes in existing coverage areas, and assuring a stronger color signal for even the Grade B coverage area.

And with the new FCC rulings authorizing microwave feed to television translators, you have an ideal relay system to areas previously unreached due to topographic or distance factors.

When you consider these market penetration benefits — plus their low cost and hands-off, maintenance-free operational factors — you will readily see why leading broadcasters have specified EMCEE 5 to 1 for over six years!

EMCEE VHF/UHF Television Translators

EMCEE BROADCAST PRODUCTS, a division of
ELECTRONICS, MISSILES & COMMUNICATIONS, INC.
160 E. 3rd Street, Mt. Vernon, N. Y. 10550

BROADCASTING, June 5, 1967
Reeves Color Videofilm™—this one can make you happy with color video tape-to-film transfers. It's the only transfer with all the quality you expect from having the Reeves name on the label.

Color Videofilm™ has the purest whites, the truest color balance, the widest tonal scale and the most precise saturation of any color transfer. You get true colors, reel after reel after reel.

Broadcast quality? That's our business. For 34 years Reeves has set quality standards that have been followed by the industry. For 34 years our name has meant the finest quality available.

It still does.

See our Color Videofilm™ demo reel and see what we mean.

TMReeves Sound Studios, division of Reeves Broadcasting Corporation.
SUBSCRIBER SERVICE

Please include a BROADCASTING address label whenever you write about your subscriptions.

TO SUBSCRIBE mail this form with payment.  Mark [ ] new subscription or [ ] renew present subscription.

Subscriptions rates on page 7.

UNBIASED SURVEY! It's been reported that people using the new Bourbon-flavored toothpaste have 400% more cavities and couldn't care less.

wtrf-TV Wheeling OBSTICIANS have a lot in common with storks, even notice the size of their bills?

WHEELING STUDY BOARD

CHANNEL 7 WHEELING, WEST VIRGINIA

BROADCASTING

1735 DeSales St., Washington, D. C. 20036

18 (DATEBOOK)

July 7—Deadline for comments on FCC’s proposed rules that would codify regulations covering the assignment and use of AM, FM and TV call signs.

July 9—Deadline for comments in FCC inquiry on station rules for FM broadcast transmitters similar to those in existence for TV transmitters. Comments are specifically invited on things as limits on use of FM transmitters, 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.

July 11—Annual stockholders meeting, Taft Broadcasting Co., Cincinnati.

July 13—Deadline forreply comments on FCC’s proposed rules that would codify regulations covering the assignment and use of AM, FM and TV call signs.

July 14—Deadline for comments on proposed FCC rules that would amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

July 15-18—Annual summer meeting of Idaho Broadcasters Association. Speakers include Paul Comstock, NAB vice president for government affairs. Shore Lodge, McCall.

July 15-22—Sales management seminar sponsored by the National Association of Broadcasters in cooperation with the Radio Advertising Bureau, Harvard Business School, Boston.

July 19—Summer meeting of the New York State Broadcasters Association. Speakers include Vincent Wastlewski, NAB president. Otesaga, Cooperstown.


July 20—Deadline for reply comments in FCC inquiry on need to establish rules for FM broadcast similar to those in existence for TV transmitters. Comments are specifically invited on such things as limitations on use of FM transmitters, 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.

July 30-Aug. 11—Ninth annual seminar in marketing management and advertising sponsored by the American Advertising Federation. Harvard Business School, Boston. For further information write or call George T. Clarke, director, bureau of education and research, American Advertising Federation 855 Madison Ave., New York 10021. (212) TEMpleton 8-0328.

To, the Albert and Mary Lasker Foundation, 868 United Nations Plaza, Suite 10E, New York 10017.

June 30-July 2—Annual summer meeting of Wisconsin Broadcasters Association. Leatham Smith Lodge, Sturgeon Bay.

May 18—Deadline for comments on FCC’s proposed rulemaking that would allow CATV systems to carry the signals of other stations in a market if they are required to carry the programming of any one outlet in that market.

Aug. 3-5—Fifth annual National Broadcast Editorial Conference sponsored by the department of journalism of the University of Michigan and the Radio-Television News Directors Association with the collaboration of the National Association of Broadcasters, University of Michigan, Ann Arbor. Suggestions for rules regarding the conference should be addressed to Prof. Yablonsky, department of journalism, University of Michigan, Ann Arbor.

Aug. 4-5—Summer convention of the New Mexico Broadcasters Association. Pueblo motel, Las Cruces.

Aug. 8-10—Workshop on advertising financial management and fiscal control sponsored by the Association of National Advertisers. Lido Beach hotel, Lido Beach, New York.

Aug. 13-17—Second Intersociety Energy Conversion Engineering Conference sponsored by the American Institute of Chemical Engineers, the Institute of Electrical and Electronics Engineers, the American Nuclear Society, the Society of Automotive Engineers and the American Institute of Aeronautics and Astronautics. Hotel Fontainebleau, Miami Beach, Fla.

Aug. 14—New deadline for reply comments on proposed FCC rules that would amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

Aug. 22—Annual meeting of shareholders of Rollins Inc. Wilmington, Del.


Aug. 29-Sept. 3—Fourth International Television Contest. The contest theme—"Ways into the Future"—will be the subject of television film or video tape productions in dramatic or documentary form dealing with aspects of the evolution of television of tomorrow. Regulations governing the contest can be obtained from Television Contest, 1-12 Bundesallee, Berlin 15.

SEPTEMBER


Sept. 15-16—Annual fall meeting of Louisiana Association of Broadcasters. Speakers include Vincent Wastlewski, NAB president. Downtown hotel, New Orleans.


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

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

Indicates first or revised listing.
THERE ARE OUR WESTERNS
(How many in color?)

AND THERE ARE OUR WESTERNS...
LAREDO

Now in syndication

56 western hours in COLOR

Starring:
Peter Brown
Neville Brand
William Smith
Philip Carey
Robert Wolders

With Guests:
Burgess Meredith
Martin Milner
Julie Harris
Eve Arden
Mickey Shaughnessy
Jack Lord
Jack Kelly
John Carradine
Charlie Ruggles
... and many more

and LARAMIE/60 western hours/in color
Selling in tough markets

EDITOR: The national reps and the major-market operators level their blasts at the lack of creative salesmen. But did you ever attempt to break into the establishment? It really doesn't take a genius calling on the top-15 advertising agencies and representing stations in the top-25 markets to sell an adjacency to one of the top-10 rated programs. But let a real solid salesman from East Podunk try to break into the big time and he's told that he doesn't know what it's all about.

But how many of the big-time operators ever had to sell a three-buck spot to a local retail merchant who is his own media buyer, spending his own buck? That's where creativity comes in.

Let me give you an example of creating sales. KRAM is an affiliate of ABC. By just playing the ABC news identification 65 seconds before the network news comes on and then selling the local commercial as the adjacency, the local advertiser assumed that he became a part of the network news, and more important, so did the listener. This one little idea sold an advertiser who had never used a radio schedule of 12 announcements per day seven days a week. He must have gotten results: he renewed for another 52 weeks.

Don't let the word "creativity" become mystical. It's all around us if we know where to look for it. — Ted Oberfelder, manager, KRAM Las Vegas.

News distorts complex events

EDITOR: The editorial, "No time for amateurs" [Broadcasting, May 22], was as good an essay you have published, and you have had some good ones.

It brought back memories of the many decisions I had to make when James Meredith arrived in Oxford, three months after I bought WUSA. I was reminded of it also last night when I had seven young men from Switzerland in my home who are in this country on a Rotary exchange program. They were telling us what a different impression they had about the racial situation after seven weeks in Mississippi than the impression they had before they arrived.

A big part of that distorted impression was from the news coverage of the Meredith tragedy. Even when news coverage is good and factual, as most of it was on the Meredith story, it can still give the wrong impression to the outside world.

Keep up the good work. You have a

NEW 1,500-foot tower is tallest in Nebraska!

Now KOLN-TV beams its signal from a new 1,500-foot tower—the tallest in the state. The new structure represents an increase of 500 feet (50 per cent) in tower height. Measurements and viewer responses indicate a marked improvement in KOLN-TV/KGIN-TV's coverage of Lincoln-Land.

You're only HALF-COVERED in Nebraska...

if you don't use KOLN-TV/KGIN-TV!

Come and get the biggest share of any TV audience based on total daily viewing in all VHF, three-station markets.

KOLN-TV/KGIN-TV delivers the greatest share of Daily Prime Time and Early Evening audiences of all the nation's all-VHF, three-station markets.*

Now, add UHF stations to the "mix" and the results are still in our favor—and yours—when you buy Lincoln-Land. KOLN-TV/KGIN-TV ranks fourth in Total Daily Viewing share of market; fifth in delivering audiences during Prime Time; and second among all CBS affiliates.

Let Avery-Knodel give you the rundown on KOLN-TV/KGIN-TV leadership in Lincoln-Land. We're the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

We can handle all of your excess merchandise, due bills, and other trade out merchandise goods and credits that you may have.

As a large established jobber, we have had a pleasant relationship over a number of years with many of the radio and T.V. stations.

Let us know what you have, and we will send you our check.

Unique Import Trading, Inc.

1644 N. HONORE STREET, CHICAGO, ILLINOIS 60622 — TEL: 312-238-6130
tremendous influence on our industry—
Leroy E. Kilpatrick, WSHU Oxford, Miss.

Summer employment scarce

EDITOR: I am in my junior year as a broadcasting major/management minor at Southern Illinois U. and work as con-
tinuity director of WSHUFM. . . .

During the summer many profes-
sional trades open their doors to stu-
dents for apprenticeships in their field. Does the broadcasting industry provide this for its own?

Some stations have internships, but they are few and far between. One Chi-
ago network affiliate to which I applied had two of these positions filled by persons not even majoring in the field. I went to New York for a job at a station for which my uncle has worked for 21 years and was refused a job because I wasn't an engineer and

did not have a first-class license. . . . When I mentioned a job in production, the station claimed they never hire personnel for summer only. Other sti-

tions come up with the excuse that it takes two to three months to train a student, and then he returns to school. Unless one is an announcer, small mar-

kets are virtually closed. Around every corner you find the statement "experi-
enced personnel only need apply.'"

Many of us may have that element of

talent for which the industry is looking, but where are we supposed to develop it or to find out if we have it at all? I will keep trying and mail my resumes to stations . . . . There are, I am sure, quite a few broadcasting students in schools throughout the land waiting, and waiting, and waiting.—Steven S.

Gratt, continuity director, WSHUFM, Carbondale, I11.

Praises Sid Hix's cartoons

EDITOR: As a constant reader of your fine magazine, I feel I join most broad-
casters in quickly turning to the inside back page for a quick look at each week's Sid Hix “Broadcast-toon,” I'll coin it.

Have you ever considered, or actually,

published, a collection of these topi-
cal drawings?—William H. Whitten, di-

rector of news, WMGO Brunswick, Ga.

Colortran lauds NAB coverage

EDITOR: May I compliment you on the very excellent coverage of the entire National Association of Broadcasters

convention in Chicago.—Charles Lipow, vice president, Colortran Industries Inc., Burbank, Calif.

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**OUR SPECIALTY...**

**good programming!**

We make a special effort to produce an all-round broadcast that the adult, mass buying audience wants to hear. This, plus a complete

staff, modern facilities and strong merchandising support, makes WDBJ Radio a proven sales producer. It can be for you, too!

Contact your nearest

Peters, Griffin, Woodward Colonel or Frank E. Koehler, V. P. and Manager.

**WDBJ**

**CBS Radio, Roanoke, Virginia**

AM 960 Kc. 3000 watts

FM 94.9 Mc. 14,500 watts

**National Network**

---

**Put the middle of the mitten...**

in the palm of your hand

**WILX-TV (OPEN MIKE)**

1. More efficient distribution of circula-

ation.

2. Dominates southern half of circula-

tion. (Lansing and south)

3. Puts more advertising pressure where

it's needed most.

4. Gets you more complete coverage with

less overlap.

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**Broadcasting**

**Broadcasting Publications Inc.**

PRESIDENT..................................................Sol Taishoff

VICE PRESIDENT............................................Maury Long

VICE PRESIDENT............................................Fred Cooper

SECRETAHY................................................Lawrence B. Taishoff

EDITOR AND PUBLISHER Sol Taishoff

**Editorial**

VICE PRESIDENT AND EXECUTIVE EDITOR Edwin H. James

ASSISTANT EDITOR (New York) Rufus Crater

MANAGING EDITOR Art King

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**Publications and Circulation**

DIREcroR OF PUBLICATIONS

John P. Congrove

SUBSCRIPTION MANAGER

Richard B. Kline


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**Broadcasting** magazine was founded in 1931 by Broadcasting Publications Inc., using the title, *Broadcasting—The Magazine of the Fifth Estate*. Broadcasting Advertising was acquired in 1932, broadcast Reporter in 1933 and Teletac* in 1935, *Broadcasting-

Teletack* was introduced in 1946.

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*Reg. U. S. Patent Office


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22 (OPEN MIKE)
WBAL...Radio Home of the World Champion Baltimore Orioles

When the Orioles took the '66 Series in four straight, Maryland heard it on WBAL Radio. That's exciting radio! That's WBAL! From Navy Football to Baltimore Clipper Ice Hockey; from the All-Star Game to the Super Bowl. Maryland is all ears to the middle of the dial.

Even in four neighboring states WBAL Radio's 50,000 watts boom in to give you greater selling power. But we don't get better than 1 out of every 4 local radio dollars* on power alone. People believe in WBAL Radio. They believe in sportscasters like Jim West, Terry Johnston and Bud Wilkinson. They believe in the Colts, that's why they listen to the Don Shula Show. In a sports town, WBAL is the sports station...with over 40 sportscasts every week. And that's what gets results for you! Call 301 467-3000 or contact your Daren F. McGavren representative now.**

WBAL Radio...excitement in the air.
Merchandising: radio’s superior selling catalyst

Are you overlooking the fourth ingredient that makes radio advertising really pay off?

Take a great talent. Allow him to deliver outstanding commercials. Make wise time buys. These are three fine ingredients for success.

But many times advertising dollars are wasted because a fourth ingredient is overlooked: merchandising radio plans at the local level.

Most product distributors and local dealers will admit that radio sells. But often they couldn’t care less about your radio campaign on hundreds of stations coast to coast. What they do want to know is what you are doing to help sell their customers.

Experts Available • Fortunately there is a force of top-notch salesmen who are eager and willing to help provide that fourth ingredient. They are key radio-station personnel. In our particular case they are the radio farm directors and the sales managers. We feel they are necessary in any radio campaign directed to farm listeners.

We have just completed the third full year of utilizing Andy Griffith as a spokesman for Hess & Clark, producer of animal and poultry health products. Now we are going into the fourth year.

In Griffith we have an outstanding radio salesman who has been successful in the toughest league of all—prime-time TV. But even at the outset of the first campaign we knew his broad appeal as an entertainer would not be enough to convince the farmer he should use our products. These are specialized animal pharmaceuticals and represent serious business to farmers.

So how could we best use the power of his personality? Our first iron-clad rule when writing commercials for Griffith is never to cast him as an expert or an endorser. Our only concern is to take advantage of his distinctive voice and talents as a spokesman.

Griffith has recorded our product stories in his natural style and according to people who are not as emotionally involved as we, Andy Griffith is an outstandingly believable salesman. In this spring’s National Agricultural Advertising and Marketing Association competition one of our Griffith commercials was judged the best agricultural radio commercial for the third consecutive year.

Great care is taken to buy time on stations that are reaching the farmer. All of the stations we use worked hard to build a loyal following of listeners for their farm programming. We are well aware of the reliance farmers place in “Smith” on station XYZ for market reports, weather forecasts and farm news. Heaven help the kid that talks at the lunch table when “Smith” is giving his father the price of hogs on today’s market or tomorrow’s weather.

Key Element • At this point we could lean back and convince ourselves that it’s a job well done. But that one vital ingredient is still missing.

The cash register sales at the local level may be rather disappointing if we ignore one vital part of a successful radio campaign—the merchandising help that’s available from the local station.

We’ve always attempted to keep station personnel informed of our plans. But the real value of these people did not hit home until recently. Hess & Clark has just completed test marketing two new products in several areas of the country. Key radio people were not only helpful in the introductions but essential in gaining distribution of the products.

We have found it is absolutely necessary to level with radio people. Let them know your company inside and out. Explain and describe your products. Tell them what the products will do and what they won’t do. Give them the names and addresses of your salesmen in their area.

Discuss your channels of distribution. How many dealers do you have? Who are they? What kind of outlets do you want? Who is your potential customer? What do you expect to accomplish with this particular promotion?

Armed with this information radio personnel are better equipped to go into their areas and do a bane-up job of merchandising your promotional efforts to distributors and dealers. They can help get local action.

Radio farm directors are eager to help. Here’s what they accomplished in one of the test markets. After obtaining answers to questions raised earlier in this discussion they identified the key contact man of all levels of distribution.

Follow Through • A letter was written to each distributor explaining the importance of the campaign and various broadcast times of the commercials. After it was learned that a competitor already had signed many potential dealers a sales incentive contest was established for the distributor salesmen. Personal letters then were sent to each spelling out the broadcast times and discussing the contest. Follow-up phone calls also were made.

The major distributor in the area was so pleased with the results that key radio personnel were invited to speak to 75 dealers in the area on the value of advertising.

This is only an example of what can be done. Each station naturally has its own set of ground rules by which it plays the game.

We have found the radio farm directors always willing to serve in the vital role of liaison with key people in the marketing chain. They are so important that we invited the radio farm directors, station managers and their station representatives from over 30 stations in the Midwest to a seminar in Chicago. The purpose was to give them an even better understanding of the new products and their distribution.

We feel they all are well equipped to help translate a national radio campaign into an effective local promotion. Once again the key will be that magic fourth ingredient.

Cecil M. Hunt has been account executive at Cooper, Strock & Scannell, Milwaukee, since agency's founding June 6, 1963. He has served as account executive for both the Feed Products Division and Animal Health Division of Hess & Clark, itself a division of Richardson-Merrell Inc. Earlier he had been with Klaau-Van Pietersom-Dunlap, Milwaukee, where he also was involved in farm radio. Hess & Clark’s new products are Farmhand lotion and Wharfarat decontaminant.
Our TV applicant list reads like a... WHO'S WHERE

NEW YORK
LOS ANGELES
CHARLOTTE
KANSAS CITY
PHOENIX
HARTFORD
TOLEDO
BALTIMORE
DETROIT
WASHINGTON
BUFFALO
ST. LOUIS
WICHITA

OMAHA
MINNEAPOLIS
SEATTLE
DALLAS
PROVIDENCE
YOUNGSTOWN
PEORIA
BOSTON
HOUSTON
DES MOINES
SAN DIEGO
INDIANAPOLIS
ATLANTA

CINCINNATI
SPRINGFIELD, MASS.
MILWAUKEE
SAN FRANCISCO
SOUTH BEND
COLUMBUS, OHIO
KALAMAZOO
MIAMI
DENVER
CHICAGO
PITTSBURGH
CLEVELAND
GRAND RAPIDS
ALBANY-SCHENECTADY

"WHERE" will you get your NEXT employee?
...for management, sales, programming, engineering.

Station management, please call conference number 312 337-5318
645 N. Michigan Ave. Chicago 60611
What's going on in Harris-Intertype's world of advancing technology

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

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

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

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

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

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**Products with a Future—** Harris Presses • Seybold Cutters • Macey Collators • Cottrell Presses • Intertype Composing Systems • Sheridan Bindery Equipment • Schreiber Business Forms Presses & Collators • Gates AM & FM Broadcasting Equipment • PRD Microwave Instruments • Langston Corrugated Container Machinery
When Arthur Smith plays his guitar, Batman and Robin play second fiddle.

Arthur Smith does what the Joker and the Riddler have been trying to do for years.

When his show meets head-on with Batman, Arthur cloeks the Dynamic Duo in a clash that isn't even close.

Three times as many men and 3 1/2 times as many women watch Arthur as watch the Caped Crusader (153,000 more adults).*

But Arthur has a history of felling the big ones. Bewitched made the mistake of contesting the Smith magic, and promptly retired to another time period.

Arthur's morning show, Carolina Calling, also stacks up with the big boys. At 7:15 each weekday morning, his show attracts more homes than all programs on the air in San Francisco, St. Louis, Cincinnati, Atlanta, Milwaukee, Kansas City or Washington.†

If you want your competition to play second fiddle in the giant WBTV market, you'll get results with Arthur Smith. Dynamic results!

*Oct.-Nov. 1966 NSI †March 1966 NSI

The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.
A bleak week for television networks

Television networking was no business last week for a man with a weak heart or latent ulcer. On a single day, Thursday, one network died, another ran into unexpected trouble in its attempt to merge with a bigger company, and all were hit with a congressional bill proposing stifling federal regulation of many network practices.

* In the U. S. House of Representatives three Democratic members jointly introduced what was thought to be the strongest anti-network bill ever to be submitted in the Congress. Among other restrictions, the legislation would impose direct regulation of networking, prohibit networks from acquiring any equities in programs produced by anyone but the networks themselves, severely limit the amount of programing the networks could feed to affiliates, prevent networks from holding interests in professional sports and require networks to provide "balanced programing." (See story below.)

* At the FCC, in the closing moments of an extended hearing into ABC's application for approval of its merger into ITT, the official representative of the FCC's own Broadcast Bureau asserted that the merger would not be in the public interest. That put the FCC's own staff spokesman on the side of the U. S. Department of Justice in opposing the ABC-ITT consolidation. (See details page 32.)

* In New York the United Network, which had begun operations only 31 days before, ceased operations. With advertising revenue petering out, deficits mounting and a big phone bill to face, United's backers backed away, and no others could be found to replace them. (See details page 34.)

Networks feel chill wind from the Hill

DINGELL-OTTINGER-MOSS BILL STRIKES AT BASIC PROGRAMING RIGHTS

Three members of the House Commerce Committee last week introduced, without warning, a wide-ranging bill to impose tight federal controls on television networking.

The legislation would put the networks under direct regulation by the FCC, would strip them of all equities in programs they did not produce themselves, would limit the amount of programing they could offer, would prevent their owning interests in professional sports and would subject them to a long list of other restrictions. It was called by seasoned observers the harshest legislative threat networks have faced.

Although the bill (H.R. 10481) contains threads that go back many years (some of the ideas now thought by many in broadcasting to be discredited), it had its most recent legislative origin in remarks made on the House floor last month by Representative Richard L. Ottinger (D-N. Y.). Calling attention to press reports that soccer players were ordered to feign injuries or disputes so that CBS could insert commercials in its coverage of a game that nominally has no time-out periods, the congressman promised to submit corrective legislation as soon as it could be drafted.

But when the bill was finally unveiled late last week something besides co-sponsors had been added. Along with two co-sponsors, John D. Dingell (D-Mich.) and John E. Moss (D-Calif.), the bill contained provisions that, among other things, would bring networks and network programing firmly under federal regulation with specified penalties for failure to conform, limit prime-time network entertainment programing to two-and-one-half hours a night or a total of 14 hours a week and prohibit networks from "obtaining any interest in, or rights with respect to" any independently produced program, except for the right to present such programs as network fare.

Specifically, the bill would:

- Require each television network (defined as a business furnishing programs by "wire or radio communication" to two or more affiliated independent stations) to provide a balanced program structure. Under the Communications Act, which would be amended by the bill, the FCC would thus be empowered to define "balanced" and, in effect, would be armed with a congressional mandate to regulate network programing, industry observers noted. A member of the Commerce Committee staff, however, expressed the belief that the legislative history accompanying the bill, if it became law, would make clear that the commission's authority would be concerned only with a network's broad programing mix and would not extend to control of individual programs.

- The bill would also enact, in effect, a much more sweeping version of the FCC's proposed 50-50 rule, a largely discredited attempt to open up more opportunities for independent program producers. But the proposal would go all the way in prohibiting financial participation by networks in projects undertaken by independent production firms, raising to 100% the proportion of a network's programing that would be proscribed from such participations, as compared with the 50% prohibition envisaged by the commission under the 50-50 rule. Such a move would completely overturn existing programing development practices in the industry, and dry up financing for independent production, observers noted.

- The bill would prohibit television networks from making programs available to any affiliated station that, together with "intervening or adjacent
NETWORKS FEEL CHILL WIND FROM THE HILL continued

advertisements and station identifications consume an aggregate period of time which is more than (A) one-half of the period from 6 o'clock post meridian to 11 o'clock post meridian, eastern standard time or eastern daylight saving time, whichever is in effect in the state of New York, in any day or (B) 14 hours in any seven-day period. *

Newscasts, news interviews, special news programs and on-the-spot coverage of news events are exempted from the time limits. As drafted, the 14-hour weekly limit would apply to programing in all times, but the intent was to have the weekly limit apply only to evening time, broadcasting was told.

It was noted that the fledgling United Network, after attempting to attract advertising with only a two-hour-a-night schedule, announced that it was going out of business on the same day the Dingell-Moss-Ottinger bill was being introduced (see page 34).

The legislation would prohibit any television network or television station from "initiating or participating in any agreement under which any football, baseball, basketball, hockey or soccer game or golf, wrestling, or boxing match is interrupted or suspended to permit the broadcasting of any advertisement."

A series of subsections would regulate sports programs. The bill would:

- Prohibit any television network, "or any person controlling, controlled by under common control with such network," from owning any interest in any professional football, baseball, basketball, hockey, or soccer team, and from owning any interest in a business that promotes professional games or matches.

- The measure would also stop what was described as a "growing practice" of selectively blacking out parts of television coverage areas in order to enhance box-office collections for closed-circuit performances of sports events. The bill would require networks to provide such sports programming to any affiliated station, except for those in the locality of the contest itself, that made known its desire to carry the contest in question.

- The bill would bring networks directly under the provisions of the fairness doctrine, "requiring each television network to provide a fair opportunity for presentation of differing views concerning public issues."

- It would make applicable to the television networks section 315 of the Communications Act, requiring equal time for political candidates.

The bill contains some regulations already applied by the FCC:

- The measure also prohibits "unfair and discriminatory practices" in selection of affiliated stations by networks and any contracts or understandings with affiliated stations that "unreasonably restricts" use by the station of programs supplied by other networks, program suppliers or its own production.

- Each network would be required "to make available its programs to the maximum number of television broadcasting stations."

- Network influence or control over rates charged by affiliates for non-network programs would be outlawed.

- The bill would also prohibit networks from "engaging directly or indirectly" as sales representatives for non-network-owned stations, "except for the sale of program time or other services connected with network broadcasting."

It was pointed out by an industry spokesman that this rule was already in effect.

- It would require networks to file with FCC as public information all contracts between the networks and any station or stations.

In addition the bill authorizes the FCC to establish "any other rules and regulations with respect to television networks for the purpose of insuring that their operation will be in the public interest."

Enforcement * Penalties under the bill follow maximums already in force for stations under the communications act: $5,000 for each offense, with a maximum in any notice of apparent liability for a station of $10,000, but with a $50,000 maximum set for network notices.

One reaction in Washington to the bill's wide-ranging sweep was that it was perhaps intended for propaganda value, or to express congressional displeasure with some current issues involving networks, but with no thought that the measure would move toward enactment.

But Representative Moss, when asked if efforts were being made to set hearing dates for the bill, replied that he and his colleagues "were not engaged in an exercise" or mere rhetoric. Mr. Moss has for many years been active in the Commerce Committee on radio-TV matters. He is now chairman of the Finance Subcommittee and also sits on the subcommittee on investigations, formerly the Legislative Oversight Subcommittee.

Several congressional and committee staff members expressed the view that the three congressmen did not expect the bill to emerge as law in exactly its present form, but that it was designed to serve as a vehicle for hearings and to force certain issues to the fore.

But Congressman Moss insisted the measure was to be taken literally and at face value. "Nothing in the bill is prejudicial to broadcasters," he stressed, but he said that the legislation might contain provisions that "might be prejudicial to special interests." He held the measure "was an attempt to set up a system of fair broadcasting, to let free enterprises work."

When questioned on the time limits to be imposed on prime-time network programing, Representative Moss replied: "It might even give local advertisers a chance to advertise."

To Diversify Programs * When the bill's 100% prohibition against financial participation in independent program production by networks was compared with the 50% proposal now dormant before the FCC, he replied: "We in Congress don't always operate the way the FCC does." Summarizing his idea of the bill's intended impact, he said the sponsors "simply wish to encourage diversity in programing."

In remarks prepared for insertion in the Congressional Record to accompany the introduction of the measure, Congressman Moss cited the refusal of a

30 (lead story) Broadcasting, June 5, 1967
Pulse
metro-miami/oct.-nov.-dec. 1966
says
number adult-programmed station in miami is

WIOD
THE SOUND OF THE MAJORITY
Miami, Florida
610

any way you look at it!

number

in miami is
programmed station
number

October-November 1966

miami mediastat

represented by edward petry & co., inc.

any figures quoted or derived from audience surveys are
estimates subject to sampling and other errors. the original
reports can be reviewed for details on methodology.
request by a congressman for rebuttal time on NBC's Today program, May 23, the morning of the day when the House was to vote on a controversial amendment to a pending education bill. The amendment's author appeared on the program that day. The network later relented, Mr. Moss said, but offered the time the following morning. The incident caused unfavorable comment among many House members, and added impetus to the sponsors of the bill to include a section bringing networks directly under the fairness doctrine.

"Recently," the congressman's statement added, "we have witnessed a series of arrogant maneuvers in the broadcasting of sports events." He cited a hometown blackout of a telecast of the Clay - Folley fight that "precipitated considerable local unrest and protests against having to pay to see what view-
ers elsewhere were getting free." Concerning published reports that a referee in a soccer game "carried electronic devices so that he could be signaled by the television staff with instructions to stop the game for commercials," Representative Moss said: "The network's claims of innocence were almost as loud as when they pros-
eded ignorance of the rigging of television quiz programs.

"When the continuity of a sports event is subjected to artificial inter-
ruptions, there is bound to be a deter-
oration of the genuineness of the event," he said. Such practices could lead baseball, football or basketball "to the status of a wrestling performance," he added. He foresaw reduction "of all our national sporting events to rigged entertainment spectacles."

He also said it would not be reason-
able to expect networks to objectively provide coverage for teams they do not own or control. And, "the competitive disadvantage to a nonnetwork-owned team is obvious," he concluded.

Representative Dingell, chairman of the subcommittee of the Select Small Business Committee that deals with small-business aspects of regulated indus-
tries, charged in his statement ac-
companying the introduction of the bill that "commercial considerations have, in fact, restricted and stultified rather than expanded and fostered the concourse of ideas in a free market."

