spot radio
reminds them
buy your product

They know what they like and they buy what they hear — on Spot Radio!
These easy to use cuts make production of Selling Radio Spots a pleasure. And your salesman will make you and the used car dealer happier with increased business for both of you.

Call collect or write CRC, Box 19726, or World Broadcasting System, Box 19246, Dallas, Texas. Phone (214) 748-8004.

CRC MONEY MAKER AND NEW WORLD PRODUCTION LIBRARIES
The Ohio State Awards is changing its annual deadline to September 15th. This year only, entries must have been broadcast during the period, January 1, 1967—August 31, 1967. This 32nd American Exhibition of Educational Radio and Television Programs is open to all radio and television broadcasters producing programs whose primary intent is to educate or inform rather than to entertain.

For Information and Entry Materials, Write:
INSTITUTE FOR EDUCATION BY RADIO-TELEVISION
2470 NORTH STAR ROAD, COLUMBUS, OHIO 43221
(614-293-6641)

DEADLINE FOR ENTRIES
SEPTEMBER 15, 1967
CHANNEL 8 reaches a great, thriving area, including these four major markets, as well as many other communities. And, it delivers the giant share of the viewers in its market.

Another priceless plus: 26%* color penetration for its all-color local telecasts and NBC programs.

*Based on Feb.-Mar. 1967 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

WGAL-TV
Lancaster, Pa.
Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco
Scene is Chicago

It's now all but certain that attack on constitutionality of FCC's fairness doctrine will be concentrated in seventh-circuit U. S. appellate court in Chicago where Radio-Television News Directors Association and group of licensees filed their appeal last month (BROADCASTING, July 31). CBS lawyers have urged RTNDA lawyers to move their case to New York, but word is that RTNDA and associated appellants will stand pat, as they have power to do because they were in court first.

If CBS's appeal is consolidated with RTNDA's, as expected, CBS may have to think twice before choosing Chicago lawyer. (It's customary to attach local counsel to case of this kind.) For some time Newton Minow, former FCC chairman, now Chicago lawyer, has represented CBS in Midwest. At FCC Mr. Minow thought fairness doctrine was just fine.

Early change

Even before presidential task force named to look into telecommunications policy and spectrum use (see page 25), gets into subject too deeply, one of its members must be replaced. He's J. Herbert Hollomon, acting undersecretary of Commerce, who's leaving Sept. 1 to become president designate of University of Oklahoma. Speculation on who will succeed him on task force centers on Dr. John F. Kincaid, awaiting Senate confirmation as assistant secretary of commerce for science and technology.

Dr. Kincaid, named by President to post last week, comes from International Minerals and Chemicals Corp., Chicago, where he was vice president for research and development. During World War II he was in charge of explosives research laboratory of Carnegie Institute of Technology. He taught at Princeton University from 1936 to 1938.

Sign of times

Agreement in which Peters, Griffin, Woodward gives its radio station list to McGavren-Guild Co. in exchange for financial interest in parent company (see page 35) reflects fundamental change in rep business, some broadcasters feel. They cite spiralling costs of selling, making radio rep business less profitable for many large TV reps whose radio volume is only marginal. One way to beat increased competition for relatively smaller radio ad dollar is to merge or relinquish radio interests, these sources feel.

Whatever the reasoning behind PGW-McGavren-Guild agreement, many stations involved expressed surprise at manner in which deal was handled. Some stations are not yet sure who reps them. Broadcasters weren't only group surprised by deal: PGW radio division employees say they were notified Monday (Aug. 14) that employment would be terminated on Sept. 1. Five PGW salesmen have been invited to McGavren-Guild: John Butler and Don Garvey of New York, Dennis Israel of Chicago, William Hirsch of Detroit and William Jones of Atlanta.

Help wanted

Bailey K. Howard, president of Field Enterprises, began search last week for replacement for Sterling (Red) Quinlan who resigned as manager of Field's WFLD-TV Chicago in budget dispute (see page 39). Mr. Howard, in personal business office in Van Nuys, Calif., last week, said job was wide open and that he probably would make no decision until mid-September. Mr. Quinlan leaves Oct. 1.

Maneuvre room

Here's why FCC Chairman Rosel H. Hyde chose to be named ex officio instead of President's new task force on communications policy (see page 25): Mr. Hyde felt his responsibilities as head of independent agency precluded full task-force duty. Also, as ex officio member, he can make contributions without committing himself to task force's recommendations.

At FCC there is some speculation that presidential emphasis on need for compatibility between any domestic satellite system and world system might adversely affect chances of Ford Foundation proposal for domestic system dedicated to television use. Ford system would not fit into global scheme as easily as one devoted to more general use, it's believed.

Waiving policy

FCC Commissioner Lee Loewinger may have swing vote in Kaiser Broadcasting Inc.'s proposed purchase of 50% of WAFB-TV Cleveland, for which Frank V. Mavec holds construction permit. Commissioner Loewinger last week appeared to side with Chairman Rosel H. Hyde and Commissioner Robert E. Lee in favoring grant, while Commissioners Robert T. Bartley and Kenneth A. Cox opposed it. However, final vote won't be taken until Commissioner Cox prepares opinion opposing sale—and Commissioner Loewinger has said he wants to study statement before "committing" himself.

If commission approves transfer, it would have to waive its yet-to-be-invoked policy designed to slow down expansion of broadcasters into major markets. Policy requires hearings in cases where application would result in broadcaster owning more than three stations, no more than two VHFs, in top-50 markets. With Cleveland acquisition, Kaiser would have six VHFs in top eight markets. Commission staff has opposed transfer, regarding it as shortest blow yet at top-50 policy, which thus far has been waived four times (including once to permit Kaiser to acquire 30% of WBRC-TV Cambridge-Boston.)

End of the line

Television has come to northernmost town in North America with introduction of CATV system to Point Barrow, Alaska. System, which began two weeks ago, is said to have about 1,800 subscribers. Like some systems in southern Alaska (see page 54), Barrow programing is via tapes of Anchorage stations, some 800 miles away. Barrow system is owned by Hagberg & Hopson Inc. Mr. Hagberg is vice president of Wien Air Alaska and chairman of Alaska 67 centennial celebration. Mr. Hopson is local businessman.

On the House

Word is that Commerce Committee Chairman Harley O. Staggers (W. Va.) will approve today (Aug. 21) and transmit to House floor revised committee report on public-broadcasting bill. Though staff strove mightily, report was not completed in time for approval before week's end. Staff members worked late last Thursday night (Aug. 17) on final revisions, but Chairman Staggers was not available Friday to approve finished document. Report suffered many last-minute changes (see page 38).
In Mark Antony's Time
When Imperial Rome Ruled All
This Silver Denarius Was The Dominant Coin

In 1967
In The Television Market of Portland, Oregon
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.
WEEK IN BRIEF

White House look into telecommunications puts future of radio spectrum 'on the line.' Johnson, in policy statement to Congress, sets up task force to study whether natural facilities are being used to best advantage. See...

LONG LOOK... 25

Cigarette Advertising Code administrator Robert Meyner blasts FCC's report on cigarette ads, calling it 'partisan pamphleteering' that abounds with part-truths, extractions, lacks fair play. See...

CAC ASSAIS FCC... 30

McLendon's KADS(FM) Los Angeles, all-classified-ad format fails to sell itself. Public response shows 'boredom and fatigue,' balks at paying $1 for instant want ads; station loses over $86,000 in six months. See...

FORMAT FLOPS... 34

Station rep PGW Inc. transfers radio stations to McGaven-Guild Co., forms exclusive radio rep firm. PGW buys into Atlantic States Industries Inc., McGaven's parent company, will continue handling TV stations. See...

PGW RADIO MERGE... 35

Republican minority on House Commerce Committee attaches doubts to Corp. for Public Broadcasting bill, but splits on whether to support legislation; fear that CPB will be 'high mogul' of now nationwide net. See...

CPB DISSSENT... 38

Sterling (Red) Quinlan, general manager of WFLD(TV) Chicago and president of Field Communications Corp., resigns in opposition to tightening of station's operations budget by Field officials. See...

QUINLAN OUT... 39

ABC Inc. moves motion-picture production and distributions, will lay out $30 million to produce 10 to 12 feature films by 1969 to be distributed by subsidiary of Cinerama Inc. See...

ABC LEAPS... 52

Walt Disney Productions sues Alaskan CATV group over copyright infringement of two shows. Cable operator Stevens replays tapes from Seattle TV stations, says he 'wouldn't mind paying a reasonable' fee. See...

DISNEY SUES... 54

Four Star Television Inc. control passes into hands of syndicate headed by David B. Charnay, chairman of Continental General Inc., New York; 346,000-plus shares of company bought for reported $1 million. See...

FOUR STAR GOES... 58

Daytime-fulltime broadcasters challenge recent FCC presunrise rule, call for reconsideration. Fulltimers concerned with interference; daytimers with scope of rules; both question legal basis for U.S.-Canada treaty. See...

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Published every Monday by Broadcasting Publications Inc. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $10.00. Annual subscription including Yearbook $20.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 60 cents per copy. Broadcasting Yearbook, published every January, $1.00 per copy.

Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

From Evansville, Indiana, WEHT-TV zooms into the action. With ready camera and live-wire spirit, Evansville's audience-focused station launches six days of intensive race coverage... providing the first same-day color coverage of a sports event in the area... flying videotapes to sister stations of the Gilmore Group... building audience excitement and loyalty by capitalizing on interest in the fastest-growing spectator sport in the nation.

Follow through. WEHT's roundup half-hour color film of the race multiplies its mileage in the weeks that follow, as Evansville area clubs clamor for special showings.

Alert programming, exclusive news breaks, in-depth specials... WEHT-TV leads the way in the Evansville market. Captures the spirit of its ¾-million viewers. Gives your sales message dynamic penetration.

ABC Network / Represented by Avery Knodel, Inc.
FCC stays transfer of Oregon City AM

KIMN Broadcasting Co., which sold KYMN Oregon City, two months ago, has been ordered to resume control of station. FCC announced order Friday (Aug. 18), following court order staying transfer of control to Metropolitan Radio Corp.

Order of U. S. Court of Appeals in Washington followed filing of appeal from commission grant by KXL-AM-FM Portland, Ore. KXL had urged commission to hold hearing in case to determine whether J. Elroy McCaw, largest stockholder in Metropolitan, was guilty of trafficking in broadcast licenses, whether Metropolitan's operation of KIMN would tend to degradation of service in area, and whether Metropolitan had made legitimate effort to determine needs of area to be served.

Commission approved sale (for $980,000, plus assumption of $830,000 in debts) on June 7 (BROADCASTING, June 12). KXL filed its appeal on July 7. Three days later parties consummated sales contract.

NABET expects approval on ABC, NBC strike call

National Association of Broadcast Employees and Technicians (NABET) last week called for vote on whether to strike ABC and NBC. Members were to cast votes on Saturday (Aug. 19) and union sources were confident strike would be approved for Sept. 1, day after present contract expires.

Negotiations between NABET and two networks resumed last week after deadlock over procedural differences (BROADCASTING, Aug. 14), but bargaining hadn't made substantive progress on key issues by late Friday.

Though new network wage proposals are expected, union sources privately doubted they would be accepted.

Triangle moves AM stations back to Blair

Triangle Stations announced Friday (Aug. 18) that its five AM stations will be represented by Blair Radio New York, effective Sept. 1. Stations are WPHL Philadelphia; WBRG Altoona, Pa.; WBNF Binghamton, N. Y.; KFRE Fresno, Calif., and WNHC New Haven, Conn.

Move places all Triangle stations (radio and TV) under Blair representation. It also is return of Triangle radio stations to Blair which had repped them until July 1, 1965, when Edward Petry & Co. took over.

Blair-Triangle association goes back more than 10 years, Roger Clipp, vice president and general manager of Triangle stations and Tom Harrison, president, Blair Radio, indicated Friday in announcing their "renewed relationship."

PBL has hand in pool plans for convention

Network news organization representatives are meeting in Miami Beach today (Aug. 21) to inspect site of 1968 Republican national convention and to plan technical aspects of pool coverage (BROADCASTING, Aug. 14).

Pool will have new contingent this year: Public Broadcast Laboratory's 1968 convention and election unit, organized and coordinated by Richard Kellerman, who was recently appointed PBL director of information services. Other members of PBL unit will be producer David Bukstbaum, former operations director on CBS Reports; national affairs editor John Winklein, former WABC-TV New York news producer; operations director Gerald Slater, former CBS News manager of production services, and George Zavales, former CBS-TV manager of field operations.

Cigarettes remain burning Hill topic

In wake of Cigarette Advertising Code letter to congressmen and senators blasting Federal Trade Commission report on cigarette advertising (see page 30), one senator was proceeding with plans to submit bill that would tax cigarettes according to tar and nicotine content and another was firming up witness list for hearing this week on health aspects of smoking.

Senator Robert Kennedy (D-N.Y.), co-sponsor with Commerce Committee Chairman Warren Magnuson (D-Wash.) of earlier bill that would require stronger health warning, along with tar and nicotine figures on packs and in all ads, is reported ready to introduce legislation "within month" on graduated excise-tax plan for cigarettes. Tax would go up with higher tar and nicotine levels.

Kennedy tax bill was promised when senators introduced advertising-control measure (BROADCASTING, May 22) if action on that bill was not forthcoming.

In response to Cigarette Advertising Code letter, spokesman for Senator Kennedy said "senator is concerned generally with inadequacy of efforts at self-correction both by tobacco industry and broadcasting industry."

John Moss (D-Calif.), chairman of House Commerce and Finance Subcommittee and supporter of anticigarette-advertising proposal, felt CAC letter "is exactly what one would expect from

Music to soothe savage bears, bulls

FCC has given nod to unusual programing experiment that would permit television station to broadcast visual transmission of stock market ticker tape to accompaniment of background music. One year grant to KGLR-TV (ch. 14) Oklahoma City, would permit that station to broadcast stock market information with audio feed of either mechanical clicking of ticker-tape machine or background music. Station proposes to program in this manner five days a week from 9:45 a.m. to 2:45 p.m.

Ordinarily, commission said, its general policy has been that "the use of background music, not integrated with the visual transmission does not represent a desirable use of a television facility." However, in calling program proposal "unique," commission acceded to one-year trial period with provision that station provide reports as to reactions of its viewing public to programs and appropriate financial information on experiment requested by commission.
Racial issue may be mixed in AFTRA strike

WNJR Newark, N. J., nine-man announcing staff was still on strike Friday (Aug. 18), engineers were still refusing to cross American Federation of Television and Radio Artists' picket lines, and neither side anticipated early settlement.

Announcers went out Aug. 13 after contract negotiations were broken off over issues of prerecording for automated operation and changes in discharge and work rules. Strike issue was further complicated by hints of racial issue between announcers on station, which specializes in Negro programing, and what one of them called "white management" of Rollins group.

Rollins's position as AFTRA officials prepared "for a long strike" was strengthened by fact that WNJR contributes "less than 1% to overall corporate income," according to corporate vice president James C. Roddey. Management personnel were keeping WNJR on air last week, and, despite some advertiser defections, Mr. Roddey reported, "we're not hurting yet."

FM set sales continue upswing; color TV mixed

Distributor sales of FM radios in June zoomed to record for year, almost 60% above May's sales and 43.4% rise over June 1966 sales.

For six months, FM sales increased by 9.1% over same period in 1966. Color TV sales, however, continued mixed patterns in evidence for last few months. June sales were 14.4% below same month last year, but six month sales showed 8.6% boost over same January-June 1966 period.

Actually color TV sales for first three 1967 months were up over same month sales last year, but, in April sales slumped by 16%; and in May rose by 5.3%. February sales were highest in units this year, numbering 491,078 sets.

Black-and-white TV sales continued soft, down 29.1% in June from same month last year, and off 29% for half year compared to same period in 1966.

Home radio sales moved upward in June by 4.3% over same month last year, but first six-months figure was still in unfavorable 11.1% slump compared to same period in 1966.

Distributor sales are being reported by Electronic Industries Association's Marketing Services Department today (Aug. 21).

Owensboro CATV told to stop importing TV's

Top Vision Cable Co. of Owensboro, Ky., last week received FCC order to stop carrying distant signals—signals that CATV stopped carrying on July 28.

Commission on June 29 had ordered Top Vision to stop carrying signals of WILK-TV, WHAS-TV and WAVE-TV, all Louisville, Ky., and WPSD-TV, Paducah, Ky. All signals were being carried beyond their grade B contour without commission authority, in violation of FCC rules.

Commission, in announcing its action, Friday (Aug. 18), said cease and desist order should be issued even though "unlawful practices" were stopped last month.

Another Singer special

Singer Co. through J. Walter Thompson, both New York, is planning another one-hour TV special, Singer Presents Hawaii, with Don Ho, for network presentation in late winter or early spring 1968. Show will be filmed on location by year end.

Singer executives will begin meetings next month on plans for show promotion, print advertising support and point-of-purchase and premium tie-ins.

WFMD-AM-FM go for $500,000

Washington radio and TV personality and sports commentator, Jim Gibbons, has purchased WFMD-AM-FM Frederick, Md., from Evelyn C. Leonard for approximately $600,000, subject to FCC approval.

Mr. Gibbons is with WPIK Alexandria, Va., and for years has been TV announcer for Washington Redskins football games.

WFMD is fulltimer on 930 kc with 5 kw days and 1 kw nights. WFMD-FM operates on 99.9 mc with 9 kw.
WAYS, Charlotte... the most dominant station in the South!

(And more dominant than most of the stations in the North, too.)

Talk about dominance... WAYS reaches 32,000 listeners per average quarter hour, as compared with only 10,000 by the next best station. If you want the exciting Carolinas market, there's only one way to go... WAYS!

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

*ARB, April-May 1967 radio market reports based on a comparison of quarter hour listening in the ideal survey area for the period Monday-Sunday, 6 a.m.-midnight.
The PE-250 can "fly" for you, too...

Goodyear recently bought the General Electric PE-250 live color camera—on broadcasters' recommendations—for those famed blimp pickups in major network sports and news events.

This application—far more demanding than most studio and remote uses—is further convincing proof that the GE PE-250 is the world's finest all-around live-color camera.

Only the PE-250 met all these *must* requirements:


*Operation*: Low maintenance cost. Low power demand. Minimum set-up time.


*Acceptance*: By the most critical users.

Prove these points for yourself. Come to Syracuse. Watch the PE-250 being built and tested under GE's advanced Total Quality Control System. See your own personal demonstration of its unexcelled performance.

The PE-250 can "fly"—figuratively—for you too. Its performance, operation, design, and acceptance have made it the world's finest all-around live-color television camera.

Visual Communication Products
Department, Electronics Park, Syracuse, New York 13201.

GE-48.
A calendar of important meetings and events in the field of communications.

**AUGUST**

- **Aug. 12** - Annual stockholders meeting, Ballins Inc., to elect four directors and vote on amendment of charter authorizing issuance of 500,000 shares of preferred stock in addition to present 6 million common and 4.5 million class B common. Bank of Delaware Bldg., Wilmington, Del.
- **Aug. 24-25** - Meeting of the Arkansas Broadcasters Association, Coachman’s Inn, Little Rock.
- **Aug. 25** - Deadline for comments on FCC’s proposed revamping of VHF translator rules and policies regarding competitive problems and increased effective service.
- **Aug. 25-27** - Fall meeting of the West Virginia Broadcasters Association. Speakers include Grover C. Cobb, KVGB Great Bend, Kan.; Douglas Anello, NAB general counsel; George Horton, executive vice president, Television Bureau of Advertising; and Jack Harvey, Blackburn and Co.
- **Aug. 30-Sept. 3** - Fourth International Television Contest. The contest theme—“Ways into the Future”—limits entries 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 Runnelsville, Berlin 15.

**SEPTEMBER**

- **Sept. 1** - Stockholders meeting, Gannett Co., for purpose of recapitalizing preliminary to offering stock to public. Rochester, N.Y.
- **Sept. 3-5** - Board of trustees meeting of the Educational Foundation of the American Women in Radio and Television, Minneapolis.
- **Sept. 10-15** - Sixth annual advanced advertising management seminar conducted under the auspices of the advertising management development committee of the Association of National Advertisers. Hotel Hershey, Hershey, Pa.
- **Sept. 11** - National Broadcasters Club member-guest golf tournament, reception and dinner, Washingtonian Golf & Country Club, Gaithersburg, Md.
- **Sept. 11-13** - Fall meeting, Pacific Northwest Community TV Association. Portland Hilton hotel, Portland, Ore.
- **Sept. 12-16** - Annual convention of Radio-Television News Directors Association, Royal York hotel, Toronto.
- **Sept. 15** - Meeting of the Michigan As-
Television excellence reflects this land of activity

Active, vigorous, "full of life" people populate the states of Arkansas and Oklahoma.

In Oklahoma, their unbounded energy finds outlet in the 72,000 acre state park system, 1,100 square miles of sparkling lakes, and countless other recreational facilities. In Arkansas, more miles of lakes and streams for fishing than any other state, fourteen state parks, and two national forest areas provide for "activity unlimited."

"Active" programming is provided by Griffin-Leake Television, Inc. to catch the eyes and ears of this eager, alert viewing audience.

KATV-7, LITTLE ROCK
KTUL-TV-8, TULSA
KWTV-9, OKLAHOMA CITY
For years we’ve been offering a 30-day free trial, a full year’s warranty on parts and labor, an increase in effective coverage, a guarantee of protection against overmodulation without distortion—but there are still a few of you who haven’t tried AUDIMAX and VOLUMAX.

You sure are a tough audience!

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

Volumax for AM broadcasters costs the same as Audimax and limits peaks without side effects. Its action may be gentle or microsecond fast. That depends on the program waveform but the end result of the Audimax-Volumax team is always a more even and pleasant sounding program that may be transmitted safely at much higher effective power levels. That’s another big claim we’ll back up with a free trial. We’ve even got a claim for FM and TV broadcasters. FM Volumax is absolutely guaranteed to prevent FM overmodulation and SCA crosstalk without distortion. This one costs $695.

Write and let us back these claims with a 30-day free trial. Or better yet—call us collect at (203) 327-2000.
Cartoon beguiles pioneer

EDITOR: Having perhaps made some contributions to the development of color-television broadcasting, I was greatly amused by Sid Hix's cartoon in the Aug. 7 issue of.Broadcasting. Indeed, this scurrilous cartoon left me in doubt as to whether I had been a bene-

factor in this field. However, it also gave me the idea of securing the original of this cartoon, if that is at all possible. . . . —Dr. Alfred N. Goldsmith, 597 Fifth Avenue, New York.

(The cartoon has been sent to Dr. Goldsmith, distinguished pioneer in broadcast engineering and one-time director of research, RCA.)

Praise for FM special report

EDITOR: Since I couldn't buy, beg or steal a copy of your July 31 issue in the Bahamas, I had to wait until Aug. 8 to read your fine special report on FM.

I appreciate the kind things you say about my modest efforts to make National Association of FM Broadcasters an active and powerful advocate of the FM broadcaster, but scores of dedicated and selfless men and women are responsible for the growing and lusty organization that is NAFMB today.

Your FM report is the most factual mirror of our industry I have seen and should be read, word by word, by everyone interested in FM.—Abe J. Voron, president, National Association of FM Broadcasters, New York.

EDITOR: Congratulations for the splendid in-depth article on FM.

Those of us who for these many years have been predicting the future success of FM and have sometimes become impatient can now feel more than a little proud that FM radio has indeed arrived.

Your report brings into clear focus the up-to-date facts on FM and will be of great help to what amounts to a dynamic new industry.—Sherrill Taylor, vice president for radio, National Association of Broadcasters, Washington.

EDITOR: I wish to congratulate you for the outstanding job you did on the FM special report in the July 31 issue. . . . —J. Douglas Bailey, president, Bailey & Mockbee Advertising, Rockville, Md.

Demand for FM special report

EDITOR: Please send us 100 reprints of your Special Report: FM Broadcasting.—George W. Boucher, general manager, KBLE-AM-FM Seattle.

EDITOR: Please send 100 reprints of the FM special report that was released July 31. The study was most interesting and one that obviously took much time and research to compile.—Clay A. Barker, station manager, KCMO-FM Kansas City, Mo.

(Reprints of the Special Report: FM Broadcasting are available at 30 cents each, 25 cents each in quantities of 100 to 500, and 50 cents each for over 500. Order from reprint department, Broadcasting Publications Inc., 1726 DeSales Street, N. W., Washington, D. C. 20036.)

Limits of O&M's FM study

EDITOR: It is discouraging to find Ogilvy & Mather's analysis of FM radio limited to cost-per-thousand gross impressions [Broadcasting, July 31].

It fails to note, for example, referring to the New York figures, the same ARB study showing WPIX-FM's six-hour Saturday noon-6 p.m. cumulative female 18-49 audience to be smaller than the average quarter-hour female 18-49 audience—one spot only!—of any of the AM stations cited. The same applies to the male audience figures.—Claire R. Horn, director of research, Radio Advertising Representatives Inc., New York.

Using care with commercials

EDITOR: I would like to remind both national and local spot-television advertisers to be more aware of the content of their commercials and how this content relates to current situations in the markets where the commercials are seen.

Specifically, during the riots in Detroit, a number of commercials were aired that, though ordinarily acceptable, were in extremely bad taste within the context of the prevailing conditions. An example is the Texaco spot which begins with the screaming of a fire-alarm
As living goes more electric... you can see the future happening.

One thing certain about the better home of tomorrow is that it will be even more electric.

Because electricity is the energy of progress. It has played a big part in turning yesterday into a better today, and you know it will have an even bigger role in turning today into an even better tomorrow.

It's significant that today the U.S.A. is by far the most electric nation in the world—and the best place in the world to live.

And while the price of almost everything else has been going up, our business management has kept the average unit price for residential electricity dropping over the years.

When business management works to give you the best electric service today, it's working at the same time to make your future better, too.

The people at your Investor-Owned Electric Light and Power Companies*

*For names of sponsoring companies write to: Power Companies, 1271 Avenue of the Americas, New York, N. Y. 10020
siren. This commercial was aired directly following a newsreel film showing a large area of Detroit burning to the ground. This frightened and upset many people.

I feel that both agencies and TV stations have an obligation to the public to pull spots like this during a difficult and trying time, such as the one that we in Detroit experienced. I am not singling out Texaco nor its agency, but I am, instead, reminding all agencies of their responsibilities. The various TV stations share this responsibility and, in circumstances such as the one cited, should pull such spots on their own initiative.


Opposes TV coverage of courts

EDITOR: Your editorial [BROADCASTING, July 31] suggesting that there should be “television coverage of court proceedings” against rioters is preposterous.

We are glad that commercial television, which has fostered antisocial behavior by emphasizing violence for entertainment, is forbidden to make a mockery of justice.

We uphold the American Bar Association code that bars broadcasters from our courtrooms. Long may this section of the code be enforced.—Mrs. Elizabeth Livingston, corresponding secretary, National Association for Better Broadcasting, Los Angeles.

Tempo times on KHJ-TV

EDITOR: Thank you very much for the fine article on KHJ-TV Los Angeles and its new fall '67-'68 program schedule and format [BROADCASTING, July 31].

However, there were two errors regarding the broadcast times of our Tempo programs: . . . Tempo I is telecast from 7:30-9 a.m. and Tempo III is telecast from 9:30-11 p.m. . . . —Charles P. Dwyer, general sales manager, KHJ-TV Los Angeles.

Color-TV radiation research

EDITOR: I would like to correct an impression in your story on color-TV sets and radiation [BROADCASTING, July 31] that I was the one involved in the controversy over test exposures on rats.

Since inquiries are being misdirected to me, I would appreciate a correction.

—Floyd K. Harvey, Bell Telephone Laboratories, Murray Hill, N. J.

(Mr. Harvey is correct; it was Dr. Thomas S. Harvey, Bio-Analytical Laboratory, Freehold, N. J., who presented a paper on "Effects of Daily Exposure to Radiation from Television Sets on White Rats, Bush Beans and Tradescantia" at the spring conference on broadcast and television receivers, Institute of Electrical and Electronic Engineers, June 30-July in Chicago, which countered an earlier report that radiation from TV sets had adverse effects on rats.)
BEELINE® COUNTRY...

AWFULLY BIG IN AGRICULTURE

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Data Source:
Sales Management’s 1967 Survey of Buying Power, 1959 Census of Agriculture

McCLATCHY BROADCASTING
Katz Radio • National Representative

KBEE Modesto
KMJ Fresno
KFBK Sacramento
KOH Reno

BROADCASTING, August 21, 1967
Adapting radio and TV to local-level merchandising campaigns

The principals of this agency are frequently asked: "Why do you do it? How can you afford to do it? Where will it lead you?" These queries relate to an abundance of local-TV and radio campaigns, worked over two-, four- and six-week flights. They encompass a preponderance of local-store identification tie-ins, dealer and salesmen loading devices and broadcast merchandising plans, all calculated to stimulate product sales, dealer and salesmen enthusiasm while utilizing limited budgets.

Obviously, we must be making progress by doing what many larger agencies are reluctant to do simply because they find dealer tie-in and cooperative broadcasting too time consuming and unprofitable. But we also believe that this very reluctance to engage in local-broadcast activity in behalf of their clients results in a paucity of knowledge in many large agencies as to how this promotion should be implemented.

It is this specialization that, in part, has seen Kane, Light, Gladney grow in billings in four years from $500,000 to just over $5 million. And in our broadcast operations there's nary a network show or network-spot campaign, and only rarely a sustained regional-spot cycle in excess of 13 weeks.

Fast Action • In our work for McKesson & Robbins's Axon Division of cough and cold remedies, it's incumbent upon McKesson to "establish character" with more than 4,000 drug stores throughout the country in just four action-charged mid-winter weeks. Each one-minute commercial must rotate four different dealers, aside from selling the consumer on the virtues of Axon products and promoting an overseas round-trip contest.

A majority of these stores reside outside the primary-coverage area of preferred big-city stations. Yet, they must be covered. This operation entails a search for affordable station coverage, because obviously you can't buy one station to accommodate one or two dealers. One has to rely on a "weight-of-numbers" media technique to accommodate as many stores in as many related trading areas as possible.

At one point during this massive search for the 325 stations that would ultimately carry Axon store advertising, our conference room resembled a military briefing room, with state, city and county maps bearing some 4,000 pins in red, white and blue to identify primary, secondary and tertiary coverage — all this for just four weeks of local-spot saturation broadcasting.

Another McKesson division that relies heavily on local-TV efforts is health-beauty centers. This cooperative effort involves pharmacies making up a self-contained department of McKesson health and beauty aids. Not only must the centers be identified in TV spots, but each must reside in a noncompeting trading area. Months before the year-round telecasting starts, a McKesson task force moves into a specific target city to presell stores on the concept of a complete department and of the advantages of identifying stores in year-round spot advertising. A 12-month TV film program is then prepared and scheduled in which the commercial changes each month to allow for four different McKesson health and beauty products, and these must be meticulously synchronized with the McKesson store buy-in and sell-through program.

New Markets • Manischewitz is another case of market-by-market store promotion via broadcasting with an ambitious schedule of dealer end-tagging that helps expedite the sale. The Jewish gourmet-food producer is now adding the nonethnic market to its already healthy slice of the Jewish market. The TV and radio campaigns are not as complicated as McKesson's because the food effort is ostensibly key city. But local commercial tie-ins have proven effective, particularly in the case of the "Jewish-cowboy" campaign that saw better than a 40,000 mail response coming in over a two-week period in New York alone.

Manischewitz has been active in radio in New York, Philadelphia, Chicago and Los Angeles. With the introduction of year-round foods the company looks forward to increased activity in the top-15 markets. As before, 10 seconds of the one-minute commercial will be allocated to localize the point of sale. In the coming campaigns we plan to carry end-tagging one step further: We will record the voices of store managers and affix the clips to the commercials.

There are over 250 Arthur Murray Dance Studios both in the U. S. and Europe. Each has different local problems: price cutting, go-go craze, strong competition from other studios, downtown versus suburban locations, etc. Most studios rely on newspaper advertising with radio to help sell the local studio's personality. Of some 250 studios, at least 50 require specialized commercials that must feature strong local-studio identification. These must be changed every four to six weeks to dovetail with the print ads. Here alone we estimate we create something like 800 one-minute spots over the year.

Tough Growth • Admittedly, Kane, Light, Gladney is building its broadcast operations the hard way by short-burst, local campaigns that allocate sufficient time to highlight key outlets in some very inventive commercials. Yet the rewards are there. In four years time broadcast billing has quadrupled, and our accounts are satisfied that they are adding consistently to their dealer following in numbers of accounts and in the size of orders.

Broadcasting at the local level is wonderful merchandising and sales bait for both client and agency. And who knows — the ultimate yield for us might soon be an honest-to-goodness 26- or 39-week institutional TV or radio campaign without dealer mentions, just so we can let our guard down just a bit and take a deep breath prior to the next two-, four- or six-week local-store cooperative effort.