Pointing to the networks, he said they have "displayed an increased tendency toward the repressive, restrictive and restraining."

"Since the networks have the strength and power to dominate our airwaves," Mr. Dingell concluded, "they must be brought within the areas of legal responsibility to stand an accounting for their practices in the public interest."

**Surprise attack on ABC merger**

**In final stages of big and much buffeted case**

**FCC's own hearing chief says he and colleagues think ABC-ITT deal is not in public's interest**

Thomas B. Fitzpatrick, chief of the FCC's hearing division, gave direct an-
swers to a couple of direct questions last week, and in the process caused officials of ABC and the International Telephone & Telegraph Corp. some distinct discomfort.

In response to one question as to his "personal" view, he said the public interest "could not be served" by approval of the proposed merger of the two companies. In response to the secon-
d, he said the merger would not "materially" strengthen ABC's competitive position with respect to NBC and CBS.

The questions and answers came during first day, Thursday, of the commission's oral argument on ITT's proposed $400-million acquisition of ABC. The argument marked the final procedural step before the commission acts in the controversial case.

The argument was conducted before a hearing room packed with more than a hundred spectators, including Leon-
ard H. Goldenson, president of ABC, and Simon B. Siegel, executive vice president. Harold S. Geneen, chairman and president of ITT, was in Brussels, Belgium.

The official Broadcast Bureau position, as presented in proposed conclu-
sions filed in the case Monday, indi-
cated a negative attitude toward the merger—"but stopped short of expressing it." The bureau said that the commission should revise its decision of last December approving the merger if the principal reason for approval was that ITT was the only source of financial assistance available to ABC. The commission had said in its decision that the need for such assistance was "the principal reason for the proposed merger."

But the bureau last week said ABC can obtain funds in the open market.

**Based on Record** The conclusions were based on the record of the further hearing that the commission ordered after the Department of Justice urged a reopening of the case. The depart-
ment had contended that the commis-
sion, which approved the merger on a 4-to-3 vote, had not adequately con-
sidered the anticompetitive aspects that would result.

The language of the bureau's proposed conclusions—and the absence of an ultimate conclusion as to whether the merger was in the public interest—provided ITT and ABC grounds for some comfort.

Mr. Fitzpatrick's statements last week, although not given as the bureau's considered opinion, has now denied them those grounds. The commission not infrequently rejects the advice of its staff. But it was clear that officials of the applicants wished that Mr. Fitz-
patrick had not imposed that additional burden on the commission.

The first question was put by Commissioner Nicholas Johnson, who had voted against the merger in December. He noted that the commission had not had the benefit of an examiner's initial decision in the case—the hearing rec-

d had been certified without one—and that Mr. Fitzpatrick was "the only commission employee who has borne the
burden of the case." Accordingly, he wanted Mr. Fitzpatrick's "personal" view.

Without a pause, Mr. Fitzpatrick said, that, "speaking as chief counsel for the bureau" and in behalf of the commission attorneys who worked with him on the case, "it is our view that ... the public interest would not be served by approval of this merger."

Lee's Question * The question as to whether ABC's ability to compete would be enhanced by the merger was asked by Commissioner Robert E. Lee, who had voted for the merger. Mr. Fitzpatrick answered, "Not materially." He said ABC is already "pretty competitive," then went on to rub salt into the wound he had just opened, stating that documents presented in the hearing indicated that ITT was interested in ABC as an investment—a point the department of Justice has also made.

James A. McKenna Jr., counsel for ABC, did not try to hide his disappointment over Mr. Fitzpatrick's statements. "Naturally, we regret his answer [to Commissioner Lee] very much."

"I'd be against the merger too if I didn't think it would improve competition. But I think it will," he said. "This is your chance to improve the competitive position in network broadcasting."

He noted that the commission in the past had proposed steps to improve ABC's competitive position—one provided for dropping VHF channels into seven markets; another looked to deintermixing VHF and UHF markets—but had not taken either one.

He argued, as the applicants have before, that ABC although its overall profits are increasing, is falling further and further behind CBS and NBC and that its ability to provide quality programming service is being severely strained. Zooming costs and needs for plant expansion and equipment have resulted in a $61.4 million cash drain last year, he said.

Benefit to Public * And in this connection he sought to focus attention on the public-interest benefits the applicants say will flow from the merger—and on those that may be lost if the merger is denied. "It's an error to overemphasize the financial benefits to the exclusion of other benefits," he said.

Do you want a network, he asked, that is able to lose money on public affairs programming, or one that has to cut back on news and public affairs programming that loses money? Do you want a network that can continue to operate a radio network at a loss, or one that will prune its losses?

"These are not speculations," he warned. "Network management has a duty to stockholders as well as to the public."

He said the television network started losing money in the early 1960's, when it began upgrading its news operation—from $3.5 million annually to $24 million in 1966 and $30 million in 1967. He also noted that the network plans to spend $40 million on news in 1968, when the political conventions and elections will require added expenditures, if the merger is approved.

"It's not hard to figure how to cut back on these figures until the red ink turns black," he said. The ABC television network lost $9 million last year, while CBS and NBC networks averaged profits of $43.9 million. However, the ABC network and its owned-and-operated stations earned $19.9 million profit, while the competing networks and their owned-and-operated stations were averaging profits of $71.8 million.

The applicants, in their reply filings filed last week, hit back at the Justice Department for alleging in its proposed findings that their principals lacked candor in their appearances before the commission (BROADCASTING, May 29). The applicants said the attack was unwarranted and was designed to "divert attention from [the department's] failure" to make a case against the merger. The applicants also said that in seeking to discredit the credibility of Mr. Goldenson and Mr. Geenen, the department overlooked important sections of the testimony which they gave.

Public Interest * The department in the argument attacked the merger on a front that extended beyond the question of the principals' credibility. Lionel Kestenbaum, the chief lawyer for the department's antitrust division on the case, argued that the merger would produce detriments to the public interest without countervailing benefits.

He said, as the department did in its proposed conclusions, that the merger would eliminate ITT as a potential entrant into broadcasting as a network operator and as "a substantial factor" in the CATV field. And in connection with one of the principal issues in the case, he said the merger would lead to violations of the integrity of ABC's news operations.

Mr. Fitzpatrick expressed disagreement with the department on some points, arguing that there was no evidence to conclude that ITT would become a network operator if the merger is denied or that it would enter CATV...
on a large scale.

He also said there was no evidence that ITT would attempt to influence ABC's news coverage, but he expressed concern over the testimony of reporters during the hearing that ITT officials had attempted to influence their coverage of the hearing.

He conceded that there is no evidence as to whether or not top officials of the company knew or condoned of those efforts. However, he agreed with Mr. Kestenbaum that the failure of ITT to attempt to rebut the reporters' testimony indicates top officials were aware. If not, "we would have heard otherwise," he said.

In referring to the reporters' testimony in its conclusion, the department said the episode "reveals a total insensitivity to the rights and responsibilities of the independent press." It added that actions by the ITT officials "are all the more significant because they came at a time when one would have expected ITT to make its best efforts to respect the independence of the press."

ITT-ABC Reply • Mr. McKenna, however, insisted, as the applicants have quoted by some of these sources as saying he had resigned as chairman of United's executive committee at an 11th-hour meeting Wednesday (May 31). He could not be reached for comment.

The 106 stations carrying the live feed of United's two-hour nightly The Las Vegas Show or tapping it for delayed broadcast were officially notified the next morning (June 1) that Wednesday's feed had been the last. The Las Vegas Show or tapping it for offering out of a schedule first conceived, under the network's original ownership, as eight hours of programing a night.

In telegrams to presidents and general managers of the stations, United President Oliver Treyz said the executive committee of United's board had instructed him to "inform you this morning" that "with deep regret" interconnected programing had ceased the night before.

Questioned at United headquarters in New York, Mr. Treyz declined to elaborate or go into other details, but affiliates said that his wire had assured them "the United Network staff has done everything possible," thanked the stations for "magnificent" cooperation and offered "my apologies for this tardy advice."

$2.3 Million Needed • Although Mr. Treyz declined to comment, reports from sources in and close to Wall Street and other financial interests estimated that United's backers had spent about $1.3 million thus far and that another $1 million would be needed to meet remaining obligations.

The chief outstanding contracts, according to these sources, were:

* With LewRon Television Productions, Baltimore-based firm whose equipment was used in the Las Vegas origination, reportedly for 13 weeks at $17,000 a week. The contract thus would have about eight weeks still to run, but it was understood the final two to three weeks were paid in advance.

* With David Sontag as executive producer of The Las Vegas Show, reportedly also for 13 weeks at $2,000 a

United Network forced to quit

Unable to raise money for line charges, fourth network ends its troubled career with wire to 106 affiliates cancelling further broadcasts

The United Network and its aspirations as a fourth national television service ended last week after 31 nights on the air and a losing behind-the-scenes fight to pull together enough money to stay afloat.

Failure to post a $400,000 deposit to assure AT&T intercity connections for a second month of operation triggered the closing of the originally ambitious venture after losses expected to total about $2.3 million.

H. L. Hunt, the conservative Texas millionaire, and Howard Hughes, the eccentric industrialist millionaire, as well as more conventional Wall Street sources reportedly were among those who rejected bids to invest in the network.

Reports of friction among current investors, some of whom were said to have withdrawn support, also circulated in financial circles.

Garvey Resigns • Willard Garvey, whose extensive interests include grain, oil, land and broadcasting, and who was one of the leaders in the drive to keep the network operating, was quoted by some of these sources as saying he had resigned as chairman of United's executive committee at an 11th-hour meeting Wednesday (May 31). He could not be reached for comment.

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INVolVEMENT?... You Bet!
That's how WSPA-TV
Better Serves
The Greenville-
Spartanburg-
Asheville
Area.

THE DOCTORS SPEAK
This Public Service series presents vital medical facts for health improvement. This program won a citation from the South Carolina Medical Association for excellence in television programming for the benefit of the public and the medical profession.

INVOLVEMENT?...
You Bet!
That's how WSPA-TV
Better Serves
The Greenville-
Spartanburg-
Asheville
Area.

Teams from high schools in the Channel 7 viewing area compete each week in testing their knowledge and poise as they spontaneously answer questions proposed by WSPA-TV quiz master Roger Davis. The program is telecast during prime time and in color.

*42nd MARKET NATIONALLY.
FIRST WITH COLOR IN SOUTH CAROLINA AND THE SPARTANBURG-GREENVILLE-ASHEVILLE MARKET

*ARB

THE NANCY WELCH SHOW

The gifted WSPA-TV Woman's Editor presents the only daily program in this market designed to bring homemakers new and creative ideas in cooking, decorating, fashions, and other plans in making the home more enjoyable — colorcast live.

CBS in the Greenville, Spartanburg, Asheville Market

Owned and Operated by the Spartan Radiocasting Co., Walter J. Brown, Pres.
George P. Hollingbery, National Representative

BROADCASTING, June 5, 1967 35
UNITED NETWORK FORCED TO QUIT continued

week plus living expenses.
- With Mr. Treyz as president, reportedly about $90,000 a year and due to expire at the end of this month.
- With Bill Dana as anchorman for The Las Vegas Show, said to be for 13 weeks at about $8,500 a week.

There are also believed to be some outstanding contracts with talent connected with the Las Vegas program, probably at or close to union pay scales.

The Lewron and Sontag contracts apparently date to the period before United's present owners took over from D. H. Overmyer, who initiated the concept and founded the organization as the Overmyer Network 11 months ago.

Mr. Treyz, a former president of ABC-TV, has been with the fourth-network organization from its beginning. Mr. Dana was signed after the new owners, headed by Jack V. McGlothlin, a Texas oil operator, took over less than three months ago and changed the name to United.

United's total payroll was reported to close to 100 persons—about 80 in Las Vegas and 20 in New York.

Executive Staff - Among the executives in addition to President Treyz are Lewis M. Marcy, executive vice president; Lemuel B. Schofield II, general counsel; Charles W. Shoop, director of station relations; Eugene C. Wyatt, director of sales, and J. Frederick Mullen, associate director of public relations. The Las Vegas part of the operation was headed by Bob Hennig as production coordinator.

Messrs. McGlothlin and Garvey and associates acquired control of the formative network after Mr. Overmyer, owner of a complex of businesses who had announced he was prepared to spend up to $10 million on the network in its first 18 months, apparently ran into problems in a tight-money market.

Mr. Overmyer retained 20% and the new group acquired 80% in a transaction in which no money changed hands (BROADCASTING, March 13).

But last week sources close to the Overmyer interests reported that Mr. Overmyer had sold his 20% to majority stockholders about a month ago. He reportedly received about $240,000 in cash and a note for around $115,000.

In the new stock lineup, Mr. McGlothlin and the associates who came into the syndicate with him were said to control 65% while Mr. Garvey and his associates reportedly held 35%. Mr. Garvey was believed to be the biggest single stockholder.

Network Backers - Originally there were said to be 14 investors in the syndicate, only seven of whom were ever publicly identified. These seven consisted of two groups.

One was made up of Mr. McGlothlin, board chairman, and three associates: James W. Nichols, a Texas advertising and public-relations man who had started in broadcasting in religious programing; Bob G. Bailey, a Texas contractor specializing in highway and bridge construction, and George F. Thgard Jr., a Los Angeles oil man.

Mr. Nichols, a close associate of Mr. McGlothlin and his family, was named vice chairman of the United board and designated to oversee fiscal operations and also the Las Vegas operations. He took an active part in top management and also served on the executive committee, along with Mr. Garvey and Mr. McGlothlin.

The other group was composed of Mr. Garvey, chairman of the executive committee, and 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.

Although it was widely assumed that the far-reaching financial interests represented by the new syndicate would assure United of adequate working capital until it had time to begin paying its own way, reports began to circulate last month that some investors had become impatient and refused to put up more money (CLOSED CIRCUIT, May 22).

Unidentified Backers - These investors were never identified, and the best indications last week suggested that they were among the seven whose identities had not been made public in the first place. At the time the syndicate was formed, these seven were described only as businessmen with interests in oil, construction and insurance in Texas, California, Kansas and Colorado.

Financial sources reported that Mr. Garvey was highly active in seeking new investors throughout the final weeks of United's operation and that Mr. McGlothlin also maintained interest in a syndicate. Mr. Nichols, a key member of the so-called McGlothlin group, was said to have approached Mr. Hunt as a prospective investor, and at some point also solicited Mr. Hughes' interest.

Although neither overture paid off, there were indications that Mr. Hunt gave the matter considerable thought before rejecting it.

Sources following the Wall Street end of United negotiations said Mr. Garvey apparently succeeded in lining up a portion of the network's working-capital needs—but on a matching basis and never matched.

Overall, it was believed that United was seeking about $1.5 million to carry it until advertising revenues could begin coming in sufficient volume to ease the pressures.

Fall Brighter - Network authorities have indicated for some time that summer probably would be a problem period but expected a strong pick-up in the fall.

Advertising sources who have followed United's progress closely since the opening days ventured last week that perhaps close to $3 million in business had been sold—but with much of it not scheduled to run until June, July and August.

In an effort to firm up a softness in sales following the network's kickoff week, United officials instituted a "special offer," dropping prices from the originally announced rate of $6,000 a commercial minute to $2,500 a minute for the latter part of May, $3,000 for the first two weeks of June and graduating up to $4,000 in July, August and September (CLOSED CIRCUIT, May 22).

At least partly spurred by this stimulus, orders appeared to pick up in the last couple of weeks. Advertising authorities reported, for instance, that General Mills had 21 minutes on the network during its last week, General Foods had nine or more and Armour was spending at a rate that appeared to approach $10,000 a week with plans for further expansion.

Adolf meat tenderizer, Warner-Lambert and Block Drug were among other regulars, with budgets estimated unofficially at $2,000 to $6,000 a week, and Colgate reportedly had planned to start in July with around $12,000 a week.

Some agencies called in orders even after the decision to cease operations had been made.

Some Hope Still - Agency officials detected a note of at least remote hope in suggestions by United officials that a high on-rush of late orders—or new
A rainbow around Detroit—a kaleidoscope of local, live productions expertly presented makes WWJ-TV a major force in the Detroit market, wins and holds the loyalties of impressive audiences for the station and its advertisers.

This, its 20th anniversary year, finds WWJ-TV with all studio operations in full color and with a production schedule that calls for more than 120 local, live organizations every week.

Big job? Yes, but WWJ-TV always thinks big. In programming, in promotion and merchandising, too. So color us live—and lively.
A good vantage point for viewing the unique WWJ-TV approach to television is 7 PM Monday through Saturday: "The George Pierrot Show," "Weekend," "Juvenile Court," "Michigan Outdoors," "Traffic Court," and "At the Zoo."

Or consider the morning hour-long "Living" show with Carol Duvall, Ed Allen, and Lorene Babcock; Sonny Elliot's inimitable weathercasts and "Almanac"; clown favorites Bozo and Milky.


All colorful personalities on colorful programs that paint the fascinating rainbow that delights Detroiter, that spells audience and sales for advertisers.
DISTINCTIVELY DETROIT

Since 1947, Michigan's First Television Station has firmly patterned its operation to meet the particular desires and needs of the people it serves. For Detroit is truly distinctive—in personality, culture, and economic stature.

Here the average family has a spendable income of over $10,000 a year. Annual retail sales soar above $6½ billion. Drug sales are 41% higher than the national average; general merchandise sales, 21% higher.

WWJ-TV reaches across 5,000 square miles of coverage area where over 7,000,000 people make up 1,700,000 television households. In fact, WWJ-TV offers you an $11½ billion market; 67% of Michigan's population, 72% of its purchasing power.

Buy Detroit, the distinctive market. Buy WWJ-TV, the station that is distinctively Detroit.

In other words, "Color It Live."

WWJ-TV

OWNED AND OPERATED BY THE DETROIT NEWS. AFFILIATED WITH NBC. NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
working capital from outside investors—might enable the network to resurrect itself even though termination notices had already gone out to stations.

For their part, stations carrying the United program found themselves scrambling Thursday to find substitute programing—in many cases for that same night.

One executive noted that termination clauses in the affiliation contracts called for 28 days' notice when in fact stations received less than 24 hours.

In some cases, such as New York, where the programing was carried for the most part on a delayed basis, the pressure to find new programing was somewhat less acute but station executives reported another problem—to get newspaper program-log listings revised in time.

When Mr. Overmyer and Mr. Treyz originally announced plans for the network they envisioned eight hours of programing a night—two hours of news fed by United Press International and its UPI Newsfilm subsidiary, the two-hour Las Vegas Show and four hours to be developed in entertainment, sports, specials and public-service (Broadcasting, July 18, 1966).

Subsequently the new Continental Football League was reported as signed to a three-year contract to start this coming fall.

**UPI Postponement**  When the McGlothlin-Garvey syndicate took over, firm program plans encompassed only the Las Vegas Show and the UPI newsfeed—and on the day United started, UPI announced it was postponing its participation until Sept. 11. UPI said changes in United's transmission base from Las Vegas to Los Angeles made the delay desirable (Broadcasting, May 1).

The newsfilm service was to be provided by a new organization called UPITN, formed recently by a merger of UPI Newsfilm and Independent Television Newsfilm of Great Britain. Last Thursday, Burt Reinhardt, U.S. vice president and general manager of UPITN issued this statement:

“Our understanding is that the physical cable facilities of the United Network are being terminated. Our agreement was to transmit newsfilm over those facilities when they became nationwide in scope. This was never done. Apparently it will not be done. "UPITN . . . has had discussions with others who operate video facilities and these discussions will be pursued. "UPITN remains very much in the newsfilm business as before. We will continue to supply newsfilm footage to many top U. S. independents and foreign networks. "United and its affiliates operated on a basis calling for no exchange of money. Out of six commercial-minute positions in each half-hour, the stations received two for local sale, the network reserved four for its own sale.

The arrangement with UPITN called for subscribing stations to pay United at rates ranging from a high of about $1,000 to a low of less than $100 a week, with United paying UPITN one-half of such revenues.

**News Demand Small**  Although deferment of the UPITN starting date left station acceptance of the news service undetermined, early reports had indicated demand was light.

The number of stations carrying The Las Vegas Show was originally reported at 125 but last week was pegged at 106, with the difference attributed primarily to dropouts after the show's starting date, originally set for April 3, was delayed to May 1 following the change in ownership to the McGlothlin-Garvey group.

The last-ditch nature of efforts to keep the network alive was indicated by Mr. Treyz's brief appearance on one of the final week's programs in what seemed clearly an appeal for advertiser support. Observers also thought they detected overtones of a per-inquiry deal in commercials that seemed to fill all available network positions on Memorial Day—an offer of flags available at $4.98 from a post office box in Las Vegas.

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**BROADCAST ADVERTISING**

**TV darkens magazines' future**

Publishers hear that 20-year decline in magazines will continue as the electronic media fully develop

The effects of the electronic media on the present and the future of the magazine-publishing industry were examined by a panel of speakers during the three-day spring meeting last week of the Magazine Publishers Association in White Sulphur Springs, W. Va.

Norman J. Johnson, assistant general sales manager for marketing and advertising, Chevrolet Motors Division, stressed that although 1966 circulation and advertising revenues were at all-time high, magazines have shown "a serious decline during the past 20 years" as a national advertising medium. He noted that in 1945, 40% of national advertising was allocated to magazines, while in 1966, the share had slipped to 26%.

"Is this just the attrition that has been brought about by the advent of television, or is this evidence that the magazine is considered to be less vital as a national communicating force than it was 20 years ago?" Mr. Johnson asked.

He mentioned that the $1.3 billion spent in national magazine advertising in 1966 is a "staggering sum," but said he could understand the industry's desire for a larger share of the allocations. He pointed out that an advertiser must select media to meet certain criteria and he acknowledged that the reason Chevrolet apportions "a big part" of its budget to TV is that television combines sight, sound, motion and color to an significant degree.

Many Prefer TV  *Mr. Johnson reported that a survey by R. H. Bruskin & Co. last fall of 375 auto dealers in 24 major markets showed that 71% considered TV to be the most effective medium in influencing salesroom visits; 20%, newspapers, and 16%, magazines. He added: "This would seem to be an alarming development when we consider our current large investment in magazine advertising. There may be many things that can be done to raise the local automobile dealers' blood pressure in regard to magazines. Maybe education is needed . . . maybe the coverage and significance of magazines needs to be interpreted in a more important way to the dealers."

Jerome D. Luntz, director of planning and development, McGraw-Hill Publications, spoke on the revolution in communications technology, citing the emergence of the computer and advances made in microfilm, audio-visual materials, Teletype and facsimile communications. These presage, he said, a proliferation in the availability of information in the years ahead and, for magazines, this will mean a continuation of the trend toward increasing competition for the reader's time.

He voiced the view that the magazines that will survive and prosper will be those that "cater to the reader's intellectual appetite, to his curiosity, to his desire to know the story behind the
### A tentative trend toward clustering

Specials have proved to be a laboratory for experimentation with the "clustering" of commercials to reduce interruptions in the flow of programming. Spokesmen at all three networks express interest in the concept and report a degree of advertiser support for continuance of limited trials.

Jack Otter, NBC sales vice president, said AT&T was "happy" with clustering on the Bell Telephone Hour and would probably continue it next season.

Another instance of "clustering" in NBC specials was in the Project 20 production, "The Law and the Prophets," sponsored by the American Gas Association, and an NBC spokesman said additional experiments in this area would be tried next season.

### Agency producers form business society

The formation of the Broadcast Advertising Producers Society of America (BASPA), consisting of approximately 50 agency commercial producers, has been announced in New York. Its aims are to promote the creative interests of the advertising producers, provide a forum for exchange of ideas and methods, and establish and maintain high standards of business practices, integrity and conduct among members.

Elected as officers of BASPA were Bob Gross, Grey Advertising, president; Don Franz, Leo Burnett Co., vice president and Lincoln Diamant, Grey Advertising, treasurer. Members now represent 16 top agencies, according to Mr. Gross, and within the next month BASPA will send out letters inviting other agency producers to join.

### Meister Brau signs for '68 Chisox games

1968 baseball is off to an early start with Meister Brau Inc., Chicago, through BBDO there, buying a $600,000 package of White Sox baseball for next season on WFLD-TV Chicago and its new Milwaukee companion, ch. 24, still without call letters.

Sports announcer Jack Drees was also signed by WFLD to do the play-by-play. The brewery gets four spots in each of 144 games in the twin markets. The games will be in color.

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**BAR network billing report for week ending May 21**

BAR network TV dollar revenue estimates—week ended May 21, 1967 (net time and talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Networks</th>
<th>Week ended May 21</th>
<th>Cume May 1-21</th>
<th>Cume Jan. 1-May 21</th>
<th>Day parts</th>
<th>Networks</th>
<th>Week ended May 21</th>
<th>Cume May 1-21</th>
<th>Cume Jan. 1-May 21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>ABC-TV</td>
<td>271.5</td>
<td>824.5</td>
<td>3,913.5</td>
<td>Sunday</td>
<td>ABC-TV</td>
<td>69.9</td>
<td>185.1</td>
<td>2,763.9</td>
</tr>
<tr>
<td>Sign-on 10 a.m.</td>
<td>CBS-TV</td>
<td>85.6</td>
<td>274.5</td>
<td>2,466.2</td>
<td>6:30 p.m.</td>
<td>CBS-TV</td>
<td>123.8</td>
<td>461.5</td>
<td>5,366.1</td>
</tr>
<tr>
<td>NBC-TV</td>
<td>323.1</td>
<td>953.2</td>
<td>5,950.2</td>
<td>NBC-TV</td>
<td>44.0</td>
<td>152.0</td>
<td>3,756.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>408.7</td>
<td>1,277.7</td>
<td>8,164.8</td>
<td>Total</td>
<td>267.4</td>
<td>799.3</td>
<td>11,868.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>ABC-TV</td>
<td>1,263.3</td>
<td>3,886.5</td>
<td>29,338.7</td>
<td>Monday-Sunday</td>
<td>ABC-TV</td>
<td>3,805.1</td>
<td>12,859.6</td>
<td>108,167.0</td>
</tr>
<tr>
<td>10 a.m.-6 p.m.</td>
<td>CBS-TV</td>
<td>3,049.9</td>
<td>9,157.1</td>
<td>67,652.8</td>
<td>7:30-11 p.m.</td>
<td>CBS-TV</td>
<td>4,788.5</td>
<td>14,789.2</td>
<td>120,594.5</td>
</tr>
<tr>
<td>NBC-TV</td>
<td>1,678.6</td>
<td>5,050.4</td>
<td>35,596.1</td>
<td>Total</td>
<td>6,011.8</td>
<td>18,094.0</td>
<td>132,587.6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>6,167.5</td>
<td>14,207.5</td>
<td>103,248.9</td>
<td>Total</td>
<td>13,169.9</td>
<td>42,105.1</td>
<td>352,336.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>ABC-TV</td>
<td>861.7</td>
<td>2,720.0</td>
<td>18,215.6</td>
<td>Monday-Sunday</td>
<td>ABC-TV</td>
<td>311.9</td>
<td>1,014.9</td>
<td>3,712.3</td>
</tr>
<tr>
<td>Sign-on 6 p.m.</td>
<td>CBS-TV</td>
<td>743.8</td>
<td>2,065.3</td>
<td>19,697.2</td>
<td>11 p.m.-sign-off</td>
<td>CBS-TV</td>
<td>499.7</td>
<td>1,499.0</td>
<td>12,463.0</td>
</tr>
<tr>
<td>NBC-TV</td>
<td>495.4</td>
<td>1,493.2</td>
<td>9,883.5</td>
<td>Total</td>
<td>3,805.1</td>
<td>12,859.6</td>
<td>108,167.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>2,100.9</td>
<td>5,828.5</td>
<td>47,795.3</td>
<td>Total</td>
<td>847.5</td>
<td>2,595.7</td>
<td>12,645.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>ABC-TV</td>
<td>306.5</td>
<td>1,002.7</td>
<td>6,137.5</td>
<td>Network Totals</td>
<td>ABC-TV</td>
<td>6,638.1</td>
<td>21,169.5</td>
<td>168,334.7</td>
</tr>
<tr>
<td>6:30 p.m.</td>
<td>CBS-TV</td>
<td>499.7</td>
<td>1,493.2</td>
<td>12,463.0</td>
<td>Total</td>
<td>746.4</td>
<td>2,465.8</td>
<td>22,466.0</td>
<td></td>
</tr>
<tr>
<td>NBC-TV</td>
<td>554.9</td>
<td>1,674.7</td>
<td>11,839.8</td>
<td>Grand totals NABC-TV</td>
<td>8,050.8</td>
<td>25,006.4</td>
<td>196,321.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1,361.1</td>
<td>4,178.4</td>
<td>30,440.3</td>
<td>All networks</td>
<td>$24,158.3</td>
<td>$74,821.7</td>
<td>$596,108.8</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Story, to be entertained."

TV Cost Decline • Dr. Jules Backman, research professor of economics, New York University, spoke on the theme of whether advertising is anti-competitive and wasteful, but during his talk he made several comparisons related to magazine and television advertising. He pointed out that over the past 10 years there has been a sharp increase in TV advertising, while the share of magazine advertising "has shown little change." In addition the magazine cost per thousand has risen, he said, while the CPM for both TV and radio has declined.

The CPM for magazines has risen 22% over the past 10 years, according to Mr. Backman, while similar costs for network TV, spot TV, network radio and spot radio have dropped by 19.8%, 7%, 31% and 5.2% respectively.

George E. Dashiel, division vice president, marketing, RCA's Graphic Systems Division, spoke on the growing relationship between the electronics and the publishing industries. He emphasized that "the printed word is still going to be a major means of communications," and added:

"Today we can combine the speed of electronics, television and the computer with the permanence of the printed word through new techniques such as the RCA Videocomp all-electronic typesetter and the RCA Color Scanner, which greatly shortens the time needed to produce high-quality color separations."