Gerald Light is president and a founding partner of Kane, Light, Gladney, New York advertising agency. Mr. Light's background includes advertising posts with both clients and agencies previous to his becoming a partner in his own agency three years ago. In 1953, Mr. Light was a vice president of marketing with the Schick Razor Co.; a vice president of McCann-Erickson in 1961, and advertising manager of CBS-Columbia in 1957 and of Emerson Radio in 1953.
American International Television, Inc. presents from San Francisco

THE NEW GYPSY ROSE LEE

SHOW IN COLOR already sold coast to coast in such major markets as KGO-TV San Francisco, WABC-TV New York, WBKB-TV Chicago, WWJ-TV Detroit, WJAR-TV Providence, R.I. KGGM-TV Albuquerque, New Mexico, KBIM-TV Roswell, New Mexico, KHBV-TV Las Vegas, KABC-TV Los Angeles, and WHEN TV Syracuse — One-half hour daily, New Season starts Monday, September 11th.

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or call
C. P. PERSONS, Jr., General Manager
Long look at the radio spectrum?

Questions on whether natural facilities are being used to the best advantage may be brought to a head by President's just-named task force

Suddenly last week what had been proposed in varying degrees by government officials and industry engineers for the last 15 years came into focus where it counts, the White House. And the future of the radio spectrum, and, it's widely held, of the FCC itself, has been put on the line.

The President issued a wide-ranging statement to Congress on telecommunications policy last Monday (Aug. 14), devoted principally to international and satellite communications but touching significantly on four elements of paramount importance to broadcasters:

* Is the present administration and regulation of telecommunications by the national government correct, or should it be revamped?

The first three problems were handed to a special task force of sub-cabinet rank (see below). The fourth item was given to the Bureau of the Budget. The task force was scheduled to organize itself last week, but the visit of West German Chancellor Kurt Georg Kiesinger engaged State Department and other officials to such an extent the meeting was postponed. It is tentatively scheduled to take place this week, it's understood.

At a Crucial Time * The President's move came as a number of government and nongovernment studies of the spectrum were about to be initiated, or were in process.

Item: Being readied for submission to the FCC sometime next month is a proposal for a study of new uses of the spectrum being prepared by Sol Schildhause and his CATV task force. This draft will be circulated among the commission's bureau chiefs and finally correlated by the commission's Policy Advisory Committee, which is under the direction of Max Paglin, FCC executive director. The document, if supported by the commissioners, will call for an inquiry into the broadband uses of cables and microwaves for the next decade. This is the investigation announced by the commission last month (BROADCASTING, July 10).

Item: A joint study by the Office of Telecommunications Management and the Electronic Industries Association, underway for the past year, is also on the verge of being consummated. This will result in a report, based on answers to questionnaires, on what devices and plans are being made by government agencies, including the military services, and industry that will require spectrum space. The object is to determine what is on the drawing boards for the next decade. Answers are virtually all in,

Continued

These men make up task force on communications

The task force appointed by President Johnson last week to survey national and international communications policy is headed by an undersecretary of state whose alternate is the President's own adviser on telecommunications. This duo conveys the flavor of the group that is not only charged with recommending policy but also ordered to take a look at how the spectrum is used and whether the Communications Act of 1934 and the Communications Satellite Act of 1962 could be revised.

Chairman Eugene V. Rostow is undersecretary of state for political affairs.

Vice Chairman James D. O'Connell is telecommunications adviser to the President and director of telecommunications management in the Office of Emergency Planning. He was a lieutenant general of the Army and chief signal officer before retiring in 1959.

Other members: James J. Reynolds, undersecretary of labor; Charles Schultze, director, Bureau of the Budget; Gardner Ackley, chairman, Council of Economic Advisers; Leonard Marks, director, U. S. Information
Agency and former Washington communications lawyer; James E. Webb, administrator, National Aeronautics and Space Administration; Donald Hornig, director, Office of Science and Technology; Anthony M. Solomon, assistant secretary of state for economic affairs; Solis Horwitz, assistant secretary of defense (administration); Donald F. Turner, assistant attorney general in charge of the antitrust division of the Department of Justice; Donald Agger, assistant secretary of transportation for international affairs.

Also J. Herbert Holloman, acting under secretary of commerce who previously was assistant secretary of commerce for science and technology, who is resigning as of Sept. 1 to assume the presidency of the University of Oklahoma; Dean W. Coston, deputy under secretary of health, education and welfare who is a one-time radio engineer and supervisor of operations of the University of Michigan's WUOM(FM) in Ann Arbor, and Edward C. Welsh, executive secretary of NASA. Rosel H. Hyde, FCC chairman, is an ex-officio member, a position taken at his own request, because of the executive department affiliation of the other members. The FCC is an independent agency, outside the executive branch.

LONG LOOK AT RADIO SPECTRUM? continued

it's reported, and are being collated for submission to Mr. O'Connell's office next month or early in October.

Item: Early next month, a study of the spectrum will get underway at a two-day seminar in Warrenton, Va., under the auspices of the Brookings Institution and Resources for the Future Inc. (BROADCASTING, Aug. 7). A panel of five (four of them academic communications specialists and the fifth a Rand Corp. executive) is preparing position papers bearing such titles as "The Radio Spectrum—Economic-Physical Character and Regulatory Framework," by Professor Harvey J. Levin, Hofstra University; "The Economics of Competition and Regulation in Commercial TV Broadcasting," by Professor John J. McGowan, Yale; "The Public Interest in the Radio Spectrum with Reference to TV Broadcasting," by Professor Sidney S. Alexander, Massachusetts Institute of Technology; "Alternatives in Frequency Management," Dean William H. Meckling, University of Rochester, and "New Technology—Its Effect on Use and Management of the Radio Spectrum," by Dr. Leland J. Johnson, Rand Corp. This meeting is scheduled for Sept. 11-12.

Item: On the launching pad, as soon as the FCC's pending 1968 budget is passed by Congress, is a $300,000 engineering study of the spectrum that will probe, among other aspects, the interference to various services resulting from scatter effects by satellite communications operations, the problem of intermodulation that arises when two adjacent frequencies are used by different services, the feasibility of automatically monitoring channel occupancy and usage, the efficiency of the land-mobile services in the use of the frequencies assigned to them.

Another Study = And already under way and past the preliminary stages is a study on broadcasting and space communications that will occupy a panel of scientists at Woods Hole, Mass., during the summer and early fall. This group, under the chairmanship of Dr. William Pritchard, Comsat Laboratories, is part of a wider study of future uses of space being conducted under the sponsorship of the National Academy of Science and financed by the National Aeronautics and Space Administration.

The broadcast group already has heard from Vincent T. Wasilewski, president of the National Association of Broadcasters; Asher Ende, FCC, and Dr. Martin H. Seiden, Washington economic consultant (BROADCASTING, Aug. 7). Others submitting documents have been Frederick W. Ford, president of the National Community Television Association; Reverend Celestine J. Steiner, S. J., director of the national office of the North American Commission for Mass Media of the Society of Jesus; Dr. Johnson and J. L. Nult, Rand Corp.; Dr. Louis H. Mayo, Advanced Policy Studies, George Washington University. Washington: Dr. Robert K. Tendler, Office of Naval Research. Also submitting documents to Dr. Pritchard and his group were RCA, Raytheon, the Ford Foundation, Philco-Ford Corp., TRW Systems Inc., Lockheed.

The first overall look at the radio spectrum in a third of a century was set in motion by President Johnson last Monday when he sent his telecommunication message to Congress. He did not ask for legislation, but he indicated that some legislation may be required later.

The special task force was given a year to formulate its recommendations, although earlier reports were obviously requested. No date was given to the Budget Bureau for its report on how the federal government should handle telecommunications.

The President's message was largely devoted to a review and affirmation of U. S. policy on international and satellite communications. He affirmed the existing policy of sharing with other countries the ownership of the global satellite communications system, and offered technical and financial assistance to developing countries to help them build ground stations. He also invited the Soviet Union and other Eastern-bloc countries to join the present Intelsat consortium (58 nations). The Intelsat agreement is due to be renegotiated in 1969.

The President also raised the question of whether it would be in the country's interest to permit interna- tional carriers to merge; whether Comsat should be permitted to deal with users other than the international carriers, and the problem of ownership of ground stations used by the Comsat system. These matters have been in dispute for the last few years.

The enabling Comment = Reaction to the President's message generally was approving. The references to the Communications Act and the administration of the spectrum had some FCC personnel concerned, but in general the commission was keeping its cool.

FCC Chairman Rosel H. Hyde, who is the sole ex-officio member of the task force, says that the task force's responsibility on the domestic satellite policy "won't displace us—the work is not suspended. This [task force] is a committee of the executive arm; we're...
an independent agency.

"In any case," he continued, "we wouldn't take any action incompatible in any way with a global system. In the past, more than anyone, we've promoted the international satellite system. We'll continue our studies."

As for the task force's instructions to study the spectrum, Mr. Hyde feels that this doesn't relieve the demand on the FCC for its proposed studies; in fact, he said, it puts new emphasis on the commission's spectrum study program.

Bernard Strassburg, chief of the commission's Common Carrier Bureau, noted that the commission's present consideration of a domestic satellite system is an inquiry, not a rulemaking that would require a final decision. He also observed that the only hard issue before the commission right now is Comsat's proposal that it initiate and operate a pilot domestic system that would begin operation in 1970 if approval is given this year (Broadcasting, Aug. 7). Thus, he pointed out, the commission would not be required to make a final judgment on a commercial domestic satellite system for several years, plenty of time in which to fit it into any policy decision recommended by the task force.

General Approval - The President's message and his appointment of a review group were hailed by communications leaders.

Dr. Frank Stanton, president of CBS Inc., said: "This study should be welcomed by all who are concerned with communications for it is an orderly way of examining a number of the complex problems which face us in the immediate future."

AT&T's statement said that the company "looks forward to sharing [its] experience with the President's task force in the interest of advancing the progress of communications on a sound basis."

James R. McNitt, vice president of International Telephone and Telegraph Co., said: "We note and welcome . . . appointment of a task force to review U.S. communications policy."

James McCormack, chairman of Comsat, said his company will cooperate "to the fullest" in forwarding the President's objectives for global satellite telecommunications throughout the world. He said that Comsat is looking forward to an early meeting with members of the task force and added: "We believe the needs in both international and domestic areas to be urgent and the prospects very bright for benefits to the various categories of users."

Congressional reaction to the President's message on communications was not unanimously favorable, but almost so. Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) and House Commerce Committee Chairman Harley O. Staggers (D-W.Va.) both rose to praise the President's effort.

But Representative Durward G. Hall (R-Mo.) said he could not help wondering "what kind of programming will go out over the new global communications system . . . ."

Noting that the President was calling upon the Great Society to provide "not a chicken in every pot, or a car in every garage, but rather a television set in every home from the darkest regions of the Congo to the barren wastes of the Antarctic," Dr. Hall observed that the "Rap Browns and the Stokely Carmichaels have been exposed to millions of TV viewers in our own country."

"Does the President believe it would be a public service to provide them with worldwide facilities? . . . .", he asked. Dr. Hall also termed the President's message "incongruous" in the light of the administration's request for a tax increase.

Representative Dante B. Fascell (D-Fla.), chairman of a foreign-affairs subcommittee, sided with Chairman Staggers in praise of the report. He cited a report of his subcommittee recommending greater effort in improving international communications, and termed the President's message "a welcome step."

In the Senate, Clinton P. Anderson (D-N.M.) called the President's policy "visionary and statesmanlike."

Senator Pastore, however, turned at once to practical matters. If it is determined that any legislative action is needed by either the President's task force or the Budget Bureau in order to complete the study, he observed, it would be a good idea to get the legislative process started promptly by submission of appropriate bills.

O'Connell-Holloman Play - It's generally believed that the President's interest in the need for a review of telecommunications policy, as well as the overcrowding in the radio spectrum, was fanned by Messrs. O'Connell and Holloman. Of course, the need to renegotiate the Intelsat agreements two years hence also played a part.

Mr. O'Connell has long urged a national, in-depth study of the spectrum and of telecommunications policy. His latest effort was only last month in a statement to a subcommittee of the House Appropriation Committee. But even before this, Mr. O'Connell sought developments affect Comsat and the international communication carriers?"

"These are complex questions. Many of them are being presently weighed by the Federal Communications Commission. But a long, hard look must also be taken by all parties with responsibility in this area—for the ultimate decisions will work a revolution in the communications system of our nation."

"This task force will examine our entire international communications posture. It should investigate whether the present division of ownership in our international communications facilities best serves our needs, as well as which technology can meet new communication requirements in the most effective and efficient manner."

"The task force may establish working groups of government and nongovernment experts to study various technical, economic and social questions."

"The task force should also determine if the Communications Act of 1934 and the Communications Satellite Act of 1962 require revision. I am asking the task force to report to me from time to time and to make its final report within one year."

Rules set down for telecommunications study

The guidelines for the task force appointed by the President last week (see page 25) are fairly general, although in keeping with the President's message most of them refer to international telecommunications and satellite communications. But two items are of particular significance to broadcasters: the radio spectrum and the Communications Act of 1934.

Here is the full text of this section of the President's message:

"Task Force on Communication Policy:

"I am appointing a task force of distinguished government officials to make a comprehensive study of communications policy."

"It will examine a number of major questions:

"— Are we making the best use of the electro-magnetic frequency spectrum?

"— How soon will a domestic satellite system be economically feasible?

"— Should a domestic satellite system be general-purpose or specialized, and should there be more than one system?

"— How will these and other developments affect Comsat and the international communication carriers?"

"These are complex questions. Many of them are being presently weighed by the Federal Communications Commission. But a long, hard look must also be taken by all parties with responsibility in this area—for the ultimate decisions will work a revolution in the communications system of our nation."

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BROADCASTING, August 21, 1967 27
to interest Congress into taking a long, hard look at the radio spectrum—in a report to Congress last February on the activities of his telecommunications management office.

Even earlier, however, Mr. Holloman became involved in radio spectrum problems. Last year, a science advisory panel of the Department of Commerce’s Advisory Board recommended that a wide-sweeping investigation of the radio spectrum and its myriad telecommunications problems be initiated. Under Commerce Secretary Dall, the assignment was made under an initial budget of $10 million (Broadcasting, Oct. 24, 1966).

At that time, Mr. Holloman was in charge of science and technology at Commerce and this proposal came under his jurisdiction. Since then, it’s known, Mr. Holloman has had discussions on the subject, including the controversial suggestions that the Commerce Department’s National Bureau of Standards do the job, with Mr. O’Connell, Mr. Hyde and officials of the Department of Defense.

Calls for a new look at the electromagnetic spectrum are not new. Proposals toward this end, as well as for revisions of the administration of the spectrum, go back as far as 1951 when President Truman named Dr. Irvin Stewart, then president of the University of West Virginia and a former FCC founding commissioner, as chair-

**Johnson & Johnson: LBJ’s task force trumps Nick’s speech**

FCC Commissioner Nicholas Johnson learned last week of the danger of preparing speeches in advance. In a speech that he sent to newsmen on Monday (Aug. 14), with a bold-for-delivery release, the commissioner expressed concern over what he considers a lack of attention being paid the commission’s inquiry into establishment of a domestic-satellite system. Among other things, he said attention must be given to the impact of such a system on the global-satellite system, to which the U.S. is committed.

But a few hours after the advance copies were received in the newsrooms and two days before the commissioner delivered the address, President Johnson announced the establishment of his high-level task force to make a historic review of the nation’s foreign and domestic communications policy, specifically including the role of domestic satellites (see page 25).

Commissioner Johnson, who addressed the Symposium on Peaceful Uses of Space: Satellite Technology and Law, in Palo Alto, Calif., said the commission lacks the information and “articulated national communications goals necessary” to establish a satellite policy.

**Nation Unconcerned** Furthermore, he said, the nation doesn’t appear particularly concerned—unlike the months preceding congressional enactment of the Communications Satellite Act, in 1962, he said, when nearly every Congress but the executive branch, private industry, the press and the public participated in the debate over the policy to be adopted.

The step the President took last week should do much to remedy that situation; as it should remove another area of concern to the commissioner—that the critically important issues involved in the domestic satellite matter are to be adjudicated on the basis of pleadings by interested parties alone.

The commissioner noted that the U.S. has made commitments in connection with the establishment of a global-satellite system that a domestic system would be bound to affect. He noted also that a domestic system would be part of a domestic communications system that ties into the international network and that domestic satellites would use international resources—scarce spectrum space for communications to and from the earth, for instance.

**President’s Concern** President Johnson indicated his awareness of the problem in a passage of his message to Congress which stated that “we should take no action in the establishment of a domestic system which is incompatible with our support for a global system.”

Commissioner Johnson also appeared to raise some questions as to the desirability of a domestic system. He noted that whereas an international system provides capacity for which there may be no economically feasible alternative, domestic satellites are “almost exclusively merely a substitute for existing or feasible service.” This is not to pass judgment on the worth of a domestic system, he added. “The point is simply that domestic satellites must be evaluated on their own, without regard to what we know about satellites. Distances differ. Present quality and needs differ. Alternatives differ. Costs differ. And institutional implications differ.”

**Vast Consequences** Commissioner Johnson noted also that decisions that must be faced in connection with a domestic system would have “vast and interrelated social-economic-political consequences.” He said the government’s final decision would affect the services of the communications system, the competitive structure of communications industries, the development and use of satellites by other nations and the pricing, variety, quality and amount of communications available to the public.

The commissioner, who directly asked the members of his audience to provide help in formulating the “relevant considerations involved,” posed a number of the questions he feels must be faced. Among them: “Is a domestic system economically warranted (over, for example, expanded microwave capability)?” Who is to own and operate a new system? How can the competitive interests of various users and suppliers be accommodated? Should there be a single multipurpose system, separate special-purpose satellites, or some combination of types?

Commissioner Johnson also suggested that the terms in which the problems are “conceptualized” may be misleading. If, as many of those in attendance at the symposium believe broadcast transmission becomes the main traffic for domestic satellites, “we ought to think about these problems in the context of broadcasting rather than satellites,” he said.

He said that the role of the local station could be affected almost as significantly by direct-satellite-to-CATV system broadcasting as by direct satellite-to-home broadcasting. And with a satellite constantly available, he added, networks might be fed material from anywhere in the U.S. without the need for elaborate ground-line equipment, provided portable earth stations can be developed that would not cause harmful interference.

He said the impact of such a qualitative difference for broadcasting could be revolutionary. “Assuring and representing the public interest during such a time of change will be exceedingly difficult.”
Atlanta Believes in Metropolitan Opera.
And WSB-TV.

Opera is very much part of life in Atlanta. Opera Week has been a tradition in the city since 1910. One of the many which go to make Atlanta the cosmopolitan community that it is. In Atlanta WSB-TV is also a tradition. The station is always involved in the community, and the community believes in the station. Like the Metropolitan Opera, WSB-TV wins bravos in Atlanta. Want to hit a high note in this market? WSB-TV/Ch. 2/Atlanta/NBC/Petry

BROADCASTING, August 21, 1967
CAC assails FTC's cigarette ad report

Meyner charges FTC's report lacks fair play, abounds with half truths, extractions, omissions

In an unusually hard-hitting attack at a government agency, the Cigarette Advertising Code has ripped into the Federal Trade Commission's June 30 report on cigarette advertising.

The blast from Robert B. Meyner, administrator of the CAC, came in the form of a letter to all members of Congress in which Mr. Meyner charged the FTC's position is "that a cigarette advertisement makes an affirmative health claim if it does not portray smokers as a sickly, miserable lot and if it does not recite that cigarette smoking is unhealthy and a vice."

He called the FTC's report more akin to "partisan pamphleteering than the temperate, reasoned and precise accounting one would expect from a high government agency."

The FTC's report excoriated TV commercials that promote cigarette smoking without indicating its danger to health and said "ultimately it might be necessary to terminate or drastically alter such commercials (BROADCASTING, July 3).

Supporting the Meyner letter was Howard Bell, director of the National Association of Broadcasters Code Authority. He said the FTC had asked both the CAC and NAB Code Authority for information for the report, but didn't use that data as part of the record. In effect, he said, all the FTC did "was kiss us off in an oblique manner...it didn't even take cognizance of the progress that has been achieved through self-regulation."

Fair Play • Admitting the CAC did not "expect high marks" from the FTC since the government body "seems bent on abolishing cigarette advertising" while the code is meant to regulate it, Mr. Meyner said that CAC did "expect fair play and a professional approach" and got neither. What the FTC did come up with, he charged, was a report that "abounds with part-truths and extractions from context...and curious omissions."

Mr. Meyner was also curious how the FTC, in taking "a calm, objective look at contemporary cigarette advertising," could fail to spot the "regrettable reappearance of straight-out health claims as with the noncode brands of True, Marvel, Cascade and Venture. The most obvious and unfortunate new development in the field passes without acknowledgement."

He seemed particularly upset with the FTC's seeming lack of reference to the claims of True and Kent, both products of P. Lorillard. Lorillard dropped out of CAC when the FTC said it would allow tar and nicotine claims in 1966 (BROADCASTING, April 4, 1966).

In the area of omissions, Mr. Meyner claimed the FTC found "health significance in the mere reference to the presence of a filter or its color. But it makes no reference to the so-called 'air filtration system' pictured with scientific-appearing detail" in the True ads, or to the "famous micronite filter that has reappeared in Kent advertising."

Out of Context • Maintaining the report contained and interpreted many phrases out of context, Mr. Meyner said "the claim for 'the filter that's in --recessed in for flavor,' is abbreviated in the report to 'the filter that's in' and [is] misrepresented as an appeal to the desire to be fashionable."

An advertising slogan, cited by FTC Commissioner Philip Elman in his concurrent report as "the most startling example of an advertisement that does not violate any of the specific prohibitions" of the CAC, was found by Mr. Meyner to be more than three years old. The slogan: "Lucky Strike separates the men from the boys—but not from the girls," was used in the report, he claimed, in a manner to imply its current usage. Actually, the CAC administrator added: "The slogan had its last public exposure early in January 1964, nearly a year before the code became effective and more than three years before the report was issued."

Mr. Meyner also belittled the report's pointing to two TV programs—Beverly Hillbillies and Range—as having code-member sponsors although the shows have large youth audiences. "The report neglects to tell Congress," he pointed out, "that the cigarette com-
Peach of a reach? Prove it!

Join the 300 plus stations who have already subscribed to CP'67, first radio circulation study in seven years.

For the past seven years reach has been claimable, but not necessarily provable. Now Pulse is conducting a 50-state circulation study which will determine all listening to all stations in all counties, and report it for persons, by sex, as well as households. The field work has been going on since January 2, 1967, and it will be completed in September, 1967 (however, if necessary, it may be extended until the end of the year)—thus covering just about all of a typical year's ups and downs. CP'67 will be released February-March, 1968, at which time subscribers will know whether that peach of a reach is really a peach... or a persimmon. For full information, write, wire or phone in New York: 730 Fifth Avenue, 212-JUdson 6-3316; in Chicago: 435 N. Michigan Avenue, 312-644-7141; in Los Angeles, 6404 Wilshire Boulevard, 213-653-7733.

The Pulse, Inc.
pany sponsor" of the *Hillbillies* pulled out of the show "pursuant to the youth-appeal guidelines" of the CAC. He added that the withdrawal by R. J. Reynolds "was announced three months ago and was publicized in the trade and secular press.

In the case of *Rango*, he continued, "the report failed to inform Congress" that the cigarette sponsor "exercised a cancellation option when a Nielsen audience-composition report last January showed the program to be at peril point under the code's youth-appeal guidelines."

**Head Count** Continuing in the area of television programming, Mr. Meyner also took issue with the FTC's repeated use of audience size as "viewers" when the figures actually mean "exposures," he said. By the FTC's count, he added, "each 'exposure' of a cigarette commercial is counted ... as if it were a separate person. By this loose use of language the commission arrives at fantastic estimates of billions of persons watching cigarette commercials each week."

Mr. Meyner also took issue with the report's contention that there are "125-million viewers of cigarette commercials on sports programs in a single week." What the report neglected to mention, he explained, is that sports programs are second only to news broadcasts in attracting the lowest "percentages of viewers under the age of 21. . . . An advertiser wishing to direct his messages to youngsters is not likely to pick sports programs as his medium."

He concluded that the CAC does not allow "affirmative claims for health, distinction, success and sexual attraction," it has not "descended to the logical position that the absence of any claim in these areas is automatically a claim that cigarette smoking is safe."

**NAB Code** Questioned last week Mr. Bell recalled the FTC had inquired in March of what it considered to be a hypocrisy between the NAB code and what actually appeared on TV.

A March 29 letter from the FTC noted the TV code had been amended so as not to portray cigarette smoking as glamorous and something to be imitated by youth and then added: "There are several current television commercials showing handsome and attractive men and women smoking and enjoying cigarettes. It appears to the commission that presenting commercials in such a manner obviously will 'indicate to youth that the use of cigarettes . . . is a habit worthy of imitation.'"

In his reply, Mr. Bell noted that the use of adults "in settings associated with adults . . . is acceptable . . . It is extremely difficult to develop criteria involving such highly subjective and complex advertising issues as 'attractiveness' and 'enjoyment.'"

In his reply to the FTC's request for information, prior to publication of the report, Mr. Bell said the code authority believes "substantial changes have taken place to lessen the impact of cigarette advertising on young people and to eliminate direct or implied health claims."

**Agency appointments**

- Chock Full O' Nuts Corp., New York, has shifted its $1 million-plus billings from Compton Advertising Inc., to The Gumbinner-North Co., both New York. The account which includes coffee and frozen cake products, uses spot radio-TV.
- American Tourister Luggage, Warren, R. I., has appointed Doyle Dane Bernbach, New York, to handle its estimated $1-million account, formerly with the Bresnich Co., Boston. American Tourister, through its former agency, has purchased scattered minutes in seven NBC-TV shows this fall: *I Dream of Jeannie*, *Tuesday Night Movies*, *The Virginian*, *Dregon*, *Star Trek*, *Saturday Night Movies*, and *The Frank McGee Report*.
- Lake Central Airlines, Indianapolis, has appointed Ruben Advertising Agency for a campaign projected at $400,000.

**Business briefly**

Forrest Brewing Co., division of Rheingold Breweries, New York, has expanded marketing of its Gablinger's Beer, to Rhode Island, Maine and northern Vermont and New Hampshire. The beer, said to contain no available carbohydrates, has been sold in New York, Massachusetts, northern

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### BAR network-TV billing report for week ended Aug. 13

**BAR network-TV dollar-revenue estimates—week ended Aug. 13, 1967 (Net time and talent charges in thousands of dollars)**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Networks</th>
<th>Week ended Aug. 13</th>
<th>Cume Jan 1-Aug. 13</th>
<th>Day parts</th>
<th>Networks</th>
<th>Week ended Aug. 13</th>
<th>Cume Jan 1-Aug. 13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon-Fri.</td>
<td>ABC-TV</td>
<td>—</td>
<td>149.3</td>
<td>Sun.</td>
<td>ABC-TV</td>
<td>35.0</td>
<td>87.4</td>
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<tr>
<td>Sign on10 a.m.</td>
<td>CBS-TV</td>
<td>80.4</td>
<td>3,631.5</td>
<td>Mon-Sun.</td>
<td>ABC-TV</td>
<td>3,412.7</td>
<td>6,317.2</td>
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<tr>
<td>CBS-TV</td>
<td>153.4</td>
<td>266.2</td>
<td>8,732.2</td>
<td>7:30-11 p.m.</td>
<td>CBS-TV</td>
<td>14.8</td>
<td>29.4</td>
</tr>
<tr>
<td>Total</td>
<td>234.8</td>
<td>378.3</td>
<td>12,363.7</td>
<td>NBC-TV</td>
<td>CBS-TV</td>
<td>158.6</td>
<td>339.3</td>
</tr>
<tr>
<td>Mon-Fri.</td>
<td>ABC-TV</td>
<td>1,088.0</td>
<td>1,983.9</td>
<td>Mon-Sun.</td>
<td>ABC-TV</td>
<td>3,999.4</td>
<td>7,451.1</td>
</tr>
<tr>
<td>10 a.m.-6 p.m.</td>
<td>CBS-TV</td>
<td>2,528.6</td>
<td>4,584.2</td>
<td>7:30-11 p.m.</td>
<td>CBS-TV</td>
<td>3,912.1</td>
<td>7,371.6</td>
</tr>
<tr>
<td>CBS-TV</td>
<td>1,661.8</td>
<td>2,453.8</td>
<td>51,780.1</td>
<td>NBC-TV</td>
<td>CBS-TV</td>
<td>11,324.2</td>
<td>21,139.9</td>
</tr>
<tr>
<td>Total</td>
<td>4,922.4</td>
<td>9,021.9</td>
<td>159,529.7</td>
<td>Total</td>
<td>ABC-TV</td>
<td>11,324.2</td>
<td>21,139.9</td>
</tr>
<tr>
<td>Sat-Sun.</td>
<td>ABC-TV</td>
<td>629.2</td>
<td>1,088.1</td>
<td>Mon-Sun.</td>
<td>ABC-TV</td>
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<td>Sign on6 p.m.</td>
<td>CBS-TV</td>
<td>381.4</td>
<td>730.0</td>
<td>11 p.m.-Sign off</td>
<td>CBS-TV</td>
<td>110.6</td>
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<td>CBS-TV</td>
<td>491.2</td>
<td>923.3</td>
<td>15,878.7</td>
<td>NBC-TV</td>
<td>CBS-TV</td>
<td>267.7</td>
<td>352.4</td>
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<tr>
<td>Total</td>
<td>1,501.8</td>
<td>2,810.4</td>
<td>65,671.7</td>
<td>Total</td>
<td>ABC-TV</td>
<td>601.9</td>
<td>1,420.0</td>
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<tr>
<td>Mon-Sat.</td>
<td>CBS-TV</td>
<td>360.2</td>
<td>360.2</td>
<td>Network totals</td>
<td>CBS-TV</td>
<td>5,559.3</td>
<td>10,586.1</td>
</tr>
<tr>
<td>Wed-7:30 p.m.</td>
<td>NBC-TV</td>
<td>366.3</td>
<td>665.3</td>
<td>NBC-TV</td>
<td>CBS-TV</td>
<td>7,673.4</td>
<td>13,941.3</td>
</tr>
<tr>
<td>NBC-TV</td>
<td>554.9</td>
<td>1,004.7</td>
<td>18,924.5</td>
<td>NBC-TV</td>
<td>CBS-TV</td>
<td>6,699.9</td>
<td>12,644.4</td>
</tr>
<tr>
<td>Total</td>
<td>1,082.0</td>
<td>2,030.2</td>
<td>45,498.9</td>
<td>all networks</td>
<td>CBS-TV</td>
<td>$19,834.7</td>
<td><em>$37,172.2</em></td>
</tr>
</tbody>
</table>

* Corrected from previous reports.
‘Wizard’ conjures Armour onto ABC-TV with a magic kit

Armour & Co., Chicago, already was committed to heavy schedules on ABC-TV this fall. Much as it would like, it just couldn’t see adding the network’s new MGM movie package, *Off To See The Wizard*, scheduled to debut next month in the Friday 7:30 p.m. spot. Armour’s agency, Young & Rubicam, agreed.

But pitches to Armour marketing officials by Jack Childers, an independent premium promotion specialist, have changed all that. Armour liked Mr. Childers’ idea of a $3 self-liquidating magic kit for a sweepstakes point-of-sale promotion because it would tie in so well with *Wizard*. Armour gave Mr. Childers the premium order, bought the show for three weeks running in September and allotted $1 million for an all-media sales promotion of meat products that the TV exposure would trigger.

Now that Mr. Childers had generated free business for TV and everybody else, he had a problem. Where would he get the magic kits? His search ended in his own hometown with Jules Traub, onetime vaudeville magician and radio-premium maker who now owns 18 magic manufacturing firms. Mr. Traub, who in the 1930’s supplied magic items by the millions for many top radio sponsors, just happened to have the right kit. It was one that CBS-subsidiary Creative Playthings Inc. had been considering but hadn’t bought yet. The deal was quickly made.

To Mr. Childers this profitable parlay of circumstantial events, opportunities and problems is his daily meat. For several years he has held special subcontract premium rights to such widely licensed properties as James Bond 007, Batman and Twiggies, and to find unique yet unused situations beneficial to all involved, one has to be resourceful.

As Mr. Childers told the Armour people: “All it takes is a bit of magic.”

New Jersey, southern Vermont and New Hampshire and Connecticut since June, Gablering’s agency, Doyle Dane Bernbach, New York, is using radio and TV spots on local stations in the new marketing areas. Interstate Bakeries Corp., through Dancer-Fitzgerald-Sample, both Kansas City, Mo., has signed with CBS-TV for full sponsorship of *The Emperor’s New Clothes*, Prince Street Players’ production of the Hans Christian Andersen classic. Musical adaptation is scheduled for Sept. 4 (8-9 p.m. EDT).

General Foods’ Yuban Electra Matic Coffee, now being introduced in the San Francisco Bay area, metropolitan New York, Nevada and parts of New Jersey, Delaware and Pennsylvania, will be supported by a strong schedule of television commercials. The expanded distribution follows successful introduction in Southern California. Yuban’s agency is Grey Advertising, New York.

Philip Morris Inc., New York, and United Air Lines, Chicago, will co-sponsor the Emmy Awards presentation on NBC-TV Sunday, May 26, 1968 (10-11:30 p.m. NYT). Both orders were placed through Leo Burnett, Chicago.

Alitalia Airlines, New York, has budgeted $700,000 over three months in a campaign breaking this week in U.S. cities from which the airline flies abroad; principally from Chicago, New York and Boston. Campaign includes TV for the first time and radio as well as newspapers. Four new one-minute commercials were shot in color in Italy. Gardner Advertising, New York, is Alitalia’s agency.

Also in advertising...

Agency professor * Kenyon & Eckhardt’s Chicago office begins experiment with Northwestern University there in which Huntley Baldwin of agency’s creative staff becomes fulltime professor at the school and consultant to the agency. During summers he resumes fulltime at K&E.

Sneak preview * WOR-TV, RKO General’s New York station, has been showing advertising agency representatives a light-hearted film, “Hey, Media Buyer,” previewing the station’s plans for the new season. The eight-minute movie, produced under the supervision of Kenneth Cowan, WOR-TV’s director of information, attracted an overflow crowd of more than 600 in New York.

Smoking-danger spots available to radio-TV

Spot announcements on the hazards of cigarette smoking are being distributed to broadcasters by the National Center for Chronic Disease Control of the U.S. Public Health Service in Arlington, Va.

TV spot consists of a color slide showing a new PHS leaflet entitled “Smoking and Illness,” and live announcer copy inviting readers to write the PHS for a copy. The PHS also is sending a series of recorded spots on smoking and emphysema to radio stations.

BROADCASTING, August 21, 1967
Classified-ad format flops in L.A.
MLENDON'S OUTLET LOSES $86,393 IN SIX MONTHS

Gordon McLendon, who has pioneered a number of successful radio programming ideas, has come a cropper with his plan to turn his Los Angeles FM station into a classified-ad page of the air. He is ready to admit that classified advertising is not for radio.

KADS(FM) (Kay-Ads), in a report filed last week with the FCC in connection with an application for renewal of license, was said to have lost $86,393.02 in the six-month period ending June 30. And, Mr. McLendon said, the station is making a survey to determine what new format should be devised to meet community needs.

Mr. McLendon, who acquired the station on July 1, 1966, with the express purpose of turning it into an all-classified-ad station, was directed by the commission to apply for license renewal after a year to permit an early review of the novel—indeed unique—operation. California stations' license period ends Dec. 1, 1968.

Mr. McLendon reported that the station spent a considerable amount of money on a variety of approaches to the all-classified-ad concept. But none, he said, has "attracted a sufficiently broad audience to justify a continuation of the existing format."

The station's six-month loss was on total expenses of $109,199 and income of $22,807. The station's best month was March, when it lost $10,212 on expenses of $16,364. The worst month was February—losses of $17,532 on expenses of $22,128.

Slow Start • After what Mr. McLendon says was "many months of intensive preparation," KADS inaugurated its all-ad format on Nov. 5. Initially, the station followed the newspaper format closely, dividing the broadcast day into 2½-hour cycles in which different kinds of classified ads of up to one-minute in length were broadcast—merchandise, employment, amusement, among them, "with no breaks between the ads. The result, apparently, was boredom and fatigue" on the part of listeners.

So on May 1, the first of several new approaches was taken. The 2½ hour cycle gave way to the 1-hour cycle, which included a 15-minute feature called instant want ads. This was to permit listeners to telephone the station and go on the air immediately with their own ads.

Originally, the listeners were to pay $1 for the instant want ads. Later, they got the time for nothing. One reason was to capitalize on the listener interest in the instant want ads feature was developing. Another was that the station was having a difficult time collecting the $1.

Instant Ads • The format remained basically the same until June 1, when the free instant want ads practically took over the broadcast day, with regular paid classified ads scheduled only at the rate of 13 per hour, or about one every four minutes. Listener interest zoomed, with the number of calls jumping from 17 between April 1 and April 11 to 2,043 calls from June 1 to June 11.

But expenses rose too, with extra staff required to handle the calls. Special care was needed to guard against hoaxes. And besides, Mr. McLendon said, the calls, "of and by themselves" aren't enough to demonstrate the kind of listening audience needed to serve the station's advertisers.

When KADS began broadcasting its classified-ad page of the air, the sales department was almost an exact copy of a newspaper classified organization in personnel and operation. But as the station's format went through its various moltings, the sales department evolved into one that any conventional radio station man would recognize.

Originally, the station personnel solicited ads from individuals rather than advertising agencies or businesses. The result was poor sales averages per salesman (from a low of $459 to a high of $754) and small contracts (from a low of $7,21 to a high of $23,80). Collections were off, too—ranging from as little as 51% to a high of 71%.

Shift • But in May, with the change in format, the sales staff began paying more attention to agencies and the business and commercial operations that would use classified-newspaper advertising. The number of contracts has dropped, but the value of the average has gone up. The average total monthly sales per salesman had risen to $1,226 for June.

Rates have undergone several revisions. The rate card has an "open" rate of $3 per insertion for one to six insertions, and an "end" rate of $1 per insertion for 1,000 insertions. A new rate card doubling the rates goes into effect. This rate card has an open rate of $6 per insertion for one to six insertions and an "end" rate of $2 per insertion for 1,000 or more. This is double the rate card figures in effect from May 1 to Aug. 1. But the station expects no trouble in selling to advertisers.

Mr. McLendon is head of the McLendon Corp., which also owns KLIF and KENS(FM) Dallas and KILT Houston, all Texas; WWDF Detroit; KABL Oakland and KABL-FM San Francisco, both California, and KKNV-TV Pembina, N. D. The group is preparing to sell the Dallas and Houston stations, and has applied for commission permission to buy WIP(FM) Philadelphia.

But the McLendon organization's prime occupation currently is devising a new format for KADS. In the past, Mr. McLendon has pioneered with the all-news format, the all-good-music format and the baseball and football game-of-the-day in radio broadcasting.

What's next?

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.

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


Braun Baking Co., Pittsburgh (Old Allegheny rye bread); one 60, one 30, one 10 for TV, live on tape, color. Lee Rothberg, director. Agency: Kelchum, MacLeod & Grove, Pittsburgh. Richard Ricci, agency producer.


PGW Radio to merge into McGavren-Guild

NEW REP FIRM FORMED; PGW KEEPS ITS TV STATIONS

One of the largest and oldest station-representative firms on Sept. 1 will transfer its radio stations to a new firm in which it will have financial interest. In the process, it has become part owner of three broadcast properties.

In a joint statement last week, officials of Peters, Griffin, Woodward Inc. and McGavren-Guild Co. announced in New York the formation of McGavren-Guild-PGW Radio Inc., which will represent radio stations exclusively. PGW will continue to represent television stations, officials said, and will continue exclusive use of PGW trademarks.

It was learned Thursday (Aug. 17) that PGW has transferred its list of radio stations to McGavren-Guild. PGW has purchased what were described as "substantial financial interests," i.e., a block of stock, in Atlantic States Industries Inc. Atlantic States is the parent company of McGavren-Guild and three broadcast properties. It will officially become the parent company of McGavren-Guild-PGW Radio Inc. on Sept. 1. Shares in Atlantic States have been publicly traded over-the-counter since June.

The merger of PGW's radio interests with those of McGavren-Guild brings together two sizeable representative firms: PGW, formed in 1932, currently represents 30 radio outlets as well as television stations, while McGavren-Guild, founded 15 years ago, is said to have about 60 radio stations on its roster.

While exact details of the agreement were not revealed, it was announced that PGW will not participate in the day-to-day operation of McGavren-Guild-PGW Radio Inc. Headquarters of the new firm will be at 270 Park Avenue in New York, present site of McGavren-Guild offices. In addition there will be offices in seven other marketing centers throughout the U.S. McGavren-Guild currently has seven offices outside of New York, and PGW has nine.

Officers President of the new rep firm will be Darren F. McGavren, president of McGavren-Guild, and vice president and national sales manager will be Ralph Guild, who now holds the same titles at McGavren-Guild. John Butler, vice president for radio at PGW, will join the new McGavren-Guild-PGW Radio in a managerial position.

Both PGW and McGavren-Guild officials said last week that some details of the merger have yet to be worked out. Getting top priority is the...

Agency mediamen asked to NAFMB seminar

Agency media planners and buyers have been invited to attend sessions of the National Association of FM Broadcasters' second New York sales seminar, meeting at the Hilton hotel Thursday (Aug. 24).

William D. Greene, director of CBS/FM and seminar chairman, said last week the agency people could learn "first-hand, basic information about FM as a sales vehicle which advertisers most need" from speeches by Miles David, president of the Radio Advertising Bureau, on FM's marketing future, and Mack Wayman, staff vice president, consumer products division of the Electronic Industries Association, and from a panel discussion by advertising executives at the end of the conference.

Other sessions of the NAFMB sales seminar include panels on sales, sales promotion, national sales representation and a luncheon speech by Maurice Webster, vice president-sales development, CBS Radio.

Signing the agreement bringing together radio interests of Peters, Griffin, Woodward Inc. and McGavren-Guild Co. are from left to right: Darren F. McGavren, president, McGavren-Guild; H. Preston Peters, PGW chairman; Lloyd Griffin, PGW president, and Ralph Guild, vice president and national sales manager of McGavren-Guild.
Bell freaks out over spots for 'The Trip'

The National Association of Broadcasters Code Authority blew its cool last week over commercials for “The Trip,” a movie dealing with a “trip” taken by an LSD user.

In a three-page memo to all radio and TV code subscribers, Howard Bell, director of the code authority, said the commercials for the American International Pictures production imply glamour and excite interest in the use of hallucinogenic drugs and that such an approach is contrary to the code standards as well as to the broadcaster’s “responsibility to the public.” He stressed that since the film was for theater showing only, the code was not taking any stand on the picture’s acceptability for TV.

The memo sent Friday (Aug. 18) came a week after Mr. Bell returned from a trip to Hollywood for talks with film executives, talks that included concern over commercials for films (CLOSED CIRCUIT, Aug. 14). It noted that code offices have been receiving “increasing inquiries and complaints about many movie commercials.

Mr. Bell said AIP had been told the spots were unacceptable under the code and “discussions have been under way to seek appropriate changes in commercial treatment.” It was understood AIP was producing new commercials but they had not yet been submitted to the code.

The code director noted that the TV spots contain two scenes with nudes and have aural phrases such as “blow your mind,” “lovely sort of death,” “LSD trip” and “freak out.” These phrases, “together with various scenes of pleasure and enjoyment,” he added, tend to create an atmosphere not consistent with code standards.

The radio spots, he continued, combine sound effects, music, “voice intonations and repetition to emphasize the hallucinogenic atmosphere and convey an impression of LSD as an acceptable and exciting means of escape from reality, with no evidence of any danger or possible remorse.”

In addition to phrases similar to those used in the TV spots, Mr. Bell said, the radio commercials also contain such phrases as: “I dare you to taste a lovely sort of death”; “When you dare enter the controversial world of LSD you will embark on the most jolting journey of your life. On your trip you will face a lovely sort of death as you experience the ecstasies . . . hear the warmth . . . the texture and the excitement as it grows”; “The wildest of pleasures possess you . . . fingers of fear mercilessly rape you.”

Rather than glorify drug use, the code director pointed out, commercials, under the codes, should somehow explain “the hazards and dangers known to exist in the use of these drugs. Treatment should be directed at the mature mind and should not exploit the imagination and inexperience of young people.”

He noted that last June amendments to the radio and television codes spelled out that hallucinogenic drugs should not be shown or encouraged as “desirable or socially acceptable.”

problem of station conflict in particular markets.

It was also learned Thursday that radio stations represented by PGW or McGavren-Guild in the same markets were notified on Aug. 14 that the agreement between the two rep firms had been signed and that their continued representation was under consideration. Some station managers indicated they have already been told by either PGW or McGavren-Guild that their contracts would not be renewed.

Others, on the other hand, have said they have not yet been apprised of their status. Stations in “conflicting markets” indicated they were approached by other rep firms shortly after public announcement of the McGavren-Guild-PGW agreement.

In addition to their rep business, Mr. McGavren and Mr. Guild own 52% of stock in Atlantic States Industries Inc., which operates WOR-TV Boston and WLOG Portland, Me., and which has received FCC approval for ownership of KMAK Fresno, Calif. Atlantic States is in the process of selling two other broadcast properties: WSNY Pensacola, Fla., and WTSB Brattleboro, Vt. (BROADCASTING, June 19).

Rep appointments . . .

* KCOY-TV Santa Maria, Calif.: National Television Sales, New York.
* WBT-FM Charlotte, N. C.: Quality


‘Playhouse’ opener to run without breaks

The first CBS Playhouse drama of the new season will go uninterrupted by commercial messages, it was announced last week.

CBS-TV and the program’s sponsor, General Telephone and Electronics Corporation, said the 90-minute program will be preceded by one four-to-five minute commercial. George P. Norton, GT&E vice president for advertising, said earlier in a “Monday Memo” (BROADCASTING, Aug. 14) that the “story line of this meaningful drama shall not be disturbed” by commercial interruptions.

Michael Dann, senior vice president for programing at CBS-TV, said that to the best of his knowledge, “this will be the longest commercial television production without an advertising break in history. There will not be acts, but simply a few moments of the screen going dark to indicate the passage of time.”

Last season, the American Telephone & Telegraph Co. ran its commercials at the end of its one-hour Bell Telephone Hour.

Doyle Dane Bernbach is the GT&E agency.

Intergard moves to New York

Gardner Advertising Co. will transfer the administrative headquarters of its international division. Intergard, from St. Louis to New York Sept. 1. David P. Ferriss, managing director, and J. Bruce Swigert, vice president and Latin American director, will transfer to the New York office.

BROADCASTING, August 21, 1967
**Attention TV Stations:**

**We've got news for you!**

**FILMLINE'S professional color film processors now available for TV NEWS**

The FILMLINE Models FE-30 and FE-50 are exciting new color film processors designed specifically for use in television station news departments. The design is backed by Filmline's reputation as the world's leading manufacturer of professional film processors for the commercial motion picture laboratory industry.

Now for the first time the television industry can enjoy the benefits of professional caliber equipment incorporating exclusive FILMLINE features that have paced the state-of-the-art in commercial laboratories, at a cost lower than processors offering less.

*After you check these exclusive Filmline features you'll want to install a Filmline processor in your news department NOW!*
Minority splits on CPB dissent

All Republicans have doubts on subsidized-TV bill
but part ways on whether to support basic legislation

Minority views were promised on the Corp, for Public Broadcasting legis-
lation being reported out of the House Commerce Committee late last week, and minority views there were. But "only a minority of the minority" on the panel decided actually to withhold their approval that the bill be enacted, the minority counsel reported.

All Republican representatives on the committee, however, either turned thumbs down on the measure or had enough reservations about aspects of the bill to add their names to "separate views" to be appended to the majority report. And one, Representative Hast-

The House draft report (which was being reported out of the House panel, the CPB to return to the Commerce Committee for another appropriation authoriza-
tion next year. (The President has said that long-term financing plans will be presented then.)

Despite "remaining weaknesses," say the separate views, "we support the

Committee assignments of FCC commissioners

Here is the lineup of current as-
signments of FCC commissioners to various committees:

FCC defense commissioner: Lee Loevinger, Nicholas Johnson, first alternate; FCC space commissioner: Rosel H. Hyde, James J. Wads-
worth, first alternate; FCC telephone and telegraph committees: Mr. Hyde, chairman, Robert T. Bartley, Kenneth A. Cox; FCC pay-TV com-
nitee: Mr. Wadsworth, chairman, Robert E. Lee, Mr. Cox; telecommunication coordinating committee: Mr. Hyde, vice chairman and FCC principal member, Mr. Lee, first alter-
tane, Mr. Wadsworth, second alter-
tane.

Intragovernmental committee on international telecommunications: Mr. Hyde, co-chairman; radio techni-
cal committee for marine: Mr. Bartley, chairman; committee for full development of all-channel

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Despite "remaining weaknesses," say the separate views, "we support the
providing for reduced rates for interconnection of educational outlets. In the report the FCC gets a further nudge: "The committee intends that the FCC, the corporation and the common carriers cooperate to provide free or reduced rates for interconnection. Where free rates are impractical, the committee feels that maximum charges for noncommercial broadcasters should not exceed the incremental cost of providing such service."

Incremental costs—those necessary to add an existing service (in this case a video channel) to already-installed plant capacity—are usually less than equipment costs averaged for the whole facility, added capacity included (the usual method used by carriers in allocating charges for services).

Floor action on the bill, seen as coming before Labor Day, depends on action by the Rules Committee. Some observers, while not predicting any difficulties for the bill in the Rules Committee, do predict a delay that would preclude enactment before the House recesses for a 10-day holiday Sept. 1.

Nationwide buys Richmond stations

The sale of WLEE Richmond and WXEX-TV Richmond-Petersburg, Va., to Nationwide Communications Inc. for $7,150,000 was announced last week, subject to FCC approval.

Nationwide Communications, the former Peoples Broadcasting Co., is a wholly-owned subsidiary of Nationwide Insurance Co., Columbus, Ohio. It owns WGR-AM-FM Cleveland, WRFD and WNCI(FM) Columbus, WATE-AM-TV Knoxville, Tenn., and recently received an FCC grant for channel 47 in Columbus. The company also operates the Green Meadow Country Inn, a resort and restaurant outside Columbus.

Sellers are broadcast pioneers Thomas G. Tinsley, who owns 100% of WLEE, and with Irvin G. Abeloff owns WXEX-TV. Mr. Tinsley sold his with AM-FM Baltimore in 1962 to Reeves Broadcasting Co. for $642,700.

George W. Campbell, vice president and general manager of Nationwide Communications, said that no change in management of the stations is contemplated. Harvey Hudson is general manager of WLEE: Mr. Abeloff, of WXEX-TV.

The most recent acquisition by Nationwide was in 1965 when it paid $6.5 million for WATE-AM-TV.

WLEE operates fulltime on 1480 kc with 5 kw and is affiliated with MBS. WXEX-TV, on channel 8, is affiliated with ABC. Broker: Edwin Tornberg & Co.

Quinlan out at WFLD(TV)

He quits after
Field officials

tighten station's budget

Considerable speculation was raised last week concerning the future direction of WFLD(TV) Chicago following the resignation of Sterling C. (Red) Quinlan as president of Field Communications Corp. and general manager of the station often described as the nation's "model" big city UHF outlet.

Mr. Quinlan, one of TV's more colorful and often controversial executives, had been picked by the late Marshall Field IV to put his company back into broadcasting.

Except for statements in a brief formal announcement, neither Mr. Quinlan nor the available officials of Field would comment on the matter. Mr. Quinlan resigns effective Oct. 1, but will continue as consultant for another year, according to the announcement by Bailey K. Howard, president of parent Field Enterprises Inc. Mr. Howard is on vacation and could not be reached for details.

Hardening of the Budget • Those who have closely observed the progress from within WFLD but would not be identified reported that a tightening of the operations budget for the station was opposed by Mr. Quinlan as unrealistic if WFLD's goals are to be achieved. They also said Mr. Quinlan has admitted that losses in getting WFLD off the ground were more than anticipated, but they noted he was confident the station is on the brink of achievement in view of its fall program plans and the quality of staff and technical facilities.

Considerably automated and virtually all solid state, WFLD operates on channel 32 with a full megawatt of power. Its present site is Marina City, but ultimately the antenna is to be relocated atop the 100-story John Hancock Building, now under construction.

"It is with regret that I have accepted Red Quinlan's resignation," Mr. Howard said in the prepared statement. "Red's contributions to Field Communications Corp. have been many. Under his leadership WFLD went on the air right on target in January 1966. Much planning and creative thinking went into this venture and we are happy with the result," he added.

Mr. Quinlan said in the statement that the late Mr. Field "asked me to join Field Enterprises Inc. to survey broadcasting possibilities for the corporation. Launching WFLD was the most exciting result. With the station firmly established, I feel I have fulfilled my commitment and attained the challenging objective Mr. Field and I sought."

Syndication Ends • Field Communications will close its program syndication office in Hollywood at the end of this month and sell off most of its film properties. All outstanding contracts will be serviced, however, and the basic rights will be retained for Hawaii Calls, now on the air in 31 markets, and the George Pierrot travel series. The distribution rights to these two series are to be sold to another distribution firm not yet selected.

The cost of getting WFLD on the air has been estimated at some $3 million. The operating costs are not known. The construction costs do not include the $2 million studio center which Marina City has built and leased to WFLD for five years. Completion of this futuristic structure has been delayed repeatedly for various reasons, partly involving external construction problems. WFLD now plans to move into this studio plant Sept. 1.

Field Communications also holds a construction permit for channel 24 in Milwaukee and has an option on the Zenith subscription television system, pending FCC approval. WFLD recently acquired the basic rights in TV for the Chicago White Sox starting next April and plans to package a color network for the team.

WFLD came about through the merger of a number of applicants for channel 32 arranged by Mr. Quinlan. Presently Field is 50% owner and the managing operator. Field also holds an option for June 1969 to purchase for $2.5 million the remaining 50% interest in WFLD spread among six groups.

Part Owners • These former applicants include: H&E Television Inc. (Harry and Elmer Balaban), Irwill
Need for new facilities develops in smaller markets

KTHI-TV Fargo-Grand Forks, N. D.  
WKAL, Rome, N. Y.

The broadcasting boom seems to be reaching right into the grass roots of America. Two stations, neither situated in a sprawling megalopolis, recently planned or opened new studios and facilities.

KTHI-TV Fargo-Grand Forks, N. D., has completed plans for its 3,000-square-foot studio, and construction is now underway. William P. Dix Jr., general manager, has announced that the project, to be located at 314 9th Avenue North, Grand Forks, will represent an investment of over $250,000. Specifications include theater seats.

Jackson B. Maurer, president of WKAL Rome, N. Y., has announced completion of new 2,200-square-foot studios and offices located on South Jay Street. WKAL recently increased its power to 1 kw, and plans to operate WKAL-FM from the site. Building and gear cost $56,000.

Inc. (William, Irwin and Rosalind Dubinsky), Schefco Inc. (Herbert Scheftel), Willard Corp. (Cecile Burger) and Froelich & Friedland Inc. (Harland Froelich and Milton D. Friedland). Their respective interests are fragmented in or mixed among other established UHF outlets, chiefly in the Midwest. Collectively they put up $250,000 and Field put up $250,000 to launch WFLD.

Field, however, has had full responsibility for building and operating the station, including any losses, up until the time of the option date. If Field should fail to exercise its purchase right in June 1969, the basic agreement provides that management and operating control of WFLD would fall to the Balabans and Mr. Scheftel. Harry Balaban, Thursday, said he fully expects Field to pick another manager and carry on the operation of the station. He doubted if Field is thinking about selling the property.

Before joining Field, Mr. Quinlan had been vice president and general manager of WBBB(TV) Chicago, owned by ABC Inc. Mr. Quinlan once explained that his resignation at WBBB came after a battle with New York officials concerning his creative freedom in programming.

Lee begins third FCC term

Four days after the U. S. Senate confirmed his nomination, Commissioner Robert E. Lee took the oath of office last Tuesday, Aug. 15, to begin his third term as a member of the FCC. Appointed by President Dwight D. Eisenhower in 1953, Commissioner Lee, a Republican, was reappointed for a second seven-year term in 1960. He was subsequently renominated for a third term by President Lyndon B. Johnson on July 17. The commissioner entered federal service in 1938 as a special agent for the Federal Bureau of Investigation and was eventually made administrative assistant to FBI Director J. Edgar Hoover.

NAB meetings draw five commissioners

Five FCC commissioners have agreed to speak at the upcoming regional meetings of the National Association of Broadcasters. The series of eight meetings opens in Atlanta, Oct. 16-17, and closes in Chicago, Nov. 20-21.

Also on the agendas of the day-and-a-half sessions will be an NAB staff report on the fairness doctrine, copyright law and political broadcasting; a presentation on efforts to combat "loudness," and separate radio and television sessions.

Commissioner Lee Loevinger will speak at the Atlanta session. He will be followed by Robert E. Lee in Dallas (Oct. 19-20), James J. Wadsworth in Washington (Oct. 23-24), either Nicholas Johnson or Mr. Lee in Boston (Oct. 30-31), Kenneth A. Cox in Los Angeles (Nov. 16-17) and Mr. Johnson in Chicago. Commissioners for the Kansas City (Nov. 9-10) and Denver (Nov. 13-14) meetings are not set.

The TV session will include a "future of television" panel; a presentation by the National Association of Program Television Executives; a report on TV-code time standards, and a look at UHF.

The radio-session agenda will feature a speaker from the past spring's radio-program clinics; a radio-code presentation, and a presentation on "how to get the most from your NAB membership."

Staff members taking part in the clinics will include: Vincent Wasielewski, president; Douglas Anello, general counsel; George Bartlett, vice president-engineering; Howard Bell, director of NAB Code Authority; William Carlisle, vice president-television; John Curiel, vice president-public relations; Hollis Seavey, government relations; Charles Stone, vice president-station services; Sherrill Taylor, vice president-radio; Thom Winkler, manager-radio code.

Others taking part will be: Roy Danish, director of the Television Information Office, and members of the NAB executive and Future of Broadcasting committees.

ETV to get KDAL-TV studio

KDAL-TV Duluth, Minn., announced last week it will donate its present television studio to noncommercial educational WDET(TV) there, upon completion of new studios. WDET will acquire the facilities worth some $250,000 in about five months, it was indicated. KDAL-TV's new $1 million broadcast center is to be completed about Jan. 1, 1968.

BROADCASTING, August 21, 1967
To the Boy Scouts at Camp Lewis
Humble is Operation Water Mountain.

Their water system damaged by a summer storm, the Scouts at Camp Lewis, New Jersey, were stuck without fresh water — to drink or use for cooking. And no showers! A group of fellows from Humble’s Bayonne, N.J., Refinery moved quickly to remedy the problem. On a Saturday, some 50 Humble men met at the camp to begin Operation Water Mountain. They buried a 10,000-gallon tank in a mountaintop overlooking the camp. Then they painstakingly laid 1200 feet of pipeline and completed connections to the camp’s well below. It was no picnic. But sometimes it feels good to have sore muscles. Today, a gravity-feed system supplies the Scout campsite with plenty of clean, fresh water. To these young boys Humble probably isn’t America’s Leading Energy Company. To them Humble is Operation Water Mountain. This is not the first — or the last — community service to be rendered by our men at Bayonne. Their spirit reflects a genuine attitude at Humble: that we must constantly respond to the needs of America’s most important resource — its people.

HUMBLE Oil & Refining Company
and the people who make it
America’s Leading Energy Company
THE TK-42 DELUXE STUDIO CAMERA (with internal zoom) - the finest color camera ever offered — with more built-in operating and convenience features than any other. Big 4½-inch-diameter luminance channel tube (nearly 4 times larger than in other cameras) insures best detail, sharpest pictures. I.O. characteristic (the "knee") handles wider contrast range — provides most brilliant, most exciting pictures. New Type 4536 Tube gives longer life, eliminates burn-in problems. With new field-effect transistorized preamplifiers and other circuit improvements, provides a dramatic reduction in noise level. Available in 1968 — adaptor kits for use of lead-oxide tubes in chrominance channels.

THE TK-43 DELUXE STUDIO CAMERA (with external zoom) offers all the fine features of the TK-42 with the flexibility of a 10-to-1 lens system. Permits the use of range extenders to triple focal length — from 1.6 inches to 4.8 inches, or from 16 inches to 48 inches. Can also be used with standard fixed focal length lens. Makes one of the most versatile color cameras available. The 1967 models of the TK-42 and TK-43 incorporate many new developments providing improved color tracking, reduced noise level and lower operating cost — part of RCA’s continuing product improvement program. Available in 1968 — adaptor kits for use of lead-oxide tubes in chrominance channels.
THE NEW TK-44 "ISOCON" CAMERA, an entirely new lightweight color camera for those who want the advantage of "big tube" detail and image orthicon performance in a smaller-size unit. Weighs only 140 pounds (exclusive of detachable viewfinder and lens). Ideal for remote pickups and other field applications as well as studio use. The revolutionary new RCA 3-inch Isocon tube, in the luminance channel combines inherently low-noise characteristic with the recognized advantage of the I.O. characteristic (the "knee") in handling a wide contrast range. Chrominance channels in production models will employ three lead-oxide tubes. The best of both worlds!

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UHF-CATV balance sought in San Diego

BUREAU RECOMMENDS BAN ON ORIGINATION, IMPORTATION

The FCC's Broadcast Bureau has proposed a rough compromise as a resolution of the first commission hearing on the likely effect of CATV importation of distant signals into a major market.

The bureau, in a case growing out of KFMB-TV San Diego's effort to block the expansion of CATV activity in that city, would bar CATV from importing the signals of independent Los Angeles stations, and would prohibit cable systems from originating programming.

But, if those limitations are imposed, the bureau would not restrict the growth of CATV in the market.

The bureau, in proposed findings and conclusions submitted to Hearing Examiner Chester F. Naumowicz Jr., said completely unfettered operations by CATV would sound the death knell of the one UHF station now operating in San Diego, KAAR(TV), and would bar the introduction of new UHF service.

KFMB-TV, warning that two UHF stations could not survive competition of unrestricted CATV activity and that one UHF could last only if it curtailed its operations, said the six systems in San Diego should be barred from extending their carriage of all eight Los Angeles signals generally beyond the areas now served.

Systems' Views - The CATV systems, for their part, rapped KFMB-TV as having ignored interests of San Diego viewers "in its attempts to limit CATV operations in its search for greater profits through monopoly." In any case, the systems said, there is no evidence the operations have hurt San Diego UHF or would, even if permitted to grow without restraints.

KFMB-TV filed its petition for relief on March 17, 1966, the first day the commission's new CATV rules became effective, asserting that it and the two other San Diego television stations had been adversely affected by the CATV operations and that the CATV systems were rapidly expanding their operations.

KFMB-TV (ch. 8) is a CBS affiliate, and KAAR (ch. 39) is an independent. The third operating station is KJOG(TV) (ch. 10), an NBC affiliate. In addition, KJOG-TV has received a construction permit for channel 51. Two other nearby stations are XETV(TV) (ch. 6), an ABC affiliate, and XEW(TV) (ch. 12), an independent Spanish-language station, both in Tijuana, Mexico.

The CATV systems involved are Mission Cable TV Inc., Southwestern Cable Co., Pacific Video Cable Inc., Trans Video Corp., Ranch Bernardo Antenna System and Escondido Community Cable Inc. All told, they were serving a total of 26,633 subscribers, or some 7% of the county's 388,024 housing units on Aug. 23, 1966. The bureau forecast that the systems, if unrestricted, would serve between 37% and 60% of all San Diego homes by 1975. KFMB-TV predicts a saturation of 63%, while the systems say their penetration of San Diego homes would be less than one-third of the total.

Tough Combination - The bureau noted that Mission and Southwestern intend to originate programming—and this, coupled with the fact that four of the Los Angeles stations the systems carry are independents— Influenced the bureau's decision.

The bureau said program origination—movies, in the case of Mission—would have an adverse effect on all San Diego stations, but particularly on the UHF, since that is "the kind of programming KAAR relies on to attract audience from the network stations."

The CATV systems' carriage of the four Los Angeles independents compounds the problem, in the bureau's view, since they, like the local UHF station, attempt to "counterprogram" the network stations.

"We have concluded," the bureau said, "that unlimited CATV expansion would result in serious impact on the San Diego UHF station. There is a likelihood that it would result in no independent stations at all in San Diego. This would mean that most of the homes not willing or able to subscribe to CATV would be able to receive only three network affiliates and a Tijuana Spanish-speaking station.

VHF Can Survive - The bureau said that although the VHF stations in San Diego might suffer loss of audience and be required to lower their rates, it is more difficult to predict the extent to which they would be affected. But the bureau noted that the exclusivity of network programming provided by the rules would afford some protection.

Accordingly, the bureau said it would remove all restrictions on CATV expansion in the San Diego area, provided none of the systems there carry the distant signal of Los Angeles independent stations or originate programming (programs produced by a CATV system as well as feature films, sports events, or syndicated programs acquired by the system).

KFMB-TV, in its proposed conclu-

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(BROADCASTING, August 21, 1967)
Composite week for '68


CATV exposes the UHF's to more competition—but it also "opens up otherwise unavailable homes and guarantees that UHF stations can compete more effectively with VHF stations."

In arguing they would have no adverse impact on UHF development, the systems relied largely on their forecast that their penetration of the market would not exceed one-third of the homes—the bureau's view notwithstanding. The systems said growth would be limited by natural business factors, such a density of population, the availability of off-the-air signals and customer acceptance.

Changing hands...