---

**42 (BROADCASTING) 1967**
THE MARTIAN STRIP...
We promised you'd have a winner if you stopped
MY FAVORITE MARTIAN
WELL,
ALBANY-SCHENECTADY-TROY
(Mon-Fri. 4:30 pm) Rating 13 Share 3
Note: More than doubled rating of previous programming
(Pepers x Sixties, Marvel Comics) and
improved share of audience 57%* Feb/Mar. 1967

SEATTLE
(Mon-Fri. 5:30 pm) Rating 13 Share 31
Note: #1 in total viewers in 5:30 time period Mar./Apr. 1967

LOS ANGELES
(Mon-Fri. 6:30 pm) Rating 7 Share 14
Note: Leads all competitive programming on independent stations ** Mar./Apr. 1967

AND...
just sold to CBS O&O's in Philadelphia and St. Louis for
1967 start, and to WKBD-TV, Detroit.
Also sold in these other happy markets: Chicago, WGN
Baltimore: WJZ-TV, Atlanta: WAGA-TV, Fresno: KFRE-TV
San Francisco—Oakland: KTVU-TV, Dayton: WDTN, Scranton: WDAY-TV
Washington: WTTG-Television, New York: WNEW-TV, Boston: WLAB-TV
Charleston: WVEE-TV, Kansas City: KMB-C

MY FAVORITE MARTIAN
167 half-hours (32 in marvelous Martian color)
a three-season CBS Network success.

When you do
THE MARTIAN STRIP
the competition yells "take it off!"

Wolper Television Sales
A Division of Wolper Productions, Inc.
A Metromedia Company
485 Lexington Avenue
New York, New York 10017
(212) 682-9100

3644 Sunset Blvd.
Hollywood, California 90029
(213) 247-2700
TV documentaries better big-business image

Television as a solution to the problem of corporate public relations was suggested last week by Norman Cash, president of the Television Bureau of Advertising, in a speech to the Richmond, Va., Public Relations Association.

"It's possible," he said, "that the cost in both dollars and company efficiency would be improved if the company's message were produced as a subject of public interest and televised as a 30-minute documentary. The documentary approach could also be used for a company's annual report, and the production facilities of a local TV station can be utilized for taping or filming this and most of your other public relations activities."

Jefferson Airplane on mission for Strauss

Levi Strauss & Co., San Francisco, through Honig-Cooper & Harrington, same city, will engage in an ambitious broadcast campaign this summer pinpointed on the teen-age market, with the accent on the hippies.

Highlight of the campaign will be a series of so-called "groovy" radio spots featuring the Jefferson Airplane musical group. Plans call for these spots to play on some 250 radio stations across the country, most of them in the top-40 contemporary music category.

The record jacket for the spots will have a special message to disk jockeys. It will say: "These commercials will startle you, confound you, perhaps make you angry, perhaps make you laugh, or smile or wince, or maybe you will just shake your head vaguely. These commercials represent a step toward a more natural form of communications with the unique listening audience. Open and listen, learn something new about advertising."

In addition to the radio campaign, a 60-second TV commercial for Levi Stu-Prest slacks, already tested in four markets, is scheduled to be used on eight nighttime ABC-TV shows.

Agency appointments...

- Pacific Air Lines, San Francisco, has appointed MG&S Advertising, San Francisco, to handle its $500,000 account. MG&S replaces Freeman & Gossgage, interim agency selected after D'Arcy Advertising resigned the airlines business. D'Arcy reportedly left as result of dissatisfaction over Pacific's current "sweaty palms" campaign on radio and in print created by Stan Freeberg (BROADCASTING, May 8). MG&S, through Robert Setrakian, member of the Pacific Air Lines board of directors, has several agency-client cross-ties, but MG&S is claimed not to be a house agency.
- Charles Bloom Inc., New York, manufacturer of fabrics, bedroom ensembles and pillows, has named Hockaday Associates Inc., that city, to handle its Bloomcraft label products. Account was formerly with Auerbach & Becker, New York.
- The Thunderbird hotel, Las Vegas, has appointed Jack Lawlor Advertising Inc., Los Angeles, to handle its advertising and promotion budget believed to add up to six figures annually. The major portion of the budget will be allotted to radio, newspapers, billboard and regional editions of national magazines. The first phase of the hotel's new campaign, beginning this month, includes spot schedules on four radio stations in the Los Angeles market and two stations in San Diego.
- Liggett & Myers Tobacco Co., New York, names Weightman Inc., Philadelphia, as agency for Velvet, Granger, Masterpiece, and other smoking tobaccos. Tobaccos were previously assigned to J. Walter Thompson, New York, which will continue to handle L&M's Chesterfield and Lark cigarettes. Weightman is also agency for L&M's Allen Products division (Alpo dog and cat foods).
- J. M. Mathes Inc., New York, has been retained to handle advertising for Lea & Perrin's Worcestershire sauce.
- Holiday Magic Inc., Los Angeles (cosmetics) has appointed Cole Fischer Rogow, New York, to handle its $1 million-plus account. All media will be used.

Speedata's food figures aid agency placements

Twenty-five of the nation's leading advertisers are subscribing to Speedata Inc.'s grocery product performance measurement service, it was reported last week by George A. Wrisley, Jr., executive vice president of the company.

The year-old service now is operating in the Chicago, New England and Southern California regions and in midsummer will begin to function in the New York area. Speedata, through the use of the computer, charts the movement on a weekly basis of products from almost 10,000 warehouses to retail outlets in the three areas, and, according to Mr. Wrisley, its performance figures have strong application for advertising and promotional activities.

"The performance of a particular brand of grocery product may dictate an increase in spot TV spending, a decrease in the use of the media mix or a change in the copy theme," Mr. Wrisley observed. "Unlike a TV-measurement rating which tells an advertiser how many people watched his show or commercial, Speedata tells him quickly what the sales of his product were in a particular area."

Speedata's clients include advertisers,

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TV gives snowmobiles a big push

With a small TV advertising budget and a half-hour color documentary, snowmobiles have excited the winter recreation fancy of the sub-freezing north the way motorboats and water skiing have captured the summer water enthusiasts.

Polaris Enterprises Inc. began advertising the snowmobiles on KSTP-TV St. Paul-Minneapolis in 1966 and contracted with the station's film division to shoot the Winnipeg-St. Paul 500-mile snowmobile race. Filmed over the four-day race, the documentary was shown as a half-hour color special on KSTP-TV and was later made available for distribution in the snow belt. So popular was the film that nearly 50 prints were produced to handle the demand. The documentary was selected for competition in the Cortina, Italy, film festival.

Allen Hetten, president of Polaris, credits the TV promotion with quadrupling sales in two years and is looking to TV again to double sales this year. Polaris's agency, Coleman-Voy, Minneapolis, expects snowmobiles to replace children's sleds and to eventually become a family sport vehicle.

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BROADCASTING, June 5, 1967
advertising agencies, brokers and media. He said several TV stations now are negotiating for the service though it is intended primarily for grocery-product advertisers and their agencies.

“Despite the speed of television in reaching consumers,” Mr. Wisley commented, “information feedback from the consumer to the manufacturer has changed little in many years, particularly the methods of obtaining data on purchasing decisions. To help bridge the gap, the computer is now being applied to the market-related task of preparing this vital market information.”

Speedata is a subsidiary of Computer Applications Inc., an independent service organization active in computer-systems design, programming, engineering, operation and data processing for such clients as National Aeronautics and Space Administration, International Business Machines and Goddard Space Flight Center.

**Pepsi’s hot-weather push**

With torrid days ahead, the Pepsi-Cola Co. is planning an advertising campaign on 10 New York radio stations alerting listeners to the weather when the temperature in the area hits 75 degrees. Weather reports will be interjected into disk jockey programs followed by the tag-line: “It’s time to quench that big thirst with a cold Pepsi-Cola.” The agency is BBDO, New York.

**Under-25’s like radio-TV**

Conducting a one-man research survey may seem a difficult way of going about making a number of good points in a speech, but Whit Hobbs, senior vice president in charge of creative services at Benton & Bowles, New York, did just that.

In an effort to describe the under-25 market to a meeting of the Automotive Advertisers Council at Sea Island, Ga., he prepared his own survey, sent it out and compiled the results in order to buttress his observations.

The answers to one of the questions—how many hours spent with TV, radio, magazines and newspapers—indicated that: “Radio beats everything, especially in high school. TV is a strong second. Newspapers and magazines are a stand-off.” Respondents also indicated they would rather have a date with Ursula Andress than with Lynda Bird Johnson.

**Johnson blasts commercial policy**

As FCC Commissioner Nicholas Johnson sees it, the commission’s policy on overcommercialization is an inadequate barrier against a rising tide of commercials, at least on radio. If present trends continue, according to his reckoning, the entire radio hour may be swamped with advertising messages by 1994.

The commissioner expressed his views last week in dissenting to the commission’s grant of a construction permit for a class B FM station in Tasley, Va., to the Accomack-Northampton Broadcasting Co., licensee of WESR Tasley, Va.

The commissioner, in a statement in which Commissioner Kenneth A. Cox concurred, took issue with the applicant’s proposed commercial policy. The applicant intends “normally” to limit commercials to 18 minutes per hour, the standard set by the National Association of Broadcasters in its radio code, and the benchmark used by the commission for determining commercial-policy acceptability.

However, the commissioner added, “a careful reading” of the applicant’s conditions and exceptions indicates that the standard will be, in fact . . . 33 minutes of commercials per hour. He noted that the applicant said that the proposed station “will find it necessary to increase the percentage of commercial time during special occasions” but that commercial time would not exceed 55% in any hour.

Old Problem – The commissioner said that “few issues in the history of broadcasting have captured as much concern and as little consensus as what to do about advertising.” But in his view the history of the issue indicates the question is “not whether” the broadcast of advertising should be regulated but what should be done, and by whom.

He recalled that in a speech before the Iowa Association of Broadcasters last month he said that the commission “has not only failed to enforce standards any stricter than [broadcasters’] own, it has actually tended to depress the broadcasting industry’s code standards to lower levels” (BROADCASTING, May 15).

“At the time I had no idea the characterization would so soon be borne out,” he said. “Here is a perfect example. It is disgusting and discouraging, hilarious and serious, but seems to be firmly fixed as commission policy.”

He noted that at the time broadcasting was being brought under federal regulation, the then secretary of commerce, Herbert Hoover, had said: “It is inconceivable that we should allow so great a possibility for service to be drowned in advertising chatter.”

The commissioner added: “Who in the 1934 Congress would have predicted that its emphasis on ‘the public interest’ in the then new Communications Act would be used to sanction 33 minutes of commercial per broadcast hour a mere 33 years later? Can the public be offered nothing save the realization that, at this rate, it will be 1994 before the radio hour is totally consumed with commercials?”

**Alarm sounded on government meddling**

“The advertising industry must take steps to ward off the encroachment of government interference” Tampa, Fla., advertising executive, Louis Benito warned in a speech to the Seattle Rotary Club.

Mr. Benito, who heads his own agency, noting that the advertising industry, through its associations and The Advertising Council has progressed in performance, standards and ethics, said that government encroachment threatened individual freedom.

Stressing that the industry is deeply concerned with the threat of government interference, he warned: “It presents the prospect of stifling future growth and endangers our standard of living.”

Mr. Benito said that the government, by attempting to dictate packaging policies and the pricing and advertising of products, in time could “become a Frankenstein that could destroy the freedom of choice now enjoyed by consumers.”

Mr. Benito was in Seattle to participate in the 23d annual meeting of the Affiliated Advertising Agencies International, a worldwide network of independent advertising firms. Host agency was Kraft, Smith & Ehrig, Seattle.

**JWT drops Whitehall lines**

The resignation by the J. Walter Thompson Co. as agency for various Whitehall Laboratories products was announced last week by the agency. The products are Conquest, Direxin, Dristan Nasal Mist, Dristan Cough Formula and Dualin and bill an approximate $4 million, of which an estimated $3.2 million is in broadcast. A spokesman for Whitehall said there is no immediate plan to assign the products to another agency. Whitehall is a division of American Home Products Corp., New York. The account had been at JWT for two years.
AN INDEPENDENT'S DECLARATION

WPHL-TV 17 PHILADELPHIA

...now remaking viewing patterns in the Nation's 4th largest television market, is proud to join the ranks of America's distinguished independent stations represented by

METRO TV SALES
A DIVISION OF METROMEDIA, INC.
OFFICES: NEW YORK, CHICAGO, SAN FRANCISCO, LOS ANGELES, ST. LOUIS, PHILADELPHIA, DETROIT, ATLANTA.

Effective June 1, 1967
Commercials in production...

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


Jefferson Productions, 1 Julian Price Place, Charlotte, N.C. 28208.


Detroit Edison Co., Detroit (services); four 60's for TV, live on tape, color. Reg Dunlap, production manager. Agency: Campbell-Ewald, Detroit. Nick Schindler, agency producer.


Cook Paint & Varnish Co., Kansas City, Mo. (paint); two 60's for TV, live on tape, color. Agency: Garnier Lyon, Greensboro, N.C. John Garnier; agency producer.


Teile Tape Productions, 234 West 44th Street, New York 10036.

Procter & Gamble, Cincinnati (Duncan Hines cake mixes); three various lengths for TV, live on tape, color. Samuel Cox, production manager. Agency: Compton Advertising, New York. Micki Jensen, agency producer.


Clairol Inc., New York (instant hairsetter); one 30 for TV, live on tape, color. William}


WXY-TV Commercial Videotape Division, 20777 West Ten Mile Road, Southfield, Mich. 48076.


Lincoln-Mercury Division, Ford Motor Co., Detroit (Mercury Cougar); two 90's for TV, live on tape, color. Ralph Dawson, production manager. Agency: Kenyon & Eckhardt, Detroit. Sandy Forth, agency producer.

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


Gerald Productions, 421 West 54th Street, New York 10019.


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

20th Century-Fox, Beverly Hills ("Valley of the Dolls"); 12 various lengths for TV, on film, color. Dan Bresler, production manager.

Pepper Sound Studios Inc., 51 South Florence, Memphis 38128.


King Cotton stores, Memphis (meats); four 60's for TV. Larry Muhebar, production manager. Agency: Rosegarten-Steenke, Memphis. Stanley Porter, account executive.


U. P. Bank, Memphis (services); one 60 for radio, jingle. Placed direct. Lee Wolder, account executive.


Cash register rings for ABC's sports

ABC said last week it has a sales success for its weekend sports series on both TV and radio.

The network is "virtually sold out for 1967" for ABC's Wide World of Sports on television, while the radio network has 88% sponsorship set for its initial 52-week run of ABC Radio's World of Sports which was to begin this past weekend (June 3).

ABC Radio also reported it has full sponsorship of its new sports program from Sept. 23 through June 3, 1968. ABC-TV has sold availability for its Saturday sports series in the second and fourth quarter, leaving only scattered minutes available in the third period. The TV network said 11 long-term advertisers have signed for its show.

ABC Radio was set to begin airing its new sports highlight program last weekend with 24 three-and-one-half-minute segments, and continue each subsequent weekend through the next 16 weeks on a scatter-plan basis with about 10 sponsors. Starting on the weekend of Sept. 23, ABC Radio has sold all of the time to three sponsors: Lincoln-Mercury, Division of Ford Motor Co., through Kenyon & Eckhardt, for 12 spots a weekend; Schick Safety Razor Co., division of Eversharp Inc., through Compton Advertising, for nine spots; and Wynn Oil Co., through Needham, Harper & Steers, for two spots on World of Wheels, a feature within the sports package.

Hot-Weather Buys - This summer, ABC Radio's sports package will have the following advertisers: P. Lorillard (Kent), through Grey Advertising; Schick, through Compton; Liggett & Myers (L&M) and Ford Motor Co., both through J. Walter Thompson; AP Parts, through Carr Liggett Advertis-
What's the toughest market in the country for big advertising agencies? It's Los Angeles, by far. That's the opinion of the three principals in Anderson-McConnell Advertising Agency Inc., a local shop that just completed its 20th year in business. Its longevity points up the seeming paradox of Los Angeles in the advertising scheme of things: a pitfall for many national agencies; a potential paradise for local agencies.

For, according to Douglas E. Anderson, president of A-M, Los Angeles actually is a market of many markets. The 65 communities in and around Los Angeles are each separate markets unto themselves. On a broader view, the market encompasses some 12-million people in a five-county area.

Mervyn G. Oakner, vice president and account supervisor and a second partner in the agency, explains that this size and inherent potential make Los Angeles a perpetual lure and challenge to agencies. Over the years big national agencies have tried to break into the market by buying up local shops but most ultimately were defeated by overburdening economies and a failure to understand the subtle characteristics and enormous complexities of the sprawling scene.

The agency executive points out that manufacturers who can claim 7% or 8% shares of the market in other areas come away with a 1% share in Los Angeles. That's because everything is so fragmented. Four or five drug chains are in dominant positions in Los Angeles, for example, unheard of in other markets where one or two chains carve predominant shares.

Thus national advertising, it's claimed, is not effective. A few national spots bought here and there have a tendency to sink into the market's yawning decentralization. National brand managers, some of whom have never been west of Jersey City, likewise tend to treat Los Angeles as an enigma that's not likely to be solved easily.

But, says Doug Anderson, Los Angeles is a great market for local agencies. The sheer physical growth of the market has spawned a wave of one-man and two-man shops. Altogether there are about 500 agencies operating in the Los Angeles locale.

Local agencies have the advantages, Mr. Anderson feels, because they have an instinctive sense about the market. They can buy more knowledgeably by the specific kinds of people an advertiser wants. They probably can work out more tailored and possibly more effective promotion and merchandising programs. These combine to make Los Angeles a market where—with such notable exceptions as Foote, Cone & Belding—many national agencies are merely left to service national accounts.

Still, according to George A. McConnell, executive vice president of A-M and a third partner in the agency, more than a dozen large national advertisers and many important regional advertisers are located in Southern California. Their presence is reflected by the growing majority of the creativity and salesmanship among agencies in the market. It's also reflected by Anderson-McConnell's own position of peak activity at present.

The agency, which will bill between $4 million and $5 million this year, represents 13 industries. Though diversified, it's most heavy in food and package-goods accounts. Started just after World War II, the agency's great growth took place in the last eight years. This growth blossomed on the strength of intense broadcasting activity. Radio and television brings in between 60% and 70% of Anderson-McConnell's total billings. Among the agency's broadcast accounts are Shontex Inc., Thriftmart Inc., Wallichs Music City, Calavo Growers, Golds Furniture Co. and Hoffman Candy Co.
down on shipping time and costs on
the delivery of TV commercials and
film prints originating from New York.
The service does all processing and
metering of shipments at its offices and
delivers them directly to airports.
Video Prints intends to institute the
service shortly in Chicago and Holly-
wood.

Movie habits # A study commissioned
by Capital Cities Broadcasting's WPAT
Paterson, N. J., to help motion-picture
advertisers and their agencies in plan-
ning radio campaigns finds that 6% of
adults and teen-agers in Metropolitan
New York go to the movies once a
week, 12% go twice a month and 15%
go once in six months, but 37% "never"
go or at least go less often than once
in six months.

Study, with breakdowns by
sex, age and movie-attendance fre-
cency, was initiated by Robert Salk,
WPAT director of special projects,
and conducted among 1,206 adults and teen-
agers by Motivation Analysis Inc.,
New York.

Millions of groceries # WPX(TV)
New York last week credited its "Grocery
Store Distribution Study" service to ad-
vertisers for bringing almost $2 million in
billing to the station since GSDS was
inaugurated two years ago. David Part-
ridge, director of marketing services for
WPX said 32 advertisers have taken
advantage of GSDS, which reports to
clients of the availability of their prod-
ucts in 2,800 supermarkets in the New
York area.
The service began at WPX
with five clients in June 1965.

Viability # Viafilm Ltd., New York, a
TV commercial production company,
was formed last week by director Ira
Marvin and cinematographer Zoli
Vidor. The new firm is located at 225
East 46th Street.

Business briefly . . .

F & M Schaefer Brewing Co., New
York, through BBDO, New York, has
signed for half sponsorship of two 90-
minute track and field color specials
that are being carried on 15 stations in
the northeast on a delayed basis in June.
The programs are being produced and
released by Madison Square Garden-
RKO Sports.

Quaker Oats Co., via J. Walter Thomp-
son Co., both Chicago, has purchased
time in seven NBC-TV nighttime series;
Carnation Co., Los Angeles, through
Jack Tinker & Partners, New York, is in
12 shows in the nighttime schedule as
well as in The Frank McGee Saturday
Report.

AMST denies
pressure tactics

Jack Harris replies that
meetings with commissioners
were on broad CATV policy

Jack Harris, president of the Associa-
tion of Maximum Service Telecasters,
last week told the FCC that his visit to
four FCC commissioners last month
with four of his colleagues cannot be
construed as an ex-pace approach that
was meant to influence in any way
pending CATV cases.

The meetings were for the purpose of
discussing general CATV policies,
he stressed, and to let the commissioners
know the fears of AMST members that
waivers being granted CATV's on the
importation of distant signals indicated
an "erosion" of FCC policy on CATV
regulation.

Following reports of the visit to the
FCC commissioners a number of CATV
systems, with cases pending before the
commission, raised the question of off-
the-record consultations (BROADCAST-
ing, May 22).

Mr. Harris, president of KPBC-TV
Houston, and his colleagues met with
FCC Chairman Rosel H. Hyde, and
Commissioner Robert E. Lee, Kenneth
A. Cox and Nicholas Johnson. Accom-
panying Mr. Harris were C. Wrede
Petersmeyer, president of Corinthian
Broadcasting Corp.; Laurence E. Rich-
ardson, president, Post-Newswave Sta-
tions; Lester W. Lindow, AMST execu-
tive director, and Ernest W. Jennes,
counsel for AMST.

"At the onset," said Mr. Harris in a
May 30 letter to Ben F. Waple, secre-
tary of the FCC, "I wish to make clear
that the meetings involved no breach
of the proprieties, nor of any rules or
regulations of the commission."

Set Terms # Mr. Harris noted that at
the start of each of the meetings with

the commissioners it was expressly made
clear that the discussion was to be on
the commission's distant-signal policy
and general policy and that "they did
not deal with, and were stated and un-
derstood not to deal with, the merits
or outcome of any case pending before
the commission." Each commissioner
was requested to terminate the meeting
if at any point the conversation ap-
proached any improper area, Mr. Harris
stated. "No such situation arose," he
said.

In a detailed exposition of how the
deligation came to be chosen and
exactly what was said to each com-
misioner, Mr. Harris noted that Henry
Geller, FCC general counsel, was pre-
ent during most of the meeting with
Mr. Hyde; that originally the group was
to include Harold Essex, president-
general manager of WJSJ-TV Winston-
Salem-Greensboro, N. C., but illness
prevented Mr. Essex from attending;
and that Mr. Jennes advised the group
that discussion with the commissioners
must be limited to matters of general
CATV policy and that no discussion or

Louisiana group
eases statewide buys

Louisiana Broadcast Representatives,
Baton Rouge, has made it convenient
for timebuyers in Louisiana to purchase
spots on any or all of its 87 state
represented radio outlets. LBR also
represents 68 stations regionally and
45 nationally.

Jerry D. Turk, president, announced
that LBR has made available a pub-
lished directory of rates and informa-
tion on its represented stations as a
convenient method through which time-
buyers can place one order for any num-
ber of stations and pay for them with
one check. The advertiser or agency need
not worry over rate changes because
LBR guarantees the rates for the year.

Other services include copy and tape
production and reproduction services
and a complete custom-music produc-
tion service.

LBR is at P.O. Box 66471, Central
City Station, Baton Rouge 70806.

Rep appointments . . .

# WAFB-TV Baton Rouge: Katz Televi-
sion, New York.

# WPHL-TV Philadelphia: Metro TV
Sales, New York.

# WPX-FM New York: McGavren-
Guild, New York.

The Media
Efficiency Experts at work...

- This is the Katz Agency New York Office Group that represents WMAR-TV. Efficiency experts all! They know the best “buys”—the most efficient “buys”—in the Baltimore Metro market. They have the complete figures and demographics straight from the computer. And they can fill you in on all of the facts on WMAR-TV’s own line-up of proven, well-established, participating programs: MOVIES from the million dollar library, ROMPER ROOM, DIALING FOR DOLLARS, DIVORCE COURT, THE WOMAN’S ANGLE, GIGANTOR and the CBS Network schedule. Plus adjacent spot availabilities.
- For your most efficient “buys” in Baltimore . . . call your Katz man or Tony Lang, WMAR-TV Sales Manager.

No Wonder... In Maryland
Most People Watch COLOR-FULL
WMAR-TV
CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.
NCTA putting final touches to Chicago agenda

A panel of electronic bigwigs addressing themselves to the future of electronic communications has been scheduled as the kickoff session of the 16th annual convention of the National Community Television Association in Chicago June 25-28. Not limited to a discussion of CATV, the Monday morning panel (June 26) on the "Communications Explosion" will consist of James McCormack, chairman of the Communications Satellite Corp.; James D. O'Connell, director of telecommunications management and telecommunications adviser to the President; Dr. John R. Pierce, Bell Laboratories, and Dr. Allen E. Puckett, Hughes Aircraft Co.

Luncheon speaker on Tuesday will be FCC Commissioner Lee Loening. Other FCC guests have not yet been determined, but it's understood some members of the CATV Task Force will be on hand to discuss CATV matters individually with cable operators.

Also expected to be present are Hollis Seavey, government relations, and Kenneth F. Gross, attorney, both from the National Association of Broadcasters. The NAB board is meeting during the same week in Williamsburg, Va.

The convention will also hear reports from Frederick W. Ford, president of NCTA, and from Alfred R. Stern, TV Communications Corp., who is chairman of the trade association.

Planners for the 16th annual convention of the National Community Television Association in Chicago June 25-28 nail down last-minute arrangements. They are (l to r) Sam Street, NCTA director of convention and field services; Ralph Demgen, William, Minn.; Wally Briscoe, NCTA managing director; Robert Regan, Mankato, Minn., who is chairman of the convention committee, and Philip Franklin, Entron Inc., Silver Spring, Md.

17-year antitrust suit brings WEOL $96,000

An award of $96,000 in damages was made last week to WEOL Elyria, Ohio, in its treble-damage antitrust civil suit against the Lorain (Ohio) Journal. The litigation was instituted by the radio station against the newspaper 17 years ago on charges that the newspaper attempted to persuade advertisers to boycott the station.

U. S. District Judge Ben Green found that WEOL had suffered a loss of $32,000 during the years 1949-51 inclusive. During this period, the Lorain Journal refused to sell advertising space to any advertiser using the then new station in the Elyria-Lorain market. In 1951 the Department of Justice successfully brought an antitrust suit against the newspaper for this practice.

Judge Green's findings are the third in the case. In the first round, a federal judge decided that WEOL had suffered no losses. This was reversed by an appeals court. In the second round, the same judge determined that WEOL's reference should be made to pending cases.

During the individual meetings with the four commissioners (Mr. Hyde, one hour; Mr. Cox, 30 minutes; Mr. Lee, 40 minutes, and Mr. Johnson, 45 minutes), the subject of distant signals was discussed, Mr. Harris said, as well as the effect of the enactment of a copyright law on FCC regulation (there should be no relaxation by the FCC if this happens, it was stressed); commission action on microwave applications "in isolation and without regard to their potential for nationwide long haul microwave CATV networks"; program origination "and the danger of CATV turning into a national system of wired pay TV."

Copyright Problem - The situation following adoption of a copyright law was discussed at length with Mr. Hyde, Mr. Harris noted. He and Mr. Petermeyer, Mr. Harris said, pointed to the possibility that major-market TV owners, who represent the most substantial portion of the revenues obtained by program distributors for their copyright programming, are in a position to bargain for exhibition rights wherever their stations are being received. If, however, CATV's made these TV signals available in other markets, the local TV stations would be unable to bargain for exclusive rights for copyrighted programs, he said.

Mr. Harris asked that his letter be made part of the public files, as were the two documents left with the commissioners after their visits.

In a formal response to the petition from Multivision Northwest Inc., Dalton, Ga.—the first of a number raising the ex parte issue—AMST defended the conversations as innocent of any attempt to undermine commission's prohibitions on off-the-record communications with commissioners in adjudicatory cases. Calling attention to Mr. Harris's letter, AMST asked the FCC to dismiss the Multivision Northwest petition.

KWIN to CBS

KWIN Ashland, Ore., has joined CBS Radio as an affiliate. The station is owned by Rogue Broadcasters Inc., and operates fulltime on 580 kc with 1 kw.
Together again? When television’s King and Queen of Comedy get together, the result is a natural and, naturally, hilarious... as you and millions of Americans coast to coast will see when Danny Thomas joins Lucille Ball on “Lucy Makes Room for Danny,” Thursday, June 8, at 7:30 pm (EDT) on the CBS Television Network.

As you enjoy the show, keep one thing in mind. The wonderful magic that happens when these two great stars meet can happen again and again on your station... when you run their fantastically successful series, “I Love Lucy” and “Make Room for Daddy,” back-to-back. It’s a natural-born comedy hour sure to make audiences double up with laughter and ratings move up on the double!

Why not let Danny and Lucy join farces for you? We’ll be glad to act as matchmaker... naturally.

NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA, DALLAS.

CBS FILMS
losses due to the intimidation of advertisers by the newspaper amounted to $10,000. Again this was reversed on appeal by WEOL.

In the latest decision, Judge Green calculated that WEOL suffered a $40,000 loss of revenue because of the boycott. He then subtracted 20% of this sum as the cost of acquiring what would have been the increased sales, leaving the $32,000 figure. This was trebled under the antitrust laws.

Friendly's one-way profit-sharing plan

Fred Friendly, former president of CBS News, thinks the $30 million a year he's convinced satellite TV will save commercial TV should be used to aid educational TV. Mr. Friendly, now a television consultant to the Ford Foundation, told a banquet audience in Los Angeles on May 26 that commercial television profits by doing its worst. "It's making so much money doing its worst it can't afford to do its best," he claimed.

"Commercial television," he continued, "has all the money and people, but no air time" for public-service programming. Educational television has all the air time, but no money or people.

The solution to this impasse, he indicated, could be satellites. "Right now the networks pay the telephone companies $60 million a year for the circuits that enable them to send their programs around the country. Satellites will cut that cost to $25 or $30 million," the former network executive contended.

"That saving should go to the public," he emphasized. "The American people have poured $25 billion into the rocket research that led to satellites."

Mr. Friendly was speaking to an audience honoring five foreign journalists. They were being given awards at the event sponsored by the University of California at Los Angeles.

Changing hands . . .

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

- KNUS-FM Dallas: Sold by The McLendon Corp., group broadcast owner, to Giles Miller Sr. for $125,000. Mr. Miller is president of KPCN Grand Prairie, Tex. McLendon group is buying wifi-TV Philadelphia (Broadcasting, April 24) and has to dispose of one FM to remain within the limit of seven. KNUS-FM operates in 98.7 mc with 17 kw. Broker: Blackburn & Co.
- WHRN Herndon, Va.: Sold by Billy B. Shiflett and associates to J. Stewart Brinsfield Sr. and son for $85,000. Messrs. Brinsfield own WCBC(FM) Catonsville, Md. and have interest in WCR Beckley, W. Va. WHRN is daytime on 1440 kc with 1 kw. Broker: Chapman Co.