ANNOUNCED The following station sales were reported last week subject to FCC approval:
- WLEE Richmond and WXEK-TV Richmond-Petersburg, Va.: Sold by Thomas G. Tinsley and Irvin G. Abeloff and others to Nationwide Communications Inc. for $7,150,000 (see page 39).
- KPCN Grand Prairie and KNUS(FM) Dallas, both Texas: Sold by Giles Miller Sr. to Robert D. Hanna, president of KPCN, T. A. Rippey, vice president, and Dallas insurance executive Charles Betzel. Price was reported in excess of $1.4 million. Contract for KNUS, recently sold by the McLendon Corp. to KPCN for $176,000, is also being acquired by the Hanna group. KPCN is daytimer on 730 kc with 500 w. KNUS is on 98.7 mc with 17 kw.
- WTAP-AM-FM-TV Parkersburg, W. Va. Sold by T/R Inc. (Clay Littick) to Broadcasting Services Inc. (C. Thomas Garten and R. L. Drake) for $579,000. Mr. Garten was formerly associated with WSAZ-AM-TV Huntington, W. Va., and WCYB Bristol, Va. Mr. Drake is president of R. L. Drake Co. of Miamisburg, Ohio, which manufactures radio communication equipment. T/R Inc., owned by principals of Times-Recorder of Zanesville, Ohio, also owns WOMP-AM-FM Bellaire, WZFP-AM-FM Cincinnati, WNXT-AM-FM Portsmout.h and WHER-AM-FM-TV Zanesville, all Ohio. WTAP is on 1230 kc with 1 kw day, 250 w night. WTAP-FM operates on 103.1 mc with 660 w. WTAP-FM (ch. 15) operates with an ERP of 19.5 kw visual and 3.9 kw aural. Broker: Chapman Co.
- WICO Erie, Pa.: Sold by Edward Lamb to J. Harry Dornheggen for $275,000. Mr. Dornheggen has interest in KREX-AM-FM-TV Grand Junction, KREY-TV/Waltrose and KREZ-TV Durango, all Colorado. He also has interest in Montrose Telecrable Inc. WICO operates fulltime on 1330 kc with 5 kw.
- KDoL The Dalles, Ore.: Sold by V. B. Kenworthy to Frederic A. Dann for $125,000. Mr. Dann owns, operates leases and has interests in theaters in Seattle. KDoL operates fulltime on 1440 kc with 1 kw.
- WBLC Lenoir City, Tenn.: Sold by A. B. Corum Jr. to William R. Livesay of Johnson City, Tenn., for $50,000 cash or $60,000 on terms, at buyer's option. Mr. Livesay presently controls WCAL/Mcminnville, Tenn., which has been sold to Aaron L. and Harold L. Durham for $135,000. WBLC is daytimer on 1360 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 71):
- WASK and KOYA(FM) Ontario, Calif.: Sold by WCBC-TV Inc. (R. H. Armstrong and associates) to Conrad G. Sprener and Arthur A. Warren for $200,500. Mr. Sprener is president and 52% stockholder of buying company Pacific Coast Broadcasting Corp. and chief engineer of KPOL-AM-FM Los Angeles. Mr. Warren is vice president, secretary and 48% stockholder of Pacific Coast and is businessman. WASK is fulltimer on 1510 kc with 1 kw. KOYA(FM) on 93.5 mc with 1 kw.
- WXTL West Springfield, Mass.: Sold...
by Telecolor Corp. (Lawrence A. Reilly) to Communications Industries Inc. (Zachary W. Oislander and others) for $200,000. Mr. Oislander is assistant general manager and general sales manager of WHYN-AM-FM-TV Springfield, Mass., but is resigning. WXTL is on 1490 kc with 1 kw, day and 250 w night.

- WMOA-AM-FM Marietta, Ohio: Sold by William G. Wells and R. Sanford Guyer to W. Ernst Minor for $190,000. Mr. Minor recently sold KXKS Pittsburgh, Calif. WMOA is fulltime on 1490 kc with 1 kw day and 250 w night. WMOA-FM operates on 94.3 mc with 3 kw.

- KONE Reno: Sold by Dr. Leland J. Fuller to Lotus Radio, subsidiary of Lotus Theatre Corp., for $127,500. Lotus Theatre Corp. is applicant for new TV (ch. 13) in Las Vegas, and also owns KWWK Pasadena, Calif. and KENO Las Vegas. Howard Kalmenson is president and director. KONE is fulltime on 1450 kc with 250 w.

Community Television

- Panama City, Fla.: 80% interest in Florida Antennavision Inc. sold by Bruce Merrill to Westinghouse Broadcasting Co. Both are multiple CATV owners. Price was not disclosed. W. Lewis Gay holds the remaining 20%. Panama City cable company serves 2,600 subscribers on 110 miles of plant, with TV signals from Panama City, Tallahassee and Pensacola, Florida, and Dothan and Mobile, Alabama. The system's potential is 6,000. Westinghouse owns a group of CATV systems in Georgia and Florida. Acquisition of the Panama City CATV brings to 12,000 the total number of subscribers under the Westinghouse CATV banner. It recently bought 49% of CATV Enterprises Inc., which holds a cable franchise for the Riverdale section of New York (Broadcasting, July 31).

NEW TV STATIONS

WCIX-TV (ch. 8) Miami, is to begin televesting Sept. 18 with an ERP of 87.3 visual and 50 kw aural from an antenna height of 1,036 feet above ground and 994 feet above average terrain. Joseph M. Higgins is executive and general manager. Licensee is Coral TV Corp.

WFIQ(TV) Florence, Ala. (ch. 36), was to begin televesting Wednesday, Aug. 16 with an ERP of 589 kw visual and 58.9 kw aural from an antenna height of 538 feet above ground and 767 feet above average terrain. This is the seventh station in the Alabama Educational Television Network. The channel will serve Lauderdale, Colbert, Lawrence, Franklin, Marion and Winston counties. All seven ETV stations will sign on at 8 a.m., Sept. 11. During the school year the in-school hours are devoted to classroom programs. The network signs on at 3:15 p.m. during the summer months. Other stations are WAII(TV) Montgomery, WBOI(TV) Birmingham, WCIQ(TV) Cheaha Park, WAIIQ(TV) Dozier, WCIQ(TV) Mobile and WBOI(TV) Huntsville.

Colorado Springs picks Vumore Video

Two new CATV franchises were granted last week and one of them foreshadows the possible wave of the future.

In Colorado Springs, the city council awarded its first cable franchise on a bid award to Vumore Video Corp. of Colorado Inc.

The award to Vumore was won with its offer of a graduated payment to the city on gross receipts that averaged 13.5%, although it went up to 35% in one instance. Vumore is 51% owned by Vumore Co., Oklahoma City (multi-CATV owner), which is owned by group broadcaster RKO General Inc.; 33% by Daniels and Associates, Denver, and 16% by a group of local businessmen.

The unsuccessful bidders were Rocky Mountain Cablevision Inc., owned 80% by Foote, Cone and Belding, national advertising agency, and 20% by local businessmen; and Colorado Cablevision Inc., equally owned by KXTV(TV) Colorado Springs, group-broadcaster and multiple - CATV - owners, Time-Life Broadcast Inc., Westland Theaters and Televets Inc., Denver.

The winning applicant announced last week that it would commence con-

NAB moves in September

The weekend of Sept. 15-17 has been set as moving time for the National Association of Broadcasters into its temporary quarters at 1812 K Street N. W., Washington 20006. NAB will be at that address for about 18 months while a new $2-million headquarters building is erected on its present site. NAB's phone number, effective Sept. 18, will be 223-1400.

EXCLUSIVE LISTINGS!

CENTRAL TEXAS

—Tired of working for the other fellow? Well, here's your chance to do something about it. Single station market, daytimer, doing annual gross of $50,000. Priced on $65,000, less than 1½% gross billings. Over $25,000 down you can be your own boss and have money left to make monthly payments. For details, contact George W. Moore in our Dallas office.

MIDWEST

—Ideal Midwestern AM-FM combination in a market of some 48,000—On an absentee basis in 1966, the station had a cash flow of approximately $30,000. All new FM equipment. The station is priced at $215,000 with a down payment of $45,000, balance over eight years. Contact Richard A. Shaheen in our Chicago office.
Ambassador Hayes is cited by AMST

It took more than nine months, but finally the Association of Maximum Service Telecasters was able to present Ambassador John S. Hayes with a certificate of appreciation for his contributions to broadcasting and AMST. The certificate was made out Oct. 20, 1966, but was not presented until Aug. 11 since he had been overseas in his post as U.S. ambassador to Switzerland. Ambassador Hayes (center) was president of the Post-Newsweek Stations before being named to the diplomatic post. Making the presentation were Jack Harris (l), KPRC-TV Houston, AMST president, and Lester W. Lindow (r), AMST executive director. The certificate notes the ambassador's participation in founding AMST and his service on its board of directors and executive committee.

Fremont Cable

In a second noteworthy CATV grant last week, the city council of bay-area Fremont, Calif., awarded a franchise to Fremont Cable TV Inc., owned by broadcaster-publisher Morgan Murphy, who already owns CATV systems in Pacifica and Half-Moon Bay, both California.

Successful applicants were General Electric Cablevision Corp., (multiple CATV owner); Mass Communications Systems Inc., Fremont; Blonder-Tongue Laboratories Inc., Newark, N.J.; Cable Television, and National Wide Cablevision Inc. Except for Fremont Cable, GE and Blonder-Tongue, other principals were all local businessmen.

Mr. Murphy is the owner of KXXL-TV Spokane, Wash., and WISC-TV Madison, Wis.; he is the publisher of the Superior (Wis.) Evening Telegram, and of other newspapers in Wisconsin and Minnesota.

Fremont Cable proposes to provide the city with 12 channels at a basic monthly rate of $4.70. The company will pay the city 4% of its gross annual receipts for the first five years; 5%, or $1,200 annually, thereafter, whichever is greater. It will also reserve one channel for civic-educational use, and will donate $10,000 to the city for the use of the reserved channel. It will bring to its customers TV programs from stations in San Francisco, Sacramento, San Jose, San Mateo, all California. Henry Gastman is vice president and director of operations of Mr. Murphy's CATV holdings.

Group owner wins bout with local CATV systems

Group-owner Springfield Television Broadcasting Co., no stranger to FCC processes when they involve settling disputes between the broadcaster's outlets and local CATV systems, won a round last week with the commission. The commission dismissed or denied the petitions for waiver of carriage and program-exclusivity requirements requested by seven New England cable systems for two Springfield stations—WRLP-TV Greenfield and WWLP-TV Springfield, both Massachusetts.

At issue in the commission decision is the question of whether the predicted signal of WRLP (the object of most of the requests) "is actually present in the CATV communities." The commission noted that waiver requests were based on WRLP operations which were interrupted in August 1966 as a result of damage to that station's tower by an airplane. The station returned to the air in March with new and improved facilities. Accordingly, the commission said, these new facilities should now be considered in determining requests for carriage and program exclusivity waivers.

Systems Filing


Carriage requirement waivers for WWLP were requested by Pittsfield-Dalton and Berkshire. Both systems were directed to comply with the rules regarding the carriage of WWLP within 30 days.

Concurrently, Springfield has asked the U.S. District Court in Boston to issue a writ of mandamus ordering the commission to take action in a three-year-old case involving its stations and Pioneer Valley Cablevision Inc. (Broadcasting, Aug. 14). Duplication-protection issues involving Springfield's WRLP are at stake in that dispute.

Wrather group applies for UHF in Anaheim

Veteran broadcaster-syndicator-film producer J. D. Wrather Jr., with four other business associates, has filed an application for channel 56, Anaheim, Calif. The corporate applicant, Orange County Broadcasting Inc., is owned by Mr. Wrather, 82%; Monte E. Livingston, 10%; Edward R. Tisch, Frank L. Bredt and Thomas Walker, each 2%.

Besides other holdings in real estate and oil, Mr. Wrather is director and 9% stockholder in multiple-CATV-owners and Teleprompter Corp.; president and director of Wrather Corp., which...
own and syndicates Lassie, Lone Ranger, and Sergeant Preston of the Yukon, and president and director of Wrather Hotels Inc., owner and operator of Disneyland hotel. Messrs. Livingston, Tisch and Bret hold various positions in several Wrather corporations. Mr. Walker is a director of entertainment at Disneyland Amusement Park and is a producer of live entertainment shows through his wholly-owned Entertainment Attractions.

Estimated costs of constructing the new station are over $1 million with first-year operating cost estimates of $800,000 and revenues of $400,000.

**Former KARA manager files damage suit**

Charles Gerber, for three years manager of KARA Albuquerque, N. M., has filed a damage suit against the station and certain of its principals, charging failure to fulfill financial provisions of a March 1966 contract that terminated his management contract and stock interest.

Filed in the second district state court there, the complaint also asks that KARA be put into receivership to conserve assets that Mr. Gerber alleges are being dissipated improperly. Mr. Gerber contends KARA still owes him $45,500. He also seeks $50,000 damages. Mr. Gerber further asks that the termination agreement be rescinded, that he be reinstated as manager and that his stock be restored.

Defendants named in the suit, besides KARA Inc., include John P. Galagher, whom Mr. Gerber says is majority owner of the station; Joseph Springer, KARA manager; Charles Springer, Charles Rich and S. L. Goodman. Joseph Springer said last week the station had not been served a copy of the complaint but he denied the allegations and said Mr. Gerber "apparently hasn't read his termination agreement."

**Mid-decade census bill passes in the House**

A bill that could be a boon to demographers and marketers in general gained House approval last week and was sent to the Senate. The measure would provide for a mid-decade census to augment the every-10-years head-count specified by the Constitution.

Basic data on American population enumerated in 1960 is now nearly eight years out of date, advocates of the bill hold, although the Census Bureau updates its figures periodically by means of sample checks. The bill would permit a whole-population recheck of the figures from the 1970 census in 1975, and five years after each regular census thereafter.

**One-paper rule urged by New England publisher**

The Senate Judiciary Subcommittee on Antitrust wound up the latest round in its investigation of newspaper economics, last week, by hearing the publisher of newspapers in New Hampshire, Vermont and Connecticut urge that no person be allowed to own more than one newspaper. Furthermore, he observed, "no newspaper should ever be granted a radio or a TV franchise in any city."

William Loeb, publisher of Manchester (N.H.) Union Leader, added that in his opinion all newspapers now owning radio and television stations should be forced to sell them.

Throughout the hearing, Subcommittee Chairman Philip A. Hart (D-Mich.) has been asking witnesses what they thought of newspaper ownership of broadcast media, but most have been favorable or noncommittal. The hear-
ing was inaugurated in response to legislation submitted that would permit mergers and joint operating and business arrangements between newspapers when one of the parties has been judged a "failing newspaper."

The newspaper industry appears to be badly split on the measure (S.1312), introduced by Senator Carl Hayden (D-Ariz.) and cosponsored by 14 other senators (Broadcasting, July 17, et seq.). Generally, central-city dailies favor the bill while suburban and weekly newspapers oppose it. Senator Hart has noted that although he was sympathetic to the proposal at the start of the hearing, he has, since hearing testimony, had considerable misgivings.

Mr. Loeb provided one of the final blasts to be heard at last week's session of the hearing: "When the U. S. newspaper industry is accused of monopolization it raises the hypocritical cry that freedom of the press is being attacked, and it attempts to wrap itself in the First Amendment of the U. S. Constitution with all the effrontery and sham of a harlot trying to hide behind a wedding gown."

September meet set for NAB future group

The first meeting of the National Association of Broadcasters Future of Broadcasting Committee under its new chairman, John F. Dille Jr., (Closed Circuitt, July 31), has been set for Sept. 13 in Washington.

Mr. Dille, president of Communican Group of Indiana, Elkhart, Ind., has just completed two terms as chairman of NAB. Dwight W. Martin, WDSU-TV New Orleans, who has been chairman of the committee, will continue as a committee member.


For the past two years the committee has included two members of the NAB radio board, but they were not reappointed since creation of a Future of Radio Committee is in the works.

Court orders stay for WXXL

That complex five-year-old wxxl Harriman, Tenn., proceeding is headed for its fifth round in court. Last week the U. S. Court of Appeals for the District of Columbia ordered a temporary stay of the FCC decision ordering F. L. Crowder, trading as Harriman Broadcasting Co., wxxl, to cease station operations on Aug. 15 (Broadcasting, Aug. 14). The Court indicated that the stay was being issued to permit it fuller consideration of the matter after the commission has had a chance to file a response to Mr. Crowder's request for a stay.

FCC sticks with its Baltimore decision

The FCC last week upheld the grant of channel 45 in Baltimore to Chesapeake Placement Service Inc. The commission acted on an petition by Erway Television Corp. for review of a review board decision affirming the grant. The commission said it would permit the review in part, but, in upholding its grant, maintained that the review would still fail to give Erway preference for the facility over Chesapeake.

The Erway review request came about when the board refused to grant the company a preference for integration of ownership (Guy S. Erway is the sole stockholder of the company; Chesapeake is owned by eight principals). The board found that Mr. Erway's subsequent interests in two other broadcast properties through a corporation in which he is 98% owner detracted from the integration preference; Erway alleged that it should be given an opportunity to prove otherwise.

The commission agreed with the Erway contention, but said no purpose would be served by holding a further hearing since Chesapeake's superior programming proposals would outweigh Erway's ownership integration.

Noncommercial TV's join the march to color

The last 18 months have seen a rush into color by noncommercial TV stations across the country, National Educational Television said last week.

Presently, 55 of the 117 NET affiliates can transmit network color, 17 can carry color film, 15 both film and tape, and three stations can originate local, live color. An additional three stations are expected on the air by yearend with full color capability.

Increased color production by NET -80% of the weekly half-hour science series Spectrum will be in color this year, and about 25% of the total NET product—and the prospect of the Public Broadcast Laboratory's two-hour weekly color show starting Oct. 29 have spurred station plans for colorization.

Dingell enters bill to prohibit pay TV

The House Communications Subcommittee, bent on investigating pay-TV prospects (Broadcasting, Aug. 14), will have an anti-pay-TV bill on the agenda. Last Thursday, John Dingell (D-Mich.) introduced legislation that would flatly prohibit the FCC from license any station offering pay-TV fare.

In submitting the bill he referred to the FCC's pay-TV committee report recommending that a supplemental pay-TV system be established (Broadcasting, July 17). He said subscription television would operate to limit choice of programs and undercut regular commercial broadcasting.

Freedom of action for the House Commerce subcommittees meanwhile remained a victim of air pollution. Prohibited from meeting while the parent body is active, the subcommittees have been waiting in the wings since early spring while the full committee has been in a variety of undertakings, among them a major educational-television bill (see page 38).

Latest on the full-committee agenda has been an air-pollution hearing, continued through this week. Chairman Harley Staggers (D-W.Va.) has promised to make way for the subcommittees at the conclusion of the pollution action.

Last Thursday (Aug. 17), however, the chairman gave notice that he intends to continue a suspended series of hearings on aviation safety. If this proves to be a full-committee venture it will mean more delay for the subcommittees. Staff members indicated that the air-safety matter could possibly be handled by one of the subcommittees though, freeing the other panels for pending assignments.

Wheeling CATV contests 24-hour protection rule

A CATV company in the mountainous regions of West Virginia is battling hard to keep from having to black out one-third of the nine stations it is providing to its customers.

At issue is the FCC regulation that requires CATV systems to afford 24-hour protection to local stations against duplication of programs from "distant" TV stations.

Wheeling Antenna Co., serving that West Virginia city, brings nine signals to its subscribers; from TV stations in Wheeling; Steubenville, Ohio; Youngstown, Ohio, and Pittsburgh. But seven
of the nine stations duplicate each other's network programs, and five of the seven put a grade A or better signal over Wheeling, making them, technically, all local stations.

Two of the local stations have asked for the duplication protection—WTRF-TV in Wheeling, affiliated with NBC, and WSTV-TV Steubenville, affiliated primarily with CBS but which also carries some ABC programing. NBC programs are also carried by WIC(TV) Pittsburgh, and CBS by both KDKA-TV Pittsburgh and WKNV-TV Youngstown. The last, however, does not put a grade B signal over Wheeling and the CATV company agrees that it is a distant station.

In both the NBC and CBS instances, Wheeling Antenna has asked the FCC to waive the duplication protection requirements. It contends that neither of the local stations place a full, clear signal over all of Wheeling because of that city's hilly terrain.

Last June, the FCC denied the waiver request as it applies to WTRF-TV. The commission is still considering the petition from the cable company as it applies to WSTV-TV.

Two weeks ago, Wheeling Antenna filed an appeal in the U.S. Court of Appeals for the Fourth Circuit in Richmond, Va., against the FCC's action in the WTRF-TV case. The cable company contends that the FCC has no right to deny its request without a hearing.

11.3-million households have color-TV sets

The number of color-television households increased 44% from 6.78 million to 11.27 million between July 1966 and July 1967, according to a NBC announcement made last week. NBC puts "color penetration of TV households" at 20.2%, up from 12.3% as of July 1, 1966.

Media reports...

Broadcasting to books — NBC News will publish the "NBC News Picture Book of the Year: 1967" Sept. 6 through Crown Publishers, Inc. under agreement with NBC Enterprises. NBC's first published annual review of world events is edited by Ben Grauer, and features articles by Chet Huntley, Ron Nessen, Welles Hangen, Pauline Frederick, Sandy Koufax and others.

Expansion in K.C. — KCKN-AM-FM Kansas City, Kan., has occupied an additional 1,000 square feet of renovated studio and office space in its three-story building. The $25,000 project included new, separate AM and FM control room facilities, newsroom, and all new solid-state audio equipment. Station manager Glen George is planning additional FM facility expansion for 1968.

Answers are filed to CATV charges

Charges registered with the FCC by one Charlotte, N. C., CATV competitor against the other was answered last week.

Jefferson-Carolina Corp., a CATV company owned jointly by group-owner Jefferson Standard Broadcasting Co. and the Carolina Telephone and Telegraph Co., owned in part by Southern Bell, an AT&T affiliate, refuted the claims of Cox-Cosmos Inc., jointly owned by group-broadcasters Cox Broadcasting Corp. and Cosmos Broadcasting Corp.

Cox-Cosmos alleged that Jefferson-Carolina was proceeding with expedited construction of its CATV system while Cox-Cosmos was suffering alleged delay in obtaining lease-back arrangements from the telephone company (Broadcasting, Aug. 7). Both Cox and Jefferson own TV stations in Charlotte, WSOC-TV and WBTV-TV, respectively.

Jefferson-Carolina asked the commission to dismiss the charges on the grounds that Cox-Cosmos failed to state a cause for action against it under the common-carrier provisions of the Communications Act and failed to allege any matter that would pertain to the CATV rules. Jefferson-Carolina claimed that if it were the "supposed beneficiary of the alleged discrimination," the Cox-Cosmos petition should be dismissed because "nowhere under Title II of the Communications Act is the commission given jurisdiction over beneficiaries of alleged discriminatory practices. Jefferson-Carolina, while a customer of a common carrier, is not itself a common carrier."

Under the CATV rules the company maintained that Cox-Cosmos failed to allege that its proposed service would "adversely affect" the public interest; that Cox-Cosmos seeks commission intervention in a matter unrelated to the rules and "involving a parochial dispute between competitors, and that the rules should not be applied in this matter since the commission's CATV regulatory authority has been upheld in the courts only because CATV's possible impact on broadcasting made it a "fit subject for federal regulation."

It would appear, the company said, that there is no basis for a lawful application of the CATV rules "to matters unrelated to the concerns which prompted the commission's exercise of jurisdiction in this area."

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ABC leaps into motion pictures
Will finance production of feature films
to be distributed by subsidiary of Cinerama

ABC Inc. last week disclosed the extent of its moves into motion-picture production and distribution.

At a news conference in New York, ABC officials said the company will budget up to $30 million to produce from 10 to 12 feature films before 1969, and in association with a newly formed, wholly owned, but as yet unnamed subsidiary of Cinerama Inc., Los Angeles, distribute them world-wide, first to theaters and subsequently to TV.

ABC spokesmen also said the company has acquired 50% interest in two projected films, using the Cinerama (wide screen) three-camera technique, which Cinerama estimates will cost in excess of $10 million. The pictures, "Custer of the West" and "East of Java", will also eventually be adapted or "reduced" in size for TV release.

Leonard H. Goldenson, ABC president, said his company regards theatrical distribution as "an economically sound" field—one that ABC will regard as "a separate business," with interest in TV only as a secondary consideration. It is hoped, he said, that the new subsidiary of Cinerama will emerge as the "eighth major film distribution company in this country." Currently, he indicated, seven companies lead the field: Columbia Pictures, Metro-Goldwyn-Mayer, Paramount, 20th Century-Fox, United Artists, Universal and Warner Bros.-Seven Arts.

CBS within the last year announced its organization of CBS Theatrical Films Division to produce "about 10 theatrical motion pictures a year."

William R. Forman, Cinerama's retiring president and now chairman of the board, announced at the news meeting the election of a new president, Seymour Poe, former executive vice president and a member of the board of directors of 20th Century-Fox Film Corp.

Mr. Poe said that once the ABC-Cinerama project gets underway, its yearly distribution will include two Cinerama pictures and 14-16 additional films. He said Cinerama expects to establish 10 offices in the U. S. The company will also operate an international subsidiary through its offices in London, Paris, Tokyo and Rio de Janeiro.

This fall, ABC said, it will start to "produce and/or finance" the feature films either through its subsidiaries, Selmur Productions in California and Palomar Pictures International in New York, or through independent producers.

ABC's Selmur, organized four years ago, filmed ABC-TV's Combat series plus several daytime TV shows. Last year Selmur began filming "Alexander the Great" for theatrical release but the film was first shown on the network. The Palomar Pictures subsidiary began operations about six months ago.

Asked how ABC will manage financing while its merger with International Telephone & Telegraph continues in doubt, Mr. Goldenson said arrangements will be made for "interim financing" until a court decision is rendered, at which time permanent financing would be negotiated. Mr. Goldenson indicated he could not say what type of financing would be arranged if the merger with ITT is rejected.

Samuel H. Clark, ABC group vice president for nonbroadcast operations, said ABC's budget of $30 million is a "projected figure," and that the company will be able to use income from its present film commitments "to help meet and possibly exceed that budget."

Mr. Clark was selected early this year to head ABC's theatrical operations.

At an ABC stockholders meeting earlier this month, Mr. Goldenson said his company had begun "broadening its activities" in motion-picture production for theater distribution and later for TV network and syndication use. He stated that Selmur Productions plans to film "Charly" (with Cliff Robertson and Ann Heyward), "Shalako" (Sean Connery and Robert Stack), "The Rover" (Anthony Quinn), a film by producer Saul David, and director Carlo Ponti's "Smashing Time" (Lynn Redgrave and Rita Tushingham). Both "Charly" and "Shalako" as well as another Selmur production, "Hell in the Pacific" (Lee Marvin and Tosharo Mifuni), have been earmarked for release through Cinerama.

Mr. Goldenson said Palomar Pictures has scheduled production work on "For Love of Ivy" (Sidney Poitier), "Nobody Loved a Drunken Indian" (based

At the news conference held by ABC Inc. and Cinerama Inc. were (standing, l to r): Leonard H. Goldenson, president, ABC Inc.; William T. Forman, chairman of the board of directors of Cinerama. Seated (l to r): Samuel H. Clark, group vice president for nonbroadcast operations of ABC Inc., and Seymour Poe, newly elected president of Cinerama.
Copyright talks aim at CATV settlement

The Copyright Office of the Library of Congress, having managed to get the major disputants to its stalled attempt at copyright-law revision to three separate meetings, now hopes to get all three delegations in the same room at the same time.

Tentatively scheduled this week, but still far from firm, the office said, is a day-long meeting Thursday (Aug. 24) that will bring representatives of the CATV industry, broadcasters and copyright proprietors face to face. The cablemen met first on Aug. 10 (Broadcasting, Aug. 14); broadcasters met separately last Tuesday (Aug. 15), and copyright holders huddled with Capitol Hill and Copyright Office staff members Thursday (Aug. 17).

Register of Copyrights Abraham L. Kaminstein has been calling the meetings to explore attitudes and positions on CATV liability under the revised law and on the possibility, advanced by CATV groups, that interim legislation be passed to freeze enforcement suits by copyright holders against CATV's liability under present law until the still-to-be-determined terms of the new law can be enacted. Under a federal court decision, upheld on appeal, cable systems are fully liable for copyright claims on broadcast program material carried. Petition for Supreme Court review is under consideration.

As passed by the House, the revised copyright law would hold all CATV systems liable. A modifying section that would have provided degrees of CATV exemption was struck from the bill during floor action, pending resolution of a committee-jurisdiction dispute. Since then, no progress has been reported by either committee—Commerce or Judiciary—in finding a solution to the difficulty.

At Meeting • Attending last Tuesday's meeting were Robert Evans and Richard Jencks of CBS; Harry Olsson, ABC; Myron Roth, NBC; Douglas Anello and Paul Comstock, National Association of Broadcasters; Charles Miller and William Malone, attorneys representing the Association of Maximum Service Telecasters; Martin Firestone, attorney representing the All Channel Television Society; Herbert Fuchs, House Judiciary Committee staff; Thomas Brennan, Senate Judiciary staff, and three members of the Copyright Office. In the meetings with broadcasters and copyright owners, a Copyright Office observer reported, an interest was shown by the groups in working to resolve substantive issues to be settled by copyright-law revision; opposition or less interest was shown in the interim moratorium on infringement suits. Issues raised were considered worth discussing in further meetings, it was noted.

A broadcaster present at the Tuesday meeting reported that "all of the broadcast representatives were in opposition to the moratorium on judicial remedies for infringement. While no broadcaster or lawyer objected to a possible meeting with CATV and copyright representatives, under Mr. Kaminstein's auspices all agreed the purpose of any such meeting would be to hear what reasons the CATV interests advanced for such a proposal."

"The purpose would not be merely to discuss the form of a moratorium," he added.

Among copyright proprietors attending the Thursday meeting were Herman Finkelstein, American Society of Composers, Authors and Publishers; Leon Kellman, American Guild of Authors and Composers; Willis F. Myers, SESAC; Evelyn Burkey, Screen Writers Guild, and Sidney Schreiber, representing the Motion Picture Association of America.

Committee delays 315 bills

Senate Commerce Committee action, expected last week on a series of bills affecting political broadcasting, was postponed until Wednesday of this week (Aug. 23), because of the press of other committee business, a spokes-

Radio-TV coverage of House hearings urged

A House hearing on ethical standards provided a forum for a Washington newspaper reporter to urge that House hearings be open to the public—with radio and television coverage. Clark Mollenhoff, Cowles Publications, also asked for full disclosure of financial interests of senators and representatives.

Mr. Mollenhoff, speaking as chairman of the freedom-of-information committee of Sigma Delta Chi, professional journalistic society, said hearings should be open unless national security is involved, or unless allegations are being explored to determine if serious charges can be corroborated.

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WZOR 5,000 watts Jacksonville, Fla., sold it three times each day.

WTTR Westminster, Md., sold it to a bank.

WSLI 5,000 watts Jackson, Miss., purchased it to run 8:00 a.m. Mon. thru Fri.

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Disney sues Alaskan CATV's over copyright
SYSTEMS REPLAY TAPES FROM TV STATIONS IN SEATTLE

Walt Disney Productions, Burbank, Calif., has gone to a federal court in Seattle in an attempt to stop a group of CATV systems in Alaska from carrying any more Disney programs without copyright payment. The suit also seeks damages of up to $250 for each copyright infringement.

The suit filed in the U.S. District Court alleges that Alaska Television Network Inc., Anchorage, its subsidiary CATV systems, and Video Tape West Inc., Seattle, have taped programs of Seattle-area TV stations and replayed them on the Alaskan cable systems.

Disney seeks an injunction to stop the firms from taping and replaying the "Wonderful World of Color," which is on NBC-TV, and the syndicated "Zorro" series. It alleges that since September 1965, Video Tape West has been taping programs of KING-TV, KIRO-TV, KOMO-TV, KXTN-TV and KCKS-TV (noncommercial) and replaying it on systems in Skagway, Cordova, Petersburg, Wrangell and Kodiak, all Alaska.

James C. Stevens, 28-year-old majority owner of ATN and Video Tape West, said he has "no bones to pick with Walt Disney" and "wouldn't mind paying a reasonable licensing fee, but there has never been a central organization to pay it through." He added that the ATN systems have not been carrying the Disney programs "for some time."

He said that when the Petersburg and Wrangell systems were started in June 1964 the closest stations, by air, getting live network feeds were in Seattle so they were taped. The Anchorage stations, he added, were just as far away and received programs on a delayed basis.

Because of the mountainous terrain and the inaccessibility of the areas, microwave pickup was out of the question, so tape feeds seemed the "only method."

Few Subscribers - He pointed out that each of the towns has less than 1,800 population. ATN has 390 subscribers in Petersburg, 325 in Wrangell, 125 in Cordova and 107 in Skagway. The Kodiak system, which ATN sold in June to a group of local businessmen, has 200-300 subscribers. He said the charge to the Petersburg and Wrangell subscribers is $15 per month and to the Skagway and Cordova subscribers $17 per month.

Mr. Stevens said the programs are seen on a delay of one to three weeks since the tapes are bicycled to the systems. The only exception are newscasts, which are seen on a 24-hour delay.

On ATN's four systems only one channel is used for television programming, he said. Another channel is used

Cheverton gives advice on riot coverage

Here, in slightly condensed form, is a letter written by Dick Cheverton, news director of Wood-AM-FM-TV Grand Rapids, Mich., and former president of the Radio-Television News Directors Association, to the news directors of other Time-Life Broadcast stations, following riot in his city:

First—any plans you make will need last-minute adjustments because of the mercurial nature of the riots. Plan for flexibility.

Here is what we had:

1. Four two-man cars. Two men for mutual protection. One shoots [film], the other reports and makes feeds. Pile in the equipment with spares for sun guns, tapes, etc. It may be a while before the crews return. Important: Use unmarked cars. Rioters, regardless of what our newspaper competitors say, don't relish the sight of TV newsmen. Your men should wear dark clothing; helmets are vital and they should be painted black. Don't allow newsmen to carry sidearms; you could be blamed for a shooting. Tie a rag to the car antenna and notify police so imported officers will spot you. Be prepared to shoot without sun guns, but carry spare batteries, or power packs. Lights rule everyone.

2. One man handling all two-way and police traffic. Keep a record of all transmissions and use him for all station-to-car traffic. This man tells crews about all police calls, directs them to hot spots and (we have a two-way intercom with engineering) handles information to engineering regarding feeds.

3. One man assigned to writing for radio leads, bulletin info; he also double checks on all police calls. Our rioters were cute. They telephoned with constant false alarms which are relayed to police units. Airing without checking validity is dangerous. This guy should bury himself in the copy.

4. TV desk man who prepares the newscasts and prepares bulletins for TV. Riots, we found here, are mainly a radio story, but we tend to overlook the rest of the world and you'll need someone removed from the excitement to prepare TV.

5. One man in engineering keeping track of tapes, editing when necessary and alerting the desk that they were OK and ready to go. This guy is important because the crews tend to get emotional after several hours of tension; they sometimes say damaging or even false things; their quality may be bad; their information may be outdated or needs revision. Putting all feeds on without double checking we found can be dangerous. This man should be a cool cat away from the excitement of the newsroom for this reason. Don't expect to get rational treatment or statements from Negroes you've known for years ... or even from police officials. Most statements will be lousy one-sided, and you must watch for statements that are inflammatory and will incite further disorders. This staffer must listen for nuances and be alert for what's not being said, as well as sifting our stuff that may damage the station.

I aired all bulletin material on radio and we attempted to program segments. Instead of simply airing bulletins, which also tend to increase the tension and excitement, we brought events up to date with some introductory stuff, then brought in the various crews for feeds. We were also throwing in information about Detroit and other Michigan cities. We didn't embroider or get excited ... we felt things when ever feasible. The feeds were made at about 10-minute frequencies. You'll be accused of sensationalism, but that's expected.

One man was stationed at the police communications center. He fed official information during feed periods. Police info, statements from the city manager and mayor, and he gives you a back-up capability
to bring in radio signals from Juneau, Alaska.

Mr. Stevens, who is also majority owner of Video Tape North, Anchorage, the Alaska distributor for Ampex tape equipment, said ATN had the first video-tape gear in Alaska and also fed the first ETV programming in the state when it began carrying programs from KCTS-TV three years ago.

He said Video Tape West has eight Ampexes at its Seattle taping center; two Ampexes at the systems in Petersburg and Wrangell, and one Ampex each at the Cordova and Skagway systems. The Kodiak system, which sometimes feeds two channels of programming, has four Ampexes.

Mr. Stevens started in broadcasting with KRNT Des Moines, Iowa, and had been chief engineer of KTV(A) Anchorage and an RCA sales representative in Alaska before forming ATN in 1964 with his now 25-year-old partner, Gary Egoard of Seattle.

He added that ATN had never filed the FCC's ownership report of CATV's because the FCC definition of CATV "was instantaneous relay and we didn't fall under it."

National General buys Banner companies

National General Corp. last week took what its president, Eugene V. Klein, described as "a step toward our goal of becoming a complete entertainment complex" with its acquisition of Banner Productions, Banner Films and affiliated companies from Sy Weintraub of Los Angeles.

National General thus added television production and distribution to its movie production, distribution and exhibition and music-publishing operations.

Banner Productions' first TV series, Tarzan, is on NBC, and another "is under negotiation with a network," according to Mr. Weintraub. Banner Films, in addition to the international distribution of and eventual off-network syndication rights to Tarzan, holds rights to all but two of the 30 "Tarzan" feature films, several other features and numerous cartoons.

The Banner companies will be reorganized as National General Television Corp., a wholly owned subsidiary, with Mr. Weintraub as president and also as vice president for television operations of the parent company. The new subsidiary will develop TV series from both new projects and National General movies, and will distribute both series and NGC movies to television.

Mr. Weintraub received in the transaction $5 million in convertible preferred stock and additional compensation in the form of nonconvertible preferred stock, dependent on the subsidiary's future performance. As a major stockholder, Mr. Weintraub is likely to be elected a director of National General, Mr. Klein said.

Mr. Klein also said he expects the acquisition "to add more than $10 mil-

if you need something checked.

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Stay on the air. People are frightened and if there's nothing happening, it is reassuring. Tell your staff about the insurance covering hazardous duty, and be prepared to pay for windshields, windows and any other damages. Be prepared to lose cameras and any other gear. Don't stray too far from police units. Don't try to scoop . . . it may put your people in unusually dangerous situations.

If you don't have a police information officer, try, now to set one up. Statistics are most difficult to get: how many police are involved size of mob; number of fires; snipings; which direction is the flow of violence, etc. Only a police information officer can break through the confusion and get this on an area-wide basis. If no officer is available, try and have a newsman installed in the job on a temporary basis . . . a weekly newspaper guy, retired wire service guy . . . anyone who has the blessing of the police.

Don't be lulled by the idea you've been calling a desk man or a dispatcher for years. He won't bother with you during a riot.

Throw away any conceptions you have about actions of people, particularly the Negroes. These race riots (our guys also covered Detroit) are frightening experiences of mass mayhem, murder, sniping and terror.

Above all don't get into a jam and expect to get out by being rational or klutz or anything else. When the riots start, there is a kind of mass madness that completely wipes out the civilized rules.

We are concerned here about the subtleties of radio coverage . . . the inescapable bulletin approach that makes the whole affair a sort of cliff-hanging series which generates excitement and resistance. I don't know how you avoid it, and I wouldn't be too concerned with it, although a better approach is suggested.

The danger your station will have is that you may report one-sided (it's pretty hard to be sympathetic with some bastard that's shooting at you) and it may lapse into sensational type reports. Rest assured you'll hear the criticisms no matter how rational you've been.

Don't give a guy more than he can handle or the misinformation creeps in—and in riot situations this can be very dangerous.

I didn't mention photographers doing film editing. I don't know your situation, but we called in photographers to edit film and replaced the man with a reporter equipped with silent camera. Incidentally, take tape recorders for wild sound. Portable sound rigs aren't much good without a lot of police protection. You have to move fast, dodge fast, when rocks and bricks are flying. . . .
There's trouble in the talk-radio field. The trouble involves the cancellation of contracts by advertisers or the outright refusal of many of them to buy. While apparently only a single station is bearing the brunt of this trouble so far, there are implications in it for every talk radio station in the country.

Some 18 months ago, KLAC Los Angeles, a relative nonentity among the more than 35 radio signals in its market, switched to an all-telephone-talk format. Audience reaction was immediate and overwhelming. Ratings increased spectacularly and the Metromedia-owned station became a leader in Los Angeles.

But the new KLAC format did not attract a passive audience. The station has been controversial. It even works at being controversial. As a result it began receiving threatening telephone calls and letters, many of them anonymous or with false names and addresses. Some letters demanded that the station fire its conservative commentators like Joe Pyne, while others were equally insistent that liberally oriented people such as Mort Sahl be discharged. When the station did not accede to their demands, many of these same people reportedly started writing the FCC, congressmen and senators.

Apparently these letters also did not bring the desired results and so the letter writers took their most recent and seemingly most effective, approach. They have been writing and calling advertisers threatening to boycott stores and discontinue use of products.

"You can imagine the terror this strikes in the heart of a businessman," comments Jack G. Thayer, vice president and general manager of KLAC. "Most businessmen are not equipped to investigate threats, check statements taken out of context, investigate the validity of names and addresses. Complaints cause panic."

Closed Minds • This panic has resulted in a decided slump in sales at

**TV series sales**

*The Joe Pyne Show* (Hartwest Television Inc.): KTVP(TV) Oakland-San Francisco; WFLD(TV) Chicago; KHON-TV Honolulu; WJAR-TV Providence; KTSM-TV El Paso; KVOO-TV Tulsa; KVVV-San Diego; KTVU(TV) San Francisco; KGOM-TV Denver; WLUK-TV Milwaukee.

*Gypsy Rose Lee Show* (American International Television Inc.): KART(TV) Denver; KMSP-TV Minneapolis-St. Paul; KPLR-TV St. Louis; KJAZ(TV) Nogales-Tucson, Ariz.; WICA-TV Ashtabula and WSWO-TV Springfield, both Ohio; KGSC-TV San Jose and KVOQ-TV Eureka, both California; WLBW-TV Miami; KIIO-TV San Francisco; WABC-TV New York; KABC-TV Los Angeles; WBBM-TV Chicago; WJTV-Detroit; WHEN-TV Syracuse, N. Y.; WJAR-TV Providence, R. I.; KGGM-TV Albuquerque and KBM-TV Roswell, both New Mexico, and KHBB-TV Las Vegas.


*Tarzan Features* (Banner Films): WSB-TV Atlanta.

*America!* (Sandy Frank Program Sales Inc.): WPLA-TV Tampa, Fla.

*The American West* (Sandy Frank Program Sales Inc.): WROC-TV Rochester, N. Y.

*High and Wild* (Sandy Frank Program Sales Inc.): KNBC(TV) Los Angeles.

*The Traveler* (Sandy Frank Program Sales Inc.): KGUN-TV Tucson, Ariz.

*Mr. Ed* (MCA TV): WROC-TV Rochester, N. Y.; WHNT-TV Huntsville, Ala.; WRCB-TV Chattanooga; WSB-TV Atlanta and, WFRV-TV Green Bay, Wis.


**Dorothy goes to NBC-TV**

Four-million dollars is a lot of money to pay for a farm girl, a scarecrow, a tin woodman and a cowardly lion, but the price apparently isn't too steep for NBC-TV which last week announced it had acquired exclusive rights to the feature film in which those four such characters appear (CLOSED CIRCUIT, Aug. 17).

NBC reportedly will pay MGM studios $800,000 a showing at one showing a year for five years of "The Wizard of Oz," a children's classic starring Judy Garland and Ray Bolger. NBC will present the film in the 1967-68 season.

Rights to the 1959 motion picture cost NBC-TV four times what CBS-TV had paid for each showing under a contract that ended last season. CBS-TV, which broadcast the film nine times since 1956, paid about $200,000 per showing, considered a bargain price for a picture that had averaged a 53 share each showing according to Nielsen estimates.

**ABC Films offers 'It's Your Move'**

ABC Films will syndicate *It's Your Move*, a half-hour game show taped in color. The series, which goes into production Aug. 28, will be shown weekly on WABC-TV New York, starting Sept. 18. Originally a Canadian show, *It's Your Move* is in its fourth year on the Canadian Television Network, where it is seen Thursdays, (8:30-9 p.m.) and as a daily daytime show. The U. S. program will be a new production. ABC Films said, with Jim Perry as host. Executive producers are Art Baer and Ben Joelson, and Howard Felcher is producer. *Move* will be taped in New York.

The new syndicated show joins ABC Film's syndicated color-taped shows,
KLAC. "We've been the victim of a small group determined to end free speech or the voicing of any viewpoint different than their own," explains Mr. Thayer.

He does not know of any specific group that is carrying on this campaign against the station. The mail has not been in avalanche volume, the radio executive points out, but is heavy and consistent enough to have an effect.

He cites the example of a savings- and-loan sponsor that canceled off the station after receiving a letter from a depositor threatening to withdraw an account. The letter was signed and upon checking KLAC found that the writer had opened an account the same day with $3.

Jack Thayer has a file on one man who has written more than 150 letters to advertisers. The station hasn't been able to trace him because he uses fictitious names.

As a counter-measure to this pressure campaign, Mr. Thayer has written a long and straightforward letter detailing the station's problem and is sending it to community leaders and advertisers in the Los Angeles area. In the letter, Mr. Thayer asks for suggestions in solving the problem and for an opportunity to tell KLAC's and telephone-talk radio's side of the story.

Virginia Graham's Girl Talk, Hurdy Gurdy and Hayride. Girl Talk is available for daily programming, the other two on a weekly basis. Hayride is offered as a half-hour or as a one-hour show. ABC Films said this series will also soon be available as a daily program.

Syndication program offered by Screen Gems

Screen Gems last week announced its entry in the syndication of game shows. Its first is The Perfect Match, a half-hour taped program in color which has already been sold to WABC-TV New York and KTLA(TV) Los Angeles for daytime showing next month.

According to Dan Goodman, Screen Gems vice president in charge of syndication sales, the company is preparing a number of other game and panel shows for both network sale and for syndication, all under the aegis of Harry Koplan, Screen Gems production executive who is in charge of daytime programming. The new series uses a computer to bring together the contestants. It'll be taped in color by Bill Derman Productions at KTLA's studios.

60 color telecasts
Avco fair coverage

Avco Broadcasting Corp., Cincinnati-based group broadcaster, will stage what it calls the biggest state fair television coverage effort ever attempted starting Aug. 24, when it will present, directly from the Ohio State Fairgrounds, nearly 60 color telecasts amounting to approximately $250,000 to WLW-T Cincinnati; WLW-D Dayton and WLW-C Columbus, all Ohio and WKLW-T Indianapolis.

Avco, whose record-setting state fair television coverage last year helped push Ohio State Fair attendance over the 1.5 million mark, will present numerous specials over the 11-day telecasting period ranging from a musical special to three half-hour programs aimed at promoting fair attendance.

Entertainers signed up to appear on the shows include Bob Hope; Herb Alpert and the Tijuana Brass; Sonny and Cher; Andy Williams; the Supremes; Herman's Hermits; Pat Boone and Tennessee Ernie Ford. Messrs. Boone and Ford have been signed to narrate the second and third of the promotional series, respectively, which will be telecast on stations throughout Ohio in prime-time under the sponsorship of the Ohio Bell Telephone and the Cincinnati and Suburban Bell Telephone companies.

Program notes . . .

The rubber match - The title bout in New York City between lightweight champion Carlos Ortiz and challenger Ismael Laguna will be telecast live and in color over stations from coast-to-coast by Sports Network Inc. in conjunction with Madison Square Garden. SNI currently is lining up stations. The boxers have fought twice, each having won a decision.

Capital service - WBKB-TV Detroit is establishing a fulltime Lansing, Mich.-based news bureau.

New broadcast center - WLHY-AM-TV, Tampa-St. Petersburg, Fla., has begun building a $1,500,000 broadcast center that will house a color television production facility and its 24-hour-a-day radio operation.

Sports expansion - Olympus Television, Sherman Oaks, Calif., which now has Boxing at the Olympic signed to its 40th station, has acquired and is now distributing Roller Game of the Week, two-hour roller derby series in color. According to Stephen G. Mitchell, Olympus general manager, the new series is already sold in five markets for a Fall premiere.

SESAC entry - SESAC, New York, recorded program service, is offering Big Bands . . . One More Time to radio stations. Package contains 10 LP's presenting excerpts from the "era of the big band sound." Package, which already is receiving response from stations, is priced at $19.95.

New identity - Listeners in Winston-Salem, N. C., are being served by a new gospel music station, WGPL-FM. Those are the new call letters of WAIR-FM Winston-Salem, previous proponent of a middle-of-the-road format. Bernard Mann, station vice president, says the change is intended to meet the needs of the Winston-Salem-Greensboro-High Point market in which there

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HOWARD E. STARK
Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N. Y. (212) 355-0405
are over 500 churches.

Expanded experiment * NBC-TV
Experiment in Television will be ex-
panded to 10 shows next season, from
nine last year. British writer John Lord
has been signed to write one of the
shows, a documentary-drama to be pro-
duced in England, dealing with a boy's
interviews with Englishmen who knew
his father there before his death in the
Normandy invasion.

Radio series sales . . .

The Joe Pyne Show (Hartwest Pro-
ductions Inc.): KTRH Houston; WKFM-
(FM) Chicago; WTMZ Tuscaloosa, Ala.;
WGED-AM-FM DuBois, Pa.; KGFX Pierre,
S. D.; WTHM Lapeer, Mich.; KALQ Ala-
magordo, N. M.; WHNL Olean, N. Y.;
KXSM-FM Lafayette, La.; WERG(FM)
Winchester, Va.; WIWA Franklin, Pa.;
WREY New Albany, Ind.; KXSM Ken-
nett, Mo.; CJCA Edmonton, Alberta,
Canada; WRAM Monmouth, Ill.; WLYL
Centralia, Ill.; KXOX Sweetwater, Tex.;
KVAR Bainerd, Minn.; KNYX Juneau,
Alaska; WDOL Athens, Ga., and WJAZ
Albany, Ga.

Christmas Kaleidoscope (Hartwest
Productions Inc.): KOLT Scottsbluff,
Neb.; WELK Charlotteville, Va.; WNBH
New Bedford, Mass.; WTHI Port Huron,
Mich.; WTMV Taylorville, Ill.; WDOL
Athens, Ga.; WHBC-AM-FM Canton,
Ohio, and WGGI Elizabeth City, N. C.

FINANCIAL REPORTS

Four Star goes
to syndicate

Powell estate, Boyer and
Niven sell to group headed
by Charnay for $1 million

Control of Four Star Television Inc.,
Los Angeles, last week passed from
the hands of two actors and the estate
of a third to an investment syndicate
which plans to expand the TV produc-
tion company's activities into feature
films.

Thomas McDermott, president of
Four Star, revealed that 346,205 shares
of the company's common stock have
been sold by actors Charles Boyer and
David Niven and the estate of the late
Dick Powell to a syndicate headed by
David B. Charnay, chairman of Con-
Amount involved in the transaction
was undisclosed, but sources indicated
the stock was sold for about $1 million.

Mr. McDermott, who remains with
Four Star as president and chief oper-
ating officer, holds 75,600 shares of
stock; Mr. Boyer and Mr. Niven re-
tain 37,423 and 37,422 shares re-
spectively in the company. Mr. Mc-
Dermott said a total of 665,950 shares
of Four Star are outstanding. Common
stock is traded over-the-counter.

Along with Mr. Charnay, the new
controlling group includes: Robert A.
Gageby, president, Wells Industries
Corp.; Martin Horwitz and Jack
Wilder, chairman and president re-
spectively of U. S. Smelting, Refining
and Mining Co.; Victor Nemiroff, a
Chicago industrialist; Melvin H. Jacobs,
former president of Technicolor Inc.;
Francis Levien, president, Universal
American Corp., New York; Tyler
Abell, recently resigned assistant U. S.
postmaster general; Theodore Kheel,
chairman, Republic National Bank of
New York and a prominent attorney
and labor negotiator; and Henry Gar-
finkel, president, American News Co.

Mr. McDermott said a detailed study
of the company's potential has led to
the conclusion that "excellent oppor-
tunities exist for corporate expansion
and we have already drawn up plans to
capitalize on them." Among those
plants, he said, is "the production of
major motion pictures."

Four Star has produced such televi-
sion series as The Rogues, Dick Powell
Theater and Burke's Law. Its Big
Valley will be seen for the third season
on ABC-TV this coming fall.

Fuqua plans new merger
with trucking company

Fuqua Industries Inc., New York, has
announced negotiations for merger with
Hall's Motor Transit Co. of Harrisburg,
Pa. Plans were announced by J. B.
Fuqua, president of the diversified com-
pany that owns broadcast stations,
industrial products and service companies.

The general commodities motor car-
rrier, of which John N. Hall is president,
operates in nine northeastern states and
reported net income of $1,541,513 in
1966 with revenues of $30,000,019. The
company has 774,500 shares outstand-
ing.

Hall's Motor Transit Co. is listed on
the American Stock Exchange.

Fuqua acquired the Colorcraft Corp.
of Durham, N. C., earlier this year and
it also has announced agreements to
acquire McDonough Power Equipment
Co. of McDonough, Ga., manufacturers
of lawn mowers and other power equip-
ment, and Varco Steel Inc. of Pine
Bluff, Ark., a manufacturer of pre-
engineered steel buildings (Broad-
casting, May 15, Feb. 13). Fuqua last
year earned $1,745,000 or $2.09 a share
on sales of $19,698,000.

Fuqua stations are WROX and WTVV
(TV) Evansville, Ind.; KTHI-TV Fargo,
N. D.; KXOM Sacramento, Calif., and
WTAC Flint, Mich. Mr. Fuqua in his
own name owns 100% of WJBF(TV)
Augusta, Ga., and KYTE(TV) El Dorado,
Ark.

Harris-Intertype offers
$25 million debenture

Harris-Intertype Corp., Cleveland,
manufacturer of equipment for print
media, and owner of Gates Radio Inc.,
Quincy, Ill., manufacturer of broadcast
equipment, has registered with the
Securities and Exchange Commission
for a public offering of $25 million of

Net proceeds will be used in part to
reduce some $8 million of short-term
bank loans.

Harris-Intertype passed the $250-
 million sales mark in the fiscal year
ended June 30 and earnings estab-
lished new company records. Chairman
George S. Dively and President Richard
B. Tulis announced that the company's
internal growth plus its recent merger
with Radiation Inc. enabled the com-
pany to "reach sales objectives of its
current five-year guide plan two years
ahead of schedule."

For the fiscal year ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Net sales</th>
<th>Earnings before taxes</th>
<th>Provision for taxes</th>
<th>Net earnings</th>
<th>Shares outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>$2.30</td>
<td>250,966,000</td>
<td>215,989,000</td>
<td>12,810,000</td>
<td>19,672,000</td>
<td>5,472,246</td>
</tr>
<tr>
<td>1966</td>
<td>$2.20</td>
<td>235,275,000</td>
<td>22,000</td>
<td>10,200,000</td>
<td>12,672,000</td>
<td>5,349,220</td>
</tr>
</tbody>
</table>

Trans-Beacon shows
increase in earnings

Trans-Beacon Corp., New York, re-
ported sales increases during the six
months ended June 30, and earnings
moving out of the losing and into the
winning column.

Trans-Beacon is a theater operating
firm dealing in motion picture and
stage productions (mostly in advanced
ticket sales). It also has a TV distribu-
tion division that develops new prod-
ucts, and owns some TV properties.
The firm also operates Pan World Film
Exchange of New York Inc., Buffalo
and Albany.

In addition, Trans-Beacon, listed on

BROADCASTING, August 21, 1967
the American and Pacific Coast Stock Exchanges, is in the process of acquiring Weston Merchandising Corp., New York, for issuance of an additional 300,000 shares of stock, valued at an estimated $1,750,000. Weston is the personal representative for such stars as Twigg, Soupy Sales, Herb Alpert, Tony Bennett and various athletes.

For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share (loss)</td>
<td>$0.15</td>
<td>($0.04)</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>4,315,114</td>
<td>3,668,161</td>
</tr>
<tr>
<td>Net operating income (loss)</td>
<td>206,400</td>
<td>(65,808)</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,568,637</td>
<td>1,568,637</td>
</tr>
</tbody>
</table>

Continental Telephone earnings up 15%

Continental Telephone Corp., multiple CATV owner and owner of Superior Cable Corp., Hickory, N. C., which sells cable to CATV systems, has reported 15% higher earnings for the first six months of this year than for the corresponding period a year ago. Revenues and sales rose 19%.

The company also reported results for the 12 months ended June 30. Net income for that period was $17,018,497, equal to $1.09 a share. Revenues and sales were $146,037,099.

Continental Telephone also has applied to the FCC for approval of its purchase of C&U Communications Corp. &U, also a multiple CATV owner, owns WMCR Oneida, WBIW-FM Wetzel road townships, WEV-FM Ithaca, WJW-FM Cherry Valley township, WMV-FM South Bristol township and WOJ-FM DeRuyter township, all New York.

For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.55</td>
<td>$0.48</td>
</tr>
<tr>
<td>Revenues and sales</td>
<td>75,766,416</td>
<td>63,705,283</td>
</tr>
<tr>
<td>Net income</td>
<td>8,099,340</td>
<td>7,977,553*</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>15,724,725</td>
<td>15,303,268*</td>
</tr>
</tbody>
</table>

*Excluding special credits of $856,323 or 6 cents a share.

Financial notes...

- General Telephone & Electronics Corp., New York, reports that its subsidiary, Sylvania Electronic Products Inc., has reached a new agreement to acquire the assets and business of the Wilbur S. Driver Co., Newark, N. J., producer of special alloys. Under the proposal, 950,000 shares of GT&E common stock would be issued to the Driver Co. for its assets and business.
- Board of Grey Advertising Inc., New York, has declared quarterly dividend of 121/4 cents a share, payable Sept. 15 to stockholders of record Sept. 1.
- MCA Inc., New York, announced net income for the six months ending June 30 of $8,704,000 which after pre-

- ABC directors have declared a third quarter dividend of 40 cents per share on the outstanding common stock of the corporation. Dividend is payable Sept. 15 to stockholders of record on Aug. 25.

Grey's billings rise 25% for half-year

Grey Advertising announced higher earnings and 25% higher gross billings in the first half of 1967 compared with the same period last year.

First-half billings this year were $87,- 201,825, compared with $69,739,601 during first-half 1966. New assignments to Grey since the beginning of the year were made by Canada Dry, Cities Service, Post cereals, Rheingold beer, Ronson appliances, Southern California Edison and Royal typewriters.

For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.05</td>
<td>$0.03</td>
</tr>
<tr>
<td>Commissions &amp; fees</td>
<td>13,552,049</td>
<td>11,054,061</td>
</tr>
<tr>
<td>Net income</td>
<td>705,796</td>
<td>703,687</td>
</tr>
</tbody>
</table>

Wrather net doubles

The Wrather Corp., Beverly Hills, Calif., TV syndicator, producer and owner of Muzak background music, reported that net income for the six months ended June 30 more than doubled last year's figure, and sales increased by approximately $1.5 million.

For six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.30</td>
<td>$0.11</td>
</tr>
<tr>
<td>Income from sales</td>
<td>7,253,945</td>
<td>8,140,645</td>
</tr>
<tr>
<td>Costs and expenses</td>
<td>6,769,707</td>
<td>5,660,564</td>
</tr>
<tr>
<td>Net income</td>
<td>484,238</td>
<td>200,081</td>
</tr>
</tbody>
</table>

ITT and Rayonier plan merger

International Telephone & Telegraph Corp. and Rayonier Inc., New York, have agreed to merge Rayonier into ITT, subject to approval of the boards of both companies and stockholders of Rayonier.

Rayonier makes chemical cellulose, paper-making wood pulp, lumber and wood-derived chemicals. Its management will continue unchanged under Russell F. Erickson, president and chief executive officer. The company will operate as a wholly owned subsidiary of ITT.

BROADCASTING, August 21, 1967
Neither side happy with presunrise rule

BOTH FULLTIMERS AND DAYTIMERS CRITICIZE NEW UNIFORM HOURS

The FCC’s new rules providing for presunrise operation by daytime-only stations has come under a crossfire of criticism and complaint. Fulltime stations’ regional channels worried about the interference the daytimers will cause them before dawn say the rules are too broad. Daytimers themselves say the rules don’t go far enough—that they require some of them to reduce their early-morning service.

Furthermore, representatives of both camps challenge a key element in the legal basis for the new rules—an executive agreement between the U.S. and Canada modifying provisions of the North American Regional Broadcasting Agreement, governing each nation’s use of the spectrum.

The views were expressed in petitions filed last week for reconsideration of the new rules which permit virtually all class II and class III daytimers to sign on at 6 a.m. standard time with power limited in most cases to 500 w, and with stations using daytime antenna (BROADCASTING, July 3).

The rules, which were published July 13, became effective Aug. 15. However, stations are not to begin operating under them until Oct. 29, when standard time resumes. In the meantime, daytimers that wish to obtain presunrise operating authority must obtain presunrise authorization from the commission.

What Daytimers Want • Daytimers had long argued that presunrise operating authority was necessary to permit them to provide an important local service—a unique service in communities lacking a fulltime station—and to boost their revenues. The commission, conceding that presunrise operations would cause interference, concluded that the gains would outweigh the losses, in terms of service.

The sharpest attack on this conclusion was made last week by the Association on Broadcasting Standards, which accused the commission of abdicating its responsibility to prevent interference to class II and class III fulltimers by relying on nothing more than an “arbitrary power limitation” on the daytimers’ presunrise operation.

It noted that the commission had in several previous proceedings denied daytimers’ requests for a longer broadcast day on the ground that intolerable interference would result. ABS suggested that the commission’s decision to reverse itself was based on an “erroneous belief” that such action reflected the will of Congress.

This was a reference to the House of Representatives’ action in 1962 passing a daytimer-sponsored bill providing for liberal presunrise operating authorization for daytime-only stations. The bill never emerged from committee in the Senate—and ABS noted that congressional intent isn’t expressed unless both Houses are involved. Furthermore, ABS said, the rules provide for the kind of across-the-board treatment to which the commission had objected in the House-passed measure.

Physical Limitations • ABS said the conflict between the limitations that physical phenomena place on the hours of daytimers’ operation (the fact that broadcast signals travel farther at night) and the desire of daytimers “to operate in a manner inconsistent with scientific fact” can only be resolved “if realistic technical limitations are placed on presunrise operations to insure continued fair, efficient and equitable distribution of standard broadcast service.” This, ABS said, wasn’t done. ABS also alleged that the agreement with Canada violates the law designed to afford interested parties an opportunity to comment on proceedings affecting them, since the commission did not even give notice of the terms that were being discussed with the Canadians it “secret negotiations.” The only formal announcement that the talks were held was contained in the report and order announcing the new rules.

Furthermore, ABS asserted, NARBA does not provide for the kind of executive agreement reached in the presunrise proceeding. It says the governments can make adjustments in the operating hours of stations “in particular cases”—not for whole classes of stations, according to ABS. Accordingly, the agreement constitutes a new treaty that cannot become effective until it is ratified by the Senate, ABS said.

Daytimers Arguments • The same points regarding the agreement were made by some daytime-only operators, who were complaining that the new rules will require them to curtail their operations—a situation resulting from the fact that many of the 2,000 (no one knows how many) now operate presunrise under a commission rule permitting such operation subject to termination on complaint of a fulltime station. Many daytimers, accordingly, operate with more than 500 w presunrise, and begin operating as early as 4 a.m. in some cases.

The Daytime Broadcasters Association cited this fact in its petition for reconsideration. What’s more, a score of daytimers complained about what they regarded as the inequities the new rules held for them individually.

DBA, while hailing the commission’s departure from “the traditional philos- ophy that engineering formulas are dis- positve” of public-interest determina- tions, said the new rules are not con- sistent with the commission’s new philo- sophy.

It urged the commission to adopt the more generous provisions of the 1962 House-passed bill. Specifically, these would permit all daytimers to begin operating at 6 a.m. without a reduction in power. (The new rules do not accord daytimers on clear channels presunrise authority). The bill would also have
permitted daytimers that had been operating as early as 4 a.m. to continue to do so.

Survey Suggested - DBA said that if the commission doesn’t adopt the provisions of the House bill it should determine the facts concerning daytimers’ presunrise operations on which new rules could be adopted. It suggested daytimers be queried on the extent of their presunrise operation and the kinds of programming they provide. DBA also said that clear-channel stations should be questioned on the early-morning service they provide in areas where daytimers’ presunrise operations would cause interference.

DBA said the effectiveness of the new rules should be stayed—except as they affect presunrise operating authority to stations now lacking it—for six months, during which the surveys could be made.

Individual Complaints - Many of the individual stations filling petitions for reconsideration noted that they are now operating with more than 500 w presunrise—in some cases well before 6 a.m.—and asked that the commission permit them to continue their service. WQHO Kingston, N.Y., for instance, which now broadcasts with 5 Kw beginning before 6 a.m., said it will be hit “a staggering blow” if forced to cut back to 500 w and to start operating at 6 a.m.

A number of daytimers complained also that in specifying sign-on time as 6 a.m. local-standard time, the commission was being “inconsistent with its avowed purpose of affording maximum uniformity in early morning operations,” as WMWM Westport, Conn., put it.

A man from Mt. Kisco, N.Y., pointed out that during the months of the year when local sunrise is between 6 a.m. and 7 p.m. local-daylight time, a presunrise authorization will not help a licensee; he could sign on at sunrise in any case. The station asked that the Canadian agreement be renegotiated to provide for 6 a.m. local time sign-on. The agreement specifies standard time.

WVTI among other daytimers objected also to a provision in the rules providing for suspension, modification or withdrawal by the commission of a daytimer’s presunrise authorization, “without prior notice or right to a hearing.” The stations said this action would be illegal, under the terms of the Administrative Procedure Act, and in any case, bad policy.

CCBS Views - The Clear Channel Broadcasting Service is not entirely happy with the new rules either. It asked the commission to tighten them as they affect class II stations operating on clear channels to the west of the dominant station. The commission has said such daytimers may continue to operate with full power beginning at 6 a.m., but has issued a rulemaking to determine whether they should reduce their power to 500 w in the early-morning hours.

CCBS, however, asked that those daytimers be barred from operating before sunrise “to enable vast numbers of listeners” dependent on clear-channel stations to obtain service.

The rules bar presunrise operation by daytimers on clear channels located to the east of the dominant outlet—a provision which drew fire from Cornell University’s WMTU Ithaca, N.Y. That station, which operates on 870 kc, a clear channel, has been starting its day before sunrise with 500 w, under an agreement with WBN New Orleans, the dominant station on the channel, which is owned by Loyola University. The commission, WMTU said, is reversing a long-standing rule permitting such agreements without discussion or consideration of the specific cases affected. WMTU said stations like it should be permitted to continue operating presunrise.