Approved . . . The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 93).

- KLIV San Jose, Calif.: Sold by Riley R. Gibson and associates to Robert S. Kieve, Maurice Forman and Fred A. German for $974,000. Buyers are group of Rochester, N. Y. investors headed by Mr. Kieve, former general manager of WBBF Rochester. Mr. Forman is former owner of WBBF, and Mr. German is Eastman Kodak Co. executive and owner of WWOK Charlotte. N. C. KLIV operates on 1590 kc with 5 kw days and 500 w nights.
- WJHE-AM-FM Gallipolis, Ohio: Sold by John E. Halliday to Paul E. Wagner for $250,000. Mr. Wagner, former broadcaster, is vice president of R. C. Crisler & Co., Cincinnati station brokerage firm. WJHE operates daytime only on 990 kc with 1 kw. WJHE-AM is cn 101.5 mc with 15.5 kw.
- WJPF Herrin, Ill.: Sold by Charles R. Cook to Robert A. Ferrari, John C. Garavalia, Arthur L. Lenzine, Ervin Coppi and Stanley Rozskowski for $165,000. WJPF operates daytime on 1340 kc with 1 kw.
- KSTT-AM-TV Davenport, Iowa: 50% interest sold by Arthur Epstein to Frederick Epstein (already 50% owner) for $145,000. KSTT operates fulltime on 1170 kc with 1 kw. KSTT-TV (ch. 18) (not yet in operation) will operate with 251 kw visual from an antenna height of 220 feet above average terrain.
- KLTR Blackwell, Okla.: Sold by Wallace B. Waters and associates to Jerry L. Mash and others for $130,000 plus $25,000 consultant fee. Mr. Mash is principal stockholder of KLOR-FM Ponca City, Okla. KLTR is daytime on 1580 kc with 1 kw.
- WANE-TV Fort Wayne, WISH-TV Indianapolis, both Indiana, KXTV(TV) Sacramento, Calif., KOTV(TV) Tulsa, Okla. and KHOU-TV Houston: Sold by Whitney Communications Corp., to John Hay Whitney. Mr. Whitney owns about 99% of Whitney Communications Corp., which in turn owns approximately 99% of Corinthian Broadcasting. Transfer is to activate sale of stock to public (see page 76).

"ratings" are important to Blackburn, too!

Not the kind that show which TV program the public prefers . . . but the ones that our satisfied clients give us. That attest to the completeness of our service and the advantages of dealing with the reliable broker. When you have a TV or radio property to buy or sell—check the "ratings" and consult Blackburn.
shares of Cox treasury stock valued at the time of announcement at about $7.3 million (Broadcasting, March 13).

- New York-Penn Microwave Corp.: 50% interest sold by Warren Fribey and wife to Newhouse Microwave Inc. for $300,000. Newhouse Microwave already owns the other 50% of New York-Penn Microwave, which carries New York City independent TV stations to CATV systems along southern tier of New York and into Pennsylvania. Pending before the FCC is an application to extend this service into West Virginia. Newhouse Broadcasting Co., multiple CATV and station owner, also owns Eastern Microwave Co., carrying New York City independents to upstate New York CATV systems. Broker: Daniels & Associates.

Judges have opposite views on CATV

The CATV situation in Ashtabula, Ohio, has become "curiouser and curiouser," with two local circuit judges issuing completely divergent views on the place of cable systems in the regulatory scheme of things.

Until two weeks ago, Ashtabulans were faced with two CATV permits, both duly authorized by the governing council—one held by Ashtabula Cable Co., and the other by Time-Life Broadcast Inc. (Broadcasting, May 29). Ashtabula Cable, claiming it could not arrange for pole-line rights with the Ashtabula Telephone Co., began construction of an underground system but more recently began placing its poles above ground. Time-Life signed a contract with the telephone company for a lease-back facility. Before the city issued a franchise to Time-Life the city sued and received an injunction against Time-Life and the telephone company. Common Pleas Judge Thomas Lambros also held the CATV is a public utility and should be regulated by the Ohio Public Utilities Commission.

Subsequent to that ruling, Common Pleas Judge Roland Pontius, in granting an injunction to a citizen opposed to Ashtabula Cable's above-ground telephone pole construction, declared that CATV is not a public utility.

Last week, Judge Lambros held a new hearing on the city's suit against Time-Life and the telephone company in the light of the ruling by Judge Pontius. Judge Lambros promised to rule this week on a motion by Time-Life and the telephone company seeking to lift his restraining order against their completing construction.

WHAT IS YOUR STATION WORTH?

Over the years the firm of Hamilton-Landis & Associates, Inc., have appraised many millions of dollars worth of broadcast properties.

These appraisals have been made for various reasons. Some were for the purpose of a station obtaining a bank loan. Others for insurance reasons. And many because the owners wanted to establish sale prices.

We will be happy to provide you with a realistic evaluation of your holdings documented in an attractively bound report.

Our services are thorough and the price reasonable.
University stakes claim in TV research

WAYNE STATE HAS BIG PLANS FOR PROJECTED LABORATORY BUILDING

Will some of the next major advances in creative programming and advertising come out of the university research laboratories of the nation before they are discovered in the broadcast studio or advertising agency?

Wayne State University in Detroit thinks so and is betting big money on expanded facilities to make it so if it can. The school reported last week that this summer it expects to break ground on a new $5-million language and speech laboratories building as part of its continuing interest in the basic communication arts.

Wayne State has pioneered in mass communications since 1936, starting first with radio. The university since 1952 has operated WDET-PM Detroit and is part of the educational television council operating WTVS(TV) (ch. 36) Detroit. It also enjoys close working relationships with the area’s commercial radio-TV outlets.

Even before the new plans evolved, however, Wayne State already was deeply involved in several areas of research having possible application in broadcasting and advertising. With the new laboratory the research will go still deeper. Among the areas:

- Subliminal advertising techniques in television, a subject that stirred extensive controversy a decade ago but died out after many protests and insufficient documentation. The latest research findings, though, indicate there really is more to it than meets the eye — and that’s no pun. “Subception” is the word preferred over “subliminal.”
- Compressed, and expanded, speech and music. Newly refined and rather expensive equipment is now available to make long commercials or short ones fit a prescribed time precisely. Same for programs, spoken or musical, without change of pitch. This gear is already in limited use in broadcasting, especially to synchronize music in films.
- Productional manipulative feedback, otherwise known as “PMF” to Wayne State researchers and best described to anyone else as creative combination of the TV special-effects generator and video-tape recorder so as to accelerate the learning process through unique visual emphases. The technique is said to have direct application to commercial production today.

Wayne State’s speech department recently experimented extensively with subliminal or subception television on a closed-circuit system. Test and control panels of students were involved.

“I was as shocked as anybody that it worked,” said Dr. Raymond S. Ross, professor of speech in the college of liberal arts and under whose direction much of the new research is being conducted or planned.

Primitive Research  But he cautioned that the subception condition is fraught with many qualifications and research is still primitive although it has been conducted off and on for nearly a century. His greatest concern, however, is over the ethical considerations of subliminal advertising as well as improper use of productional manipulative feedback, especially if they ever were to become political tools. But research must go on, he noted, just as it did in the field of atomic energy despite the bomb.

Professor Ross explained that the school’s subception experiment proved prestige enhancement could be effected without the conscious knowledge of the viewer. In the research a television speaker named Ken Orear discussed the subject of water pollution. This video tape was played before test groups and in some cases the tape had subliminal messages added, unknown to the viewers.

One of the test groups was subjected to a subliminal projection of “Dr. Ken Orear” as he talked. Although the viewers never saw the flashing of “Doctor” they remembered more and thought more highly of his talk than did the alternate group who listened only to “Mr. Ken Orear.” The research comprised the doctoral thesis of John Douglas Gibb, now an assistant professor of speech at the University of New Mexico in Albuquerque.

Dr. Ross said subliminal communication appears to be practical for most people if the message flashings are held at a rate above the psychological level of the viewer (so he can physically “sense” them even though he doesn’t “see” them) but are rendered below the conscious level of perception where they would annoy or interrupt him in his viewing of the normal program or commercial material. But these levels vary with the individual, with viewing conditions and with other things like fatigue, hunger, etc., hence much is still to be learned, he added.

Pop Corn Sales  The public protest over subliminal advertising a decade ago stemmed from a test of the technique in a New Jersey theater and the test was said to have stimulated increased refreshment sales, Dr. Ross
WJR was there.

The place, Warwick Hills Country Club. The event, the 1966 Annual Buick Open. The action, Phil Rodgers as he blasts out of the trap on 17 to within inches of the cup—and victory. From then on he walked home, easily parrying both 17 and 18.

It was a big win for Phil Rodgers, and a big win for WJR. For the 9th year in a row WJR's Sports Director Bob Reynolds covered the Michigan classic on radio. Typical.

When it comes to sports, people come to WJR. And why not? Reynolds' coverage includes both Lion and Michigan State football. What's more, veteran play-by-play announcer Ernie Harwell lets you in on every Tiger game. Sportscaster Paul Carey makes points in basketball. And Detroit's most popular disk jockey, J. P. McCarthy, gets in on the act with interviews of sports personalities on his Monday morning show. Maybe that's why when they talk about sports reach in Michigan, they talk about WJR. It's the grabber.

Your Henry I. Christal Representative will give you the whole story.

WJR's there with by far the largest audience in Michigan.
Hyde hits the trail to Alaska

FCC Chairman Rosel H. Hyde is on an extensive touring and speaking trip this week with speeches set in Fairbanks, Alaska on Wednesday (June 7) and Salt Lake City on Saturday (June 10). During the week, he also will visit broadcasting facilities in Alaska and receive an honorary degree from the University of Utah.

The chairman was to arrive in Alaska on Sunday (June 4) and meet with broadcasters in Sitka and Ketchikan before going to Juneau today (June 5) for a meeting with Governor Walter J. Hickel and C. L. Buck, state director of communications. Tuesday he is to meet with state officials in Anchorage.

Wednesday he will speak to a joint meeting of the Alaska Broadcasters Association and the Alaska AP. The speech is to be carried statewide and fed to 34 stations of the Armed Forces Radio Network. While in Alaska, which is celebrating its 100th birthday with the Alaska Exposition, he will part in a federal communications salute day at the exposition.

Mr. Hyde will be in Salt Lake City Friday (June 9) to receive a doctor in laws (LLD) degree from the University of Utah. On Saturday he'll be conversation speaker at the university's School of Business.

Gotham Recording Studios (no relation to Gotham Audio) where radio commercials for the STP auto oil additive were made using the technique and were used in the Clay-Terrell flight broadcast. The units also are reported in use at Leacock-Penebaker, New York, for precise musical timing in TV commercials and for similar purposes in CBS-TV's To Tell the Truth. Motown Records, Detroit, popular-music recording firm, also is said to have such a machine.

Universal Recording in Chicago has an older model Eltro tempo regulator but it is used mostly to bail out a producer from an expensive timing or synchronizing mistake when the production can't be done over easily. It is used for this purpose at motion picture special process firms often, it was noted.

Universal Recording's machine is being used also experimentally for possible radio program fare. The experimenter is Ken Nordine, head of the Ken Nordine Group, Chicago freelance commercial production firm. Mr. Nordine said he was involved in the production of the STP commercials at Gotham and to his knowledge this was the first time the technique was used to create a broadcast commercial although he has experimented with the technique for some eight years outside of broadcasting.

At Universal he is recording an experimental series of programs for radio that he plans to offer soon for syndication. The series is called New Nordine and features unusual musical scoring behind talk. It is to be offered in a five-week format and a 26-week supply of shows already has been completed.

But none of this research progress is going to help Dr. Ross and his relations with the neighborhood kids. They won't look at television in his house with his kids any more. Not since the day he told them in jest that he had inserted school work subliminally into Batman. "They just won't come around anymore," he mused.

Radio-code list grows

The radio code of the National Association of Broadcasters showed a net gain of 20 stations between March 15 and April 15, with 28 additions and eight withdrawals. In the same period, the TV code added three stations and lost two.

The TV additions were: WENT-TV West Palm Beach, Fla.; WHIZ-TV Zanesville, Ohio, and WRKW-TW Madison, Wis. TV withdrawals were: WNOH-TV Toledo, Ohio, and XBM(TV) Beaumont, Tex.

Radio additions: WETU Wetumpka,
BEELINE COUNTRY...

AWFULY BIG IN FAMILY INCOME

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

The average household in our 21-county Sacramento market has an effective buying income of $7866 per year. This exceeds the income averages of 35 states ... including Florida and Texas.

Carry your message home to the 1.4 million members of this affluent society ... advertise on Beeline Radio KFBK. KFBK is just one of four Beeline stations which can open doors in California’s rich Inland Valley.

Data Source: Sales Managements’ Survey of Buying Power, 1966

McCLATCHY BROADCASTING
KATZ RADIO, NATIONAL REPRESENTATIVE

KFBK Sacramento
KBEE Modesto
KMJ Fresno
KOH Reno

BROADCASTING, June 5, 1967
\\n
**Small markets want protection**

NAB group, in organizational meeting, asks FCC to give it same CATV deal it gave top-100 markets

The small-market TV broadcasters, those that the FCC felt didn’t need protection from community antenna TV’s importing signals into their market, last week emphatically said they did need the protection and asked the FCC to do something about it.

Seven members of the National Association of Broadcasters’ newly formed secondary-market TV committee spent about three-fourths of the inaugural meeting in Washington last Thursday (June 1) discussing CATV and its effects on them. As one committee member put it: “We started with CATV, then moved on to CATV and then decided to tackle CATV.”

They unanimously endorsed the NAB’s stand that importation of signal protection be extended to all markets, not just the top 100 that are covered by the FCC’s rules.

The committee members, all from markets of less than 100,000, also wholeheartedly endorsed NAB’s stand on proposed copyright legislation. NAB believes if CATV’s are given any degree of exemption from copyright under the law, they then should not be permitted programs in connection with stations.

Several members of the committee also had criticism of the way the television rating services are covering the secondary markets. In general they feel the ratings firms are not spending as proportionate an amount of time, money and effort in their small-market reports as they are in the major markets.

The committee members are preparing detailed critiques of these services and will submit them to NAB’s research department for study, with an eye toward getting the research services to make the necessary adjustments.

**Retail Sales** Another area in which the committee felt secondary-market operators take it on the chin is in measuring retail sales of specific categories. It asked the NAB to study a long-range project, possibly developing methodology, that would enable it to show precisely what is sold in secondary markets.

As it stands now, the committee charged, sales in a small market are generally credited to the metro area where the distributor is located. Thus a national buyer looks too often to the metro station when the sales may actually be generated in a nearby secondary market.

The committee also asked the NAB staff to develop a questionnaire to determine the needs of the secondary markets in recruiting, training and holding personnel.

Several NAB executives used uncharacteristic phrases in describing the meeting and the committee. “It was very lively,” said one. And another couldn’t get over the idea that the members wanted to move and move fast, and as a result set another meeting for July 13. Traditionally, NAB committees don’t hold summer meetings, particularly in hot-and-humid Washington.

**NAB meets to pave way to Williamsburg**

Preparations for the joint board meeting of National Association of Broadcasters (June 26-30) get underway with a full head of steam this week. Two NAB committee meetings are scheduled this week with at least three more planned prior to board sessions.

Today (June 5), the American Values Committee meets in New York; Wednesday (June 7) the executive committee meets in Washington; on June 14 the Engineering Advisory Committee meets in Washington; on June 19 the Future of Broadcasting Committee meets in Washington, and on June 23 the selection committee meets in Washington.

The major meeting this week will be the executive committee session with probable discussion on the public television bill, the newly created All-Channel Television Society (ACTS) and the selection committee.

The NAB has testified before the Senate that it does not oppose creation of a Corp. for Public Broadcasting, but it favors the subsidizing of such a system through federal funds passed.
The CBS Radio sports team: All giants.

This is the big sportscasting team in network radio.

Phil Rizzuto's “Sports Time” has been sold out all of '67—the first availability opens in July. Frank Gifford's “Worldwide Sports” has chalked up some major success stories. And “Jack Drees on Sports” is sold out until the end of the year.

It figures.

Jack Drees was a great basketball player. Frank Gifford was an All-Pro flankerback in the NFL. And Phil Rizzuto spent 16 starring years with the New York Yankees.

In other words, our team is all giants. And sports fans are big on giants. It's that simple.

Now, if you want to reach the fans, put your money on the favorites—the CBS Radio giants. As we said before, they're head and shoulders over everybody.

CBS RADIO NETWORK
through the states. Although no date has been set for House hearings on the bill, the committee is expected to take a look at the Senate action and decide if a tougher stand should be taken in the House.

Acts Briefing * The committee will also be briefed on creation of ACTS (Broadcasting, May 29), which was formed by 26 UHF operators to further their cause outside the NAB arena. The main anti-NAB position has been taken by ACTS's temporary secretary, Robert Adams, a communications consultant, and the executive committee wants to know just how deeply rooted this feeling is among the UHFers.

Last January the TV board postponed any action on creation of a UHF committee until the June board meetings. It is possible the executive committee will recommend that the TV board reconsider and create a UHF committee within NAB.

The selection committee, made up of retiring board members, was originally set up to choose a chairman who would receive a $50,000 salary. It now functions, in effect, as a nominating committee and its main role is to screen potential candidates and recommend one or more for board approval. However, the chairmanship no longer carries a salary and some NAB members are questioning the need for the committee's future existence.

Joint board meeting will be at Williamsburg, Va.

Lawyers' actions raise ethical questions

Counsel for two competing applicants in a comparative hearing for a television construction permit face disqualification from that proceeding in an unusual hearing ordered by the FCC last week.

The counsel named in the order were the firms of Philipson, Lyon & Chase, representing Alabama Television Co., and Putbrese & Fisher, representing Birmingham Broadcasting Co. Along with two other applicants, the companies are competing for channel 21 in Birmingham, Ala. However, Seymour Chase has withdrawn from the Philipson firm, which is now Philipson, Lyon, Nellis and Mallios.

The hearing order issued last week grows out of a controversy among the counsel that was touched off last December when it was disclosed that Mr. Chase and Jason Shrinsky, then an attorney at Putbrese & Fisher, assigned to the channel 21 case, had held talks leading to Mr. Shrinsky's employment by the Philipson firm.

Birmingham, claiming it had been prejudiced, moved for the disqualification of Mr. Chase's firm and the dismissal of the Alabama application. Alabama, in a subsequent pleading, accused Birmingham of raising the issue with the "ulterior, conspiratorial motive of securing a merger" with Alabama.

The commission said the questions raised by the charges and countercharges should be resolved before the hearing returns to the comparative considerations. It directed the examiner, David I. Kraushaar, to expedite the hearing and to certify the proceeding to the commission for a decision without preparing an initial decision.

The hearing involves questions as to whether the law firms or members of firms engaged in conduct in connection with the comparative hearing which requires their disqualification from continuing as counsel in that proceeding. Another issue involves the determination of the facts as to the participation, if any, of the principals of Birmingham and Alabama.

Mr. Shrinsky, who did not join Mr. Chase and who is now with another communications law firm, was made a party to the proceeding.
The entire King Family and the Alvino Rey Orchestra will entertain your viewers for Thanksgiving, Christmas, Valentine's Day, Easter & Mother's Day. Just say the word.

Five one-hour, full-color KING FAMILY HOLIDAY SPECIALS on tape are now available. Within three days after the first announcement of the show, 20 major stations bought the package. Comments ranged from “wonderful idea” to “extremely saleable,” “good merchandising possibilities,” to “wish there were ten shows instead of five.” The KING FAMILY HOLIDAY SPECIALS are the smartest buy and the easiest sponsor sale you’ll ever make. With maximum results in ratings, profit and prestige for your station. For full information, call Dick Dinsmore at (213) 466-6300, in Hollywood. Call collect. THE KING FAMILY HOLIDAY SPECIALS North American Television Associates / Sunset-Vine Tower Hollywood, California 90028
CBS-TV meeting has full agenda

Affiliates in New York to discuss code standards and cigarette advertising

CBS's annual round of talks with TV affiliates in New York this week is expected to explore such futures as the proposed revision of TV commercial-code standards and the status of cigarette advertising.

The 1967 general conference of the CBS-TV affiliates will be held Tuesday and Wednesday of this week.

A subcommittee that will receive considerable attention at the meeting is one that's not officially on the agenda: that of CBS-TV's late-night programming plans for the spring of 1968.

With the phase-out of the United Network's Las Vegas Show (see page 34), affiliate interest in what CBS has in the wings as a late-night program is expected to be intensified. Network officials last week were reticent to discuss these plans, nor would they speculate how far along they are in preparations.

CBS officials, however, anticipate they'll discuss the time-standards section of the National Association of Broadcasters television code in anticipation of the TV code board meeting scheduled for June 28 in Williamsburg, Va. Affiliate approval of the proposed revisions is expected.

A reading of smoke signals that have been sent up in Congress on possible new controls on cigarette advertising (Broadcasting, May 22) and related developments are certain to demand some discussion at the conference, according to CBS sources.

CBS-TV recently was involved in a cancellation by R. J. Reynolds Tobacco of a half sponsorship of Beverly Hillbillies next season. Reynolds said it would discontinue its advertising on the Hillbillies, effective with the end of the current seasonal contract (Broadcasting, May 15), and related its move to the code regulation that a code member should not advertise cigarettes on a TV program series if more than 45% of its audience is under 21 years of age.

Some 750 persons from the affiliates are expected to attend the conference at which a number of CBS executives will speak.

Fall Shows - It was pointed out that a main thrust of this year's meeting would be full-length presentation of several shows in the fall schedule, with an emphasis on new shows. One of the films to be shown, Cimarron Strip, runs 90 minutes, while such one-hour films as Dundee and the Culhane also will be run in total length. Other fall programs for showing or mention on the agenda: Gentle Ben, Mannix, a preview of Thursday and Friday night movies, Good Morning World, a report on the new The Carol Burnett Show and He & She.

Programing areas, in addition to plans for CBS's late-night entry in the spring of 1968, will be discussed and analyzed by Michael H. Dann, senior vice president—programs; Perry Lafer, vice president—programs, Hollywood; Fred Silverman, vice president—daytime programs and development; and Michael Campus, director of special programs.

They are expected to point out the trends in network programing, such as the move to the longer show form, the high cost of production and the "creativity crisis"—the need for TV to stimulate and entice talent. Also to be discussed are new program changes in the daytime including the recently announced shuffle in Saturday's children shows (Broadcasting, May 29).

The CBS position on proposed changes in the commercial time standards and a possible discussion on cigarette advertising are slated in a session at which a report will be made by William H. Tankersley, vice president—program practices, and at a closed session late Tuesday afternoon.

Technology & Reports covering the use of satellites and new color developments in mobile equipment, particularly for such coverage as the political conventions, are to be made by William B. Lodge, vice president for affiliate relations and engineering, and on news coverage by Richard S. Salant, CBS News president. Mr. Salant is expected to touch on plans for coverage of the primaries next spring and the political conventions in the summer; for programming the CBS news hour, Tuesday at 10 p.m., and for the continuation in the fall of The 21st Century. CBS's position in TV sales and in audience will be presented by Jay Eliasberg, CBS-TV director of research, and Frank M. Smith Jr., vice president—sales.

Among other speakers are CBS news correspondent Walter Cronkite; Leon R. Brooks, CBS Inc. general counsel; John Cowden, vice president—information services, CBS-TV; Carl Ward, vice president—affiliate relations, and William C. McPhail, vice president—sports.

CBS-TV's president Thomas H. Dawson and John A. Schneider, president of the CBS/Broadcast Group, will address the convention. (Mr. Schneider's speech is slated for the luncheon Wednesday.) All sessions will take place at the Hilton in New York.

Government newspaper has a still birth

A controversial war-on-poverty application asking for Office of Economic Opportunity funds to establish a weekly newspaper in North Carolina and buy time on two local radio stations has been withdrawn, the OEO has announced.

Newspaper accounts of the plan touched off a storm of criticism on Capitol Hill. Seen as putting the government into the newspaper business, and using tax revenues for the purpose, the proposal was termed an attack on press freedom. Most critics mentioned the radio aspects of the plan, but only in passing, focusing their fire mainly on the idea of circulating a newspaper, free of charge to subscribers, with community news of a general nature, editorials, and simulated advertisements encouraging residents of a four-county area to participate in OEO-sponsored community-action programs.

In addition to publishing a newspaper, the plan provided for the purchase of broadcast time from each of two local radio stations, Wata Boone N. C., and Wroe Spruce Pine N. C., at a total cost of $15,000. The stations had offered to contribute additional time and one member of the project's governing board was to have been "a representative from one of the two local radio stations... with the concurrence of the stations' owners."

Money was to have been provided by the OEO to purchase two mobile vans for field recording of material to be broadcast.

CBS-TV's vice president Thomas H. Dawson and John A. Schneider, president of the CBS/Broadcast Group, will address the convention. (Mr. Schneider's speech is slated for the luncheon Wednesday.) All sessions will take place at the Hilton in New York.

Media reports...

New sales office - WNYJ-AM-FM New
ark, N. J., has relocated its national sales office to 510 Madison Avenue, New York.

What's the value of a Byline?

Years of a man’s professional life can pass before he rates a byline.

Some never make it.

Those that do can usually be depended on to deliver their story with the integrity and skill befitting their byline.

We make medicines for doctors to prescribe. And, we make them with integrity and skill.

Whether life-saving or not, we feel they demand that we put ourselves on the line—and we do.

LEDERLE LABORATORIES
A Division of American Cyanamid Company, Pearl River, New York
Critics tear into copyright bill

Federal Bar Association briefing places CATV’s hope on Senate relief from copyright liability

Provisions of the copyright law revision bill now before the Senate came under fire last week in New York during a briefing sponsored by the Federal Bar Association.

CATV interests also took the opportunity to express hope that the Senate would insert some exemption from copyright liability into the bill. The bill (H.R. 2512) was passed by the House (New York briefing, April 17) but a key passage, one which would have provided partial exemption for CATV systems, was deleted by a vote of 57 to 17. The bill went to the Senate without the crucial provision—Section 111—and in its present form imposes total copyright liability on all CATV systems.

As it stands, the bill along with a recent court decision that held a CATV system liable for copyright infringement (BROADCASTING, May 29), have left the cable industry with but one hope: that a Senate bill will relax the stringent provisions of the House measure.

Inclusion by the Senate of exemption provisions as embodied in the now-deleted Section 111 or similar language appears to be the only hope for an industry faced with paying millions each year in copyright fees. On May 22, a unanimous-three-judge ruling handed down by the U. S. Second Court in New York affirmed an earlier decision that the Fortnightly Corporation had infringed upon the copyrights of United Artists. The only judicial redress available to CATV interests now appears to be an appeal to the Supreme Court, a long, expensive process with no guarantee of success.

Senate Relief • According to E. Stratford Smith, a Washington communications attorney and a participant in the Senate briefing, CATV hopes for relief from the Senate, possibly in the form of a re-inclusion of Section 111, or, preferably, something more liberal. While CATV interests would welcome relief from the Senate regardless of the wording, Mr. Smith said the cable industry still had reservations about what form the exemptions should take. Mr. Smith said the deleted section provided for a ban on most local program originations by CATV systems. He asked rhetorically: "What does a ban on local program origination have to do with copyright revision? Denial of program origination [a provision that might be considered by the Senate] could only hurt copyright owners," he said. "Cable system operators would buy programs."

Speaking of a provision in Section 111 providing that copyright exemption would be lost if CATV systems carried pay-television programs, Mr. Smith said that such a provision was "more to protect broadcasters than copyright owners. Why use copyright law to get at pay TV and CATV?" he asked.

Mr. Smith also questioned the language of Section 111 which dealt with CATV news originations and which it is felt may serve as a model for the Senate measure. The section provided, among other things, that CATV systems could originate news and still retain their copyright exemptions, so long as no editorial comments were made.

"What's editorial comment in a news broadcast?" Mr. Smith asked. "Will the [copyright] register decide what is editorial comment, and then determine if there has been a copyright infringement?"

Defining Terms • Mr. Smith's concern over the question of editorial comment was shared by Richard Jencks, deputy general counsel for CBS Inc., who said it would be difficult to determine just what the phrase means. Mr. Jencks implied that it would be harmful if a provision were adopted which would prevent CATV from providing a public service.

Mr. Jencks said he believes Section 111 probably will be the basis for a partial copyright exemption for CATV by the Senate, but he disagreed with Mr. Smith's assertion that the section, or one akin to it, imposes an outright ban on local origination. It should be emphasized, he said, that the section did not stop local program origination by a system that pays copyright fees. He said it would be unfair if CATV systems were allowed to pay syndicators for programming with money it saved by picking broadcasters' signals from the air for free. "The key issue in any CATV-copyright compromise in the Senate is the restriction on program origination," Mr. Jencks said.

Mr. Smith said CATV systems were willing to pay copyright fees as long as they were "reasonable." He also indicated industry support for a system of statutory fees subject to revision at predetermined intervals.

In an earlier session of the copyright revision briefing, Eugene Alinekoff, general counsel of National Educational Television, said there were some questions in his mind about public television (as opposed to institutional TV) and the new copyright bill. "Public television needs the best material it can get," he said, but does not have the funds to match commercial broadcasters. "What ETV wants is to make sure there is a mechanism with which it can obtain copyright clearances quickly and economically." He said that a subsidized-TV program on modern music could not omit the compositions of Gershwin, Prokofieff or Stravinsky, but these works are covered by copyrights; the new bill also gives slight relief for dramatic presentations by ETV.

There are features, will sell

A new Hollywood-based TV distribution firm, offering 15 feature films for first-run station release, has been formed. Called American Releasing Co., it's headed by Frank D. Smith, former vice president and general sales manager of Pathe News Inc.

A package being offered includes color as well as black and white movies produced in the last two years. The company also has five Judy Garland specials, 39 half-hour color Captain Grief shows and 52 half-hour wrestling programs. It expects to acquire 39 half-hour discotheque shows produced on location in major cities of the world.

Publicizing food prices

In about four weeks Timothy W. Costello, New York deputy mayor, will begin weekly broadcasts over municipal WNYC, alerting consumers to food price variations among neighborhoods. The information will also be supplied to local radio and television stations and newspapers.