Opposing views heard on TV-set radiation

LEGAL SAFEGUARDS PRESSED FOR BY SOME EXPERTS

Government witnesses at the second of three congressional investigations into TV-set radiation problems agreed that as much as no agency has the authority to define and enforce standards for electronic products, such safeguards should be enacted into law.

But at the same time one of the nation's top experts in radiation standards told congressmen, "to put the problem in perspective," that the intensity of scientific concern about possible "radiation "damage from low levels of radiation is beginning to diminish."

Lawrison S. Taylor, president, National Council on Radiation Protection and Measurements, also explained that recent scientific investigations have cast doubt on the assumption that "thermal effects of low-level radiation are cumulative. He explained that at the levels mentioned in some of the television tests (several roentgens an hour, focused in a narrow beam), "it might well take an exposure of one or two hundred hours in this beam to even result in a minor threshold erythema [reddening of the skin]." This would assume that the same spot of skin would be hit in such a beam for that length of time.

Fixing Sets - The thrust of other testimony at the hearings has held that service men are particularly subject to risk while working on maladjusted sets with higher-than-normal voltages. Dr. Taylor said it would be his guess that "even working with the defective television sets, such as those that have been publicized recently, there would be probably small risk to the service man at a bench, primarily because of the small likelihood of any appreciable portion of his body remaining in close proximity to the source of radiation."

"This again," he added, "is not to say it is good, but to point out that it might not be as bad as some have indicated.

As for the bill under consideration (H.R. 10790), which would empower the Secretary of Health, Education and Welfare to set and enforce radiation standards for all electronic products made domestically or imported, Dr. Taylor told the House Health and Welfare Subcommittee that he did not see "any great protection holes" being plugged. During questioning he agreed, however, that the bill would provide control on imports.

All other witnesses urged passage of
the legislation, but some minor skirmishes developed about the roles different federal agencies should play in radiation regulation. Dr. Taylor suggested that examination of technical products would be far afield for HEW and proposed that such activity be delegated to "some more physically oriented organization," such as the Department of Commerce.

The spokesman for Commerce, Allen V. Astin, long-term director of the Bureau of Standards and acting assistant secretary of commerce for science and technology, agreed that any legislation on the subject should give recognition to the operating responsibilities of agencies other than HEW as well as to the utilization of the measurement competence of its Bureau of Standards.

HEW Group - HEW officials testifying before the subcommittee were William H. Stewart, surgeon general, U. S. Public Health Service, and James G. Terril Jr., director of the National Center for Radiological Health. Vernon G. MacKenzie, deputy director of the Bureau of Disease Prevention and Environmental Control, which administers the NCRH, was on hand to answer questions.

Much of the HEW testimony paralleled that presented to the Subcommittee on Commerce on July 31 (BROADCASTING, Aug. 7), under John E. Moss (Calif.). The health subcommittee, under John Jarman (Okla.), however, received some updated figures on the number of uncorrected General Electric sets still at large and the suggestion that high-voltage rectifier tubes in color receivers could be another source of excess radiation.

Surgeon General Stewart said that figures given to him that morning (Aug. 14) showed the need to locate 1,800 GE sets for correction.

Above Standard - Mr. Terrill gave the committee data on rectifiers, noting that some tubes tested generated broad fields "with exposure rates on the order of 10 milliroentgens per hour ..." (The standard generally in effect in the industry is the NCRP's 0.5 mr/h at any point 5 centimeters from any surface of a set.)

Mr. Terrill also cited data from Japan that a probable 7% of sets there, based on sample tests, would exceed the 0.5 mr/h range. The PHS witnesses also mentioned tests conducted by the Pinellas county (St. Petersburg, Fla.) health department, where some sets were found to be adjustable to sufficiently higher voltages than recommended so that X-radiation could possibly be doubled. Not made specifically clear in the presentation was the fact that the Pinellas county study was directed to determining potential hazards in servicing situations and not to normal home viewers.

Also testifying at the hearing was Representative Horace R. Kornegay (D-N. C.). He favors the legislation and is sponsor of an identical bill to that introduced by Mr. Jarman and Paul G. Rogers (D-Fla.).

A third hearing on set radiation has been set by the Senate Consumer Subcommittee to begin Aug. 28.

Smaller color-TV sets offered from Japan

Japanese manufacturers are planning to introduce several new small-sized color-TV sets in the U.S. this fall.

Toshiba America Inc., New York, has announced plans to bring in a 12-inch color portable that would retail in the U.S. at about $300. Toshiba officials said it will support the introduction with a $1-million promotional campaign, using network TV, co-op advertising, and the print media.

Earlier this year, Toshiba introduced two 15-inch color portables that retail at about $329. The company also has an 18-inch color console at $398. Toshiba indicated that during the past five years it has supplied color-TV units to Sears and Roebuck and Co. That set appears under the Sears label.

Appearing under the Panasonic label since last July is a 15-inch color unit made by Matsushita Electric Corp. of America. The firm has also been marketing two 1967, 19-inch table-model color sets ($399.95, $439.95).

Late in 1966, Matsushita, cooperating with Packard-Bell Electronics Corp., Los Angeles, designed another 19-inch color unit that is now being sold through Singer Co.'s retail sewing centers. This receiver is priced at $399.95.

Hayakawa Ltd., Osaka, Japan, through its subsidiary, Sharp Electronics Corp.,

INTERNATIONAL

Sun sets on another part of the empire

Six of Britain's pirate radio stations capitalized on a tidal wave caused by a new law that went into effect last week (Aug. 14), but Radio Caroline stayed even-keeled and will continue to broadcast.

The new law, the Marine Broadcasting Offences Act, makes it a crime to supply, work for or to place advertising with a pirate station. This law silenced most of the off-shore stations. But Radio Caroline, which began broadcasting from international waters in 1964, said it would remain on the air. Radio Caroline South, which operates off the coast of Essex, will be supplied from the Netherlands; supplies for the north ship off the Isle of Man will come from the Republic of Ireland.

The stations will run non-British advertising and will hire foreign crews and disk jockeys. The director of Radio Caroline, Irishman Ronan O'Rahilly, reportedly is setting up headquarters for the two stations in Amsterdam.

Faced with supplying the demand for pop music, fathered by the pirates, BBC will be opening new stations with program formats and disk-jockey styles similar to the commercial pirates.

International film sales ...

Texas Rangers (Fremantle International Inc.): Zambia; NEN 9 Tamworth, Australia; ECN 8 Taree, Australia.

Beautes Cartoons (Fremantle International Inc.): Liberia; Gibraltar.

Let's Sing Out (Fremantle International Inc.): Nigeria.

McGrow-Hill Films (Fremantle International Inc.): FNQ 10 Cairnes, Australia.

Adventure Calls (Fremantle International Inc.): NEN Tamworth, Australia; ECN Taree, Australia; TNT 9 Launceston, Australia.

Pogles Wood (Fremantle International Inc.): NDR Hamburg, Germany; Malta; Sweden.

Smallfilms (Fremantle International Inc.): NEN 9 Tamworth, Australia; ECN 8 Taree Australia; CNN 8 Orange, Australia; NZBC New Zealand; CWN 6 Dubbo, Australia.

Silents Please (Fremantle International Inc.): NEN 9 Tamworth, Australia; ECN 8 Taree, Australia; TVE Spain.

Homicide (Fremantle International Inc.): Grampian TV, Great Britain.

Knockouts (Fremantle International Inc.): Curacao; Anglia TV, Great Britain; Scottish TV, Great Britain.

WPX Specials (Fremantle International Inc.): Curacao.

Profiles (Fremantle International Inc.): Oy Mainos, Helsinki, Finland.

Popway Cartoons (Fremantle International Inc.): Pakistan Television.

It's Fun to be Fooled (Fremantle
Carlstadt, N. J., plans to introduce a
15-inch color model in the coming
months. According to a Sharp spokes-
man, the price will range from $289 to
$299. Sharp now markets two 18-inch
color receivers: a $370 table model
and a $375 console.

New 15-inch * Sanyo Electric Inc.,
New York, which supplies 18-inch
color table sets sold under the Sym-
phonic and Magnavox labels, is organiz-
ing a promotional campaign to intro-
duce a 15-inch color portable this fall.
The company said it will use TV and
magazine advertising.

Sony Corp. this past summer an-
nounced that by next spring it expected
to have a seven-inch "micro" color set
in the U. S. This receiver uses the Chro-
matron (wire grid) color system. The
set's price is expected to be in the $300-
$400 range (BROADCASTING, June 26).

In addition, other Japanese manufac-
turers now active in the U. S. color-
TV market—and from which further
developments may be expected—are
Nippon Columbia Co., which under the
Olympic name produces an 18-inch
color set ($300); Hitachi Ltd., which
makes two 19-inch color models ($399-
95); and Victor Co. of Japan, which
manufactures an 18-inch color re-
ceiver under the Delmonico label.

NAB schedules seminar

The National Association of Broad-
casters will hold its third annual En-
gineering/Management Seminar at Pur-
due University, Lafayette, Ind., Dec.

4-8. Designed to aid engineers in de-
veloping and refining their working
philosophy of management, the seminar
will be limited to 45 registrants at a
cost of $285 each. Dr. Gregory Barnes,
professor of industrial education at Pur-
due, will be academic director.

Ford wants to comment
on Comsat proposal

The Ford Foundation has asked the
FCC to permit interested parties to file
comments on a proposed domestic
satellite interim pilot system offered by
the Communications Satellite Corp. in
March (BROADCASTING, April 3). Citing
that "serious questions of national
policy are at stake," the foundation
requested permission to file its com-
ments within 45 days on the proposal.

Ford said it wanted to comment on
the implications of the Comsat proposal
and elaborate on its own proposals for
a test program. "The manner in which
a test program is designed and
executed," the foundation said, "the
goals, what is tested, how decisions are
made, who operates the program, the
scope and cost of the program, will
significantly influence the resolution of
the fundamental issues raised by the
commission in this proceeding."

The Comsat pilot project would con-
sist of two multipurpose satellites each
capable of carrying 12 color TV pro-
grams and would be available commer-
cially for TV networks. The Ford pro-
posal provides for a TV satellite system
with its profits used to finance educa-
tional television.

The dimensions of
western electronics

An economic assessment of the elec-
tronics field in the 11 western states
estimates that companies in these mar-
kets will purchase nearly $2.5 billion
worth of raw materials, components and
sub-systems during 1967 and will spend
some $3.5 million in converting these
purchases into sales. Of the total pur-
burchases of $2.5 billion by western manu-
facturers this year, some $192,400,000
will be invested in audio and TV gear.

These figures are among highlights of
a special industry study undertaken by
the Western Electronic Manufac-
turers Association and the Western Elec-
tronic Show and Convention. Results
showed that purchases of audio and TV
equipment ranked fifth behind com-
unication and detection equipment, cir-
cuit components, computers and data
processing equipment and instruments
for measurement (in that order).

In the eight product categories, audio
and TV equipment was estimated to
have about 5% of total sales distribu-
tion. Overall, the study results indicate
that the western electronic industry pur-
burchases about half of its equipment re-
quirements from western manufacturers
and sells more than 40% of its prod-
ucts to western industrial customers.

**International Inc.**): ABC, Australia.

**Cartoon Classics** (Fremantle Interna-
tional Inc.): NEN 9 Tamworth, Aus-
tralia; ECN 8 Taree, Australia.

**Survival** (Fremantle International
Inc.): ECN 8 Taree, Australia.

**My Little Margie** (Fremantle Interna-
tional Inc.): ECN 8 Taree, Aus-
tralia.

**Doctor's House Call** (Fremantle
International Inc.): NEN 9 Tamworth,
Australia.

**Global Zobel** (Fremantle Interna-
tional Inc.): NEN 9 Tamworth, Aus-
utralia; ECN 8 Taree, Australia.

**Amazing Miss A** (Fremantle Interna-
tional Inc.): NEN 9 Tamworth, Aus-
utralia.

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

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

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

**Adribro in brief**

**GAC-Grade link** = General Artists Corp.,
New York, talent agency, has agreed with The Grade Organisation Ltd.,
London, on a reciprocal representa-
tion of clients in the light entertain-
tment field. GAC will represent the United
Kingdom group (Grade's Light Entertain-
tainment Division entered the agree-
ment with GAC) in the U. S., Canada
and "certain other territories," while
the British group will represent GAC
in the U. K. and continental Europe.

**GAC Redway Ltd.** , wholly owned GAC
subsidiary in London, continues to rep-
resent GAC's clients in other fields
than light entertainment; similarly Lon-
don International Artists of California
for Harold Davison Ltd. and Delfont-
Grade Ltd. group clients in the U. S.
and Canada not in the light entertain-
ment field.

**Caribbean gains** = Norman, Craig &
Kummel, New York, reports a $100,-
000 billings increase at NCC &
Trinidad) Ltd., Port of Spain, Trinidad,
and Bridgetown, Barbados, a branch
office. NC&K Trinidad has acquired bill-
ings for the Green Giant Co., Le Sueur,
Mian. (canned and frozen vegetables,
soups, tomato juice), formerly placed
from Mexico; and the American Life
Insurance Co., Wilmington, Del., for-
merly with Londsdale Hands Ltd., in
Trinidad. NC&K's Barbados branch will
service the Barbados Beverage Co.
(Diet-Rite Cola, Upper 10 Lemon
Soda).

**Second Swedish TV network** = Inter-
national Telephone and Telegraph
Corp., New York, has announced that
its West German subsidiary, Standard
Elektrik Lorenz, will supply 10 TV
transmitters to the Swedish Post, Tele-
graphs and Telegraphs authority for a
second TV network in Sweden. Com-
pilation of delivery is expected within
two years. The units will allow for
black-and-white and color transmis-
sions.
BROADCAST ADVERTISING


Manning Rubin, VP and associate creative director, Grey Advertising, New York, named general manager, creative department, and administrative general manager.

Robert E. Balfrey, associate media director, Kenyon & Eckhardt, Detroit, promoted to media director.


Thomas J. Longman, account executive, for KDAY Santa Monica, Calif., joins KABC Burbank, Calif., in same capacity.

Thomas A. Barrett, national sales manager, WLBS-TV Asheville, N.C., joins Midwest sales staff of Katz Television, New York.

Thomas K. Hardy, director of radio sales development with Avery-Knodel, New York, joins Peters, Griffin, Woodward, same city; as radio account executive.

Brady Brown, executive director of Interpublic’s Product Development Workshop, appointed senior VP and account supervisor on Whitehall Laboratories account at William Esty Co., New York.

John G. Smith, account executive with Doyle Dane Bernbach, New York, joins Nestle Co., White Plains, N. Y., as advertising manager for chocolate marketing division.

Robert A. Clift, with WLAC-TV Nashville, appointed assistant sales manager-local.

Norman Lewis, general corporate administrator and assistant to treasurer of Interpublic Group of Co’s, New York, elected treasurer and chief financial officer of Al Paul LeFon Co., Philadelphia.

Gerry Liss, with Parker Printing, Miami, and Dick Weis, manager of clearances, ABC, New York, named local account executives at WTVJ(TV) Miami.


Stewart Strizak, with Lebhar-Friedman Publications, Chicago, joins sales staff of Avery-Knodel, that city.

Sales shuffle at ABC-TV

In new sales posts announced by ABC-TV: Frederick Pierce, VP, research, sales planning and sales development, becomes VP and national director of TV sales; Marshall Karp, eastern sales manager, is promoted to director of sales, eastern division; Mark Cohen, manager of sales planning, to director of sales planning; Slonim Chapin, VP and national division sales manager, to VP in charge of client relations; Charles T. Ayers, VP and eastern sales manager, to VP and general sales executive, and William K. Ernberg, central division account executive, to sales manager, central division.

William S. Jackson, with Barash Advertising of State College, Pa., appointed account executive.

Nick Barry, regional sales manager for Radio Advertising Bureau, New York, appointed general sales manager of WABX-AM-FM Akron, Ohio, replacing Bob Bostian, who moves to KBOX Dallas as VP.

Arnold Starr, formerly with NBC and AM Radio Sales, named general sales manager of WJSZ Newark, N. J.

Frank Boscia and George Morris, account executives with WTVJ(TV) Miami, join sales staff of WCIX-TV, that city. WCIX is due to go on air Sept. 18.


E. Gordon Gibbs, manager of traffic department of Young & Rubicam, New York, named VP.

Richard E. Law, with WSVY Syracuse, N. Y., joins Barlow/Johnson Inc., that city, as director of radio and television production.

Robert Lewis, account executive, RKO General Broadcasting’s TV sports department, appointed FM radio sales specialist.

Robert A. Zitzler, account executive, WMBA Chicago, named account executive, CBS Radio, that city.


William V. Weithas Jr., advertising director, P. Ballantine & Sons, Newark, N. J., promoted to director of marketing services. Edward W. Ramm, media manager, named advertising manager.

Doug Tillett, radio-TV supervisor, Van Sant, Dugdale, Baltimore, joins Warner & Legler, New York, as VP, radio-TV production.

James A. McKeechnie, previously head of his own advertising agency in Syracuse, N. Y., appointed director of sales, Empire State FM Network (WBUP-FM) Buffalo, WODS-FM Syracuse and WFMU(FM) Rochester, all New York.

Mark Druck, previously with EUE/Screen Gems, joins MPO Videotronics Inc., New York, as producer-salesman.

Frank Kirkpatrick, account supervisor with Young & Rubicam, New York, appointed VP.

Ric Waite, Chicago photographer, joins Film-Makers Inc., there, as director-cameraman.

Romwell Cartwright, former brand manager, Whitehall Laboratories, New York, joins Sullivan, Stauffer, Colwell & Bayles, same city, as account executive.

FATES & FORTUNES

BROADCASTING, August 21, 1967
Alvin L. Smith, with KEEL Shreveport, La., joins WAKY Louisville, Ky., as sales manager.


Stephen E. Herz, creative director; Earl C. Lyon, group account management supervisor, and Malcolm Ochs, director of media and research, with Campbell-Ewalt, Detroit, appointed VP's.

Herbert Watson, manager, eastern office, NBC Radio Spot Sales, New York, appointed director, Radio Spot Sales.

Donald Saltzman, television program director, Papert, Koenig, Lois, New York, named manager, television programing and program development, Compton Advertising Inc., New York.

Johnny Richards, head of his own agency in Jacksonville, Fla., joins sales staff of WPUN South Miami.

Peter Penni, with WTMJ Milwaukee, named sales service supervisor. Don Richards, with WAKU Waukesha, Wis., joins WTMJ as FM sales and program supervisor.

Irwin S. Davis, with Sullivan Stauffer, Colwell & Bayles, New York, appointed associate media director.

William C. Patterson, program supervisor, radio and television department, and Ira Weinblatt, associate media director, both with Dance-Fitzgerald-Sample, New York, elected VP's.

Philip Peppis, VP and creative director at Smith-Greenland, New York, joins Papert, Koenig, Lois, same city, as VP and copy group supervisor.


James A. Ingram, account executive at KHJ Los Angeles, named general sales manager for KFRC San Francisco, both RKO General stations.

Ralph Junghem, copy writer with Erwin Wasey Inc., Los Angeles, named creative director of Anderson - McConnell, Los Angeles.


MATERIALS

Mrs. Frances C. Fitzgerald, widow of Frances M. Fitzgerald, who died July 24 (BROADCASTING, Aug. 7), elected president and treasurer of WGVU Detroit, N. C. Mrs. Judy F. Coward elected VP and general manager.

Mrs. Nancy M. Pool, general sales manager, appointed VP and general manager of KADD(FM) St. Louis.


Ronald H. Mendler, commercial manager, named station manager of WEPB Taunton, Mass.

Alvin E. Martin Jr., sales manager, named assistant manager of WPAP-AM-FM Spartanburg, S. C.

David T. App, supervisor of ABC-TV's station clearance department, named manager of affiliate communications, station relations department.

Bob L. Williams, assistant manager of KCOY-TV Santa Maria, Calif., named general manager, replacing Jim Ranger, who becomes West Coast representative of William T. Stubbeldfield, media broker.

John H. Wrath, general and commercial manager of KGB San Diego, named general manager of KGB-AM-FM San Diego.

Hale Bondurant, general manager, wd. St. Louis, resigns to become consultant in Seattle.

Ralph E. Hembree, controller of United Transmission Inc., Kansas City, Mo., appointed general manager of CATV Division.

James D. O’Connell, special assistant to President for telecommunications, was married Aug. 9 in Arlington, Va., to former Mrs. Helen Frampton Stegen of St. Louis.

Betty Furness, TV personality now consumer adviser to President, was married Aug. 15 in New York to Leslie Midgley. Mr. Midgley is producer of special news documentaries for CBS.

who is president of the Federal Communications Bar Association, chosen chairman-elect of Administrative Law Section of American Bar Association at its convention in Honolulu. Mr. Fisher will become chairman of section in mid-1968.

Simon Lazarus, graduate of Yale Law School, named legal assistant to FCC Commissioner Nicholas Johnson. Mr. Lazarus replaces Robert W. Bennett, who joins staff of test case division of Legal Aid Bureau, Chicago. Marsha O'Bannon, previously with National Educational Television network, appointed confidential assistant to Commissioner Johnson.

Richard H. Weindel, financial consultant and tax accountant, joins American Cable Television, Phoenix, as director of finance.


Jack Timmons, assistant manager of KWHK Shreveport, La., named manager.

Sanford N. Levine, president of Nation Wide Cablevision of California, elected corporate VP or parent Kaufman and Broad Building Co., Los Angeles.

**PROGRAMING**

John L. Koushouri, program director for WOR-TV New York, named VP, program operations.

Ed Holly, VP, administration and finance, and secretary-treasurer, Desilu Productions Inc., Hollywood, named VP in charge of facilities division of Paramount Pictures.

Jim Gitchfield, writer for Ralph Edwards for eight years on *It Could Be You* series, signed as head writer on Metromedia's new *Woody Woodbury Show*.

William H. Shupart Jr., assistant program director for WEEI Boston, named program director of WTOP Washington.

**Léo M. Brody**, eastern division sales manager, Trans-Lux Television Corp., joins Independent Television Corp., New York, as manager of special projects.

Bill Vidas, head of Television Program Service, Chicago, joins Triangle Program Sales, New York, as Midwest sales representative with offices in Chicago.

John Bartholomew Tucker, variety show host, KPIX-TV San Francisco, moves to WNDT-TV Newark, N. J.-New York noncommercial, as host-commentator on new series, *Inquiry* and as *Newsfront* commentator.


Jack Caldwell, executive producer of education division, WORH Educational Foundation (WGBH-FM-TV Boston), appointed manager of operations for foundation succeeding David M. Davis, who takes one-year leave of absence to be director of programing for Instructional Television Trust, in Tel Aviv.

Joseph C. Perkins Jr., program director of WITR-TV Norfolk, Va., named director of television operations.

Woodrow Robertson, production manager for WTOP-TV Washington, appointed television director, replacing Laird Simons, who joins KYW-TV Philadelphia.

Russ Kneeland, WAKR-TV Akron, Ohio, joins Kent (Ohio) State University as ETV director-producer succeeding Mark Handley who leaves for two-year ETV assignment in American Samoa.

Dick Wagner, announcer, WDNJ Louisville, Ky., named program director.

Murray O. Slater, with Larry Harmon Pictures Corp., Hollywood, named salesman at Wolper Television Sales, Los Angeles.

Richard C. Ulett, with KADI(FM) St. Louis, named program director.

Jerry Jackson, program director of WONE Dayton, Ohio, joins KOGO San Diego as production-announcer.


Dick Foreman, assistant program director, WTOP-AM-FM Towson, Md., named program director.

Jerry Amerine, production manager, KCVY-TV Santa Maria, Calif., named program director.

Robert Pictor, coordinator of educational television at Clarion State College, Clarion, Pa., and Robert Pafford, producer-director at KTWO-TV Casper, Wyo., appointed producer-directors at noncommercial KUSD-TV Vermillion, S. D.

**NEWS**

Jim Topping, news director, KIRO-TV Seattle, named news manager.

Roger Rocka, newsman at KCTA Sacramento, Calif., joins news staff of KFRE-AM-FM-TV Fresno, Calif.

Nancy A. Wynstra, with civil division of Justice Department, Washington, joins WTOP-TV there as reporter.

Mat Mathews of KDRA-TV Pittsburgh, elected president of Pennsylvania News Broadcasters Association. Other officers: Jerry Grove, WIBG Philadelphia, 1st VP; Mike Ross, WPAA(TV) Harrisburg-York-Lebanon, 2nd VP; and Raymond Wilke of Villanova University, Villanova, secretary-treasurer.

Jim Healy, sportscaster for KABC-TV Los Angeles, named director of sports.

Grant M. Sims, reporter, Visalia (Calif.) *Times-Delta*, joins AP in Helena, Mont. Joseph Sweat Jr., public relations staff, Vanderbilt University, Nashville, joins AP's Newark, N. J., bureau.
Bill Ryan, NBC News correspondent, will replace Morgan Beatty as anchorman, NBC Radio's News of the World, starting Oct. 2. Mr. Beatty will retire after 46 years as newsmen, 26 of them with NBC.

Dick Kulp, newsmen, WYBL New York, joins news staff of WMCA there.

Tom Shafer, newscaster for WTAE-AM-FM-TV Pittsburgh, and Bob Moss, news director of WNOG Naples, Fl., join WCCO Coral Gables, Fla., as newsmen.

Dick Ebbert, newsmen with KMJ Fresno, Calif., joins news staff of KGO-AM-FM San Diego.

Bob Watson, news director, WAKY Louisville, Ky., appointed news editor of WFSI St. Louis.

Gil Noble, newsmen with WLIB New York, named reporter for WABC-TV there.


EQUIPMENT & ENGINEERING

Max J. Weiner, chief engineer, WNEW New York, elected VP, engineering.

Richard Lindell, chief engineer of WTB-AM-FM-TV Norfolk, Va., named director of engineering.


Allen T. Powley, formerly chief engineer of WMAL-FM-TV Washington (Broadcasting, Feb. 13), joins Ward Electronic Industries, Clark, N. J., as regional sales manager.

Raymond W. Peirce, director of international marketing for Oak Electro-Netics Corp., Crystal Lake, Ill., elected VP, international marketing.

Lee Valentine, transmitter engineer, WPXN South Miami, appointed transmitter supervisor.

INTERNATIONAL

Norval Stephens Jr., VP-account supervisor, Needham Harper & Steers, Chicago, named resident director in London. He will serve on board of directors and executive committee of Benson Group there, affiliated agency. He succeeds Blair Vedder who returns to U. S. as director of Needham's Chicago division.

Don M. E. Hamilton, general manager of CKLG-AM-FM Vancouver, B. C., appointed VP.

FANFARE

Richard E. Swart Jr., from BBDO Minneapolis where he supervised 3M Co. account, named director of marketing and sales promotion at ABC, newly created department that will combine sales developments and presentations, special projects and awards, and will report directly to ABC public relations and planning.


John Leo, exploitation manager, United Artists Corp., New York, named director of worldwide publicity.

Bill Soden named assistant to promotion director at WPIT Philadelphia.

DEATHS

Howard C. Allen, 70, vice chairman, board of directors, Albert Frank-Guenter Law Inc., New York, died Aug. 11 while vacationing in East Brewester, Mass. He is survived by his widow, Gertrude Boyce Allen, two daughters and six grandchildren.


Ted Webb, 60, sports car announcer on ABC Radio's Monitor, died Aug. 15 in Paterson, N. J., hospital of heart attack. He is survived by his wife, Helen, daughter and son.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Aug. 10 through Aug. 16, and based on filings, authorizations and other actions of the FCC.


New TV stations

APPLICATIONS

Anaheim, Calif.—Orange County Broadcasting Inc. seeks UHF ch. 56 (722-728 mc); ERP 1,270 kw vis., 157 kw aur. Ant. height 1,941 ft.; ant. height above ground 130 ft. P. O. address: c/o Frank L. Brel, 1441 South West Street, Anaheim 92803. Estimated construction cost $1,029,000; first-year operating cost $800,000; revenue $400,000. Geographic coordinates

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—60 East 42nd St. New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W. Washington, D.C. • DI 7-8531
SUMMARY OF BROADCASTING

Complied by Broadcasting, Aug. 17

<table>
<thead>
<tr>
<th>Lic.</th>
<th>ON AIR</th>
<th>NOT ON AIR</th>
</tr>
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<tbody>
<tr>
<td>Commercial AM</td>
<td>4,121</td>
<td>25</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>1,563</td>
<td>61</td>
</tr>
<tr>
<td>Commercial TV/VHF</td>
<td>487</td>
<td>12</td>
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<tr>
<td>Commercial TV-UHF</td>
<td>101</td>
<td>25</td>
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<tr>
<td>Educational FM</td>
<td>303</td>
<td>14</td>
</tr>
<tr>
<td>Educational TV/VHF</td>
<td>60</td>
<td>7</td>
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<tr>
<td>Educational TV-UHF</td>
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<td>20</td>
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AUTHORIZED TELEVISION STATIONS

Complied by Broadcasting, Aug. 17

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<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
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<tbody>
<tr>
<td>Commercial</td>
<td>519</td>
<td>267</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>76</td>
<td>105</td>
</tr>
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STATION BOXSCORE

Complied by FCC, May 31, 1967

<table>
<thead>
<tr>
<th>COM/AM</th>
<th>COM/LFM</th>
<th>COM TV/DU</th>
<th>TV EDUC</th>
<th>FM EDUC</th>
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</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>4,116</td>
<td>1,630</td>
<td>557</td>
<td>302</td>
</tr>
<tr>
<td>CP's on air (new stations)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CP's not on air (new stations)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>4,219</td>
<td>1,925</td>
<td>786</td>
<td>342</td>
</tr>
<tr>
<td>Licensed deleted</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CP's deleted</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*In addition, two AM's operate with Special Temporary Authorization.
*In addition, station KLAM licensed under RFM on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.


Review board in South Beloit, Ill., standard broadcast proceeding, Docs. 17007 et al. Joint request for approval of agreement filed July 13 by Selter Broadcasting and others, is held in abeyance for fifteen (15) days from release date of order pending receipt of further information as indicated in order. Board members Berkemeyer and Kessler absent. Action Aug. 10.


ACTIONS ON MOTIONS


Hearing Examiner Isidore A. Horst on Aug. 11 in Elmhurst-Whitman, Ill. (Dupage County Broadcasting Inc. and Central DuPage County Broadcasting Co.) AM proceeding granted request by Dupage and dismissed its petition for leave to amend its application (Docs. 16966-6).

CALL LETTER APPLICATIONS

White Mountain Broadcasters Inc., Show Low, Ariz., Requests KVSL.

Valley Broadcasting Inc., Nelsonville, Ohio, Requests WNVL.

Forbes Broadcasting Co., Forks, Wash., Requests KVCX.

Existing AM stations

APPLICATIONS

KETV Tucson, Ariz.—Seeks CP to change hours of operation from daytime to unutilized evening portion of 250 W-D and nighttime, operate nighttime from separate site at State Highway #88, on West edge of Tucson. ARB installs DA-N and new trans. (Gates BC-250G) at nighttime site. Request waiver of Sec. 73.24(D)(31)(ii) of rules. Ann. Aug. 11.

KHBO Tucson, Ariz.—Seeks CP to increase daytime power from 250 to 1 kilowatt, and install new trans. Ann. Aug. 15.

KMBF Mendocino, Calif.—Seeks CP to change frequency from 1520 kc to 1300 kc. Ann. Aug. 15.

KCIU Hoquiam, Wash.—Seeks CP to install new trans.; install new ant.; change frequency from 1017.1 mc, ch. #256 to 1041 mc, ch. #256; increase TPO to 9.65 kw; increase ERP to 90 kw; and increase HAA to 355 ft. Ann. Aug. 15.

FM stations

KAGH Crossett, Ark.—Broadcast Bureau granted license to use former auxiliary trans. as auxiliary trans. at main location. Action Aug. 9.

KWWK Harker Springs, Ark.—Broadcast Bureau granted license to cover new area, specify type trans. Action Aug. 8.

KQFN Police Force, Ark.—Broadcast Bureau granted license to change from AM trans. to FM. Action Aug. 9.

KFRC San Francisco—Broadcast Bureau granted CP to change from AM to FM, license to cover new area, change location of antennas, change from AM to FM. Action Aug. 9.

KLOX San Jose, Calif.—Broadcast Bureau granted license to use former main trans. as auxiliary trans. at main trans. location. Action Aug. 9.

KYOU Greeley, Colo.—Broadcast Bureau granted license to change in ant. system. Action Aug. 8.

KWSR Rifle, Colo.—Broadcast Bureau granted license to change in ant. system. Action Aug. 8.

WBTA Augusta, Ga.—Broadcast Bureau granted license to change in ant. system, location. Action Aug. 9.

WBAD College Park, Ga.—Broadcast Bureau granted license to change in ant. system, specify antenna location. Action Aug. 9.

WL Fort Wayne, Ind.—Broadcast Bureau granted CP to decrease daytime power from 50 kw to 500 kw, and nighttime from 500 to 500 kw, and ground system; conditions. Action Aug. 14.

WAKE Valparaiso, Ind.—Broadcast Bureau granted CP to make changes in ant. system; conditions. Action Aug. 9.