Dr. Costello said last week that Dr. Carleton Wright, dean of the Cornell University extension service, will act as a consultant to the recently established mayor's council on consumer affairs, which is organizing the reporting system. Consumers, and labor and management in the food industry will also cooperate with the mayor's council.
Here's the algorithmic scoop about the Eastern Iowa Market

Our sociologists have been tooling around Iowa, studying the aborigines and their tribal customs, looking for hayseeds. With singular unanimity they report: 1. The incidence of straw chewers is slightly less than negligible. 2. The road to the country club is paved. 3. The inside of an Iowan's head looks pretty much like the inside of a New Yorker's, except for his nasal passages, which are clearer.

One of our recurrent mathematical problems is that involved in dispelling the Iowa = corn image. We have nothing against corn; some of our best friends are corn products. However, Iowa's industry long ago outdistanced Iowa farms. Less than 30% of Iowa's labor force is directly employed in agricultural production. Of Fortune's top 500 firms, 115 have Iowa locations. In 1966 Iowa's income from farm marketing was $3.3 billion. That, admittedly, ain't hay—but it's almost peanuts compared to Iowa's $10.2 billion industrial output the same year. Factory employment averaged better than 200,000 a month in 1966. The unemployment ratio in 1966 was 1.4%—about a third of the national figure.

What's sauce for Iowa is saucier for Eastern Iowa, or WMTland, because 60% of Iowa's population and purchasing power, and four of Iowa's eight largest population centers, are within kilocycling range. The wonders of communication make our audience as aware of new products and new ideas as the most sophisticated commuters.

For a definition of algorithmic and other arcana, write us, or see the man from Katz, our national representative.
Every facet of broadcasting brings car dealer a profit

Cal Worthington is a towering Texan, once removed, who is plying the broadcast field in Southern California from every conceivable angle. For the last 17 years he's been a heavy used-car advertiser on local radio. During 15 of those years he's been doing the same kind of advertising on local television. For much of that time he's been a disk jockey on radio, produced several country-and-western music and variety programs on local TV stations, been the on-camera host of these programs and headed his own advertising agency. Currently he pilots his own traffic-monitoring airplane, reports on traffic conditions and sells the service to three Southern California radio stations. This is besides owning a Dodge automobile dealership and three western ranches encompassing more than a million acres of grazing and other land in three states.

For almost two decades, broadcasting in one form or another, from one direction or another, has been Cal Worthington's means to consistently profitable ends. "I've made millions because of broadcasting," he says today. "Of course, I haven't been able to hang on to all of it, but broadcasting made it possible to get."

Mr. Worthington, a captain in the 8th Air Force in World War II and the pilot of a bomber, left Corpus Christi in 1947 and settled in Southern California. In 1950 he got into the car business, opening a Hudson car dealership in the central section of Los Angeles. A year later he was persuaded to buy a 15-minute program on KEZY Pasadena (now KRLA) and act as his own disk jockey. Still another year later he began advertising his cars for the first time on television. Soon he was not only working morning and evening disk jockey programs on radio but also was doing his own used-car pitch in numerous television spots.

His approach on mike or camera was consistent. He leaned on his Texan, tall-in-the-saddle background. He played the western theme for all it was worth, but sincerely, not as a put-on or as a clown. He even yodeled his own cowboy tune during his television spots.

By 1956, Mr. Worthington switched to a Dodge dealership and increased his broadcast-advertising expenditures. He also produced and appeared on such local TV series as Cal's Corral and Country Music Time. Both were carried for many seasons and until recently on KCPV (Tv) Los Angeles.

Per-Car Budget - At the peak of his broadcast activity, maybe two seasons ago, Mr. Worthington had five automobile dealerships in Southern California and was spending an average of $80,000 a month in radio and TV advertising. But lately the bottom has dropped out of the automobile market in the Los Angeles area. Where he used to be able to sell an automobile for every $20 worth of broadcast advertising expenditures, Mr. Worthington discovered that it takes at least $150 a car now.

Last year, finding himself down to one dealership, he fought to keep his name and image as a low-keyed, public-spirited businessman before the public. Having purchased an airplane to commute among his three ranches in Nevada, Idaho and California, he decided to put the craft to even more practical use. He began a traffic monitoring service and syndicated it through his own agency, Far West Advertising.

Currently, four hours a day—7-9:05 a.m. and 4-6:05 p.m.—five days a week at 15-minute intervals, Cal Worthington in air unit 57 reports on freeway conditions to KLAC Los Angeles, KFOX Long Beach and KEZY Anaheim. He believes that his is the only such syndicated service offered in the West.

He delivers 18 reports a day to each of the stations, none of which are in a competitive situation with one another. His air unit 57, a high-powered, glider-type bush craft, carries two microphones and four two-way radios (he also owns two other planes). Mr. Worthington makes his reports live to KLAC and then immediately begins a seven-second countdown before delivering a report to KEZY, followed immediately by another such delay and his final report of the interval to KFOX. The last two named stations tape the reports and play them about an hour later after they are recorded. The traffic reports for the three stations are similar, with a change of emphasis made to suit individual locales.

In all, Cal Worthington covers some 600 miles a day monitoring traffic for the three radio stations. His afternoons are devoted to the automobile dealership and other businesses. Although, Mr. Worthington has used a considerable amount of print advertising, he claims that traditionally about 95% of his business has been generated by broadcasting.
A true fish story

WTMJ's "Ask Your Neighbor" show proved to be the perfect fishing spot for the Walter Meier Company, food brokers for Icelandic brand fish. Using this program once weekly as their only advertising medium, they increased sales from hundreds of cases per month to thousands . . . gained product representation in eleven chain food stores . . . and achieved recognition as the Number One U.S. broker for Icelandic brand fish!*

"Ask Your Neighbor" isn't the only WTMJ program luring listeners these days. Contact our representatives for details on our complete new radio line-up . . . they'll find a perfect spot for you too.

*Based on sales versus population throughout the United States.

Pick a spot, any spot, and you're sure to pick a winner!

MILWAUKEE Responds to WTMJ Radio 62 • 5000 Watts/NBC

Represented by: HENRY I. CHRISTAL CO., INC., New York • Chicago • Boston • Detroit • San Francisco • Atlanta • Los Angeles • St. Louis

BROADCASTING, June 5, 1967
Radio series sales...


All Time Heavyweight Championship Tournament (Woroner Productions Inc.): Wabi Bangor, Wepg Presque Isle, and WCOW Lewiston, both Maine; WTAE Pittsburgh; WFBR Baltimore; KGWM-FM Idaho Falls, Idaho; KARR Great Falls, Mont.; KPCA Greeley, and KSCE Pueblo, both Colorado; WATR Waterbury, Conn.; WJLM Wilmington and WDOV Dover, both Delaware; WMBF Milville, N. J.; WCUW Cumberland, Md.; KNOP North Platte and KHAS Hastings, both Nebraska; KERR(FM) Salinas, Calif.; KXTC Tucson, Ariz.; WSWA Wausau, Wis.; KGZ Kalispell, Mont.; WBX Utica-Rome, N. Y.; WERW Cleveland and KDL Duluth.

Myron J. Bennett's Talk Digest (World Wide Productions): KFRE-FM Fresno, and Xemo Tijuana, Mex.-San Diego, both California; KOA Denver; WFRR Baltimore and KIZZ El Paso, Tex.

Anniversaries In Sound (Triangle): WEMI Fitchburg and WSAR Fall River, both Massachusetts; WOIR Manchester, WFBR Portsmouth, and WTVS Claremont, all New Hampshire; KOVC Valley City and KHEY Jamestown, both North Dakota, and KBMV Wahpeton, N. D.-Breckenridge, Minn.

Amazon Ace (Spot Productions): KFJZ Fort Worth, KTSA San Antonio, KNZU Houston, and KLJL Dallas, all Texas; KOXK St. Louis; WKLO Louisville, Ky.; KTKO Oklahoma City; KIOA Des Moines and KSTT Davenport, both Iowa; WHN Newport News, Va.; WFUN Miami, Fla.; KEYN Wichita and KUDL Overland Park, both Kansas; WHHY Montgomery, Ala., and WGBK Knox-ville, Tenn.

Love and Marriage (F-P Productions): WBBY West Bend, Wis.; WNYA Norton, Va., and WXYR Cumberland, Md.

Take Five to Laugh (F-P Produc-

Westin gives details of PBL's plans

The organizational and program- ing approach of the Public Broadcast Laboratory was outlined last week in New York by its director, Av Westin. PBL will produce a series of 26 two-hour news and cultural-aff airs shows, to be carried weekly on Sunday nights, starting Oct. 29, by affiliates of National Educational Television (NET). Mr. Westin was speaking to the Deadline Club of Sigma Delta Chi, the national jour nalism society.

Under a "very strong" editorial policy board (Broadcasting, May 22), PBL is organized on the "desk" system: cultural affairs, foreign affairs, national affairs, the social sciences, and the natural and physical sciences. Mr. Westin said experi enced editors and reporters will carry out investigative and trends re porting in their areas, frequently in collaboration with the staffs of affiliated stations.

Stations will cover developments in their local areas, with a view to suggesting program themes and ap proaches, and carrying out local production for assembly into the PBL show.

This cooperative, decentralized re lationship between PBL and stations is the basis for what Mr. Westin called a "different kind of network . . . not conceived as 'big brother' dominating all the transmitters of the individual stations."

The concept of decentralized networking is significant in the present differences between Ford Foundation and Carnegie Commission proposals for the Corp. for Public Broadcasting along the lines of decentralization, which the commission favored, vs. regular networking, advocated by Ford.

Many Experts Another aspect of the PBL operation outlined by Mr. Westin is its extensive involvement with professionals and academics in various disciplines. In addition to its editorial policy board, the PBL operation will be aided and, in part at least, guided by "boards of experts." One such is a recently constituted group of six legal experts, who will be meeting in New York in mid-June to frame proposals for PBL coverage in that area.

Beyond these consultative functions, academics will be on-camera as analysts, and commentators in a variety of interview, symposium and seminar formats, and even as reporters. Mr. Westin was highly critical of commercial networks that he said "with few exceptions seem to be content to have their credit line in newspapers attached to quotes from their Sunday interview shows. They are not breaking news—their guests are."

The question of how to turn college professors into investigative reporters was not the only one left open by Mr. Westin's presentation. In the question period after his speech, a number of points were raised but in some respects left dangling.

One of the biggest concerns was the role Fred Friendly will have in relation to the PBL operation. Mr. Westin said that while Mr. Friendly had "taken himself out of the operations area . . . his proposals for coverage would receive the same consideration as everyone else's."

Cup in Hand In addition, Mr. Westin said that in his role as TV consultant to the Ford Foundation, Mr. Friendly "would be around when we go back for more money," which seemed to open again the question of PBL financing and perspective as a Ford Foundation-endowed TV news organization.

In response to a question about the future of PBL, after its two-year demonstration period ends, Mr. Westin suggested that its becoming "the news" and public affairs division of the government-subsidized Corp. for Public Broadcast ing is a possibility. I can't speak for Ford, but we wouldn't have left our network jobs—we weren't unemployed—if we hadn't felt that we would be around for a long time."

Mr. Westin also somewhat blurred his promise to NET affiliates at their convention in New York (Broadcasting, April 24) to interconnect all of them, by defining that as "a commitment in principal."

"There is a cost factor involved. . . . We are in negotiations with AT&T now. . . ."

He also raised the possibility of switching the PBL broadcast to a different night by remarking: "We are in a position to switch nights . . . on the basis of consultation with our affiliates."
A wide range of concerts and performances were scheduled for the upcoming season. The lineup included a mix of live events and virtual performances, ensuring that there was something for everyone's taste. The performances were spread across various venues, from local community centers to national stadiums. The diverse range of shows included music, theater, and comedy, with both local and international performers. The schedule was designed to cater to all ages and interests, with a focus on providing an inclusive and engaging experience for all attendees. Overall, the upcoming season promised to be an exciting and memorable one for all who attended the performances.
and the program will be produced by Alexander Cantwell. The Wool Council will provide production and line costs for the special and stations will be permitted to sell time to local and regional advertisers.

Latin communications gap hit by ABC Newsman

Bananas, revolutions, sombreros and siestas make up what Latin American correspondent Merwin Sigale considers an appallingly naive United States stereotype of Latin America. Even at the most fundamental political, economic and geographic levels there exist disturbing Latin American misconceptions of the U. S. as well. Images have not faded as policies have changed.

In an address to the Alabama Broadcasters Association in Huntsville, Mr. Sigale, Miami bureau chief for ABC News, conveyed an acute concern over what he termed “a crisis . . . no less real—and in the long run, no less important” than the Middle East crisis or the Vietnam war. “This communications gap,” he said, “must be dealt with in the interest of wholesome relations between the United States and Latin America. We as broadcasters, can and should play a role in meeting this crisis of communications.”

In reference to a proposed Panamanian satellite ground station, he remarked: “Satellites are making global radio and television a reality. The live image of the U. S. will soon be available in Latin America. It is our responsibility as broadcasters to make our live image a real and fair and truthful one, and at the same time to provide the American people with more and better information about Latin America.”

NAB radio clinics swing east next week

The second half of the National Association of Broadcasters radio program clinics opens and closes this week. Sessions will be in Nashville on June 4-5, Detroit on June 6-7 and Philadelphia on June 9-9.

Registration for those three was at 225 last Thursday (June 1). Attendance at the first three clinics in Salt Lake City, Oklahoma City, and Palo Alto, Calif. (Broadcasting, May 29), was about 200.

Discussing “How to be a hero in your own hometown” will be Marianne B. Campbell, Avco Broadcasting Corp., in Nashville and Detroit; Richard R. Ferry Jr., WACE Springfield, Mass., in Detroit; and Harry Thayer, WOIR, Kingston, N. Y., in Philadelphia.


“How to be humorous on the air” will be handled by John Barrett, KRLA Pasadena, Calif., at Nashville and Detroit, and by Andrew Ockershhausen, WMAL Washington, in Philadelphia.

Field obtains two series for TV syndication

Field Communications Corp., which only last September moved into the television distribution field in a major way, has just come through a period of important acquisition. The separate syndication department in Hollywood of the Chicago-based Field Communications UHF operation has acquired 26 half-hour color shows each of the Territory Underwater and Ski-Breed series. Another new property for Field is Your Pet’s Best Friend, a five-minute color series. In addition, Field has acquired a special, The Price of a Record, the life story of the late race driver Don Campbell. This program may be headed for sale to a group of network-owned stations.

The major Field film package, Hawaii Calls, currently is being seen in 31 domestic markets with projections calling for sale to an additional 40 markets by fall. Consideration is being given to the production of another 26 half-hour color programs in the series to add to the 26 already in distribution. All told, Field Communications is syndicating a total of 17 color packages.

In setting up its distribution arm, Field purchased all of the syndicated products of Cardinal Programs Inc., Los Angeles (Broadcasting, Sept. 12, 1966). Included were eight different color film series, comprising more than 320 different programs.

Radio first with news of paper's demise

Major Market Radio Inc., New York station representative, commissioned a local coincidental telephone survey of 300 men and women, asking how they first heard the New York World-Journal-Tribune’s closing May 5. Radio scored a beat, reporting the news at 10:30 a.m., and carried the survey.

Most striking is the finding that 42.7% of men interviewed got the news from radio. Wilmot Losee, MMR president, commented: “We’ve long known men are reachable through radio even during so-called business hours, but many advertisers and agencies still insist that driving times are the only hours when men tune in.”

Of the remaining 57.3% of the 117 men interviewed, television and newspapers were the first source of 16.2% each.

Of 183 women interviewed, 33.3% first heard from radio, 35.5% from television, and only 8.7% from a newspaper.

Mr. Losee is presenting the results of the survey to former World-Journal-Tribune advertisers.

Three markets pick up WWL's Garrison special

The Garrison Investigation—The First 90 Days, telecast on WWL-TV New Orleans May 28, has already been sold in three markets including Los Angeles, and a number of other markets, including New York, are considering airing the one-hour special.

Newsman Bob Jones, who wrote the show, was featured with District Attorney James Garrison in a 23-minute interview in which Mr. Garrison presented his investigation of the Kennedy assassination along with his theories involving Lee Harvey Oswald, the CIA and New Orleans-businessman Clay Shaw. In the show, Mr. Jones went back and traced the entire investigation from the day Mr. Garrison announced he had “solved” the assassination to the present. WWL-TV expects to repeat the special soon.

Program notes...

MGM documentaries • Metro-Goldwyn-Mayer has formed a new department on the West Coast to produce television documentaries and specials. Also included in the department's plans are feature-length documentaries for theatrical distribution. Named to head the documentary operation are Irwin Rosen, Nicholas L. Noxon. Both are moving over from positions with Wolper Productions, Los Angeles.

Speedy cartoon • Trans-Lux Television, New York, reports that it is placing into syndication a half-hour color cartoon series, Speedy Racer, and has made its initial sale to WPXI(TV) New York. The 52-episode series centers on automobile racing and was acquired by Trans-Lux through negotiations with K. Fujita As-
78V was meant to be your master.
78V is the tape to use if you’re after excellent masters and great copies.

Here’s why:

We designed 78V for the new generation of high-band recorders.

It reproduces colors no other tape can match.

It offers quality video without sacrificing quality sound. (Its signal-to-noise ratio is consistently high. And it has better frequency response, more stable reference signals, and more uniform audio signals than any other video tape.)

It’s consistently low in abrasion from reel to reel.

And it’s durable. 78V will perform with a minimum of dropouts long after other tapes have failed.

Of course, the best test of a great tape is how well it performs on your recorder.

We’d like you to make that test.

Contact us, and we’ll dispatch our man with a reel. We’ll also send you more information—including specs—on 78V if you’ll write us at 700 Memorex Park, Santa Clara, California 95050.

78V begins where other color video tapes leave off.

MEMOREX
All that glitters • Official Films Inc., New York, has acquired worldwide TV rights to a 90-minute color special, The Golden Tee, which features golf instruction by 10 professionals. The film is described as “the first complete movie book on golf.”

Water show • Bob Stewart Productions, New York, has gained rights from Cypress Gardens (tourist attraction) in Florida for the production of a one-hour “water spectacular” TV special there. Chester Feldman, company’s executive vice president, will produce the filmed program.

Modern mood • Corelli-Jacobs Film Music Inc., New York, is offering an additional 10 hours of new recordings to its De Wolfe Mood Music Library. Selections are available on disc or tape for radio, film and video-tape use. Recordings emphasize the young, modern sound.

Quick study • The Learning Process, an NBC News one-hour special will pre-empt the Bob Hope Chrysler Theater, Wednesday, June 21 (9-10 p.m.). The documentary on education will be sponsored by McDonald Systems Inc., through D’Arcy Advertising, and the Insurance Co. of North America, through N. W. Ayer & Son, New York.

On the (sales) march • Warner Bros. Television Division, New York, reports its off-network series, F Troop, newly placed in syndication, has been sold in 23 markets with 11 new sales completed in May. Of the total, nine sales said to be in the “top-10” markets are identified as: New York, Los Angeles, Chicago, Philadelphia, Detroit, Boston, San Francisco, Cleveland and Washington.

For funeral directors • Lo-Will Co., Akron, Ohio is producing a weekly 15-minute radio program designed for funeral directors. The series, entitled A Lamplighter’s Serenade, will feature readings and music in a light vein.

Commercial talent • Thomas F. Carroll, formerly executive assistant to Don Soviero, president of S.A.C. (Shaw Artists Corp.) Talent Agency, has established his own radio and television commercial talent agency, Thomas F. Carroll Inc., at 1550 Lake Shore Drive, Chicago (312-943-0750).

ABC theater • Of Mice and Men, a two-hour adaptation of the John Steinbeck classic, produced by David Susskind’s Talent Associates, will be presented during the 1967-68 season as an "ABC Theater Night." George Segal, Nicol Williamson, Franchot Tone, Joey Heatherton and Donald Moffat will star.

On soccer kick • Film reel made available to TV stations by the British Information Service in its British Calendar quarter-hour series includes a sequence of soccer play between England and Scotland at Wembley, “as soccer comes to the U. S.” Films are free with nominal shipping charge from 845 Third Avenue, New York 10022.

Atomic program • Argonne National Laboratory, Argonne, III, is offering radio stations a new series of nine and one-half minute programs, House of Science, which explores current progress in atomic research departments there. Ed Ronne is producer.

‘Place’ replacement • Our Place, a variety hour featuring the Doodletown Pipers, Burns and Schreiber, and the dog puppet "Rowll," will premiere Sunday, July 2 (9-10 p.m.) as the summer replacement of CBS-TV’s The Smothers Brothers Comedy Hour.

On the move • Showcorporation, New York, distributor of features to television and theaters, has moved headquarters to 10 East 49th Street, New York 10017. Telephone number is 421-8830.

Tapped ‘Africa’ • ABC News last week used some topical footage of more than 600,000 feet of film it has on tap for its Africa project that will be telecast on ABC-TV on Sept. 10 (7-11 p.m. EDT). ABC-TV on May 31 ran an interview with Eastern Nigeria’s military governor, Lieutenant Colonel Odumegwu Ojukwu, during the Peter Jennings with the News early evening program. The interview was telecast in view of reports that the eastern section of the country had declared independence as the Republic of Biafra. The interview, which had been filmed in advance for the Africa project, touched on the worsening situation in Eastern Nigeria.

Metromedia’s TV news swaps

Plans to increase an exchange of news and news features among the Metromedia TV stations in New York, Los Angeles, Washington and Kansas City, Mo., were announced by the company last week.

Dick Woolen, vice president-programing, for Metromedia’s TV division said: “With each of our stations located in a major news center, it makes sense to expand our exchange of news stories and ideas for news stories.” The stations that will participate in the exchange are WNEW-TV New York, KTXV (TV) Los Angeles, WTTG (TV) Washington and KMBC-TV Kansas City.
Corinthian files to go public

SEC registration shows Whitney will offer 22% interest; 829,107 shares to sell at $26 top, possible $21.5 million

Corinthian Broadcasting Corp. took the second step last week in its march toward going public. It registered with the Securities and Exchange Commission in Washington to offer to the public 829,107 shares of common stock.

John Hay Whitney, financier and former publisher of the now defunct New York Herald Tribune, will sell 750,000 shares; after that initial offering 10 other stockholders intend at various times to sell the remaining 79,197 shares. Mr. Whitney personally.

The registration form reported that the stock would be sold at a maximum of $26 per share. Mr. Whitney would realize $19.5 million; the other 10 selling stockholders, $2,056,782.

The stock will be sold through Goldman, Sachs & Co., New York. Following the public sale, the SEC registration stated, Corinthian will seek a listing on the Stock Exchange.

FCC Approval * The registration with the SEC followed by two days FCC approval of control of Corinthian from Whitney Communications Corp. to Mr. Whitney personally. After the offering, Mr. Whitney directly or indirectly will own 57.9% of Corinthian.

In a seven-year review of consolidated income, the filing last week showed that Corinthian revenues had moved from $10.8 million in 1961 to $18.4 million in 1967; that net income after taxes had moved from $818,064 in 1951 to $3.7 million in 1967. These figures, it was reported, also include operating revenues of $617,000 in 1961 and $104,000 in 1966 and net loss of $2,000 in 1961 and net income of $13,000 in 1966 for the radio stations owned by Corinthian. Corinthian sold one radio station in 1964, and a second in 1966.

As of April 30, Corinthian showed total assets of $35 million, of which $7.2 million were current. Total current liabilities were listed as $5.8 million; long term bank debt, $12 million, and retained earnings of $12.5 million.

Station Holdings * The company, an outgrowth of Mr. Whitney’s and his associate’s purchase of KOTV(TV) Tulsa in 1954 for $4 million, now owns KOTV, and WISH-TV Indianapolis, WANE-TV Fort Wayne, Ind. (the only UHF), KHOU-TV Houston and KXTV(TV) Sacramento, Calif. The Indianapolis and Fort Wayne stations were bought in 1956 for the then record price of $10 million; Houston was purchased in the same year for $4.25 million, and Sacramento in 1958 for $4.5 million. Corinthian sold WISH-AM-FM in 1964 for $1.25 million; WANE in 1966 for $250,000.

The company said it anticipates further acquisitions in broadcasting or nonbroadcast fields, although it stressed that no negotiations are now underway. It reported that it receives 15% of its operating revenues from network payments (all Corinthian stations are CBS), 58% from national spot, 24% from local advertising, and 3% from miscellaneous. It also reported it has 385 fulltime employees, and that it spent $2 million, mostly for color equipment, in capital expenditures for equipment in the last three years. For the current fiscal year, which ends April 30, the company said it expects to spend $1 million in equipment, of which $600,000 is for equipping the new Sacramento studio-office building.

Also Selling * Other shareholders who expect to sell after Oct. 15 include C. Wrede Petersmeyer, president of the company, who is selling 49,000 shares, retaining 116,000; James C. Richdale Jr., vice president-general manager of the Houston station, 2,585, retaining 5,177; George G. Jacobs, engineering director, 5,740, retaining 8,635; Donald L. Kearney, sales director, 4,400, retaining 7,975; Robert S. Wilson, vice president and general manager, Sacramento, 4,997, retaining 5,000.

During the last year, Mr. Peterseyer received $75,555 as total remuneration, including profit sharing retirement of $9,855; Charles H. Towe, vice president, $43,315, including $5,625 for retirement; Mr. Richdale, $63,279 including $24,700 bonus on station profits; Robert B. McConnell, vice president-general manager, Indianapolis, $57,659 including $15,600 bonus and in addition $10,000 credit as deferred compensation.

As of June 1, Mr. Whitney, one-time ambassador to England and part owner of the defunct New York World-Journal Tribune, personally owned 48.6% of Corinthian, and 31.4% of the 39.1% owned under the name of Whitney Communications Corp. Corinthian has 4.5 million shares authorized, and 3,384,259 outstanding.

Mr. Whitney, through Whitcom Inc., a new company, now owns WGHD-AM-FM Kingston, and WVOX-AM-FM New Rochelle, both New York, which previously had been owned by Mr. Whitney and associates.

Rollins diversifies into wallpaper firm

Rollins Inc., Wilmington, Del., diversified firm with group broadcast holdings, has announced an agreement to acquire Dwoskin Inc., Atlanta-based wholesale distributor of wallpaper and wall coverings.

Rollins has established Rollins Wallcoverings Inc., a wholly-owned subsidiary of Rollins Inc., and is issuing a reported 40,000 shares of preferred stock in Rollins Wallcoverings to the Dwoskin stockholders. This preferred stock, earning $3 per share in annual dividends, is convertible during the first four years into Rollins Inc. common with a maximum of 66,336 shares and...
In Iowa who delivers more in the afternoon?

50.4% MORE adults (12 Noon - 6 PM) than Station 2

45.0% MORE women (12 Noon - 6 PM) than Station 2

56.3% MORE men (12 Noon - 6 PM) than Station 2

PLUS 64.5% MORE net unduplicated homes weekly than Station 2

SOURCE:
93-County Pulse Area Survey
Sept.-Oct., 1966

WHO RADIO... that's who!

50,000 WATTS · 1-A CLEAR CHANNEL · DES MOINES, IOWA

Represented Nationally by Peters, Griffin, Woodward, Inc.
Performing 35 years behind the scenes

RCA BROADCAST SERVICE

Broadcasters' repair, modification, and overhaul needs are strictly behind the scenes. And RCA Service Company experts keep on providing service to keep all your broadcast equipment operating at peak performance. Take advantage of RCA's experience in AM, FM & TV servicing—on a contract or per-call basis.

Dial either of these offices for full information about fast, dependable RCA service:

Chicago (312) WE 9-6117
Philadelphia (215) HO 7-3300

If you prefer, write:
Technical Products Service
RCA Service Company
A Division of
Radio Corporation of America
Industrial Center, Camden, N. J. 08101

a minimum of 57,140 shares depending on the time of conversion. At the end of four years, additional common shares of Rollins Inc. may be issued depending on the increased earnings after taxes of Dwoarkin companies and the market price of Rollins Inc.

In addition to its wallcovering business, Dwoarkin also has a painting and decorating division, and recently opened a decorative fabric division. Another division of Dwoarkin is Datafax, a computer-service organization.

The acquisition will add more than $10 million a year to Rollins' revenues, the announcement said. Rollins' fiscal year ended April 30, but a final report has not been issued. In fiscal 1966, Rollins' revenues were $70.6 million.

Rollins owns three TV and seven radio stations, as well as exterminating, pesticide, chemicals, outdoor advertising, advertising agency and consumer finance businesses.

Ameco's drop continues through third quarter

Net loss and a drop in net sales for the nine-month period ended March 31 have been reported by Ameco Inc., Phoenix, manufacturer of CATV equipment.

Bruce Merrill, president of the company, attributed Ameco's continuing losses to the firm's inability to correctly assess its share of the CATV-equipment market and a substantial downward inventory evaluation adjustment during the third quarter.

Mr. Merrill predicted substantial sales volume for the next fiscal year in new solid state CATV headend equipment and a line of CATV amplifiers.

"Ameco," he said, "is currently quoting this new equipment in turnkey bids on several million dollars of new CATV construction." However, he added, "our slippage in the market was so severe that we anticipate we will be several months into our next fiscal year before a turn-around of any consequence is achieved."

For nine months ended March 31:

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<td>Earnings per share (loss)</td>
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<td>Sales</td>
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<tr>
<td>Income (loss) before taxes and special item</td>
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<td>Net income (loss)</td>
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<td>Common shares outstanding</td>
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Adler to handle details of CBS-Holt merger

Norman A. Adler has been appointed vice president, general executive of CBS Inc., effective July 17 with initial duties to include assisting the merger between CBS and the New York publishing firm of Holt, Rinehart & Winston.

Until he assumes the newly established position, Mr. Adler will continue as vice president and general manager of CBS Educational Services Division, which he organized last summer when the network announced its intention to make a major entry into the educational-services field. CBS plans to transfer its educational activities to Holt when the pro-

Warner board okays sale to Seven Arts

The Board of Warner Brothers Pictures Corp. May 26 approved an amended offer of Seven Arts Associated Corp. to buy all assets of Warner Brothers and to assume all of its liabilities. Though no value was placed on the transaction, it is estimated to exceed $80 million in cash and stock.

The sale is contingent on approval by shareholders of Warner Brothers and Seven Arts Production Ltd., parent company of Seven Arts Associated.

Last fall Seven Arts had acquired approximately one-third of the shares in Warner Brothers held by President Jack L. Warner and related interests for approximately $31.5 million.

Involved in the latest transaction are more than 3.3 million shares of Warner stock, which, according to the agreement, will be exchanged on this basis: for each share of Warner stock, shareholders will receive $5 in cash, one-third of a common share of Seven Arts and $10 principal amount of 5% convertible subordinated debenture due 1988. The debentures are not redeemable before June 30, 1970, and conversion price is to be 10% above the Seven Arts market price on the date of the special meeting of Warner stockholders but not to exceed $33 per share.
In 1,000 B.C.
When Egyptians Wore Money On Their Fingers
This Gold Ring Was The Dominant Coin

In 1967
In The Portland, Oregon Television Market
THIS KOIN IS DOMINANT

KOIN-TV

KOIN-TV GUARANTEES to reach more viewers during the total day, sign-on to sign-off, than any other Portland TV station. Any current ARB or NSI Report, subject to their own qualifications, will tell you why.

KOIN-TV CHANNEL 6
PORTLAND, OREGON

One Of America's Great Influence Stations
Represented Nationally by Harrington, Righter & Parsons, Inc.
posed merger is consummated.

Mr. Adler joined CBS in 1951 as a general attorney. He subsequently organized the Columbia Record Club and, in 1960, was named president of the Columbia Records Division.

Movielab to market
200,000 shares

Movielab Inc., New York film developers and printers for television, theater and other related uses, filed a registration with the Securities and Exchange Commission for the sale of 200,000 shares of common stock to be sold by Saul Jeffer, president and board chairman, and his wife, Beatrice Jeffer.

The stock is to be sold at $20 per share maximum to achieve an aggregate price of $4 million.

Mr. Jeffer proposes to sell 155,783 of his holdings of 607,930 shares, and his wife proposes to sell all of her holdings of 44,217 shares. Movielab has 1,007,470 common shares outstanding of which management officials and directors own 66.5%.

For the first quarter ended April 1, Movielab's net sales were $2,959,291; net income $306,138, and per share earnings $0.30.

The company's total current assets as of April 1 were $4,752,359; current liabilities $1,901,621; long-term debt $2,105,000, and shareholders equity totaled $5,244,641.

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FCC to probe interference
NY Port Authority head sees 'no basis' for trade center complaints

The FCC has agreed to hold hearings in New York on television reception interference problems expected to result from impending construction of a Port of New York Authority skyscraper project. Announcement of the FCC acquiescence to a request in a letter sent by 24 New York-area congressmen was made by Representative Richard L. Ottinger (D-N.Y.).

The congressman said he met with Commissioner Robert E. Lee in his office last Thursday morning (June 1) and that the commissioner said he would speak for the whole commission in promising the hearings. Date for the start of the hearing is to be set by the commission.

Congressman Ottinger was among five members of Congress who held a news conference two weeks ago asking that construction of the towers be stayed pending a thorough review of the television reception problem. The petitioning congressmen cited estimates that six-million households may suffer some or total loss of reception during the construction period.

In New York Austin J. Tobin, executive director of the Port of New York Authority last told Representative James H. Scheuer (D-N.Y.) that there exists "no factual basis for the statement

In June: The new and ominous mood of Capitol Hill—its threat to the television business. The 1967-68 season laid out in detail, including price tags on all prime-time minutes. The over-50 population: a $150-billion market that TV may be ignoring. Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D. C. 20036. (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.

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One of Memphis' most elegant restaurants, the Summit Club, atop new First National Bank Building.

You see it in elegant restaurants, in busy department stores, in the way Memphians enjoy life. There's money in Memphis—to be spent and to be made. Take the period from 1960–1965. Retail sales in Memphis grew faster than in New York, Chicago, and Los Angeles combined. Up 42.1%. Compare that to Atlanta (down 11.7%) and you see what's happening in this big, bright, bustling capital of the Mid-South. Here's how some of the money is spent:
- Automotive sales—$634,925,000
- Food sales—$642,761,000
- Total retail sales—$3,000,784,000

Shouldn't you be selling hardest where the money is? To reach the total Memphis market of 2,587,600**, people takes television. Ask your Blair, Katz, or RKO representative for all the facts of the good life in Memphis. Buy the total Memphis market. WHBQ-TV, WREC-TV, WMC-TV.

*Source: **Bobby Management's 1966 Survey
New York. That group, composed of engineers and lawyers from the nine TV stations, planned to show them their findings on the anticipated TV interference problem, as well as to explain the broadcasters' decision to move to the trade center.

Representative Scheuer plans to attend a New York City board of estimate meeting on June 16 that will rule on closing of city streets adjacent to the trade center site.

Mr. Scheuer's concern was voiced late last month when he and other congressmen of the New York area petitioned the FCC to hold a hearing on the TV interference that might result from erection of the trade center.

This interest developed from a letter sent by FCC Chairman Rosel H. Hyde to the governors of New York and Connecticut and to congressmen in those states warning of the TV interference problem (BROADCASTING, May 22).

**PA Offers Proof** - The findings of the Port Authority-Alford report indicated that most viewers outside of Manhattan now normally receive "good" TV reception, but that those who live within the borough's limits generally get "poor" reception because of varied building heights that produce "multipath degradation" (signals on different paths that give multiple images, or shadows, on a TV screen) and because of an overloading of TV receivers with too much signal, particularly within a two-mile radius of the Empire State building.

Alford argued that the trade center will provide adequate space above the 1,400-foot level for the main TV antennas of the nine stations and additional room for stand-by antennas for those same channels. Based on experience, Alford claimed that once the center of radiation is raised, TV reception will improve.

The trade center, Alford asserted, will raise the TV station's transmission to a higher radiation center from the one now at the Empire State.

**Less Overloading** - As to "poor" reception, Alford said that transmission from the trade center will decrease signal overloading, but not affect the multipath degradation, which is associated with tall buildings.

The engineering firm referred to a report received by the TV committee that estimates population within a two-mile radius of the trade center at approximately 370,000 persons, while in the same area around the Empire State, the figure is approximately 570,000 people.

Alford indicated that potential signal reflection of broadcasts from the trade center bouncing back (southward) off the Empire State would not "exceed 8% of the direct signal"—an amount it considered "unobjectionable."

Alford also said that in Manhattan some roof antennas may have to be re-oriented, but indicated that "between 60%-80% of all TV receiving antennas are rabbit ears" which are ordinarily re-adjusted each time a channel is changed.

**Set makers huddle on X-ray problem**

The spectre of the congressional investigation of automobile safety is haunting manufacturers of TV sets as they gather in Chicago this week for the 43d annual convention of the Electronic Industries Association.

Certain to be a major topic among set makers, as well as of representatives of tube manufacturers, is the delicate question of possible harmful radiation from TV sets, especially from color TV receivers with their higher voltages.

The topic popped into scare headlines last month when General Electric Co. announced it was recalling 90,000 large-screen, color-TV sets for modification because "some of the sets may emit soft X-radiation in excess of desirable levels" (BROADCASTING, May 22). This was followed by a call for a congressional investigation by Representative Paul Rogers (D-Fla.), a member of the House Commerce Committee's Subcommittee on Public Safety.

The radiation issue was high on the agenda last Thursday (May 31) of a special meeting of the executive committee of EIA's consumer products division. Meeting at O'Hare Inn in Chicago, the committee took no action other than to explore how to keep open lines of communication with congressmen and other officials. They were agreed that engineering data so far discloses no health problem to TV viewers.

The consumer products executive committee normally meets during the annual EIA convention. Eight major set makers, however, are introducing their new 1967 product line this week and their representatives could not attend this week's meetings. Hence, in light of the radiation problem, the meeting of the consumer products group was advanced by one week. Radiation was only one of the subjects on the agenda, it was reported.

**Burn, Baby!** - The radiation issue has cropped up ever since 1949 but the industry has worked carefully to police itself and to explain its safeguards to those who may be concerned. The most recent occurrence was two years ago when Dr. John Ott stated that sustained viewing of color TV by mice caused brain damage in the rodents. In rebuttal, EIA then quoted data on TV sets by the National Council on Radiation Protection and established an ad hoc committee on the subject. This committee is headed by J. L. Sheldon, Corning Glass. The committee conferred with U. S. Public Health Service officials as well as the National Center for Radiological Health. During the course of its conferences, the committee reported that PHS suggested that TV set manufacturers furnish data on X-ray emanations from TV sets. Reports from 18 out of 21 manufacturers have been forwarded to PHS officials, EIA said last week.

**NCTA convention to have AT&T exhibit**

For the first time, the giant AT&T will be an exhibitor at the annual convention of the National Community Television Association, scheduled June 25-29 in Chicago.

Perhaps because the CATV industry and the telephone companies are not on the best terms, the AT&T exhibit, comprising two booths, will be an unattended, automatic graphic presentation of the Bell Systems activities in CATV, and in educational TV, closed circuit TV and broadcasting.

The CATV industry at present is battling the telephone companies' entry into the cable-facilities field. FCC hearings began last week on the petitions of NCTA and cable operators seeking an FCC order prohibiting local companies from offering CATV facilities on a lease-back arrangement (BROADCASTING, Oct. 17, 1966 et seq.). The hearings started with the question of whether
Now, your viewers can watch the National Football League games they didn’t watch.

Starting Sept. 13th, we’re kicking off three new half-hour color shows.

* NFL East. (Highlights of 4 games from the preceding Sunday)
* NFL West. (Highlights of 4 games from the preceding Sunday)
* NFL Game of the Week. (Most exciting game of the week)

Buy one, two or three shows for 15 consecutive weeks. These shows, produced exclusively by NFL Films, feature ground level cameras and slow/superslow motion techniques. All the fat’s been trimmed out.

No pre-game ceremonies.
No team time-outs.
No officials’ time-outs.
No half-time shows.
Just 30 minutes of hard-nose football.
And in color.
You’ll be amazed how football fans turn into station fans.
You’ll be seeing us.

NFL FILMS Inc.
One Rockefeller Plaza
New York, N.Y. 10020
Phone: (212) 765-2050
telephone companies are required, or should be required, to secure a certificate of necessity from the FCC before engaging in CATV installations.

Electronic media prepare for education's needs

The learning industry will place a tremendous demand on television, audio-visual media and film production. This demand will strain the capabilities of available manpower and technology. The communications business must prepare now to cope with this need. This is what Neal Keehn, vice president, DeLuxe-General Film Laboratories, Hollywood, told University of Southern California Cinema School students last week. Mr. Keehn was moderator of a panel of film and television-industry executives sponsored by the Society of Motion Picture and Television Engineers.

Panelist Ted Fogleman, vice president, Consolidated Film Industries, Hollywood, suggested to the group that among the breakthroughs in film technology to watch is ABC's creation of color film from a single strip of black-and-white film. He also noted the evolution of thermoplastic recording of pictures by an electron beam, causing deformation of plastic surfaces. This, he pointed out, combines the advantages of both film and video tape. As another breakthrough, Mr. Fogleman also cited electrophotography which gives resolution of 1,000 lines mm., a desirable result previously believed impossible to obtain.

The advent of high-band recording has given video tape the quality required to make many copies of the original, Frank Gaskins, manager of Video Product Planning, Ampex Corp., Redwood City, Calif. said. He pointed to today's microminiaturization of transistors and circuit components as the prelude to wrist-watch-type television sets with people able to be in constant touch with home or office, no matter where they travel. Mr. Gaskins also indicated that further development of lasers in photography will lead to three-dimensional pictures, both still and in motion, that could be viewed in solid form from practically any angle.

Use of coded pulsing light to reproduce the sensation of color in black-and-white television receivers was described by James Butlerfield, president, Color-Tel Corp., Los Angeles. He indicated that this invention was designed primarily for use in bringing color commercials to monochrome TV-set viewers but that future applications could be unlimited. The device makes use of the brain's color response to pulsing white light which bypasses the color sensor of the eye.

Audio-visual technology will never replace teachers, nor will computers give many answers to the needs for accelerated learning required today, William H. McCallum, executive vice president, Modern Learning Aids, Los Angeles, predicted. Audio-visual breakthroughs such as cartridge-loaded projectors, programmed learning and regional educational television via satellite will all place greater stress on individualized counsel by teachers.

Technical topics . . .

Order = Visual Electronics Corp., New York, last week reported that wcco-TV Minneapolis-St. Paul has ordered six Norelco PC-70 three-tube Plumbicon color cameras. Three of the units will be installed in wcco-TV's 40-foot, 20-ton mobile production center van and three in its studios. Visual said the station plans "elaborate" color coverage of the Minnesota state fair and National Football League coverage in the Twin City area.

Name change = Name of Kaiser-Cox Corp., Phoenix manufacturer of CATV equipment, has been changed to Kaiser CATV Corp. Kaiser, a subsidiary of Kaiser Aerospace & Electronics Corp., originally was jointly owned by Kaiser and Cox Broadcasting Corp. Cox sold out on Dec. 31, 1966. Developing machine = DeLuxe Laboratories, West Coast division, is introducing a 35mm developing machine at the company's General Film Laboratories, Hollywood. The new unit is said to be capable of processing color positive film at more than 200 feet per minute and color negative film at 100 feet per minute. Among advantages claimed for the machine are its low initial cost of construction, minimum maintenance, a detector that warns of breaks in the film, an electric film brake used for splicing rolls continuously, a safety feature that minimizes damage resulting from the loss of the end of a roll and high pressure air and water rinse that eliminates the need for dangling hoses.

Lighting handbook = Sylvania Electric Products Inc. has compiled a lighting handbook and lamp slide rules for television, theater and professional photography. The handbook supplies the lighting engineer or technician with a guide to Sylvania's line of tungsten-halogen lamps as well as information on theatrical lighting applications.

RCA contract = KKOo(TV), new channel 16 outlet being constructed in Ventura, Calif., has just signed a $149,721 transmitting plant contract with RCA. Tower construction and installation will be by Rohn Manufacturing Co.

Simplification through nonduplication = CATV operators can now preprogram channel, time and day for an entire weekly schedule. Once they have encoded this information on the drum of the TMP-205, a multichannel, electro-optical nonduplication switcher, it performs all switching functions repeating the schedule each week. The unit, developed by TeleMation Inc., may be programmed to switch accurately on any selected minute, as well as odd-second intervals by inserting rubber plugs into perforations in a metal drum; little or no additional maintenance involved. Details may be obtained from TeleMation Inc., 2275 South West Temple, Salt Lake City (801) 486-7564.

Columbia awards scheduled

Columbia University's School of Journalism for the first time has found two unusually deserving candidates for its annual award. Otis Chandler, publisher of the Los Angeles Times, and Edgar B. Stern Jr., president of the Royal Street Corp. (WDSU-AM-FM-TV New Orleans and WALA-TV Mobile, Ala.) were to be recognized today (June 5) at a luncheon at the university. In the past Columbia Journalism awards were presented to only one candidate and on two occasions no award was voted.

Drumbeats . . .

TV safety test = Dr. Carl Dolce, head of the New Orleans school system, said that WWL-TV's locally televised summer Safety Test was "an example of television's unmatched ability to inform and to teach." Narrated by Phil Johnson, WWL-TV editorial director, and written by Leo McLean, the test covered aspects of home, water, playground and traffic safety. With the help of WWL-TV, The New Orleans ETV station, it is said to have reached nearly 250,000 students in the New Orleans area.

Stressing safety = WCAU-TV Philadelphia's 25-minute Design for Danger program on automobile accidents was
Every morning at 9:30 Dick Wheeler's new IBM system gives him a complete and up-to-the-minute sales analysis—broken down by product.

It tells his 7 salesmen what products to go after. And exactly how many spots they have to sell—today, tomorrow, and the rest of the year.

It sets up all his programs. And schedules an average of 179 commercials a day—with no conflicts.

His system even coordinates his traffic and accounting activities. And each month it calculates and prints out over 250 invoices.

Dick is president of radio station KTLN in Denver. He employs 38 people. His $425-a-month IBM system has given him something very important—control over his company.

Send in the coupon. Maybe a small IBM system can do something big for you, too.
Some ribs to save some bones

The National Safety Council and Needham, Harper & Steers, Chicago, have credited broadcasting with much help in getting seat belts installed in America's autos. Now they are enlisting the wry humor of Bob and Ray to cajole car passengers into using them.

Work session to produce the 1967 radio spots includes (1 to r): Bob Elliott and Ray Goulding; their agent, Vic Cowen; Russ Downie, NH&S producer; Mrs. L. S. Schwartz, Midwest director, advertising council, and Robert DaVee, account executive, NH&S. Color TV spots also are being produced by NH&S for the traffic safety drive.

chosen by the National Safety Council as one of 14 motion picture winners in safety films for 1966. Other winners were nonbroadcast groups. Merit awards for TV spots were given to the National Ski Patrol, Denver, for ski safety and to the Reader's Digest Association for Tailgating: Invitation to Tragedy.

Massive junket • The Screen Gems Inc. "Good Neighbor Star Flights" to Expo '67 in Montreal and other points in Canada took off on the first leg of what's purported to be a million-dollar junket to promote the production company's 1967-68 network-TV season. Reported on board for the nine-day trip were some 80 TV editors and columnists, top Screen Gems executives and stars of the company's seven network shows to be produced for NBC and ABC. The junket is to be filmed in color for showing on the networks as promotion for the Screen Gems-produced shows. Besides Montreal, other cities visited include Toronto, Quebec and Ottawa.

Emergency rescue effort • KHMO Hannibal, Mo., acted as a focal point in both rescue efforts and broadcasting of news during a recent search for three local boys believed to be trapped in a cave. The station organized a 24-hour operation with broadcast appeals for volunteers and on-the-spot news broadcasts. KHMO also spearheaded a fund drive which resulted in contributions in excess of $25,000 being donated to the local Mark Twain Emergency squad.

At the fair • The CBS/FM Music Programming Service ("The Young Sound") is being played regularly at the International Youth Pavilion at Expo '67 in Montreal. CBS is supplying tapes of the contemporary music for the duration of the fair for use in exhibit areas and during performance intermissions at two theaters. The programing is currently broadcast on the seven CBS-owned FM stations and is distributed to other stations across the country. Expo officials also plan to make available to radio stations promotional audio tapes which use The Young Sound music excerpts for bridging.

INTERNATIONAL

Set sales lag blamed on British government

Britain's radio and television set sales fell $56 million during 1966, according to the British Radio Equipment Manufacturers' Association. Sales were $205.8 million compared with $261.8 million for 1965.

Sir Jules Thorn, president of the association and chief of Thorn Electrical Industries, laid the blame squarely at the government's door. "It is doubtful," he said, "if any industry has been more adversely affected by the government's restrictive measures."

Sir Jules was more cheerful about BBC plans to launch color TV in July. Although this meant an initial demand four or five months earlier than expected, he predicted that by the end of the year the industry would be producing at a rate more than adequate to meet consumer needs.

Color transmissions via BBC-2 will commence July 1, and take up about five hours weekly. After Dec. 2, official opening date of the corporation's color service, the majority of BBC-2 programs will be in color and showing up to 25 hours of color per week.

Future is contest theme

The fourth International Television Contest is scheduled to be held in West Berlin Aug. 29 through Sept. 3. The contest theme—"Ways into the Future"—limits entries of television film or video tape to productions in dramatic or documentary form dealing with aspects of the evolution into the world of tomorrow. Regulations governing the contest can be obtained from Television Contest, 1-12 Bundesalle, Berlin 15.

RCA gears for expected color demand in Europe

President Robert W. Sarnoff last week said RCA plans to build a new color-TV picture-tube plant in Italy in anticipation of a color-TV sales growth in Europe, which, he estimates, will run to approximately 300,000 sets in 1968 and upward to 3.5-million sets in 1975.

Mr. Sarnoff said the new plant, RCA Colore S.p.A., which will become a subsidiary of RCA Italiana S.p.A. in Rome, marks RCA's second such venture into the European Common Market. Last August the corporation reported it had a two-thirds ownership in a plant in Skelmersdale, England, that is expected to open sometime this summer. (RCA's other color tube plants are in Midland, Canada; Marion, Ind.; and Lancaster and Scranton, both Penn.

BROADCASTING, June 5, 1967
sylvania.) The two new European facilities will service some six countries, which are expected to begin colorcasts this year: West Germany, Great Britain, France, Monaco, Spain and the Netherlands.

FC&B buys Spain's Admart

Foote Cone & Belding Inc., New York, has purchased Admart International, one of the ten largest advertising agencies in Spain. Guillermo Garcia Ferrada, who had headed Admart, will continue as general manager of FC&B-Admart International, and join the agency's European operations committee.

Among FCB-Admart clients are Artextil, B.V.D., Gold Bond trading stamps, Imperial Chemical Industries and Trans World Airlines. With the acquisition of this new office, FC&B is now represented with 22 offices in 13 countries.

Abroad in brief...

ABC associate • CJDC and CJDC-TV Dawson Creek, B. C., Canada, have joined ABC International and Worldvision Network as associates. ABC International will act as the stations' sales representatives.

JWT's Danish thrust • J. Walter Thompson Co., New York, announces its first post-war operation in Scandinavia through a merger with the Danish agency, Ulrigh & Parrild Reklammbureau, a/s. The new agency will operate under the name of J. Walter Thompson Co. a/s with headquarters in Copenhagen. It becomes the 57th JWT office in the world and re-establishes the presence of the company in Scandinavia where it operated in Stockholm before World War II.

Foreign "Emmy" awards • The National Academy of TV Arts and Sciences in Washington awarded its only foreign "Emmy" awards to two British firms. The winners were Rediffusion Television Ltd. for the best entertainment film, a production of Harold Pinter's black comedy, The Caretaker, and Tyne Tees Television Ltd. for the best news-documentary, an essay on an automated shipyard in Sweden, Big Deal at Gothenberg. The awards, now in their fifth year, were made from among 66 entries submitted by 37 foreign broadcast organizations.

"Open Door" policy • 3C International Ltd., New York, a newly formed television production and distribution firm specializing in foreign markets, has acquired 93 one-hour episodes of Roller Derby for distribution in all markets outside the U. S. and Canada. Also available are 26 one-hour programs of Perspective on Greatness for all foreign markets, and 75 one-half hours of William Cahan's Greatest Fights of the Century for showing in Japan. The firm is now distributing its first acquired property, Courageous Cat and Minute Mouse in all foreign markets.

An agency by any other name • Corbin Advertising Associates, British West Indies, has changed its name to Corbin-Compton Ltd. Compton Advertising, New York and Garland-Compton Ltd., London, share a minority interest in the Caribbean ad firm.

Publicity merger • Norman, Craig & Kummel Inc., New York, has announced that publicity agencies Bell & Cole and Arks Publicity in London have merged with Crane-NCK, that city, becoming partners in the NCK/Europe group. Joining Crane-NCK will be Ann Butler, Arks managing director, and Eric Cutler, chairman, and Frank Gianiotti, managing director, both of Bell & Cole. NC&K said both agencies will continue serving their clients. Miss Butler will also serve as a B&C board director.

**LOOK BEFORE YOU SLUG!**

It's fashionable these days to slug the automobile insurance business. Everyone's doing it—office holders, politicians, columnists, the man on the street. Rates have been going up. Many people are puzzled . . . and some are mad.

If you have a man on your staff who wants to put the hammer on the auto insurers, we welcome a thorough study of our problems. We believe in competent, analytical reporting. But before your man writes about auto insurance, give him this 16-question test:

1. What's UM coverage with insolvency protection?
2. Hospital costs have gone up 35%, 101% or 354%?
3. Can any other segment of the American community match our contributions in traffic safety?
4. Who defends the public?
5. What factors affect rates?
6. How do insurance company profits compare with other American industries?
7. What is the insurance business doing to hold down rates?
8. What's an Assigned Risk Plan?
9. What new services and coverages have been developed?
10. Why is compulsory insurance a failure?
11. What is special risk coverage?
12. What does the Insurance Institute for Highway Safety do?
13. Are traffic accident injuries and deaths increasing faster than motor vehicle registrations?
14. What do cancellation studies show?
15. Has the business shirked its responsibilities?
16. Insurance companies pay over $800 million a year in taxes and fees. How much of this is used to regulate the business?

If your man can't score 100% on this test, tell him to write or phone for our new booklet, "Let's Look at the Record." Or better yet, arrange to have him sit down and grill us or some of our company people.

OUR COMPANIES HAVE TO PASS A TEST TO WRITE INSURANCE IN YOUR STATE.

WHY SHOULDN'T YOUR MAN HAVE TO PASS A TEST TO WRITE ABOUT INSURANCE?

**NATIONAL ASSOCIATION OF INDEPENDENT INSURERS**

30 West Monroe Street

Tel.: 263-6038

Chicago, Illinois 60603

Vestal Lemmon, General Manager
Roger Dove, Public Relations Director
DALY NAMED NEW VOA CHIEF

John Charles Daly, who began his broadcasting career in Washington, 30 years ago, will be back on full-time duty in Washington "around Labor Day" to replace John Chancellor as director of the Voice of America (CLOSED CIRCUIT, May 29). Mr. Daly said he plans to spend "two or three days a week" until then in Washington studying the Voice's operation with Mr. Chancellor, who is set to rejoin NBC News as national affairs correspondent.

Mr. Daly, 53, joined CBS as correspondent and news analyst in 1937, moved to ABC in 1949 and served as ABC VP in charge of news, special events and public affairs from 1953 to 1960. In the past several years he has appeared on television chiefly as moderator of CBS's What's My Line?

Mr. Daly's appointment as head of the U. S. Information Agency's international broadcasting arm was announced officially last Monday (May 29) at a joint conference held by (1 to r) Leonard Marks, USIA director; Mr. Daly, and Mr. Chancellor.

FATES & FORTUNES

BROADCAST ADVERTISING

James J. Tommaney, director of research for LaRoche, McCaffrey and McCall, New York, named senior VP, media, broadcasting and research. Mary Grace Hannon and Edmund W. Peaslee Jr., associate research directors at LM&M, New York, appointed co-research directors.

Edgar Marvin, VP and associate creative director at Lennen & Newell, New York, joins Norman, Craig & Kummel there as VP and member of creative plans board. John H. Thomas Jr., VP and account supervisor at Grey Advertising, New York, joins NC&K, that city, as VP and account supervisor.

E. William Dey Jr., director of advertising and sales promotion for The Angostura-Wuppermann Corp., Elmhurst, N. Y., named VP and general manager of Wyse Advertising, New York.

Joseph A. Vodneck, copy chief and creative group supervisor for Hixson & Jorgensen, Los Angeles, named VP-associate creative director.

John G. Lyon, regional manager, automotive accounts, for The Patten Co., Huntington Woods, Mich., named VP.

Martha Everds and Ruth Norton, creative supervisors, Grey Advertising, New York, elected VP's.

Vic Sabatini, manager of grocery division for Hearst Advertising Services, appointed director of client services for KPOL Los Angeles.


Bernard Black, VP, Chalek and Dreyer Inc., New York, joins Venet Advertising, same city, as VP.


Gordon A. Norberg, with D'arcy Advertising, Chicago, joins Marvin H. Frank & Co. there as director of marketing.


Stanford M. Horn, sales service coordinator for KNEW Oakland, Calif., named advertising and promotion director.

Gordon French, national sales manager for KNXT(TV) Los Angeles and CBS-TV Pacific Network, named general sales manager for station and regional network. He replaces Ralph Daniels, named VP of CBS Television Stations Division and general manager of WCBS-TV New York (BROADCASTING, May 22).

Morton Sidley, general sales manager for KDEO El Cajon, Calif., resigns. No future plans announced.

Richard G. McCloskey, account executive at CKLW-TV Windsor, Ont.-Detroit, appointed sales manager.


William E. Miller, assistant sales manager of WZB Boston, named general sales manager of WLW Cincinnati.

Frank Dougherty, formerly Los Angeles area manager for Venard, Torber & McConnell, and San Francisco office manager for Harrington, Righter & Parsons, appointed manager of San
Now! 3 Schafer mobile demonstration units. That’s our demomobility. We’ll come to you...to prove our automation system, its operation, reliability, leaseability, and personality. To save you time and money, Schafer has 3 mobile units that are available now and they are manned by capable personnel...namely Paul Schafer, Dallas Barnard, John Price, Jerry Bassett and Milt Kray. They are all waiting, with bated breath, to zip out to your operation and show you why Schafer’s Broadcast Automation Systems are your best buy or lease. This is just one more sample of Schafer’s ability to respond to the requirements of the broadcast industry. Call or write us for an appointment and we’ll show you our demomobility.
Television
York, Advertising, media Fuqua Communications Inc. (group owner), that city.

Charles W. Haines named corporate media research manager at Gardner Advertising, St. Louis.

George H. Forney, with BBDO, New York, appointed account executive for D'ArCY Advertising, that city.

Clifton Conley, account executive with WPtv(6) Orlando, Fla., appointed regional sales executive.

John K. Andariea, with H-R Television, New York, and Joseph C. Dimino, with Young & Rubicam, New York, appointed to sales staff of Storer Television Sales, that city.

Thomas F. Wilhelm, with Wbal Baltimore, joins WCBM there as account executive.

MEDIA

T. A. (Tom) Rippey, from 1954 to 1962 secretary and treasurer of Hauser, Murdock, Rippey and Co., Dallas stock brokerage firm, joins KPCN Grand Prairie, Tex., as VP.

Albert B. Shepard of Media Survey Inc. re-elected president of International Radio and Television Foundation, New York. Other officers named: Edward P. Shurick, H-R Representatives, and Robert H. Teter, WJNI-TV New Haven, Conn., VP's; Mary L. McKenna, Metro Media Inc., secretary; and Sol J. Paul, Television Age, treasurer. Howard S. Meighan continues as board chairman.

Robert E. Allan, director of marketing for Telesis Corp., Chicago, also named VP in charge of CATV operations.

Keith Swinehart, station manager of KHVN Honolulu, named VP-television.

William F. MacCrystall, station manager of KHVN, named VP-radio.

Herbert J. Weber, VP and general manager of WORO Toledo, Ohio, named VP and general manager of WLYV Ft. Wayne, Ind. Paul J. Haller, station manager of WLYV Grand Rapids, Mich., named VP. WLYV-AM-FM and WLYV are both operated by Shepard Broadcasting Corp.

David Feldman, professor in department of sociology at San Diego State College, named VP, research and sales for KSAD-AM-FM San Diego. Arthur Plaut, who headed his own advertising and PR agency in Cincinnati, named VP for administration and community relations.

Harry Putnam, operations manager for British Radio and Radio England, pirate stations off Great Britain, named manager of WTOP-AM-FM Towson, Md.

Terrence S. Ford, with sales staff of WPAA Dallas, appointed manager of WPAA-FM.

Daniel D. Calibraro, assistant to president of WON Continental Broadcasting Co., Chicago, also elected VP of WON Televents Inc., WON's CATV system in Michigan. Justin N. Liss, assistant controller of WON Continental, Chicago, elected controller of all WON Continental subsidiary companies, including KDAL-AM-FM Duluth, Minn.; KWGN-TV Denver; WON Televents Inc.; WON Continental Productions Co., and WON Continental Sales Co.