KPNF Broadcasting Corp. (KPNF) Shenandoah, Iowa, denied application by KPNF (corporation whose stock is owned in equal shares by Nicholas and Lester T. Toksmin) for review of review board decision of April 10. Decision had denied KPNF application to relocate at distance in excess of 1 mile north-northwest of that specified in its CP. Letter objections from George Brooks, president and general manager of KUCG and WING, Miss., new designee of Commission Cox dissenting. Action Aug. 10.

WJFB Boston—Broadcast Bureau granted modification of license covering change in name to Kaiser-Globe Broadcasting Corp. Action Aug. 9.

WCAAS Cambridge, Mass.—Broadcast Bureau granted license to change in ant. system, conditions. Action Aug. 10.

WGRI North Central Video Inc., Rochester, Minn., granted application for modification of CP to change to 1.4 miles north-northwest of that specified in its CP. Letter objections from George Brooks, president and general manager of KUCG and WING, Miss., new designee of Commission Cox dissenting. Action Aug. 10.

WGLM Rochester, Minn.—Broadcast Bureau granted license to change in ant. system, conditions. Action Aug. 10.

WVOE Norwich-Peace River, Va.—Broadcast Bureau granted CP to increase power in station and installation of new trans. Action Aug. 9.

WRKB Brandon, Miss.—Broadcast Bureau granted license to change in ant. system, conditions. Action Aug. 10.

KWIX Moberly, Mo.—Broadcast Bureau granted license to change in ant. system, conditions. Action Aug. 9.

KGFX Pierre, S. D.—Broadcast Bureau granted license to change in ant. system, conditions. Action Aug. 10.


WKCB North Richland Hills, Tex.—Broadcast Bureau granted license to change from FM to AM, in station and installation of new trans. Action Aug. 10.


OTHER ACTIONS

Application by Burnham Milton Inc., Milton, Fla., for authority to operate on 1490 kc, Type A-1, Milton, Fla., has been granted by FCC. Radio Milton will reissue Service license. Commissioner for WSRB, license for WSRB was revoked by commission action on July 26, 1967. Commissioner also granted approval of agreement by two applicants for license to operation Jimmie H. Orlando Station West Florida Broadcasting Inc., providing for merger of two stations, it was stated that action would permit prompt resolution of service problems. Action Aug. 14.

Broadcast Bureau granted CP to increase power from 1 kw to 5 kw, install new type trans. Action Aug. 14.

Commissioner for WSRB, license for WSRB was revoked by commission action on July 26, 1967. Commissioner also granted approval of agreement by two applicants for license to operation Jimmie H. Orlando Station West Florida Broadcasting Inc., providing for merger of two stations, it was stated that action would permit prompt resolution of service problems. Action Aug. 14.
<table>
<thead>
<tr>
<th>Name</th>
<th>Company/Organization</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Other Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>1812 K St., N.W. Washington, D.C.</td>
<td>202-6400</td>
<td>Member AFCEC</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg. Wash., D. C.</td>
<td>202-6400</td>
<td>Member AFCEC</td>
</tr>
<tr>
<td>-Established 1926-</td>
<td>PAUL GODLEY CO. Consulting Engineers</td>
<td>Box 798, Upper Montclair, N.J.</td>
<td>101-7004</td>
<td>Member AFCEC</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>Consulting Engineers Radios &amp; Televisions</td>
<td>527 Munsey Bldg., Sterling 3-0111 Washington, D.C.</td>
<td>202-6400</td>
<td>Member AFCEC</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>42 Years Experience in Radio Engineering</td>
<td>1710 N St., N.W. Washington, D.C.</td>
<td>202-6400</td>
<td>Member AFCEC</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>Consulting Engineers</td>
<td>1302 18th St., N.W. Hudson 3-9000 Washington, D.C.</td>
<td>202-6400</td>
<td>Member AFCEC</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING ENGINEERS Inwood Post Office DALLAS 9, TEXAS</td>
<td>312-447-2401</td>
<td>312-447-2401</td>
<td>Member AFCEC</td>
</tr>
<tr>
<td>HAMMETT &amp; EDISON</td>
<td>Consulting Engineers</td>
<td>817 Creswick 4-8721 P.O. Box 808</td>
<td>711 14th St., N.W. Republic 7-6464 Washington, D.C.</td>
<td>Member AFCEC</td>
</tr>
<tr>
<td>KEAN, SKLD &amp; STEPHENS</td>
<td>Consulting Engineers</td>
<td>901 20th St., N.W. Washington, D.C.</td>
<td>312-447-2401</td>
<td>Member AFCEC</td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>Consulting Engineers</td>
<td>711 14th St., N.W. Washington, D.C.</td>
<td>202-6400</td>
<td>Member AFCEC</td>
</tr>
<tr>
<td>A. E. Towe Assoc., Inc.</td>
<td>TELEVISION and RADIO ENGINEERING CONSULTANTS</td>
<td>721 Industrial Road</td>
<td>9208 Wyoming Pl. Hiland 4-7010</td>
<td>KANSAS CITY 14, MISSOURI</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>Consulting Engineers</td>
<td>V8 N. JAMES Consulting Engineers Applications and Field Engineering 345 Colorado Blvd. 80060</td>
<td>303-333-5562</td>
<td>Member AFCEC</td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>Consulting Engineers</td>
<td>8200 Snowville Road Cleveland 41, Ohio</td>
<td>216-526-6386</td>
<td>Member AFCEC</td>
</tr>
<tr>
<td>RAYMOND E. ROHRER</td>
<td>Consulting Radio Engineers</td>
<td>317 Wyatt Bldg.</td>
<td>347-9061</td>
<td>Member AFCEC</td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>9th Floor, Securities Bldg. 729 15th St., N.W. 381-4616 Washington, D.C.</td>
<td>202-6400</td>
<td>Member AFCEC</td>
</tr>
<tr>
<td>WILLIAM B. CARR</td>
<td>Consulting Engineers</td>
<td>Walker Bldg., 4028 Daley</td>
<td>202-6400</td>
<td>Member AFCEC</td>
</tr>
<tr>
<td>MERL SAXON</td>
<td>Consulting Radio Engineer</td>
<td>622 Hoskins Street Luzkin, Texas</td>
<td>634-9558</td>
<td>Member AFCEC</td>
</tr>
<tr>
<td>JOHN H. MULLANEY and ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>1150 Connecticut Ave., N.W. Washington, D.C. 20006</td>
<td>202-223-1180</td>
<td>Member AFCEC</td>
</tr>
<tr>
<td>ROSNER TELEVISION SYSTEMS</td>
<td>ENGINEERS 200 E. 56 St. 2301 Newton Rd. Plainview</td>
<td>New York N. Y. 10022</td>
<td>317-9061</td>
<td>Member AFCEC</td>
</tr>
<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>Broadcast Engineering Consultant</td>
<td>Box 220 Coldwater, Michigan 49036</td>
<td>517-728-6763</td>
<td>Member AFCEC</td>
</tr>
<tr>
<td>JOHN H. MULLANEY and ASSOCIATES</td>
<td>Broadcast Engineering Consultant</td>
<td>Suite 71 1150 Connecticut Ave., N.W. Washington, D.C. 20006</td>
<td>202-223-1180</td>
<td>Member AFCEC</td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE</td>
<td>SPECIALISTS FOR AM-FM-TV 945 Concord Ave. Cambridge, Mass.</td>
<td>Member AFCEC</td>
<td>Member AFCEC</td>
</tr>
<tr>
<td>PAUL DEAN FORD</td>
<td>Broadcast Engineering Consultant</td>
<td>R. R. 2, Box 50 West Terre Haute, Indiana 47885</td>
<td>202-533-1661</td>
<td>Member AFCEC</td>
</tr>
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</table>

**Service Directory**

**Broadcasting, August 21, 1967**
Radio KXAI Inc.) AM proceeding granted petition by Royal and extended to Aug. 10 time. KXAI, a Dubuque, Iowa, AM station, has applied for renewal of KXAI to reopen record and to enlarge issues (Docs. 12506-57).

**ACTION IN MOTIONS**

Chief Hearing Examiner James D. Cunningham in Alomogordo-Ruidoso, N. M. (Fred Kaye, President) Broadcasting Co. (KKRR), AM, proceeding designated Examiner for AM, has granted petition for additional time for filing motion by Earl C. Anthony Inc. (KFP) and dismissing application for hearing in connection to exceptions to supplemental initial decision (Docs. 11290, 16325).

**NEW FM STATIONS**

**APPLICATIONS**

M Magnolia, Ark.—W. M. Bigley, Seeks 107.9 mc. Ch. 29, 16 kw. Ant height above average terrain 281 ft. P. O. address: Route 4, Box 59, Magnolia 71658. Estimated construction cost $25,000; first-year operating cost $20,000. Mr. Bigley owns and operates KVMA Magnolia and WETT, which are both land television company; owns outdoor advertising business in Magnolia, Ark.; is president and stockholder in nursing home, and vice president and stockholder in Claboard Co., farmer of KIAL, Homer, La., which has been sold but continues to be active in management. James E. F. Vacaville, Calif.—Northern California Stereo, Inc., seeks 87.7 mc. Ch. 17, 12 kw. Ant. height above average terrain 1,000 ft. P. O. address: 1901 S. 10th, Vacaville, Calif. 95687. Estimated construction cost $24,000; first-year operating cost $22,000. Application was filed by John H. B. and was granted.

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Broadcasting August 21, 1967

Broadcast Bureau granted CP for a new UFH TV translator to serve Ishpeming in the Ishpeming area. The station will operate on channel 68 for five hours per day. The station is located at Ishpeming, Mich. (1) operating on channel 11, by rebanding KWFL-TV, and (2) operating on channel 13, by rebroadcasting KWFL-TV (ch. 9). Denver

Aug. 13.


-KALA (FM) Davenport, Iowa—Broadcast Bureau granted mod. of CP to change change and height of station.

-WPOR (FM) Portland, Me.—Broadcast Bureau granted mod. of CP to change change and height of station.

-KBLF (FM) Buffalo, Minn.—Broadcast Bureau granted mod. of CP to change change and height of station.

-WSLU (FM) Canton, N. Y.—Broadcast Bureau granted mod. of CP to change change and height of station.

-WGBC (FM) New York—Broadcast Bureau granted mod. of CP to change change and height of station.

-WCBS (FM) New York—Broadcast Bureau granted mod. of CP to change change and height of station.

-WABC (FM) New York—Broadcast Bureau granted mod. of CP to change change and height of station.

-WNEW (FM) New York—Broadcast Bureau granted mod. of CP to change change and height of station.

-WBOR (FM) White Plains, N. Y.—Broadcast Bureau granted mod. of CP to change change and height of station.

-WBXX (FM) Baltimore—Broadcast Bureau granted mod. of CP to change change and height of station.

-WARR (FM) Ann Arbor, Mich.—Broadcast Bureau granted mod. of CP to change change and height of station.

-Keely St. Louis, Mo.—Broadcast Bureau granted mod. of CP to change change and height of station.

-WQAD (FM) Moline, Ill.—Broadcast Bureau granted mod. of CP to change change and height of station.

-KZRS (FM) Los Angeles—Broadcast Bureau granted mod. of CP to change change and height of station.

-WNOCW (FM) Waupaca, Wis.—Broadcast Bureau granted mod. of CP to change change and height of station.

-WQLO (FM) Lima, Ohio—Broadcast Bureau granted mod. of CP to change change and height of station.

-KZQX (FM) Saint Paul, Minn.—Broadcast Bureau granted mod. of CP to change change and height of station.

-WTBS (FM) Columbus, Ohio—Broadcast Bureau granted mod. of CP to change change and height of station.

-KOIN (FM) Portland, Ore.—Broadcast Bureau granted mod. of CP to change change and height of station.

-KGMSA (FM) San Antonio, Texas—Broadcast Bureau granted mod. of CP to change change and height of station.

-KZQX (FM) Saint Paul, Minn.—Broadcast Bureau granted mod. of CP to change change and height of station.

-KCAL (FM) San Diego—Broadcast Bureau granted mod. of CP to change change and height of station.

-KOIN (FM) Portland, Ore.—Broadcast Bureau granted mod. of CP to change change and height of station.

-WBBM (FM) Chicago—Broadcast Bureau granted mod. of CP to change change and height of station.

-WCBS (FM) New York—Broadcast Bureau granted mod. of CP to change change and height of station.

-WABC (FM) New York—Broadcast Bureau granted mod. of CP to change change and height of station.

-WBKB (FM) Fort Wayne, Ind.—Broadcast Bureau granted mod. of CP to change change and height of station.

-WKIL (FM) Green Bay, Wis.—Broadcast Bureau granted mod. of CP to change change and height of station.

-WRAK (FM) Columbus, Ohio—Broadcast Bureau granted mod. of CP to change change and height of station.

-WWJ (FM) Newark, N. J.—Broadcast Bureau granted mod. of CP to change change and height of station.

-WABC (FM) New York—Broadcast Bureau granted mod. of CP to change change and height of station.
CLASSIFIED ADVERTISING

SITUATIONS WANTED 25¢ per word—$2.00 minimum, payable in advance. Checks and money orders only. Applicants if tapes or films are submitted please enclose $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

HELP WANTED 30¢ per word—$2.00 minimum.

Deadline: Monday preceding Publication Date

DISPLAY ads $25.00 per inch—STATIONS FOR SALE, WANTED. COMMERCIAL STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITIES advertising require display space. 5¢ or over billed at run-of-book rate.

All other classifications 35¢ per word—$4.00 minimum.

No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036

ANNOUNCERS—(cont'd)


Experienced talent salesmen for prime North-Central New Jersey one station market. Salary, commissions commensurate with experience. Send resume to Joseph A. Reilly, Commercial Manager, WERA, Plainfield, New Jersey.

Established chain operation needs two more salesmen. Positions available. Sell Bell a strong promotional sound with contemporary music and programming. Good benefits... great potential for imaginative salesman. Join one of the leading chains in the industry. Contact Ken Kempf, WUBE Radio, 110 Government Place, Cincinnati, Ohio 45202. AC 315-621-5900.

Good account list awaiting salesman. Be part of seven station group, with opportunity for management and stock purchase. Guaranteed plus. Send resume to Ron Van Buer, Sales Manager, WYTE, Rockford, Illinois.

Sales—Immediate to take over top accounts in large New York market 60 miles from New York City. Salary, plus commission, plus bonus. Call 212-331-1300. No collect calls.

Wanted experienced salesman for radio, television, and FM station. Send resume and experience to Jack Craig, Tri-City Radio Corp., 630 East 29th Street, Muncie, Ind. 47302.

II. New AM station manager needed to go on air. Western Oregon single station market. Top salary, profit sharing for right man. Send resume, phone, salary requirements to: Jerden Music, 911 Thomas St., Seattle. Washington 6816.

Sales

Georgia station in medium market has outstanding opportunities for aggressive salesman to make $15,000.00 plus. Will pay expenses in getting started. Box H-68, BROADCASTING.

RAB. Trained sales manager who can sell and direct in mid-Atlantic area. Solid sales experience needed. Pleasant personality, plus salary and profit sharing. Box H-286, BROADCASTING.

Branch studio manager—well-established Indiana, Sales, announcing, etc. Expanding organization. Box H-712, BROADCASTING.

Experienced freelance salesman for sales management position with new, high-powered, small market FM in upper Midwest. Good draw, excellent potential, company benefit. Here's your chance to build your own future from the ground up. Box H-800, BROADCASTING.

Manager, Regional AM-FM, Midwest major market. Profitable, $500,000 gross. Complete information and requirements first letter. Box H-12, BROADCASTING.

Station Manager, small Midwest market, going RAB, expanding, and financial gain. Box H-112, BROADCASTING.

Branch studio manager—well-established Indiana, Sales, announcing, etc. Expanding organization. Box H-172, BROADCASTING.

Branch studio manager—well-established Indiana, Sales, announcing, etc. Expanding organization. Box H-172, BROADCASTING.

Branch studio manager, well-established Indiana, Sales, announcing, etc. Expanding organization. Box H-172, BROADCASTING. 100,000 watt stereo FM wants salesman with appreciation of good music and hunger for good income. Box H-185, BROADCASTING.

Highly regarded Florida station seeking creative, aggressive salesman or saleswoman for both AM and/or FM. Competitive metro market, not Miami. Strong company, excellent benefits; outstanding opportunity for person who can work creatively. Box H-228, BROADCASTING.

Michigan medium market—number one station—established accounts—outstanding opportunity. Box H-243, BROADCASTING.

"Number one" station in Southwestern Louisiana needs experienced salesman. Must have good creative personality, plus. Good drawing. Send resume to Bill Edgar, KLOU, Lake Charles, La.


Opening for well experienced, active salesman, with sales desk. Unusually good working conditions, high income opportunity at only AM station in county. Major hospitalization and medical full paid. Company car. Resume, references to WABJ, Adrian, Michigan.

ANNOUNCERS—(cont'd)

I. Announcer with third ticket for morning shift—MOR—Must be thoroughly experienced. No training....for coastal Carolina station. Send audition, resume, and photo to K291, BROADCASTING.

Announcer with first ticket for Northeast suburban station. . . . No maintenance. Production and same news. Must be hard worker. Up tempo format. . . . Box H-292, BROADCASTING.

 Experienced announcer. First phone MOR. Want stable, family income. Will work for advance. Send resume and photo to B211, BROADCASTING.

First phone, No maintenance. MOR, Illinois. Box H-112, BROADCASTING.

Wanted: Announcer—Salesman 1,000 watt daytime station—mid-Atlantic. Long range prospects and cultural central New England. Ideal conditions. Goes to small market where pay and opportunity is good. Box G-232, BROADCASTING.

Wanted . . . announcer who can't add-limb—Must have mature voice and tight board for better music station with strict format in furnished, 21st century studio. 6 A.M. drive 1:30 to start. Send resume and tape to Box H-246, BROADCASTING.

Announcer or announcer-engineer, easy listening format, for station in West Central Florida. Immediate. Box G-232, BROADCASTING.

Midwestern regional. AM-FM fulltimer needs to good men with experience. One newcomer, one announcer for Top 40 night show. Well endowed and endorsed working conditions, benefits. Send tape, complete resume, firings reply. Send resume to H-119, BROADCASTING.

Opportunity! Combination news production, announcing. Send details, KFRO, Longview, Texas.

Memphis network station needs first phone announcer. Excellent opportunity for right man. Must be solid, professional. For details write—KOJF, Hixson, Tennessee.

Still looking for the right man with talent. Staff announcer who can deliver good news cast and who is looking for a future. Third endorsed, no fencers. Send tape, resume to Ron Wesby, KOKX, Keokuk, Iowa.

Central valley town in California near national parks, peaceful, delightful community to raise family. Experienced, MOR with ability to write copy and do production. Permanent. Immediate opening. Send air check, resume. KONG, Visalia, California.

We're In St. Louis.... . . . . . . A great radio city. Openings for air personalities; if you have the ability, drive, and desire to succeed and help us to attain our goal in this intensely competitive market, if you believe you're capable of handling this situation and communicating with young adults, enjoy contemporary music, solid news, and do it well, give us an opportunity to consult with our format and follow realistic leadership.

Send tape and resume to KSHE—9434 Watson Road—St. Louis, Missouri 63115.

Needed — Announcer-knockout voice (more than 5 years) announcer, MOR. Mild, dry climate. Near mountain operation. Must have solid background. Send tape and resume to Kent Roberts, KSIL Radio, Box 560, Silver City, New Mexico.

Wanted — announcer-newsman combination to take news director position. Mobile unit experienced. Preferred desired MOR station. Write or call Jack Breuer, KWCO, Box 710, Chaska, Ohio. 43218.
Announcers—cont'd

Immediate opening for bright sounding staff announcer. Established, growing, fast moving sound and desire a permanent position. Excellent location. Candidates selected by program manager. Guaranteed pay. Must have experience in metropolitan area. Rush tape, resume. XXOW, P. O. Box 279, Hot Springs, Arkansas.

Immediate opening for announcer. Send phone and resume, WAMD, Aberdeen, Maryland.

We offer good salary, commissions, guaran- teed pay, and fringe benefits. Contact Larry Collins, WBCK, Battle Creek, Mich. 49015.

Opportunity unlimited. Wanted amnc's—salesmen, ticket buyers. Pleasantville, all Central Ohio. Will pay $500/month to staff announcers. Send resumes to write Robert A. Kincaid, Vice-President—General Manager, WOSU, Radio, Columbus, Ohio.

Immediate, New station, Dover-Foxcroft, Maine. All details to: WDMK, 30 Main St. Dover-Foxcroft, Maine.


Immediate opening for experienced announcer 40 hour, 5 day week. Must be experienced in DJ's and newswork. Send tape, references to Mike Melrose, WBOB, Program Director, WBOB, Bradford, Pennsylvania.

First phone — modern — country music air salesmen. No dialect, bright delivery, produc- tion work, and must be available to return, salary commensurate with experience, insurance plan, and retirement program. Opportunity to join seven station group operation. Send tape, resume, photographs to John Foote, WNOE, Indianapolis. Personal interview mandatory.

Beginning announcer, start your announcing career with a pro. Tremendous opportunity to work in an experiencing medium, radio market. No broadcast experience necessary. Must own your own car, join. AM/FM station. Contact manager, WXCI, Radio, Salamanca, N. Y. (716) 945-1015.

Announces with first class license to do morning show, well established. $5,000 daytimer, six-day week. Excellent salaries with profit sharing insurance plan. Three weeks vacation. Send tape or apply by phone to Harry M. Thayer, WHQG, Kingston, New York.

First phone announcer (no maintenance) to join America's fastest growing broadcast chain. (Just purchased CBS, Baltimore pending FCC approval). Get in on the fun. Apply on second floor. Telephone Mr. Burgess, WHAG, Hagerstown, Maryland 21740-6016.

Wanted. Staff announcer for 8 p.m. to 1 a.m. schedule. Minimum three years experi- ence. Screeners don't apply please. Established station looking for the right person. News, network music and all major leagues sports. Send resumes to Dan Stahl, WIBY, 600 S. Lawe St., Appleton, Wisconsin. Phone 725-7001. Immediate opening.

Top pay offered for bright experienced an- nouncer by established full-time chain in pleasant, prosperous city. Professional station looking for a top performer to handle metropolitan area's only gas- centric pressure near big city. Best work- ing conditions, no traffic, no smog, no living in small town. Many fringe benefits. Brand new modern station with exceptionally well equipped. Write WKAN, Kennewick, Washington with resume, check and references by mail.

phone 1st, no maintenance, 6 p.m. to mid- night. Top-40 gig. You do rock, but must like sales. Experience, imagination and abi- lity. Air time, tape, commission to be negotiated. Immediate opening.

Wanted: Audience-building sign-on an- nouncer for entertainment job in one of fastest growing smaller markets in USA. The man with the right chance to live, an opportunity to grow with public ownership and build new station, equipped station with big attractive studios. Should be family man 30-45 years, and enjoy combination top pop and C&W format. Send resume and tape: Jorden Bullard, WKUL, Cullman, Alabama 35055.

Wanted an announcer and newsman both with experience. Pay is better than average for small market, Ga.

Announcer with first ticket. MCC daytimer. Experience desired but will train beginner. Experience, Tape, resume to Gener, Mgr. WRII, Lexington, Va. 24450.

Announcer with first ticket wanted by growing suburban New York City FM operation. Must have bright, contemporary delivery and maintenance background. Experience, resume, five days a week—ends on Call or write, Jerry Carroll, 1250 Madison Ave., N.Y., N.Y. (212) 538-8153.

Good music announcer for Vermont station. No experience needed but ability to read a must. Send tape and resume to WSKY, Montpelier, Vermont 05602.


Immediate opening for mature voiced, ma- ture thinking, announcer. Good board op- erate. Hobbies need apply. Five day week, vacation, hospitalization, retirement plan. Board station multiple ownership. Fine community. Give all facts of age, marital status. Also experience and send recent tape plus complete resume of experience and references. Address Hal H. Davis, Program Director, WATO Radio, Quincy, Illinois.

Two year man went south. Need good voice, steady announcer. Premium rate for first, for morning shift, Profit sharing. Beautiful little community, good schools, convenient to cities. AM and FM fulltime positions. WTVY, Box 32, Coldwater, Michigan.


Rapid advancement for top quality an- nouncer-salesman with management poten- tials. Excellent opportunity with a growing company, great potential. Lou Yrk, 301 O. Box 186, Cheyenne, Wyo. 82024-5723.

Seventeen to Fifty-five dollars. (Depending on market size): Brings Lobby the Robot, a great audience builder! Imperial critiques of your air work, audition tape. Five dollars per half hour. Fly By Night Productions, Box 18331, Orlando, Florida.

Announcer 1st class ticket. Baltimore area. Need capable indurtrious broadcast man. Send picture with resume, 1570 Hart Road, Towson, Maryland.


Connecticut, MOR, MBS affiliate seeking ex- ceptionally qualified salesperson with excel- lent news and commercial delivery. Pay $750, 40 hours per week every week, every 8 months. Car necessary. Call Mr. Byrne, 203-465-4118.

Announcer-salesman for medium market Wisconsin new station, growth potential, new company, other benefits. Call manager, 715-552-1029.

Wanted announcer with first phone ticket, emphasis on announcing. No maintenance. CW station 1000 AM. Immediate opening. Good pay, immediate opening. Call 702-692-2209 day 702-692-6141 night.

If you have a first class license, experience and ability, and are worth $150 per week to start, a well-run East Coast station would like to hear from you. Box G-4, BROAD- CASTING.

Wanted. First class engineer, East Coast FM, AM-FM facilities. Box 1283. Resume and salary request to Box H-122, BROADCASTING.

Engineer needed for Carolina daytimer. $100 starting salary. Must handle some announce- ment or sales. Write H-135, BROADCASTING.

We are in need of an engineer to help main- tain a station in Michigan's thumb. All newly equipped station with directional fulltimes AM and separately programmed FM. Company benefits, top working conditions. Salary range helpful but not necessary. Permanent position and you're really like this friendly area. Please phone or write James Ellenbee, 517-280-9361, LWLW, Bad Axe, Michigan.


First phone announcer needed for AM-FM stations. Desire experience. Must be good voice. Opportunity for advancement. Send resume to George Braxton, WMAY, Box 1123, BROADCASTING, California 95308.

21 market needs engineer. Experienced TX market. Excellent salary and fringe benefits. First class ticket. 10 kW AM directional plus FM. Must have experience. 2 years minimum. Send resume to G. Greenfield, Supervisor, AMAY, Box 310 Leboom Ave., New York, N. Y. 10027.

Central Pennsylvania local station has im- mediate opening for qualified chief engineer. Completely remodeled studios with modern equipment in excellent state of repair. AM only, $125 per week. Box Br-8, WRTA, Altoona, Pennsylvania. 814-644-6112. Wanted director of engineering in city of 65,000 in Ohio. Network station. Four in engineering department. Must be well qualified to handle maintenance on equip- ment. Salary open. Write Box 461, Mans- field, Ohio.

NEWS

Journalist Grad? Can you write with imagination and color? Do you dig for the news? Any administrative ability? Are you a take- it-easy fellow? Good looking, good tape, written copy, editorial comment, resume. Good pay, good hours, no night work, right away. Box H-163, BROADCASTING.

Ray Jackson—Leading medium market station in Louisiana seeks sales or news director. Must be strong on gathering local news 1815/week. Box K-610, BROADCASTING.

Legitimate aggressive news director needed to head up award winning news department. We'll provide anything you need to get the job done and sold. Let us decide if you make the grade. Salary well over $100. Box N-163, BROADCASTING.
NEWS—(Cont'd)

Immediate opening for mature, articulate, experienced salesperson for southeastern Michigan ABC affiliate. Top salary, group hospital, plus other benefits. Send resume and tape to WABJ Radio, Adrian, Michigan.

Management—(Cont'd)

Fully experienced group radio manager available. Background will stand the closest scrutiny. Personnel, programming, sales and sales understanding in all FCC laws & regulations are all part of complete knowledge. Will view major single-source west coast states. Your inquiry will be held in strictest confidence.

Top Florida sportscaster, air personality available immediately. Radio-TV combination preferred. Audio tape or disc on all of above considered. Box H-238, BROADCASTING.

Announcer—newsmaster—3 years experience—Top Florida sports, news, FFC rules & regulations included. References: Married, college! Box H-239, BROADCASTING.

Top Florida sportscaster, air personality available immediately. Radio-TV combination preferred. Audio tape or disc on all of above considered. Box H-238, BROADCASTING.

Sales

Experienced young salesman who can do TV work also would like to relocate either in N.Y., Conn. Pa. or N. J. Box H-239, BROADCASTING.

Announcers

Mature 3rd MOR announcer in twenties over two years experience in fine voice reputable character; desires relocation, in metropolitan area. Box H-240, BROADCASTING.

Top Florida sportscaster, air personality available immediately. Radio-TV combination preferred. Audio tape or disc on all of above considered. Box H-238, BROADCASTING.

Production—Producers, Others

Creative copy chief: straight, production, hard-hitting news, commercial. MOR California daytime. Please send sample of copy. Box R-115, BROADCASTING.

Merchandising and sales promotion girl for top station in large Eastern market. Good salary, benefits and opportunity for advancement. Excellent working conditions. Send resume, references and recent picture. Box H-188, BROADCASTING.

I'm leaving WEIC, after 2 years, to finish my schooling. Am looking for my replacement. 1st lat phone available for production and air shift. Contact: WEIC Radio, Charleston, Ill. (217) 345-2149.

Continuity-production announcer. $500 to start. Send tape, resume to, Program Director. WWCA, 343 Broadway, Gary, Indiana.

RADIO

Situations Wanted Management

Broadcaster, 43. Twenty-year record of sales, sales management, station ownership. Sold radio for president of star broadcasters association. President of Rotary Club. 20 years with women's group for any location. Box H-127, BROADCASTING.

Former owner, 29, has put three country music stations on DJ, sales, and lat phone. Wants chance for part ownership. If your market is growing, and has music, reply to Box H-224, BROADCASTING.

Station manager or operations manager. Responsible, trustworthy, broad experience with all phases. New operations manager in competitive market. Contact for further request. Box H-246, BROADCASTING.

Potential. Blue skylines. No phones. If you are seeking a man for excellent selling and management talents of a professional executive. . . . Box H-246, BROADCASTING.

Announcers—(Cont'd)

Announcer, broadcast graduate trained on tight board, Pleasant voice, good news, commercial delivery, stable. 3rd phone. Box H-748, BROADCASTING.

Central Pennsylvania news, full equipped operation seeking strong news 2 man show to deliver. Will train 1 immediately. Open call. 814-944-6549.

Top Florida sportscaster, air personality available immediately. Radio-TV combination preferred. Audio tape on all of above considered. Box H-238, BROADCASTING.

First phone ATS, grad., desires work NYC are interested. Box H-241, BROADCASTING.

Looking for top 40 or liberal MOR. Just finished summer replacement. Experienced in News, features, programs, top 40, Ham. Available immediately. Box H-242, BROADCASTING.

Florida — experienced sports, 3rd class. Available September 18, Box H-261, BROADCASTING.

Top Florida sportscaster, air personality available immediately. Box H-265, BROADCASTING.


Versatile DJ announcing, some experience. AM-FM, 3rd class. Box H-265, BROADCASTING.

DJ, announcer, 5 years experience. Prefer top 40-MOR. Will work anywhere. Others considered. Box H-267, BROADCASTING.

Announcer, 1st phone, experienced, will travel. Frank Molland 260-3041, 507 Mill St., Balmain, Georgia.

Top 40 rocker, college degree, first phone. 20, dry, free experience, write Box 611, Conneaut, Ohio.

Disc jockey-announcer. Beginner but trained at Miami, W. Y. School. Desires part time, on college campus. Young and will try hard. Prefer good solid West Coast. Box 224, BROADCASTING.

Young man searching for "First job." Melvin Rhodes, 264 Louisiana, Asheville, N. C.

Top 40 or MOR, DJ—3 yrs experience—Top 40 personality. Sale skill in exhibition. Box 602, BROADCASTING.

Technical


Experienced . . . . twenty years . . . can supervise . . . . Any market. General interest. Very good on news, production, promotion and/or copy. Please contact Sports, too. Box H-269, BROADCASTING.

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NEWS—(Cont'd)

News writer, editor, announcer, two years part-time experience in non-commercial, educational FM radio in major urban area,Accounts department, in-depth, respected popular 15 and 30 minute programs, broadcasted, engaged in national and international news. Seeking similar position, full-time, in university of urban area. Third endorsed, B.A. English, attended Ohio University Broadcasting.

Objective aggressive and loyal Reporter/ Newscaster/Producer desires position with responsible station. Experience includes administrative position in Family, men, vet college. Best references, Recent cutback forces me to move. Phone: Herbert Neu, 303-225-7488.

Production—Programming, Others

Experienced . . . twenty years . . can organize, supervise, vitalize, aggrandize your news, production, promotion and/or copy department. Sports too. Box H-264, BROADCASTING.

Top ten, Top 40 DJ, Music Director College . . . Experienced some news, all production, some on-air. Available immediately. Box H-206, BROADCASTING.

Continuity gal. Proven ability in experience, talent, production copy, and fresh ideas. Box H-152, BROADCASTING.

Play-by-play sportscaster seeking full time anywhere, part-time south Florida only. Box H-219, BROADCASTING.