William L. Hedgpeth, program director of WTOP Washington, appointed station manager of WTOP-FM.

Robert S. Stevens, president of station operations at WTAE-AM-FM Pittsburgh, appointed station manager of KINZ-AM-FM Houston.


Paul Snyder, Conshohocken, elected president of Ohio Cable Television Association. Other officers elected: Oscar Baker, Piqua, VP; Jimmy Ballentine, Russellville, secretaty-treasurer.

Otto Miller, Tuscaloosa, elected president of Alabama Cable Television Association. Other officers elected: Carrol Eddins, Cullman, VP; Jimmy Ballentine, Russellville, secretary-treasurer.

Jack Shelley, associate professor Iowa State University School of Journalism, also appointed executive secretary of Iowa Broadcasters Association.

John R. Wilson, on accounting staff of Rust Craft Greeting Cards, Dedham, Mass., named controller of subsidiary Rust Craft Broadcasting Co. (group owner), New York.

Arthur Shone, sales manager of WAVI Dayton, Ohio, appointed general manager. Joseph B. Whalen, news director of WAVI, named general manager of WDAO-FM Dayton. Paul Rogers named acting news director to fill Mr. Whalen's vacated position.

John N. Boomer, member of corporate audit staff of General Electric Co., New York, named manager-business analysis for General Electric Broad-

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200 Broadway, New York 11, N. Y.

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Address _________________________
City ___________ Zone ______ State ______

90 (FATES & FORTUNES)
Gene G. Cook, general manager of WRAP-TV Marion, Ind., named general manager of KGGC-TV San Jose, Calif. Arden D. Moser, with WCFT-TV Tuscaloosa, Ala., named operations manager of KGGC-TV.

Betty May, research manager at WCOO-TV Minneapolis-St. Paul, named operations manager.

PROGRAMING

Gil Cohen, director of foreign sales administration for ABC Films Inc., New York, named VP-foreign sales.

Jerome Lee, formerly with MCA-TV and Embassy Pictures, both New York, joins Official Films Inc., that city, as western television sales manager.

Martin O'Malley, with Manhattan Color Laboratory, New York, appointed national sales manager.

Richard Bluel, producer of Green Hornet series, signed to develop and produce new properties for Screen Gems, Hollywood.

Sidney Sheldon, who in association with Screen Gems Inc., created, wrote and produced I Dream of Jeannie, signed with Paramount TV Productions to create and produce TV pilots.

Wayne Hickox, production manager for Kdeo El Cajon, Calif., named program director.

John W. Nelsen, with WGOO Salamanca, N. Y., named program director.

Tom Edwards, formerly with KGW Stockton, KONG Visalia, both California and WROU Roanoke, Va., named music director at KFOS(FM) San Francisco.

sippi AP Broadcasters Association. Other new officers: Dave McClelland of KTAL-TV Texarkana, Tex.-Shreveport, La., VP, and Keith Glatzer of WDFM-TV Laurel-Hattiesburg, Miss., VP.

FANFARE

Lev Flournoy, board chairman of Flournoy and Gibbs Inc., Toledo, Ohio, retires. Mr. Flournoy, who founded the company in 1938, has sold his stock in company to long-time associates. After vacation, Mr. Flournoy will engage in consultative and advisory PR work.

Jo Ann Indahl, previously promotion director of KCMO Kansas City, Mo., and merchandising manager and promotion director of KMBC Kansas City, Mo., appointed promotion director for WDAF, that city.

Bob Wieder, copy writer-producer for on-air promotions department of ABC Hollywood, appointed publicity manager for KTIV(TV) Oakland-San Francisco.

James E. Gorman, advertising and sales promotion manager of Tidewater Oil Co., New York, also appointed PR manager for company's eastern division.

Paul R. Wachsmith, promotion writer for ABC Radio, New York, appointed copy writer and administrative assistant in promotion department of CBS Films, that city.

Linda Gray, with noncommercial WUTV(TV) Gainesville, Fla., appointed promotion assistant at WJXT(TV) Jacksonville, Fla.

Donna Chaban, associated with Alessandro Baccari & Associates Public Relations, San Francisco, joins KCBS there in charge of publicity.

EQUIPMENT & ENGINEERING

Palmer Derby, assistant general manager of microwave and power tube division of Raytheon Co., Waltham, Mass., and Floyd T. Wimberly, manager of advanced systems at Raytheon's missile systems division, Bedford, Mass., elected VP's.

Lee R. Wallen- haupt, operations manager of WJAS-AM FM-TV Winston-Salem Greensboro, N. C., named director of engineering, succeeding Phil Hedrick, who retired.

Neal Dempsey, advertising assistant for Lenkurt Electric, San Carlos, Calif., named assistant advertising manager for Memorex Corp., Santa Clara, Calif.

Sidney V. Stadig, director of color television engineering for Westinghouse Broadcasting Co., New York, appointed director of engineering of WBC Productions Inc., that city.

Richard J. Raiczyk, after 15 years with RCA, New York, joins Stainless Inc., North Wales, Pa., as product administrator of broadcast division.

ALLIED FIELDS

Joseph Chachkin, FCC attorney with hearing division of Broadcast Bureau, has resigned to join Washington law office of Samuel Miller. During last three years he has specialized in CATV hearing cases.

Alan Raywid, formerly special assistant to U. S. Attorney General, becomes member of Washington law firm of Cole & Zylstra, and firm's name has been changed to Cole, Zylstra & Raywid.

Donald H. McCollum, Malcolm P. Murphy and Robert J. Dubin receive new responsibilities in formation by Leonard Kudisch, president, of new management team at Scherwin Research Corp., New York. Mr. McCollum, executive VP, placed in charge of planning and development, reporting to board chairman Horace Scherwin; Mr. Murphy elevated from senior VP to executive VP and general manager; Mr. Dubin from VP to senior VP and director of client service.

Don Nelson, formerly director, radio-television center, University of Connecticut, Storrs, and supervisor of television production, department of education, Pago Pago, American Samoa, moves to University of Hawaii, Honolulu, for graduate work in educational communications.

INTERNATIONAL

William F. Cooke, manager of television sales operations for Canadian Broadcasting Corp., Toronto, appointed Canadian division manager of MGM-TV, that city.

Steve Goldhor, director; Rosemary Latimer, supervising editor; and Gil Novis, production manager, appointed to staff of Film Art Corp., Toronto.

DEATHS

Robert Pringle Scott, 61, who was president of CKDM Dauphin, Man., died May 23 after brief illness. He is survived by his wife, Frances, daughter and son.

Allan Sangster, 64, long-time personality of Canadian Broadcasting Corp. and VP of Toronto branch of Association of Canadian Television and Radio Artists, died May 20 in hospital in Newmarket, Ont., near Toronto. He died few days after suffering heart attack. He is survived by his wife.

George F. Stone, 64, character actor in movies, stage and television, died May 26 in the Motion Picture Country House and Hospital, Los Angeles, as aftermath of stroke. Mr. Stone appeared regularly in Perry Mason series.

Philip Coolidge, 58, character actor who appeared on television, in films and on Broadway, died of lung cancer May 23 in Cedars of Lebanon hospital in Los Angeles. On television his credits included Playhouse 90, Climax, Studio One, Robert Montgomery Show, The Farmer's Daughter, and Wonderful World of Color. Before making his stage debut in 1930 he was radio announcer in Boston.

Peter A. Rasmussen, 77, founder of Viking of Minneapolis, manufacturer of tape recorders, died May 19 of heart ailment. Mr. Rasmussen retired less than year ago as board chairman, and sold Viking of Minneapolis to The Telex Corp. He is survived by his wife, Elin, and three daughters.
ACTION ON MOTION
- By Chief Hearing Examiner James D. Cunningham on May 23 designated Hearing Examiner Thomas H. Donahue to serve as presiding officer in proceeding on TV applications of Charles F. Gunin, Tine W. Davis, Haron Arowon and Brygleh D. Codbold d/b/a Gala Broadcasting Co., Inc., Inland Broadcasting Co., both Columbus, Ga., scheduled hearing conference for June 8 and hearing for July 12. (Docs. 17449-50).

RULEMAKING ACTION
- FCC has assigned UHF ch. 25 as a first unreserved channel at Hagerstown, Md. In making assignment, commission granted a petition by Regional Broadcasting Co., Inc., licensee WHAG-AM-FM Halfway, Md., for reconsideration of Fifth Report and Order (Doc. 14279) which revised table of assignments for UHF TV channels. Table of assignments is further amended by the substitution of educational ch. 25 for educational ch. 25 at State College, Pa., and commercial ch. 47 for commercial ch. 48 at Altoona, Pa. Action by Commission, Commissioners Hyde (chairman), Lee, Cox and Loebinger, by memorandum opinion and order, May 26.

CALL LETTER ACTIONS
- Medallion Broadcasters Inc., Sioux City, Iowa, Granted KMKG(TV).
- Nebraska Educational TV Commission Bassett, Neb. Granted KMNK-TV.

Existing TV stations

FINAL ACTIONS
- KBSA(TV) Gaithersburg, Calif.—Broadcast Bureau granted mod. of CP to specify studio location as 1841 North Vine St., Los Angeles, Action May 23.
- WGBK(TV) Benton—Broadcast Bureau granted mod. of CP to change ERP to, 295 kw vis., 85.9 km vis., ant. height to 1,090 ft., change type and at single Type ant. Action May 26.
- KNIO(TV) Omaha—Broadcast Bureau granted mod. of CP to change name to Transamericca Inc., Action May 23.
- KCTV(TV) San Angelo, Tex.—Broadcast Bureau granted license covering changes in station ERP to 221.1 kw vis., 5 kw surv. Action May 23.
- WRFT(TV) Roanoke, Va.—Broadcast Bureau granted license covering new TV station, Action May 23.
- WKAU(TV) Eau Claire, Wis.—Broadcast Bureau granted license covering changes in station. Action May 23.
- Broadcast Bureau granted licenses covering changes in following stations: WCHS-TV Portland, Ore.; WLVV-TV Lynchburg, Va. and WMTV(TV) Madison, Wis. Action May 23.

OTHER ACTIONS
- Chief Hearing Examiner James D. Cunningham on May 23 designated Hearing Examiner Millard F. French to serve as presiding officer in proceeding on TV applications of St. Anthony Television Corp. (KEMA-TV), Houma, La., for extension of time within which to construct St. Anthony Television Corp. (KEMA-TV), Houma, La., for modification of CP; and St. Anthony Television Corp. (KEMA-TV) (assignor), Houma, La., and Delta Telecasting Corp., Panama City, Fla. (assignee) for assignment of CP; scheduled prehearing conference for June 21, and hearing for July 12. (Docs. 17449-50).


- Broadcast Bureau granted license covering new commercial television station, Action May 23.
- Broadcast Bureau granted license covering new TV station, Action May 23.
- Broadcast Bureau granted licenses covering changes in following stations: WCHS-TV Portland, Ore.; WLVV-TV Lynchburg, Va. and WMTV(TV) Madison, Wis. Action May 23.

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- Broadcast Bureau granted license covering new commercial television station, Action May 23.
- Broadcast Bureau granted license covering new TV station, Action May 23.
- Broadcast Bureau granted licenses covering changes in following stations: WCHS-TV Portland, Ore.; WLVV-TV Lynchburg, Va. and WMTV(TV) Madison, Wis. Action May 23.
SUMMARY OF BROADCASTING Compiled by Broadcasting, June 1

ON AIR

<table>
<thead>
<tr>
<th>Lic.</th>
<th>Commercial AM</th>
<th>Commercial FM</th>
<th>Commercial TV-VHF</th>
<th>Commercial TV-UHF</th>
<th>Educational FM</th>
<th>Educational TV</th>
<th>Educational TV-UHF</th>
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<tbody>
<tr>
<td></td>
<td>114</td>
<td>1,613</td>
<td>482*</td>
<td>56*</td>
<td>383</td>
<td>60</td>
<td>42</td>
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<tr>
<td>CP's</td>
<td>81</td>
<td>19</td>
<td>15</td>
<td>22</td>
<td>35</td>
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<tr>
<td>CP's</td>
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AUTHORIZED TELEVISION STATIONS Compiled by Broadcasting, June 1

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<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
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<tr>
<td>519</td>
<td>260</td>
<td>779</td>
</tr>
<tr>
<td>76</td>
<td>102</td>
<td>178</td>
</tr>
<tr>
<td>Noncommercial</td>
<td></td>
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STATION BOXSCORE Compiled by FCC, Nov. 30, 1966

<table>
<thead>
<tr>
<th>COM'L AM</th>
<th>COM'L FM</th>
<th>COM'L TV</th>
<th>EDUC FM</th>
<th>EDUC TV</th>
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<tr>
<td></td>
<td></td>
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</tr>
<tr>
<td>4,083</td>
<td>1,533</td>
<td>576</td>
<td>290</td>
<td>97</td>
</tr>
<tr>
<td>CP's on air</td>
<td>CP's not on air (new stations)</td>
<td>Terrestrial stations</td>
<td>Licenses deleted</td>
<td>CP's deleted</td>
</tr>
<tr>
<td>25</td>
<td>69</td>
<td>46</td>
<td>10</td>
<td>19</td>
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<td>70</td>
<td>22</td>
<td>138</td>
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<td>51</td>
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<td>1,814</td>
<td>3,744</td>
<td>731</td>
<td>117</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</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.

KFTW Fredericksburg, Mo. — Broadcast Bureau granted licenses covering new ant. system. Action May 24.


INITIAL DECISION

■ Hearing Examiner J. Gifford Irion issued supplemental initial decision pro- posing to deny the applications of Iowa State University and the State of Iowa for Class A station in Mt. Pleasant, Iowa. Action May 21.

■ Hearing Examiner J. Gifford Irion issued supplemental initial decision pro- posing to deny the applications of Iowa State University and the State of Iowa for Class A station in Mt. Pleasant, Iowa. Action May 21.

ACTIONS ON MOTIONS


■ Hearing Examiner J. Gifford Irion on May 23 in proceeding on AM applications of Stokes County Broadcasting Co. (WKTE), King, N. C., rescheduled further hearing conference from June 3 to July 13. (Doc. 17143).

■ Hearing Examiner Herbert Sharman on May 23 in proceeding on AM applications of Starkville Broadcasting Inc. (KODA), Starkville, Miss. (K264K), Grant濮 hearing conference for June 3 and hearing for July 12. (Doc. 17143).

FINES

■ By letter of May 24, notified Clarence C. Moore, WCMR Elkhart, Ind., that he has incurred another fine of $90 for violations of rules, including Sec. 71.21, 71.31, by failing to carry out and maintain license as required. Licensee has 30 days to pay contest fee for violation.

■ By memorandum order and order, FCC ordered licensee of Mid-South Broadcasting, Inc. to pay license fee of $500 for operating without a license for improperly licensed operator on duty in violation of Sec. 71.93 of rules, and for violation of Sec. 71.93 of rules (mainten- ance of operating log).

CALL LETTER ACTION

■ KJUE, Radio Station KUEQ Inc., Phoenix. Granted KMEO.

New FM stations

APPLICATIONS

Pompano Beach, Fla. — World Christian Radio Foundation Inc. seeks 107.0 mc, ch. 275, for daytime and ant. trans. location. Station would operate from 4:00 to 7:00 A.M., and average 1,000 watts, 4 watts day. Construction cost $3,000, operating cost $500. Fremont, Neb. — Central Nebraska Broadcasting Inc. seeks 97.3 mc, ch. 292, for daytime and ant. trans. location. Station would operate from 5:00 to 8:00 A.M., and average 1,000 watts, 4 watts day. Construction cost $3,000, operating cost $500. Fremont, Neb. — Central Nebraska Broadcasting Inc. seeks 97.3 mc, ch. 292, for daytime and ant. trans. location. Station would operate from 5:00 to 8:00 A.M., and average 1,000 watts, 4 watts day. Construction cost $3,000, operating cost $500. Fremont, Neb. — Central Nebraska Broadcasting Inc. seeks 97.3 mc, ch. 292, for daytime and ant. trans. location. Station would operate from 5:00 to 8:00 A.M., and average 1,000 watts, 4 watts day. Construction cost $3,000, operating cost $500.
FALL ACTION


Norfork—Norfolk—WAG Inc.—FCC granted 106.7 mc. 294, 10 kw. Ant. height above average terrain 175.1 P. O. address, 292 Norfolk 23023. Estimated construction cost $18,600; first-year operating cost $17,300; revenue $20,000. Principals: E. F. Huse J. Jr., owner and president, and S. Linnins, secretary-treasurer. Action is to be published as public notices in form of numbered supplements. This is an amendment to table A of 1963 working arrangement for allocation of FM stations under Canada-U.S.A. FM agreement of 1947. Action May 24.

CALL LETTER APPLICATIONS


Brandeis University, Waltham, Massachusetts—Requests WZBS—FM. Action May 24.


LETTER ACTIONS

265A—Lake Hartford Broadcasting Co.—FCC has granted petition for extension of time of Lake Hartford Broadcasting Co., licensee of KSFV, San Antonio, Texas, to file a response to an interference towestern station to be rejected by the said station. Action May 24.

DESIGNED FOR HEARING

FCC by order designated for consolidated hearing applications for certificates of convenience and necessity of Peter Ryan Station, licensee of WJAG Inc.—FCC, for new station KVTW, and KRKT; and Albany Radio Corporation for new class C FM's to operate on channel 309 (107.3 mc) in Albany, Ore.; --KVTW and KRKT now operate at 96 kw and an height of 326 ft.; Albany Radio with ERP of 20 kw and an height of 336 ft.; condition: Action May 24.

Existing FM stations

FINAL ACTIONS


WDAN—FM Davenport, Iowa—Broadcast Bureau granted license covering new FM station.

WVBH—FM Huntington, Ind.—Broadcast Bureau granted license covering changes in noncommercial educational license of WVBH-FM at new ERP of 5 kw and an height of 375 ft.; condition: Action May 24.

WHME—FM South Bend, Ind.—Broadcast Bureau granted CP to change ant.-trans. and studio location to 2 miles south of West at South Bend at routes 23 and 123, in traffic area of South Bend.

WBF—FM Muscogee, Okla.—Broadcast Bureau granted license covering change in frequency.

WBOC—FM Salisbury, Md.—Broadcast Bureau granted license to install new; trans. and dual polarized ant. and decrease ant. height to 160 ft. Action May 24.

WWVUR—FM Wilkes-Barre, Pa.—Broadcast Bureau granted license covering new FM station.

KCMC—FM Kansas City, Mo.—Broadcast Bureau granted CP to change ant.-trans. and studio location to 1401 Linwood Boulevard, Kansas City. New ERP of 2 kw; new ant., system, increase ERP to 1 kw, and decrease ant. height to 200 ft.; condition: Action May 24.

WVINA—FM Vinita, Okla.—Broadcast Bureau granted 109.9 mc. ch. 268; 3 kw Ant. height above average terrain 135 ft. P. O. address: c/o Gene Humphries, 601 Williams Ave., Vinita, Okla. Estimated construction cost $18,000; first-year operating cost $10,000; revenue $10,000. Principals: Gene Humphries, president and general manager. Applicant owns WOKY, Vinita, Okla., and both radio stations, 3 kw Ant. height above average terrain 269 ft. P.O. address: 526 Beltrami Avenue, Belvidere, III. Estimated construction cost $60,000; first-year operating cost $10,000; revenue $10,000. Principals: Howard W. May, Jr., owner and president, and Norbert May, secretary-treasurer. Action is to be published as notices in form of numbered supplements. This is an amendment to table A of 1963 working arrangement for allocation of FM stations under Canada-U.S.A. FM agreement of 1947. Action May 24.

NORTHWEST ACTION

WNTL—FM Memphis—Broadcast Bureau grants CP and license to install new ant.-trans., and studio location, change type trans., increased ERP, and decreased ant. height to 190 ft. May 24.

WYSL—FM Philadelphia—Broadcast Bureau grants CP and license to install new ant.-trans., and studio location, change type trans., increased ERP, and decreased ant. height to 200 ft. May 26.

OTHER ACTIONS

Office of appeals and review on May 26 grants new petition on behalf of Fort Campbell Broadcasting Co. for extension of time of June 8 to file new responsive pleading to actions on their application for new FM's in Fort Campbell, Ky., and Clarksville, Tenn., respectively (Docs. 16037-8).

ACTIONS ON MOTIONS


Hearing Examiner Iasado A. Hong on May 24 in proceeding on FM applications of Hartford Broadcasting Co., Central Connecticut Broadcasting Co., New York, applicant, and WJSU, Bridgeport, Conn., applicant, for license and station information, for extending, for extending the hearing for September 12. June 25.

Hearing Examiner Forest L. McClennan on May 22 in proceeding on FM applications of News-Sun Broadcasting Co., Waukegan, Ill., applicant, and Edward Walter Pliszczek and Jerome K. Wessel, respectively, applicant, for license and station information, for extending the hearing from June 21 to July 28. June 25.
CALL LETTER APPLICATION  
KCAL, KCAL, Inc., Homas, Ls. Requests  
KCAL—CALL LETTER ACTIONS  
KMEO(FM) Radio Station KMEQ, Phoe-  
nix, Granted KMEO(FM)—FM.  
Klamath Family Stations Inc., Eugene, Ore. Granted KZEL-FM—FM.  

Translators  
K29FU, Del Norte, Colo.—Broadcast Bu-  
reau granted CP for VHF TV translator  
changer type trans. and make changes in  
Ch. 34. Salina, Kan., for ex-  
tended service area. Action May 24.  

K11BZ Koonska, Idaho—Broadcast Bureau  
granted CP for a new VHF TV translator  
on Ch. 10. For service in Middle Fork of  
Idaho River, Idaho, by rebroadcasting programs  

Commission on May 23 granted request by  
Klondike Network, licensee of UHF  
TV translator K14CN Salina, Kan., for ex-  
tenanced service area. Action May 24.  

K29HY, Glasgow, Mont.—Broadcast Bu-  
reau granted CP for a new VHF TV trans-  
ator on Ch. 9. for King Springs, Galipaw,  
Glipsaw, and Tampico, Mont. By broad-  
broadcasting programs of CKCK, Ch. 2,  

K219R, Kings Springs, Galipaw, Galipaw  
and Tampico, Mont.—Broadcast Bureau  
granted CP for a new VHF TV trans-  
lator on ch. 10 (192-196 mc) to ch. 11 (196-  
204 mc). By changing the present translators  
letters to changed to K111A  
Action May 25.  

K21BQ, Shelby, Mont.—Broadcast Bureau  
granted CP for another translator for  
changing type transmitters and make changes  

W2AQ Black Mountain, N. C.—Broadcast  
Bureau granted CP for a new VHF TV trans-  
lator to serve Black Mountain  
by rebroadcasting programs of WLOS-  
TV, Ch. 3 in Greenville. Action May 24.  

Broadcast Bureau granted licenses cov-  
ving new translator and translator Antenna  
KRCW Lassen county superintendent of schools,  
Susuville and Litchfield: KRCI Lassen  
county superintendent of schools,  
Chester, Westwood, Greenville and Susan-  
vale, California. By board of public instruction,  
Bun nell and Flagler Beach, Crescent City, all Florida;  
KZC Twin City Area Educational Tele-  
cision Corp., Grand Marais, Minn.; K7BW Twin  
City Area Educational Television Corp.,  
Grand Portage, Minn.; KGBP, Key  
Television Inc., area north and south  
of Santa Barbara, Calif.; KKBK, KTVB Inc.,  
Cambridge county, eastern part of  
Cambridge, Idaho; KOKH Boise Valley  
Broadcasting, Inc., Boise Valley  
and rural area east of Cambridge, Idaho; K00DD,  
TVP, Yampa, Colo.; KFMD, Del  
Bonta T. V. Club, Del Bonta, Mont.;  
WBOY Wheeling, West Virginia,  
No. 1, Hoosick Falls, N. Y.; K11HD  
Mountain Zone TV, Big Bend National Park, Tex.;  
KBEK and KFPT South Shore  
Resort area, South Shore of Lake Chelan,  

CATV APPLICATIONS  
Ducal Electric Television Inc. requests distin-  
t signals from WOR-TV, WNEW-TV, WPIX,  
and WNYT, all New York, to Barkhamsted,  
Glasgow, and New Hartford, Connecti-  

Free Speech, Inc.—Requests distant  
signals from KMEX-TV, K1JH-TV, KTLA,  
and KTTV(TV) Los Angeles, KTVU(TV)  

Broadcast Bureau granted distant signals  
from WOR-TV, WNEW-TV, WPIX,  
and WNYT, all New York, to Cheltenham  
Twp., Abington Twp., and Upper Darby  

The Jerrold Corp.—Requests distant sig- 
als from WOR-TV, WNEW-TV, WPIX(TV),  
and WNYU-TV New York: WGTG(TV)  

Jerrold Electronics Corp.—Requests dis- 
tant signals from WOR-TV, WNEW-TV,  
WPIX(TV), and WNYU-TV New York;  

Jerrold Electronics Corp.—Requests dis- 
tant signals from WOR-TV, WNEW-TV,  
WPIX(TV), and WNYU-TV New York;  

The Jerrold Corp.—Requests distant sig- 
als from WOR-TV, WNEW-TV, WPIX(TV),  
and WNYU-TV New York: WGTG(TV)  
...(Continued on page 104)
**CLASSIFIED ADVERTISING**

**Announcers**

**Talented, mature Jocks and newsmen; Good voice, experience open today. Box F-15, BROADCASTING.**

**Metropolitan market in coastal Southeast. Announcer with first phone for combination AM-FM night shift (5 P.M.-MN) 40 hr. week. $125 to $150. Box E-160, BROADCASTING.**

**Top DJ who can handle nightshift, 6-12 midnight. Must be creative with voice, and pleasant personality. Salary open. Major market. Top P.M.-MN.) Contact Box E-213, BROADCASTING.**

**Dedman Virginia, medium market MOR seeks mature, experienced, morning man fully aware of how to appeal to rural and urban audiences. Send tape and resume to: Program Director, WTLB, Staunton, Virginia.**

**Has the day arrived when $75 a week won't buy a happy, alert, aware, funny, friendly, eager, entertaining, tasteful, suave, intelligent, creative, and willing walkie-talkie? First right answer wins above job and Southern California's largest market. Salary approx. $120. Box F-8, BROADCASTING.**

**Five swinging top forty DJs wanted for new major market group operation. Door wide open for hope. Start August lst. Rush tape and resume to Program Director, Box F-10, BROADCASTING.**

**Bright-sounding, morning man, midwest market! Number one station for eight years. Excellent opportunity. Send tape and resume today. Box F-46, BROADCASTING.**

**Immediate opening soul R&B DJ. First ticket preferred. Full information KDKD, Denver.**

**KWDB, Wichita, Kansas has immediate opening for experienced staff announcer. First ticket impossible, but not necessary. Good voice and knowledge of mid-road music important. Ship tape and resume to George Willburn, KXAN, Box 69, Wichita, Kansas.**

**Away from the city—but progressive "Metro" format. Opening for announcer with creative commercial ability and voice compatible to adult middle road music format. Permanent position, how available at WCCW, Traverse City, Michigan.**

**Contemporary singer looking for first announcer position. No maintenance. Market over 50,000. Send resume air check, and salary requirements to Johnny Walker, Program Director, WCIT Radio, Lima, Ohio 45801.**

**Announcer wanted immediately. Aggressive sales manager who can sell and desires realistic $10,000 plus yearly income. $100 guarantee weekly for first three months. Dahl Bennett, KFRR, Amarillo, Texas.**

**KSNM—pulse rated number one. Proof of chart to have opening under thirty, good track record. Unquestionable morals...Expansion program underway...opportunities unlimited.**

**Sales**

**Springboard to management and security. Midwest seven station group needs staid, hardworking personalities plus commissions. Fringe benefits, good training. Opening created by promotion. Send photo and resume to Box E-355, BROADCASTING.**

**Excellent opportunity in medium upper midwest market. Top rated station. Top salaries. New account list. Box E-364, BROADCASTING.**

**Middle Atlantic station—300 thousand market. Send resume and photo to: Small market station with many fringe benefits. Beautiful area. Send photo, tape and resume to: Program Director, WBTA, Utica, New York.**

**Immediate opening for sales announcer with excellent sales: Good opportunity: To sell in nation's largest market. Box F-18, BROADCASTING.**

**Quick selling, on air personality sought. Has the ability...Box F-22, BROADCASTING.**

**Attention market salesmen, Ohio, N.Y., Pa., Move up to station 150,000 market. Well established 30 year old station expanding into F-80, BROADCASTING.**

**Immediate opening in sales. Some production and air time. Good opportunity with progressive station. KPNR, Hereford, Texas. Box E-355, BROADCASTING.**

**Excellent salesmen who want management future. Start $125 plus. Located in accepted good music market. Must be close enough to arrange personal interview. Contact Mike Schwartz, WTVY, Springfield, Mass.**

**Deadline:** Monday preceding publication date.

**Display ads $25.00 per inch. Stations for sale, wanted to buy stations, employment agencies, and business opportunities require display space. 5" or over billed at 300% of rate.**

**All other classifications 35¢ per word—$4.00 minimum.**

**No charge for blind box number.**

**Address replies: C/O BROADCASTING, 1735 DeSales ST, N.W., Washington, D. C. 20036**
Chief engineer for 1 kW AM non-directional station southeastern Massachusetts. No experience necessary. Should have mechanical, electrical, and technical skills. Contact Manager, WALE, Fall River, Mass., 76-7839.


Chief engineer—Must have successful supervisory experience to take complete charge of maintenance and supervision for long established 5-kw, 6-tower AM and 180 kw Top 4 FM. We will interview for your experience. All details first letter in confidence. Reference, etc. Reply: WEAV Evanston, Illinois.


First phone engineer-announcer, both permanent positions. First phone at or near transmitter. No maintenance required. Station located near Nob Hill neighborhood, 100% IQ, NO M/F. Box F-3, 8 West 43rd, New York, N.Y.

New position needed for in-town seven station group, including 2 AM and 3 FM stations. Excellent growth and challenge. Send resume to WITL, Lansing, Mich.

Immediate opening for first class licensed man on a permanent basis or for summer assignment. Send resume, references and date of availability to WPPI Radio, 523 E. Washington St., Andover, Conn.


NEWS

Newspaper—announcer with 1st phone. Send resume, references now for challenging position. E-102, $155 or better. Box D-81, BROADCASTING.

Young, articulate, high IQ news director looking to employ believers and non-believers to generate new beliefs and convictions in idealistic-minded, youth conscious, midwest, small market operation. College town. Write Box E-250, BROADCASTING.

Top 40 newsman, large market on East coast. Send tape, references, recent picture. Box E-250, BROADCASTING.

Midwest AM station needs experienced newsmen. Gather, write, air, send tape, resume, proof of experience and community. Box E-332, BROADCASTING.

Additional man for outstanding medium-market morning newsmen department. Experience in airring, gathering, writing, and editing news desirable—but will train willing newsgiver with good on-air personality. Excellent walking news experience. To resume, references, writing samples. All material returned. Box E-334, BROADCASTING.

Newsmen—sales or news-sports-sales. Meaningful work. Send resume, references,; play-by-play air check to Box E-358, BROADCASTING.

The first class, growing, top market operation where news comes first is yours now. Immediate opening for experienced, full time man with future possibilities for television. Only experienced men will be considered. Salary open. Box F-18, BROADCASTING.

Newsmen for Michigan medium market award winning station. Will train beginning, sports, play-by-play available. Box F-57, BROADCASTING.

Midwest university has now opened for radio-TV news department. Will hire woman or man, to direct news film coverage and write own news copy. Prepare radio tape for mid-west in area. Salary based on education and experience. Send resume and tape to Box F-58, BROADCASTING.

Beginner needed to break into State Capital coverage with excellent opportunity. Excellent experience knowing Romney. Send photo and resume to WITL, Lansing, Michigan.

Research, teaching and professional assistantships available to qualified applicants seeking masters degrees in journalism, valued from $2,600 to $3,000. Send resume and undergraduate transcripts by July 15 to Director, The Ohio State University School of Journalism, 223 West 18th Avenue, Columbus, Ohio 43210.

Production—Programming. Others

Girl Friday needed who knows full opera- tion of small station including bookkeeping, billing, payroll, copy, air work. Box E-102, BROADCASTING.

Top 40 DJ, tight board, solid news, com- mercials. Box E-101, BROADCASTING.

Mature beginner desires announcer job. No experience necessary. Will relocate for right commercial. Broadcast school course. Third year man, excellent opportunity. Box E-305, BROADCASTING.

Negro DJ trained by top professionals. Starting salary, national exposure. Box E-317, BROADCASTING.

Machine minutes to listen to tape of maturity and ability to do job. Immediate opening. Box E-305, BROADCASTING.

Negro DJ trained by top professionals. Starting salary, national exposure. Box E-317, BROADCASTING.

Sports News-Announcer, Experienced. All sports, College, family. First Box E-353, BROADCASTING.

Mature pro...soft sell...mild winters college veteran...family...$130.00 Box F-5, BROADCASTING.

Sports Director, play-by-play, 27 years radio experience, veteran, masters degree. Available July 1. Prefer medium to large market. Box F-5, BROADCASTING.

Sports Director seeks major market. Capable of building your station into top sports personality. Experience in play-by-play, promotion and sales. Box F-7, BROADCASTING.

Sassy, knowledgeable, different Top 40. Qualified for major market, B.A. experienced. Versed in sales- management. Box F-13, BROADCASTING.


Air personality—winning team top 15 market. Good ratings. Excellent references. TV-experience a plus. Salary available. Box F-37, BROADCASTING.

First phone—First in experience! First in personality! First in references! First in phone! Currently first in your market! Write me first! Box F-31, BROADCASTING.

Aggressive broadcaster, 22 years experience radio & TV. Last ten at leading 50 kW music and news operation in top market. Will consider substantial position as on-the-air personality, featured TV newscaster, or in management. Box F-38, BROADCASTING.


Top 40 personality first phone, college degree, no experience. Box F-42, BROADCASTING.

Box F-50, Top 40, MOR newscaster. Tight board, reliable, 3rd endorsed. Box F-44, BROADCASTING.


First phone, minimum experience, maximum ambition, try me! Box F-53, BROADCASTING.

Quality announcer available, 17 years experience all phases, including TV. Prefer West. Phone 616-342-2168 or Write Box F-54, BROADCASTING.


Country—Third endorsed $80.00 weekly. Joe Reeves, 923 Lindell, Hannibal, Mo. AC 1-3165.

**Announcers—(conf'd)**

Announcer-enterpreter—College senior available for immediate day or night assignments. Familiar with TV or entertainment background. Five years experience at college radio station. John Settel, 2-344, Washington, D.C.

First phone announcer with years of experience. Good voice, positive attitude. John Smith, 2-344, Washington, D.C.

Young, single announcer with Top 40 station. Audition tape on request. Phone 503-4563.

Midwest: Need summer replacement? Northwestern U. radio-TV news major with year of experience in college radio station, seeks news, announcing experience this summer, 3rd endorsed. Box F-37, BROADCASTING.

News director’s assistant. Available Immediately. $11,600 mnth. Box F-56, BROADCASTING.

**Production—Programming, Others**

PD with six years experience is looking for a step up possible into management. Big volume, challenging, no ideas, and production. Box F-11, BROADCASTING.

Don’t read this unless you want a thoroughly experienced producer, writer, programmer. Currently employed in WYFW market. Available September 1st. Box F-14, BROADCASTING.

Talk-show moderator, with sales experience. Presently medium market. Prefer Florida or West, interview possible. Box F-15, BROADCASTING.

Mr. General Manager read this: Profitable audience building ideas & programs. Unique selling personality—motivating copywriter—"fantabulous" knowledge of music—mature—college grad—Korean vet—employed. Outstanding assistant program director/professional & progressive. Openings in two stations only. Box F-28, BROADCASTING.

Assistant professional young man with nine years experience seeks relocation with top progressive station. Producer-director position. Good voice, versatile, with strong production background. Box F-29, BROADCASTING.

Pro 1st phone PD needs challenge. Box F-45, BROADCASTING.

**TELEVISION—Help Wanted**

**Sales**

Group owned station needs salesman to cover regional and local accounts in Northeast. The aggressive salesman could become sales manager, even station manager, at one of stations in Northeast Central or West Coast areas. A real challenge in a progressive market. Send resume, photo and past history to Box E-185, BROADCASTING.

Leading group-owned VHF in major offers excellent opportunity for experienced local salesman. Fine account list and compensation plan. Excellent opportunity. Box F-48, BROADCASTING.

Sports Director, if you consider yourself a well-rounded, talented Sports Director, write to John Smith, 2-344, Washington, D.C. Exciting sports copy and well trained in your field, you may qualify as our sports guy. We are a top station in exciting sports area. Submit tape, picture, and complete resume to Box E-319, BROADCASTING.

**Technical**

Major midwest market TV needs 1st class engineer. If you’re really interested or licensed or long on experience send resume to Box E-320, BROADCASTING.

Chief engineer for time network station in Northeast market. Top person will have growth opportunities with new TV group in area. Should have engineering experience with studio, station, microwave gear as well as transmitter. Send resume to Box E-164, BROADCASTING.

Maintenance technician. Radio and TV, Must be qualified with 2 or more years experience, and hold a Radiotelephone first class license. Box E-227, BROADCASTING.

Engineer, full color, full power VHF-TV and daytime AM radio. Maintenance and operation transmitter-studio. Requires technical school or considerable experience. Southeast market, seeks new top-line equipment. Send resume, box F-29, BROADCASTING.

Television engineer wanted with experience in video production, audio operation and maintenance. Liberal fringe benefits at growing ETV center in Southeast. Position available June 1st. Reply to Lynn Dryer, Chief Engineer, WREX-TV, Box 1183, Louisville, Kentucky.

Expanding educational television station in Los Angeles area, seeks experienced engineer. 1st class license and maintenance background preferred. Union contract, good fringe benefits and good working conditions. Please contact Theodore Untiedt, Director of Engineering, ETV Channel 26, 105 North Vine Street, Hollywood, California 90028.

Need experienced technician with first phone for studio maintenance. Phone or write Chief Engineer, WREX-TV, 1015 N. 6th St., Visalia, Calif. 209-732-4955.

Experienced TV studio engineer Call or write Chief Engineer, KRDO-TV, Colorado Springs, Colorado.

Need studio and transmitter technicians with first-class operation licenses for growing Northern California TV station. Send resume to Chief Engineer at KVNI-TV, Eureka, California.

Major midwest color equipped, 2 station ETV operation needs studio and maintenance engineers. Excellent salary and fringe benefits. Contact Chief Engineer WMVY-WWMT, 1015 N. 6th St., Milwaukee, Wisconsin 53203, 414-271-4341.

Looking for experience. Live color, VTR and color film with new modern equipment. Must have recent experience. Experience desirable but not necessary. Contact Chief Engineer WREX-TV.

Wanted: Radio/Television 1st phone licensed engineer who can handle operations and maintenance positions. Good salary and fringe benefits. Contact WWTV/WWUP, Ft. Worth, Texas. Phone, 6-3441.

Television engineer—ETV closed circuit campus network. Marconi Mark IV camera, Ampex VR100 and VR660 VTR’s Electronic Editor and instant mix. Requires 1st phone and two years broadcast or CCTV experience. Contact: Mel Chastain, Educational Television Program, Bagley Hall, Texas A&M University, College Station, Texas. Phone: 4-8681.

The University of Michigan has an immediate opening for studio TV engineer. Applicants should be experienced in installation, maintenance and operation of equipment. Excellent opportunity to enroll in part-time University studies may be arranged. Experience commensurate with experience and salary. Liberal benefit program. Box 8, 1st St., Ann Arbor, Michigan. An equal opportunity employer.

**Help Wanted News**

Newman, Major station in top 50 market seeking outstanding creative on-air news reporter, for full Monday-Friday schedule. Applicant should have considerable experience in on-air reporting. Newsfilm photography, editing, writing, copy techniques. Salary commensurate with ability. Send tape, picture, and complete resume to Box E-320, BROADCASTING.

Mature energetic News Director for primary affiliate. Must have strong desire to serve responsible citizen in area. Unique challenge guaranteed for the right person. Prefer resume of midwest. Box E-322, BROADCASTING.

Experienced writer-producer for documentuary assignment. Must have depth doc reports daily, weekly and monthly. Know film. Send resume and salary requirements. Box F-39, BROADCASTING.

Newman, South Florida television. Network affiliate. Looking for newsman—heavy em- phasis on production. Williner, color, tape, etc. Send resume, video tape, salary required first reply. Box E-29, BROADCASTING.

**Production—Programming, Others**

Color VHF needs additional floorman director. Excellent opportunity for aggressive young man who wants to learn direction, scenic construction and lighting. Full details, including salary requirements in first letter to Box E-330, BROADCASTING.

Experienced producer-director for new position in expanding ETV station. Will work in new building with new top-line equipment including 1-0 equipped mobile unit. Master’s degree required. Send credentials to Dr. Duane Tucker, WBGU-TV, Bowling Green, Ohio 43403, Bowling Green State University is an equal opportunity employer and as such will give consideration for employment regardless of race, color, creed, religion, or national origin.

**TELEVISION**

**Situations Wanted**

**Management**

General manager for medium to large market. Thoroughly experienced every phase, including national and local sales. Can start new station or develop old one into highly profitable property. Also, capable of new channel development in quality competitor. Box E-48, BROADCASTING.

**Sales**

Television sales manager. Excellent record. My system works. Box C-35, BROADCASTING.

Slide pitches—Spectat—Promotion—Sales. Results-—Dollars. Contact me now! Box E-234, BROADCASTING.

**Announcers**

Available immediately upon two weeks’ notice.ANNouncer only. Ten years, varied experience. Tape, resume, references upon request. Box F-49, BROADCASTING.

**Technical**

1st phone limited experience audio, maintenance. Production background. Box C-35, BROADCASTING.

1st class technician ready supervisory position. Background includes construction, transmitter, local color, video tape, studio equipment. All latest RCA equipment. Box F-39, BROADCASTING.

Engineer—Experience in station construction, supervision of both engineering, proofs, maintenance, operations, personnel and supervision. VHF, UHF, AM-FM Multiplex Antennas to remote trucks. Box F-47, BROADCASTING.

**NEWS**

News Director, past four years supervising 15-man radio-TV department. Station sales dictates change. Available immediately. 20 years broadcasting. Box E-321, BROADCASTING.

Station cancels news! Veteran reporter available soon. Member Sigma Delta Chi and National Assocaition of Broad- casters. Experienced all phases news-sports operations. Box E-946, BROADCASTING. Reporter/producer, experience all phases TV news in major market; education background, excellent. Box F-17, BROADCASTING.
FOR SALE—Equipment (Cont'd)

FOR SALE—Equipment

BROADCASTING, June 5, 1987

NEWS—(Cont'd)

Better than average newsman with below average paycheck needs more money. Let’s hear from the marriage market. Available. Box F-38, BROADCASTING.

INSTRUCTIONS—(Cont'd)

First Class License in six weeks. Highest success rate in the Great North Country. Job guaranteed. Approved for Veterans Training. Elkins Radio License School of America, 1123 Spring Street, Davenport, Iowa 52803. For more information write Box F-38, BROADCASTING.

INSTRUCTIONS

FOR SALE—Equipment (Cont'd)

FOR sale immediately—12 kw UHF, G. E. klystron TT-25-A transmitter. Also omni direction, G-E klystron, 2 kw, Channel 42. Also 180 ft. of 3/4" transmission line. And 6 kw G-E klystron, 3/4" considered. Must be sold now—Call 415-428-7710.

R. F. Bridge general radio 816-A like new $490.00 Advance Radio, 124 S. Douglas Street, N. W. 37938.


20-McMinton SCA Multiplex Ten series FM receivers new—$55.00 each, KZON, Box 123, Opportunity, Wash. 99206.

2 RCA TK-50 cameras complete with lenses, pedestals, 7" monitors and housings. Excellent condition.$19,000.00. R. Lauith, W-TO-TV, Dayton, Ohio.

Two, three year old TK-60's mint condition. Complete camera, lens, video control unit, trivest, etc. Professional camera. Call 319-324-1661 or write Dave Hauser, WOC Broadcasting Center, 803 Brady, Davenport, Iowa 52808.

Ampek FR-10-2, stereo recorder, 71"-IPS 4 & 10" disk, New, never used. Approved for veterans. Ask it. The Maze Corp. P. O. Box 6630, Birmingham, Ala.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee. Radio Supplies Co., 1314 Burbide St., Laredo, Texas 78040.

Old carbon mike, not necessarily in working order. We want the type with a large round hole in the center, surrounded by a ring of smaller circles. Call or write Dave Hauser, WOC Broadcasting Center, 803 Brady, Davenport, Iowa 52808. 319-324-1661.

4 Bay FM turned to or near 105.5 Call 201-837-7570.

Wanted: G.E. 1 kw UHF transmitter. Good condition. Also consider rack gear if available. Contact Al Crocker, KLYD-TV, Channel 17, Eureka, California.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio, Electro- find, 901 Montana Ave, N.Y. in all phases of production, including staging, lighting, floor manager, switcher. Hard working, aggressive. Stuart Patt, 410 Nob Hill, Ann Arbor, Michigan 48103 or call 313-781-4665.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro- find, 901 Montana Ave, N.Y. in all phases of production, including staging, lighting, floor manager, switcher. Hard working, aggressive. Stuart Patt, 410 Nob Hill, Ann Arbor, Michigan 48103 or call 313-781-4665.

INSTRUCTIONS

FOR SALE—Equipment (Cont'd)

INSTRUCTIONS

FOR SALE—Equipment (Cont'd)

For complete listing call 718-327-9976.

FOR SALE—Equipment (Cont'd)

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro- find, 901 Montana Ave, N.Y. in all phases of production, including staging, lighting, floor manager, switcher. Hard working, aggressive. Stuart Patt, 410 Nob Hill, Ann Arbor, Michigan 48103 or call 313-781-4665.

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Help Wanted—Management

**A REAL PRO**
Operations manager in top ten market seeks to relocate. You name it—I've done it—12 years experience, announcing, news, sports, sales, lis, tele. Former General Manager, thoroughly familiar with FCC regulations and office procedure. Box F-34, Broadcasting.

Help Wanted—Announcers

**SPORTS REPORTER**
needed for daily sports show on WHAS-TV & Radio. Must be able to plan and write imaginative sports programs and conduct interesting interviews. Play-by-play secondary. Send full resume, audio tape and recent photo to:
Alan Wilson
Personnel Department
WHAS
525 W. Broadway
Louisville, Kentucky 40202

Help Wanted—Announcers

**TV NEWSMAN**
KOVK
Sacramento, California
Experienced newsman capable of gathering, writing, and delivering on camera. Submit resume and VTR or SOF to:
Personnel Department
McClatchy Broadcasting
21st & Q
Sacramento, California

Help Wanted—Production

**Promotion/Publicity Director**
We have an opening at WLV-D, Dayton, Ohio, for a key department head with 3-5 years sales experience in commercial television promotion activities. Including advertising, audience and sales promotion. Must be an accomplished copywriter. Send complete confidential resume to Mr. D. Dahmann, General Manager, WLV-D, 4503 South Dixie Highway, Dayton, Ohio, 45401. An Equal Opportunity Employer. (M/F).

FOR SALE

RCA color truck—4 TK41C cameras—control room—Top network condition. Serious inquiries invited.

Box F-52, Broadcasting.

**BEST BUY IN BUDGET**
$5.00 per month
Audible Advertising Productions, Inc.
653 Fifth Avenue
New York, N. Y. 10022

**RADIO PROMOTION DIRECTOR**
Looking for young man who is Radio Sales Promotion writer, PR and graphic ability helpful.
Box E-373, Broadcasting.
FOR SALE
Stations

CLASS C FM
Box F-46, Broadcasting.

CALIFORNIA
Exceptional opportunity. AM Fulltimer in solid, fast-growing city. $300,000 with $156,000 cash over two year period. Includes building, valuable real estate. No brokers. Send detailed identification with first letter.
Box F-51, Broadcasting.

RADIO STATION FOR SALE BY OWNER
500 watt daytimer, including building and five acres of land. $72,000, 29% down, 6% on balance. Mike Barrett, owner, 5219-26th St., Lubbock, Texas.

CALIFORNIA
Very desirable 1KW daytimer, 1 roof operation, located excellent growth and living area, central coast city. Grossing $91,000, price $115,000. Good terms.
Box F-61, Broadcasting.

LaRue Media Brokers Inc.
116 Central Park 501-F
New York, N. Y.
265-3430

CATV Directory Issue

The first comprehensive directory of community antenna television systems compiled from official FCC records.

This single source reference to the CATV field includes the following data:

- Location • name of system • address • date started
- Principal officers and stockholders
- Population of community served • Number of subscribers
- Channel capacity • Channel of CATV carriage
- TV stations carried on system, originating channel numbers
- Method of pickup (microwave or off the air)
- Nature of additional services, time devoted to each

PLUS . . . a complete list of multiple CATV owners, and CATV owners having interests in radio or television broadcasting and microwave services.

ORDER TODAY

☐ Please send ....... copies of the CATV Directory at $3.00 per copy.
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Company ....................................................................

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City ........................................... State ........................... Zip ..................

TELEVISION MAGAZINE, 1735 DeSales St., Washington, D.C. 20036

BROADCASTING, June 5, 1967
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting, through May 31. 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.

Walkervile, Calif. — Frederick Cablevision Inc., trading as Walkervile Cablevision Co., has been granted a franchise. The town will receive 5% of the gross revenue, or $750,000.

Webster, Mass. — Webster Cablevision Inc. and Guteheug Valley Cable TV have each applied for a franchise.

Indianola, Iowa — Independence CATV Corp., Stauffer Publications (group broadcaster), and Umpqua Bank, have each applied for a franchise. The city will receive 5% of the annual gross receipts, or an estimated $150,000.

Edgewater Park, N. J. — General CATV has been granted a franchise.

Lakehurst, N. J. — Crosswicks Industries Inc., has been granted a franchise. The borough would receive 5% of gross revenue for the first three years, with an installation fee of $18.

Newton, N. J. — Telematics Cable TV Inc. has applied for a 15-year nonexclusive franchise. The city would receive the minimum annual payment of $1,000, and a maximum payment of 10% of the gross revenue, plus the installation fee of $100 would be carried by the system.

Philadelphia, Pa. — Callowhill Cablevision Inc. has applied for a franchise.

Murphysboro, Ill. — Miss. has applied for a 20-year franchise. Subscribers would pay the monthly service charge and installation fee, respectively, which would receive 5% of the annual gross revenue.

Shelby, N. C. — Shelby Cablevision Inc. and Jefferson County Cablevision, have each applied for a 15-year nonexclusive franchise.

WANE-TV Fort Wayne, WISH-TV Indianapolis, WKBW-TV Buffalo, WBBM-TV Chicago, KOX(TV) Tulsa, Oxla. and KHOU-TV Houston, have each applied for a franchise.

BROADCASTING, June 5, 1987
Bob Bergmann yearned to become an actor before he joined the U. S. Marine Air Corps in World War II, but a beer garden in the South Pacific helped quench his thirst for the Broadway and Hollywood limelight.

Mr. Bergmann, who speaks with the precision and well-modulated tones of an individual trained for the theater, recalled the other day that he had acted in plays in camp, school and college. After leaving Brown University in 1940, he performed with little-theater groups and acted on radio programs, including Easy Aces and John's Other Wife in New York.

"Acting was my whole life," he recounted. "But during the war I was an operations officer in the South Pacific. And one of my duties involved the running of post exchanges. One of my principal activities was supervising a beer garden for the men. I discovered that any surprise that I enjoyed business management. I found out I had a real feel for business affairs."

Yet Mr. Bergmann would acknowledge that he has never lost completely the affinity for the entertainment arts and he still has star dust in his eyes for the theater, motion pictures and television. He is appreciative that he can operate in the world of entertainment and the world of commerce.

Combined Talents • A medium-sized, distinguished-looking man of 49, Mr. Bergmann has managed to combine his talent as a creative person with his skills as an administrator to build a flourishing entertainment-communication complex, Filmex Inc. With branches in various parts of the U. S. and with its subsidiary companies, Filmex produces film and taped commercials and industrial films and is preparing to become active in the production of feature films and TV program series.

After the war Mr. Bergmann segued into the television business following a two-year period with R. H. Macy & Co., during which he sharpened his business acumen in Macy's executive-training program and in the company's Jamaica, L. I., store. But the pull of show business was still powerful and he vowed to find a niche in the burgeoning TV field.

Mr. Bergmann embarked upon a long and rewarding job-training regimen from 1949 until 1959 when he established Filmex. He acquired background as a writer, producer and director at such diverse facets of the industry as an agency, a network, a station and a film-production company. Mr. Bergmann gained insights into both TV program and commercials production.

He recalled that he launched Filmex in 1959 with a staff of nine and a single office in New York. An index of the company's growth is that Filmex now employs 110 persons and has offices in Hollywood and Fort Lauderdale, Fla. He has organized several subsidiary companies to supplement and complement the activities of the parent organization, including Filmexplain (print service), Tapex (tape production), and Filmexim (research and development into films).

Mr. Bergmann estimates that Filmex grosses in the neighborhood of $6 million a year, which ranks it among the top companies active in the production of TV film commercials (its primary source of revenue). Through Tapex, the organization has entered the field of tape commercials recently, and over the past few weeks has drawn assignments from Westinghouse Electric, Shell Oil, Carling's beer and Maxwell House coffee.

His years in the various phases of the industry have convinced Mr. Bergmann that the art of film making, particularly as it applies to TV commercials, requires constant experimentation and refinement. As a result, Mr. Bergmann established a new division several weeks ago called Filmexim (research).

"Filmexim is the equivalent of research and development for the film industry," Mr. Bergmann explained. "When we're studying and developing new lenses, lighting, techniques, grip and dolly equipment and other innovations that keep pace with the industry. Several experimental commercials have been produced and shown."

The escalating costs of commercials, particularly with the advent of color, imposes heavier responsibility on the producer, according to Mr. Bergmann. He noted that a one-minute commercial costs between $18,000 and $22,000, and added: "It's showmanship that is making the difference between the men and the boys. Today, you'll find an emphasis on humor, great percussive effects, still photography and lighting, and extravagant contrasts as grabbers of attention."

One of the challenges facing the television industry, according to Mr. Bergmann, is to attract more retail businesses into the medium. He pointed out that Sears Roebuck is an acknowledged leader in this area, having set up a studio replica of a store for color commercials, but he indicated that additional progress can be achieved through an effort on the part of all segments of TV.

Though Filmex's main thrust is in the production of TV film commercials, Mr. Bergmann intends to make a mark in other phases of the TV industry. He confided that Filmex's extensive TV program series in development and has three story properties that he would like to fashion into motion pictures.

Keep Moving • Mr. Bergmann still enjoys flying and occasionally pilots the company's plane, a Cessna 300, though he has a licensed aviator on the staff. He adds that Filmex is a "highly mobile organization," also maintaining a Hughes five-passenger helicopter and a speedboat at its Fort Lauderdale branch. The plane is used to scout locations and to make quick trips to the offices of clients and the helicopter to expedite deliveries to regular airlines handling shipment of films.

Mr. Bergmann usually walks to his office on his way to the New York office from his duplex penthouse on the East Side. He has been married to the former Ava Waddle of Dallas for more than 22 years and they have two children, Robert and Peter. Mr. Bergmann enjoys flying, golf and tennis but says his work is "so exciting that it's a hobby as well as business."
EDITORIALS

The inventors of inflation

In one stroke, the Television Bureau of Advertising has exposed both the hypocrisy and the real motivation in the newspapers' current complaints about television ratings. Through their Bureau of Advertising, it may be recalled, the newspapers are claiming that TV audience figures are grossly inflated, and have offered to help finance an investigation of the methodologies that produce them (Broadcasting, May 1).

"If the newspaper bureau has money to spare," said Harvey Spiegel, TVB vice president for sales and marketing, "might I suggest that national advertisers would like to have more continuing information regarding newspaper audiences 365 days a year instead of the once-a-year circulation measurements of the Audit Bureau of Circulations" (Broadcasting, May 29).

If the newspapers want to see what real inflation looks like, let them siphon off the difference between their gross circulation and actual readership, section by section, page by page, ad by ad, week in and week out, as television does. They yell that measurements of actual TV use are too high, but they sell on a basis that encompasses everybody who might be a reader. It would make as much sense, as Mr. Spiegel pointed out, for television to sell on the basis of total homes equipped with TV sets.

When newspapers start figuring costs-per-thousand on the basis of Starch readership reports their position in alleging inflation will be a little less awkward. But their sales position may be a good deal more awkward, although from figures cited by Mr. Spiegel, it would seem to be awkward enough already.

The following figures suggest why the newspapers are making so much noise about TV ratings: The TVB analysis showed that newspapers' top 100 advertisers last year spent 3.7 times as much in TV as in newspapers and increased their TV budgets almost three times as much as their newspaper outlays. Is that any way for a medium's best customers to act?

The fact is, as we have said before and as Mr. Spiegel pointed out last week, advertisers judge media by their sales effectiveness. Obviously, this is where TV really has an inflationary effect.

Archaic legality

As reported in this publication last week, broadcast stations in New York state are confronted by a conflict between their journalistic duty and the U.S. Criminal Code. The state government is about to introduce a lottery, which is news by any journalistic judgment. The federal code prohibits broadcasts of information about lotteries.

For some time the same dilemma has confronted broadcasters in New Hampshire, where a state lottery is now well established.

For the moment this is a problem affecting only the broadcasters of New York, New Hampshire and neighboring areas of other states. But broadcasters elsewhere may not be able to ignore it forever. If the lottery in a state as large as New York produces the desired revenue without producing undesirable side effects, other states are certain to consider a similar technique for themselves. Few state governments these days are escaping the pinch between tax revenues and state expenses.

The federal prohibition against the broadcast of information about lotteries was originally included in the Communications Act to discourage broadcasters from promoting games of chance for commercial purposes. Years ago the section was removed from the Communications Act and inserted in the criminal code as one of several revisions in the Communications Act. Clearly it is time for the Congress to review the pertinence of so broad a prohibition.

There is no federal law that prevents New York, New Hampshire or any other state from instituting lotteries to raise revenues for legitimate purposes. There should be no federal law that prevents broadcasters from reporting the activities of their state governments.

It would take only minor changes in the language of the federal code to legitimize the broadcast of information about state lotteries while retaining the prohibition, which was originally intended, against the promotion of lotteries for private gain. If the National Association of Broadcasters is looking for useful assignments, this one would fit on the list.

Promising succession

One of the hottest seats in Washington is that held down by the director of the United States Information Agency. And just below it is a seat almost as hot—occupied by the man who runs the Voice of America, spreading the news of this nation in many tongues by short-wave, long-wave, tape and film.

Leonard Marks, an attorney with a flair for both diplomacy and journalism, has directed the USIA for the past two troubled years as if he had worked at it all his life. And he has maintained with Congress a rapport unequalled by any of his numerous predecessors.

Heading the Voice during most of Mr. Marks's tenure has been John Chancellor, the first professional broadcast newsman ever to direct that intricate and sensitive organization. He has resigned to return to his chosen field as an NBC correspondent.

The appointment of John Charles Daly to head the Voice follows the praiseworthy precedent established in the selection of Mr. Chancellor two years ago. Mr. Daly knows news, domestic as well as international. He knows Washington and government too. Really, it's his line.

In the Chancellor regime the Voice has adhered to the policy of playing the news straight in its broadcast overseas, although there have been pressures, as there always have, to slant reports to make the U.S. look good. This is a policy that we assume Mr. Daly will want to carry on. The credibility of America's Voice will continue to depend upon its observance of the principles of journalism and not those of distorted propaganda.

"Take that TV and get out of here...You're fired!"

Drawn for Broadcasting by Sid Hix

COMING! TODYA

Broadcasting, June 5, 1967
Give the gang our best.
All Collins transmitters could be sold for less.
- Corners could be cut on transformers (narrowing safety margins for continuous operation).
- Less shielding could be used against spurious radiation (sacrificing some degree of stability).
- Standards on components, wiring, cabling and switches could be lowered.
- Collins' rigid testing could be bypassed.
- Meeting proper load conditions could be left to luck.
- Money devoted to research and development could be saved.
- Collins' 2-year warranty could be cut to the 1-year period of other manufacturers.

All these compromises could lower the price—as well as the quality, performance and reliability of the product—about 20%. But then Collins transmitters wouldn't be known for their careful engineering, conservatively-rated components, and precision manufacturing techniques.

Collins gives the broadcaster a discount in the form of quality and service. And that's worth a lot more than 20%.

For technical information on any FM transmitter ranging from 250w to 20kw, contact Collins Radio Company, Broadcast Communication Division, Dallas, Texas. Area Code 214, AD 5-9511.