First phone P.D. needs challenge. Any format. Box H-947, BROADCASTING.

TELEVISION—Help Wanted

Management

Expanding group operation seeking experienced man for local sales manager. Take charge of 5 man record-breaking sales staff, Colombo Video production, sales and promotion, with reliable background. Excellent opportunity. West market, top fifty. Replies in confidence, Box H-79, BROADCASTING.

Announcers

Announcers (2) Mid-Atlantic net would like versatile pro to handle sports, weather, booth, commercials. Reply in first letter with resume, photo, salary, availability and SOP or VTR. Box H-95, BROADCASTING.

New CBS affiliate soon to hit the air, needs two announcers. Reply in first letter with resume, salary requirements. Contact Sports reporting, Contact Mark Ab- haim, KMKG, Box 651, Sioux City, Iowa 51101.

This NBC affiliate needs personable fulltime sports director. No play-by-play, good pay. Send resume, recent relevant pilot, recent Mike McNally, Program Director, WTVQ, Rock- ford, Illinois.

Personable, versatile announcer to handle news, weather and sport announcing duties at medium size VHF in Midwestern vac- tion land area. Excellent opportunity for capable young man. Send resume, tape and salary requirement to: John WH, Pro- gram Director, WWTP, Box 627, Cadillac, Michigan 49621.

Virgin Islands calling! WSVI-TV, St. Croix is adding its staff. We have immediate opening for two versatile broadcasters with first class license. One with primary announcer who can also handle a board shift. One with primary technical proficiency to assist chief and work the board as operator-switcher. Ability more important than experience and consider radio men desiring TV. Soon we'll be the first station on Virgin islands TV station and joining ABC-TV. Houston in short supply so single men preferred, but married gaining fair consideration. Excellent working environment, housing, and living conditions. Send comprehensive resume to: George Male, 3325 Connecticut Ave., Washington, D. C. 20008.

Supervisory engineering position open to man with background in microwave studio equipment and transmitters. Cool, colorful Colorado offers enjoyable living in television system and expansion opportunities. Contact Colorado Television Inc., Grand Junction, Colorado.

Television studio and transmitter engineers for operation maintenance of ETV system in Amherst, MA for Videx. Must have knowledge of all phases of electrical and electronic engineering, design, and sound production. Excellent opportunity in expanding firm. Send resume and salary. Respond to: M. Hurley, KISTF Films Inc., 347 University Avenue, St. Paul, Minnesota 55104.

Situations Wanted—Sales

Free Introductory Offer. One of America's finest TV Account Executives, I'm a college graduate with good size family. Call me a professional-personal but hun- gry-who is currently employed by a Top Ten market, net affiliated "V." Inimitable for advancement to national rep sales or Top 25 market sales management. Income requirement $18,000 plus opportunity. Sales figures and top references available im- mediately. Write Box H-288, BROADCASTING.

Professional salesman with major market UHF. Proven track record, references. Seeks growth opportunity in metropolitan-local sales. Box H-119, BROADCASTING.

Technical

Dynamical cameraman, experienced in studio building, camera, and lighting. First class ticket, seeks top position with established organization. Box G-861, BROADCASTING.

Position wanted: In Ohio as TV transmitter engineer, either on your staff or as a consultant. Recent experience. Write: John Smart, 2304 N. Rogers St., Bloomington, Indiana or phone 812-332-8591.

NEWS

All-around newswoman! Expanding news de- partment of a major-market independ- ent station has immediate opening for ex- perience, attractive newswoman with authoritative on-air personality. Contact: Daniel Rose, WTTV, Indianapolis, Indiana.

Production—Programming, Others

Our company is seeking a bright, aggressive Promotion Director for one of our stations. This position will have high visibility and layout, writing ability and a dedication to quality. He will have sufficient experience to relate his ideas and de- monstrate his talents. We are a young (in atti- tude, growing station) with reputation. If you are interested in challenge, with opportunity to expand your resume to Box H-100, BROADCASTING.

Production supervisor. Immediate opening for professional production and sales experienced. Write Manager for independent station in major market. Must be able to handle on-air promotion, design ads, coord- inate with Host to produce quality station. Excellent opportunity for an eager hardworking producer with experience to handle complete resume of background and samples of work to Box H-126, BROADCASTING.

Art Director-Growing Florida community station needs experienced Art Director. Will be responsible for all on-air and promotion phone, graphics. Send resume, salary requirements to Box H-210, BROADCASTING.

Producer-director. Well-equipped major market station seeking experienced producer-director. Excellent opportunity for professional growth. BA or equivalent experience. Must have production experience mandatory, preferably in ETV Studio. Pos. $2500. Send resume and VTR to Brooks Leffer, Talent Manager, KLIN-TV, P.O. Box 7156, Austin, Texas 78724.

Northwest's top television station needs motion picture cameraman/video exper- ienced in production of commercials, docu- ments, promotional. Must have knowledge of all phases of film and sound production. Great opportunity in expanding firm. Send resume and salary. Respond to: M. Hurley, KISTF Films Inc., 347 University Avenue, St. Paul, Minnesota 55104.

New CBS affiliate soon to hit the air, needs two announcers. Reply in first letter with resume, salary requirements. Contact Sports reporting, Contact Mark Ab- haim, KMKG, Box 651, Sioux City, Iowa 51101.

This NBC affiliate needs personable fulltime sports director. No play-by-play, good pay. Send resume, recent relevant pilot, recent Mike McNally, Program Director, WTVQ, Rock- ford, Illinois.
WANTED TO BUY—Equipment

We need used, 256, 504, 1 kw & 10 kw AM transmitters. No junk. Guaranteed Radio Supply Corp., 1216 Hurttide St., Las Vegas, Nevada 89109.

One KW GE or RCA UHF transmitter, 500 watt channel 11 filterplexer or diplexer. Has feedback line. Has line. Contact: KITI-TV, Corpus Christi, Texas.

Wanted immediately—A used four or six foot plane polarized shrouded 7 GHz magnetron. Phone collect Jim Garnett, KORK-TV, Las Vegas, Nevada 702-737-3918.

Wanted, Harmony Isle 15 minute transcription, 3600 S.W., (27) 2801 29th Street, San Pablo, California 94940.

Brand new 1,000 W AM needs all studio and transmission equipment. Box H-29, BROADCASTING.

Self supporting tower, 150-200 feet, 10 kw or 30 kw transmitter. 77C MC; tape decks, consoles and remote gear. Box H-178, BROADCASTING.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, sound equipment, power amplifiers. Electro-find, 440 Columbus Ave., N.Y.C.

E. F. Johnson 1000 Watt transmitter 1476 KHz all spares available March 16th on four $1200.00, no returns. Price F.O.N., N. C. 28777 Telephone 704-765-4266.

1-Amplex 354, New Heads, Brekes for $1000.00. Radio Station KCFM, St. Louis, Missouri.


2 RCA TFK-56A Camera Chains with 2D 2D pedestals. Also, includes TM Master Monitors and console housing, remote iris controls, camera cables, cradle heads, process amplifier and complete lens complement for each camera. Also, available pel 5 lens. We have completely colorized and have a great deal other equipment also available. Inquiries should be addressed to Cecil Spitz, Chief Engineer, KTVV, Little Rock, Arkansas. Ideal for church remote, educational broadcast or those who have color. Otherwise, top cameras for studio 1. 550.$

For Sale: three GE 4PEAC1-3W 10 portable camera chains; new IO tubes under 30 hours each, various lenses, if desired, $5,000 each including mounting and cable. Contact William Woods, Director-Engineering, Westinghouse, 605 Wabash Avenue, Chicago, Ill. 312-583-5000.

382A0, I.O.'s for lease or sale. First quality $225.00. Used tubes: 12, 1475, with 750 hour warranty sale. For further information call Baker Electronics, 105 W. Adams St., Chicago, Ill. 312-583-5000.

RCA T725 Aural amplifier in good operating condition, presently assigned to church. Contact E. M. Tink, KWWI-TV, Waterloo, Iowa.

INSTRUCTIONS—(Cont'd)

Announcing, programming, production, newscasting, sportscasting, console operation, disk jockeying and all phases of radio and TV broadcasting. Full training for veterans training. Einiks Radio Institute, 2683 Inwood Road, Dallas, Texas 75232. Be prepared for First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Einiks Radio License School of New Orleans, 323 S. Common Street, New Orleans, Louisiana 70130.

Since 1946. Original course for FCC first class radio telephone operators license six weeks. Approved for veterans. Low cost dormitory facilities at school. Reservations recommended. Enrolling now for October and January. For information, reservations, write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

"Warning!" accept no substitute. REF $1 in—guaranteed lowest tuition—highest reliability of all five (5) week schools. FCC 1st license phone in five (5) weeks. Tuition $225.00. Receivers only $100. $10-$13 per week. Over 95% of REF graduates are employed. FCC exam Oct. 5—Sept. 5—Oct. 9—Nov. 7. Write Radio Engineering Institute, University Main Street in beautiful Sarasota, Florida.


Be sure to write, BROADCASTING INSTITUTE Box 6071, New Orleans, for radio announcing careers.

Earnings up to $300.00. 1st class FCC grading work at New York City, New York. New York City and stations coast to coast. N.Y. State approved for Veterans. First class FCC technician and announcer do the job...up to $300.00. Job placement available. Contact: The Newcomer Training Studios, 22 W. 43 St., New York, 10028. Veteran approved by N.Y. State. PhoneOX 5-2425.

N.Y.C.'s most famous Broadcast School. NVSAB First Class License. Guaranteed! Famous for right board work...FAMOUS for good announcing work...FAMOUS for best decays...Approved for veteran training. Licensed by N.Y. School of Announcing and Speech, 169 West 38th Street, New York City (212) LIT-1077.

See our display ad under DEC. 6, Don Martin School of Radio & TV.

Equipment for sale: Complete UHF package, TTU-1B RCA transmitter, filterplexer & TFU-244L antenna. $4600. FM receiver, TVC-10 live picture, Dage video film camera, 2 Holmes LTD 16 mm projectors, TPIE-100 mm dual slide projector, all associated input gear to rear for complete studio. For further information contact: H. J. Eskew, Chief Engineer, WWTV, Champaign, Illinois. Phone: Area 217-352-7973.

Equipment for sale: Complete UHF package, TTU-1B RCA transmitter, filterplexer & TFU-244L antenna. $4600. FM receiver, TVC-10 live picture, Dage video film camera, 2 Holmes LTD 16 mm projectors, TPIE-100 mm dual slide projector, all associated input gear to rear for complete studio. For further information contact: H. J. Eskew, Chief Engineer, WWTV, Champaign, Illinois. Phone: Area 217-352-7973.

G.E. HCIA dual channel console ... $5500.00
FOB, L.A. type 1000, 1-2400 watts. $550.00
FOB, L-1, RCA power max, like new. $2000.00
FOB, Write XPX, 145 N. August, Estellin, Georgia. 404-485-2471.


Coaxial cable, Styroflex, 3/16, 50 Ohm, aluminum armored. FOB, Los Angeles, $1.50 per ft. 2000 ft. available. Sierra Western Electric, Box 4686, Oakland, Calif. 94633. 415-532-3527.

Coax cable, 75 ohm, Armor-covered, 3/8 A/V in. $1.80 per ft. $11.80 per reel—$1.50 per ft. complete reel—$1.30 per ft. random length 500 per carton. 1,000 per carton. Max. pay, 164 Summer St., New York, NY 352. (167).

Video tape, used, 13-minute reels. 4 for $100. Each guaranteed 11 minutes usable...all new. O.K. Video, Box 420, Alexandria Ave., N.Y.C. 10017.

MISCELLANEOUS

10,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. From the pages when Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, $5.00.

Comedy commercials for Ed Orrin, Boyer, More, Mariposa, Calif. 93938.

Call letter auto pilots, sticker banners, bumper strips, etc. —Broadcast Services, Box 35, Owens Cross Roads, Ala. 35763. 365 days.

Composite Week log analysis service renews at renewal; provides sound man—$400.00 per week. Morris, Moran & Company, Inc. Box 606, Downers Grove, Ill. 60515 (312) 965-5159.

All new DJ ad libs. Quips to build your personality. P.O. Box 25003. Denver, Colorado.

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses: resident classes Schools located in Hollywood, Calif., and Washington, D. C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Einiks is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Einiks Institute, 2683 Inwood Road, Dallas, Texas 75232.


First Class License in six weeks. Highest success rate in the country. Theory and laboratory training. Approved for Veterans Training. Einiks Radio License School of Minneapolis, 4129 East Lake Street, Minneapolis, Minnesota 55408.

The Masters, Einiks Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Hurry—only a few more seats left this year. Fully approved for Veterans Training. Einiks Radio License School of Atlanta, 1159 Spring Street, Atlanta, Georgia 30309.

RADIO—Help Wanted

INSTRUMENTS—(Cont'd)

RADIO MANAGER

Large Midwest market. $18,000.00 to $22,500.00 base plus incentive. Require college graduate under 35. Prefer graduate from North Michigan Avenue, Chicago, Illinois, 60611.

Announcers

M.O.R., TALK, TOP 40

If you're ready for a big move, call me and let's discuss your future. NO FEE! John Watson—Vice-President
Nationwide Broadcast Personnel Consultants 312-357-9318

BROADCASTING, August 21, 1957
Dean Parker has never been on the air.

But you'd never believe it. He has the poise of a professional, the polish of a top rated personality. And most important, he has a voice that can turn people on.

Dean Parker is good, one of the best students the Columbia School of Broadcasting has ever had. And that's saying something. With 2,000 students from every part of the country, to be tops at Columbia is to be tops at one of the largest radio schools in the world.

This fall Dean graduates. His greatest wish? To be a big time announcer. To do it, he needs a big time break. We'd like you to give him that break. We'd like you to audition Dean Parker, to hear what he says and the way he can say it.

In fact, any time you're looking for your next top announcer we want you to look to the Columbia School of Broadcasting. We know you'll like what you hear.

For Dean's audition tape write to Student Services Director, Columbia School of Broadcasting, 4444 Geary Boulevard, San Francisco, CA 94118
ANNOUNCER WITH FIRST CLASS LICENSE

For Detroit Area Good Music Station

Good starting salary
Good Health Plan
Profit Sharing
Excellent hours
Excellent vacation plan
Other fringe benefits
No Maintenance

Call Irv Lai at 313-CH 1-5550

FIRST PHONE NIGHT DISC JOCKEY WANTED:

C & W Fulltimer; Southeast Texas Gulf Coast, looking for a disc jockey who diggs Country-Western Music, for regular night shift — 6 pm till midnight. Must have first phone ticket. Starting pay $5200 a year plus fringe benefits.

Send tape and resume to Bob Simmons, Assistant Manager, Radio Station KOGT, Post Office Box 1329, Orange, Texas, 77630.

SAVINGS

MEET THE "NEW" ATOMIC HEATER

The new design of the Atomic heater is an example of the advance in heat technology, bringing the advantage of record performance and improved fuel economy. In addition, it is equipped with a fuel gauge, a feature that allows the user to monitor the fuel's remaining capacity. The Atomic heater is an ideal choice for anyone seeking a reliable and efficient heating solution.

EXECUTIVE SALESMAN BROADCAST EQUIPMENT SALES

—to sell IGM broadcast automation equipment and taped music services in 13-state Northeast area.

Must have strong technical sales experience, preferably in the broadcast field. Must be capable of management-level sales presentation. B.A. preferred, some college work required. Age 29-50. Must supply references.

Earnings from $20,000 to $20,000 on guaranteed salary and liberal commissions. All expenses paid. Company car. Career opportunity. Send resume, leading to personal interview to:

INTERNATIONAL GOOD MUSIC, INC.

P.O. Box 943, Bellingham, Wash. 98225

ASSISTANT NEWS DIRECTOR

Major East Coast station. Applicants must currently be News Director in 500,000 to 1,000,000 size market. Excellent on air delivery necessary plus supervisory ability. $11,000.00 to start. Call Jerry Jackson, 312-357-5518.

SITUATIONS WANTED

NEWS

TV NEWS/PUBLIC AFFAIRS

Administrative with A.B., L.L.B. background will grade 17 years major market experience, every facet broadcast journalism/public affairs, for position with stable, public service-minded management. Top rated on-air, documentaries. Editorials. Present employer will understand character and ability. Hire. 303-755-1095 or:

Box H-297, Broadcasting

Top Ten Major

Market opportunities personally selected one of the top in his market by Encore Magazine, looking for greater opportunity. Experienced in all phases of radio, program director, promotions sales and 1st phone chief engineer. Have had a hand in programming the No. 1 station in present position. Looking for major market operation to further ambitions as personality and/or program director—operations manager. NOW!

Box H-294, Broadcasting

VICE PRESIDENT/GENERAL MANAGER

VHF network affiliated station in Top 30 market. $35,000.00 plus bonus. Unlimited opportunity with rapidly expanding group. Mail complete resume in strict confidence. All replies will be answered.

Box H-255, Broadcasting.

EXECUTIVE PLACEMENT

Send your type-written resume and earning record today to be confidentially represented to our station clients. NO FEE!

Check Area Of Interest

TV RADIO

□ □ General Manager
□ □ Program Manager
□ □ Sales Manager
□ □ Operations Manager
□ □ Production Manager
□ □ News Director
□ □ Chief Engineer

ON CAMERA

NEWSCASTER

METEOROLOGIST

SPORTS

VIDEO TAPES REQUIRED

LOCATION MARKET SIZE

Northeast Up to 50,000
Southeast Up to 100,000
Midwest Up to 50,000
Northwest Over 100,000
Southwest New York
West Coast Chicago
East Coast Los Angeles

NO PLACEMENT FEE!!!

Name __________________________
Address __________________________
Salary desired __________________________

No Contracts To Sign — No Applications To Fill Out — No Charge Of Any Type!

Nationwide Broadcast Personnel Consultants

AREA CODE 312-357-3518
645 NORTH MICHIGAN AVENUE
CHICAGO 60611
TELEVISION
Help Wanted

STAFFING NEW TV STATION IN MIAMI, FLA.
Need
Salesmen, Announcer/Directors, Production, Artist/Photographer, Film Director, Traffic/ Copy. Send full resume, pix tape or samples of work with salary requirements to:
Manager
1705 N.E. 16th Street
North Miami Beach, Fl.
All replies confidential.

Technical—(Cont’d)

BROADCAST FIELD ENGINEERS RCA
If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service. RCA offers outstanding benefits, including liberal vacation, eight paid holidays, life insurance, retirement plan, plus free medical insurance for you and your family.
Write: Mr. J. V. Maguire, RCA Service Company, CHIC, Bldg. 225 Cherry Hill, Camden, N.J. 08101
An Equal Opportunity Employer
RADIO CORPORATION OF AMERICA

TELEVISION

TV NEWSMAN
Major market, East Coast, seeking proven newscaster who is an on-the-street newsman as well as a trained newscaster. The man we want to handle our early and late news programs is probably now somewhere in the top 30 markets, has had the top-rated newscasts shown in his market for the past 18 months, and is ready for a bigger challenge. He's the kind of man who takes pride in his success as a newscaster and still gets a thrill out of the competition. Complete resume and references to:
Box H-183, Broadcasting.

TELEVISION

Situations Wanted—Announcers

RADIO-TV SPORTSCASTER
17 years experience doing play-by-play for football, basketball and baseball games. Coverage from high school and college to Pro. Looking for metropolitan market. Currently making $15,000 a year in medium market. Cooperative, aggressive and family man with excellent references.
Box G-360, Broadcasting.

INSTRUCTIONS

Obtain
YOUR FCC 1ST CLASS LICENSE
IN 6 WEEKS
at the
DON MARTIN SCHOOL
OF RADIO & TV
(America’s Foremost School of
Broadcasting) est. 1937

* Individualized Instruction
* Most Comprehensive Methods
* Utilization of Visual Aids
* Highly qualified instructors
* One Low cost until completion
* Inexpensive accommodations nearby

Next Class Scheduled to Start
October 16th
Register Now—Classes Limited
For additional information call or write:
DON MARTIN SCHOOL
OF RADIO & TELEVISION
ARTS & SCIENCES
1633 N. Cherokee
Hollywood, Calif. 90028

EMPLOYMENT SERVICE

527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY
Shirley Banish, Director

WANTED TO BUY—Stations

AM or FM Radio Station
Which shows some profit and has capable manager. Willing to offer manager an opportunity to get equity in station.
Box H-257, Broadcasting.

FOR SALE—Stations

FOR SALE: DAYTIME
Radio station in Metropolitan Detroit area...Terrific Growth Potential...500 watts...Directional.
Box H-230, Broadcasting.

Idaho Full-Time, Station
1 kw. ABC network station in fast growing southern Idaho. Equipment new in last few years. Excellent real estate, well located. Volume growth 10% in five years. Priced at twice annual growth, plus appraised value of real estate, with 30% down. Balance on Installment terms.
Box H-245, Broadcasting.

VOICE TRACKS, anyone?
One spot or a complete schedule, with an exclusive voice for your market. Tape shipped immediately after receipt of copy. Write:
GENE VALENTINO SOUND PRODUCTIONS, Waterbury, Conn. 06725 or phone 203-274-2400.

BROADCASTING, August 21, 1967
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting, through Aug. 16. 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.**

- **Emwood Park, Ill.**—Telesis Corp. (multiple CATV owner) has been granted a franchise to install and operate CATV in Emwood Park. The proposed service will cost $5 or less per month.

- **Amesbury, Mass.**—National Cablevision Corp. has been granted a franchise to install and operate CATV in Amesbury. The proposed service will cost $5 or less per month.

- **West Atlantic Beach, N. C.**—National Cablevision Corp. has been granted a franchise to install and operate CATV in West Atlantic Beach. The proposed service will cost $5 or less per month.

- **New London, N. H.**—National Cablevision Corp. has been granted a franchise to install and operate CATV in New London. The proposed service will cost $5 or less per month.

- **Baltimore, Md.**—National Cablevision Corp. has been granted a franchise to install and operate CATV in Baltimore. The proposed service will cost $5 or less per month.

- **Tallahassee, Fla.**—National Cablevision Corp. has been granted a franchise to install and operate CATV in Tallahassee. The proposed service will cost $5 or less per month.

- **Rochester, N. Y.**—National Cablevision Corp. has been granted a franchise to install and operate CATV in Rochester. The proposed service will cost $5 or less per month.

- **Denver, Colo.**—National Cablevision Corp. has been granted a franchise to install and operate CATV in Denver. The proposed service will cost $5 or less per month.

- **San Francisco, Calif.**—National Cablevision Corp. has been granted a franchise to install and operate CATV in San Francisco. The proposed service will cost $5 or less per month.

- **Philadelphia, Pa.**—National Cablevision Corp. has been granted a franchise to install and operate CATV in Philadelphia. The proposed service will cost $5 or less per month.

- **Chicago, Ill.**—National Cablevision Corp. has been granted a franchise to install and operate CATV in Chicago. The proposed service will cost $5 or less per month.

- **New York, N. Y.**—National Cablevision Corp. has been granted a franchise to install and operate CATV in New York. The proposed service will cost $5 or less per month.

- **Los Angeles, Calif.**—National Cablevision Corp. has been granted a franchise to install and operate CATV in Los Angeles. The proposed service will cost $5 or less per month.

- **Seattle, Wash.**—National Cablevision Corp. has been granted a franchise to install and operate CATV in Seattle. The proposed service will cost $5 or less per month.

- **San Diego, Calif.**—National Cablevision Corp. has been granted a franchise to install and operate CATV in San Diego. The proposed service will cost $5 or less per month.

- **San Francisco, Calif.**—National Cablevision Corp. has been granted a franchise to install and operate CATV in San Francisco. The proposed service will cost $5 or less per month.

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- **San Diego, Calif.**—National Cablevision Corp. has been granted a franchise to install and operate CATV in San Diego. The proposed service will cost $5 or less per month.
Building UHF’s success through involvement

When he helped marshal the opposition to proposed legislation for a sales tax on services including radio-TV. For some time he has been chairman of the legislative committee of the Illinois Broadcasters Association. He has also served the IBA as vice president for television. Mr. Friedland doesn’t mix well with platitude. Fellow broadcasters in the state association always can count on him to rise during discussions at their meetings and call for less talk about blue sky and more attention to the nuts and bolts of the business. He is most interested in the exploration of the practical day-by-day operating problems for station owners and managers. He also has appeared on labor-relations panels of the National Association of Broadcasters, a subject he knows from all aspects considering his own unusual personal experiences of making his way long before becoming a boss.

There is no doubt in Mr. Friedland’s mind about the ultimate success of UHF in the major mixed-allocation markets of the country. “It’s only a matter of time,” he feels, considering how well UHF has done in the secondary markets. The all-channel set law has helped, he admits, but the real key to the big cities will be the discovery of program formulas that will sell and survive.

He should know how tightly the wringer can squeeze. In July 1953 when he took over management of wics it had a service radius of about 15 miles, no national business and a total staff of 15 people. Within three years, in spite of an often heated UHF-VHF diet-mixture battle and the need to serve local advertisers like an agency and production facility as well as a TV station, he had the station in the black. Elsewhere in the country UHF stations were going broke by the dozens.

Local Service • Mr. Friedland attributes part of this achievement to a policy of well trained sales staff who can properly serve and help accounts, firm rates and the motto that the customer is always right—or at least most of the time,” he laughs. Another vital factor, he says, has been the Plains stations’ open-door to every one in the community, a “we want to help” attitude that local organizations, churches and public officials have accepted with appreciation that becomes loyalty. And business too, he adds.

By 1958 the growth of wics was such that it was able to expand power considerably and move to a new 1,000-foot tower, greatly extending coverage. Plains put wchu on the air in 1959 and acquired wicd the following year. In 1965 Plains moved its headquarters in Springfield into a modern studio plant for wics. This fall wics is acquiring local live-color-camera facilities.

Like many of his generation, Mr. Friedland got his formal education the hard way, in bits and pieces while working parttime at jobs like car humping for 60 cents a night plus tips. That was 1938. At one college he studied shorthand and met Howard G. Pfrommer, editor of the Pitman Journal, who gave him both private instruction and encouragement.

Mr. Friedland became one of the fastest shorthand secretaries in Chicago, a talent which ultimately won him a job in 1948 at wakr (chicago) Chicago. There he learned television basics in the making from the late ABC network executive, John H. Mitchell. Mr. Friedland moved up in jobs ultimately to national sales manager of wakr. It was sold by Balaban & Katz in 1953 and soon after the Balaban family members now in Plains asked him to take over wics. As his philosophy reminds him: “Every day is a new challenge.”

WEEK’S PROFILE

Milton Boltz Friedland—VP-general manager, Plains Television Corp., operater of wics (tv) Springfield and wicd (tv) Champaign-Decatur, both Illinois; BA economics 1948, Roosevelt University, Chicago; U. S. Naval Intelligence, 1942-45; private male secretary and shorthand teacher, 1945-48; joined wakr (tv) Chicago as secretary 1948, becoming personnel manager, traffic manager, sales service manager and national sales manager; named general manager WICS 1953 becoming VP in 1959; president, Springfield Association of Commerce and Industry; m. Ruth Stain of Chicago, Oct. 14, 1950; children—Lewis Allen, 15, and Howard Armand, 8; hobbies—swimming, art.
EDITORIALS

Money can be the root of good

THIS may sound like rankest heresy, but some good may yet come from those much-condemned—by us as well as virtually everybody else—soaring costs of television production. A perceptive report on 1968-69 production plans, published in this magazine last week, suggests what and why.

Because of the high costs—say half a million dollars for a one-hour pilot—the networks, which do most of the underwriting, were forced to sharpen their ingenuity. With the trend toward longer program forms developing alongside (if not partly as a result of) the trend in costs, one new tactic that found favor is the multipurpose pilot, an hour and a half or two hours in length, that can be scheduled as a feature if it doesn't sell as a series. Or, as NBC has demonstrated, movies made for TV can be spun off into series: Its upcoming Dragnet 1968, Ironside and The Outsider are all derived from its "World Premiere" movies.

Hedging or even beating the economic problem does not in itself guarantee better programming, of course. Economic expedients often have the opposite result. But in case it seems clear that high costs have contributed not only to "bigger" productions but also to closer attention to production values. Even more important, perhaps, it is contributing to greater experimentation, and this is especially promising, because the greater the diversity of effort, the better the chance that something different—even great—will emerge.

One task force deserves another

It is a monumental assignment that President Johnson has given his new task force on communications policy. As reported in detail elsewhere in this issue, the President has called for a comprehensive study of spectrum usage and management. Every kind of spectrum user, from the citizen with the short-range walkie-talkie to the operator of a sophisticated satellite, could be affected by the task force's work.

So could broadcasters be affected—all of them.

Nor are the effects to be confined to spectrum users. No study of communications policy would be complete without consideration of services that move by wire.

In his message of last week, the President recognized that the onrush of communications technology has already raised grave questions of economic and social consequence. And the onrush has only begun. Science is producing new systems and devices of communication faster than existing systems can absorb the innovations. There is good reason to question whether existing mechanisms of governmental regulation are equipped to cope with the outpourings of the laboratories.

On the whole it must be said that the Communications Act of 1934 has stood up reasonably well despite the technological developments that have occurred since it was written. Under the act the AM broadcast system has enormously expanded, an FM system has come into being and a television system of overpowering impact has exploded on the American scene. In the same time other services have proliferated. The communications system of 1934 was primitive by comparison.

But the communications system of the present may also be called primitive when the next generation looks back on it. As Mr. Johnson said, satellites can transform world communications. He could have added that other developments can transform domestic communications too. It is time for a serious reappraisal of the Communications Act.

If Mr. Johnson's task force carries out its assignment, it will deliver in a year a comprehensive proposal for action. At that point or soon afterward, the Congress must take over the work. But broadcasters have no reason to expect a year's moratorium on worry in the belief that they can wait until Congress begins considering legislation before they must begin making the case for their future in spectrum allocations. The case for retention of the broadcast assignments in the spectrum must be made to the President's task force.

It is not at all certain that the composition of the task force guarantees a particularly sympathetic forum for the broadcasters' case. This is not to say that the members are anti-broadcasting. It is to suggest they may be oriented by nature of their main offices to think of broadcasting as just another occupant among many clamoring for more space in crowded sections of the airways.

Not one of the regular members of the task force is directly associated with supervision or regulation of domestic broadcast services. In that context it may be relevant to point out that roughly half of the usable area of the spectrum is now reserved for governmental use, much of it secret, and that those governmental users are represented on the task force that is to recommend revisions in spectrum management.

The other half of the spectrum is under the administration of the FCC which is represented only by an ex officio member of the President's task force. The FCC's representative, Chairman Rosel H. Hyde, is as knowledgeable about broadcasting as anybody. The question of moment to broadcasters is whether Mr. Hyde, in his ex officio capacity, can exert as strong a voice as the regular members of the committee.

It is still too early to know how the task force intends to proceed, but it is not too early for broadcasters to begin organizing a case for their own preservation and for the spectrum space to accommodate expansion of the broadcast services. It will not be enough, when one service is matched against all others, for broadcasters to rely on generalized assertions that they are swell guys doing a swell job. They'll have to submit the evidence to prove it.

Nor will it be enough to concentrate only on technological considerations, if revisions of the Communications Act are to be entertained. In any amendment of the law it should be stated, with clearer emphasis than the existing act contains, that the First Amendment is operable in broadcasting and that the government must stay out of program control.

"He's getting restless . . . . wants to know when you're coming up with a Green Giantess!"

Drawn for BROADCASTING by Sid Hix

BROADCASTING, August 21, 1967
He's not exactly reading Shakespeare. But at least he's reading.

Hamlet just won't turn him on. Dr. Fu Manchu will. And to a guy who never read a book before in his life—any book—it's a start.

He's a Corpsman at the Kilmer Job Corps Center in New Jersey and like most other Corpsmen, he's a school dropout. The problem: how to get these boys to start reading and writing so that their mental skills match the job skills they're learning.

Recently, Federal Electric Corporation, an ITT subsidiary, which runs Kilmer for the Office of Economic Opportunity, set up an experiment based on the work of Dr. Daniel N. Fader. Thousands of paperbacks of all kinds were made available, and now boys who never read a book before are reading two or more a week.

As a boy's reading improves and he learns sentence structure and punctuation, his sophistication in books grows.

When many of these boys come to Kilmer, they find it almost impossible to express themselves. Now when they leave, they've found an exciting new way: with words.

International Telephone and Telegraph Corporation, New York, N.Y.
General Motors is people making better products for people.

Building cars leaves Tom Foster precious little time for his hobby...building cars.

Cars are Tom Foster's hobby. He builds hot rods (and wins awards) in his spare time. Which he has very little of. That's because his job, building engines for GM cars, is very demanding.

Tom Foster came to GM 27 years ago as an apprentice. He soon became a foreman. Then an instructor. Now he's Process Engineer on engine blocks in the Master Mechanics Division of GM's Pontiac plant.

To Tom Foster, cars are more than a profession. They're a way of life. Which is one reason Tom is so good at his job.

Self-made professionals like Tom Foster—GM people who take a special kind of pride in cars—are just another reason why you get a better buy in a Chevrolet, Pontiac, Oldsmobile, Buick or Cadillac.

Thomas E. Foster, Process Engineer, Pontiac Motor Division, Pontiac, Michigan