ANNA, 4A's to preview new computerized TV services. p31
Spot advertisers pay $15.94 average per TV family. p34
The new season: first look at the ratings, reviews. p44
Justice fires on ABC-ITT merger in appeals court. p64
Come visit JERROLD'S CAVALCADE OF CATV

See our exhibit at the U.S.I.T.A. Show
October 10 to 12
Las Vegas Convention Center

Our Hospitality Suite at the Sahara is always open to you.

JERROLD FIRST IN CATV
Glenn Wilson and Jim Hale hit St. Louis three months ago. Today this hot new team is the talk of the town. They are just two *more* reasons the best informed St. Louisans prefer KTVI News.
The late afternoon Monday thru Friday line-up promises to be another winner for KRLD-TV in the nation’s 12th ranked television market.

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

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

The Dallas Times Herald Station

CLYDE W. REMBERT, President

represented nationally by HR
Revolts in the ranks

Informed union sources think there's little chance that membership of the National Association of Broadcast Employees and Technicians will accept contract proposals offered last week by ABC and NBC, even though NABET negotiating committee has recommended approval of NBC deal and passed along ABC's without comment (see page 67). Word Friday was that union's executive committee had turned sour on both proposals and that sampling of members throughout country met with similar reaction. Ballots were to be mailed to members over weekend, with official tally scheduled for next Friday (Sept. 15).

Code to go?

Anti-cigarette forces are heartened by speculation that tobacco industry's Cigarette Advertising Code may be abandoned in near future. Lack of self-regulation, it's felt, might force government to adopt hard-line controls over cigarette advertising. Capitol Hill sources say Senator Robert F. Kennedy will announce today (Sept. 11) proposed legislation designed either to ban cigarette advertising on radio and TV until 10 p.m. or declare year's moratorium on such advertising in effort to determine effect on cigarette sales (see page 38). Senator reportedly will cite lack of industry self-regulation as prompting his proposals.

Former New Jersey governor and now cigarette code administrator, Robert B. Meyner, denies code is ready to fold, however. Recent meetings between Mr. Meyner and tobacco company executives were held in Washington and decision was made to continue code, he said, "but how long it will continue I don't know." Mr. Meyner also met with Howard Bell, code director of National Association of Broadcasters. American Tobacco Co. recently pulled out of industry code and now abides by NAB standards; decision of American has left six subscribers to cigarette code (Broadcasting, Aug. 28).

Name dropper

What motivated FCC to vote unanimously last June 2 citing cigarette advertising as subject to fairness doctrine? Story, learned this week and not denied in responsible quarters, was that FCC General Counsel Henry Geller delivered to Senator Warren G. Magnuson (D-Wash.), leading crusader against cigarettes, draft of his proposed ruling and then told FCC in meeting that influential chairman of Senate Commerce Committee not only approved suggested action but urged it. FCC Friday rejected petitions for reconsideration of its ruling (see page 9).

Home front

With spot business soft, more and more TV stations are beefing up local sales staffs to counteract leveling-off and in some cases declines in national sales. No statistics available, but sales authorities generally agree it's been building into trend. In one top-20 market, station in formerly had four local salesmen now has nine-plus two fulltime sales-development men. On another front, Television Bureau of Advertising, which has been stepping up its local sales-promotion activities over past few years, says TVB members' calls for local sales aids have increased significantly.

Houston for Demo's?

While prudence would dictate that Democrats would follow lead of Republicans in selecting Miami Beach for 1968 presidential nominating convention, inside word is that nothing yet has been settled. Four cities in addition to Miami (Chicago, Philadelphia, Los Angeles and Houston) are nominally under consideration. It's expected site committee will defer (as is customary) to party's leader—President himself—and odds are that unless overwhelming arguments are advanced, President will go for Houston, in his native Texas.

Short work

What used to be traditional TV bargaining policy of 39 episodes and 13 repeats gave way in past few years to about 30 episodes, 17 repeats and five pre-episodes, and is about to be reduced again in first-run content. CBS-TV's Jackie Gleason Show will offer new programing only through winter months and then switch into 10 repeats from last season's Honeymoons' "around-the-world" series before Dom DeLuise moves into Saturday night slot in early spring as Mr. Gleason's "summer" replacement.

Ready to leave

Whether Paul B. Comstock remains with National Association of Broadcasters as its vice president in charge of government affairs or leaves to become executive with banking organization in his native Florida will be resolved soon. Mr. Comstock received Florida offer several months ago, first turned it down, but firm came back with proposal substantially better than his present $28,000 salary. Last week he countered with proposal involving fringe benefits, and if group accepts (considered likely), Mr. Comstock will terminate his five-year association with NAB.

NAB brass candidly admits Mr. Comstock has been most effective legislative contact on Capitol Hill in many years. It's understood he was offered increased salary and extra help to remain. He wouldn't have entertained Florida pitch if change in status (perhaps as number two man at NAB) had been offered.

Loner

Attempts to persuade controversial Renton and John M. Norris's Association of further move in his fight against FCC's fairness doctrine apparently have failed. Today (Sept. 11), its wgcam-FM Red Lion, Pa., is filing petition for review with U. S. Supreme Court—while major broadcast entities such as CBS, NBC and Radio-Television News Directors Association are still in first round of their attacks on commission regulation (see page 9). For Supreme Court appeal, Mr. Norris has hired Washington law firm of Robb, Porter, Kistler and Parkinson as co-counsel with his regular lawyers, Manuel and Sweeney. Last June, U. S. appeals court in Washington upheld legality of FCC's fairness rules denying Red Lion's appeal (Broadcasting, June 19).

Fall-back position

If ABC-ITT merger isn't fulfilled, either because of court action or expiration of agreement, what's likely course for ABC? Best guess is that network will expand from within and undertake financing to permit it to diversify into new or related fields. ABC has had its hands tied for past two years because of pendency of merger and resultant litigation.
Put your money on the Smiths of Cleveland.
Their spending is going up faster than the Smiths of Boston, Detroit, New York, Philadelphia and Pittsburgh.

In a recent study, SRDS points out that total retail sales in Cleveland have increased 47% from 1956, tying this city with Chicago as the fourth largest of the Top Ten TV Markets in retail-sales growth. The point is clear: put your money where the money's being spent. And put it on WJW-TV. Every day, more and more Smiths are turning us on.

WJW-TV CLEVELAND / We're turned on
WEEK IN BRIEF

AAAA and ANA will preview at specially convened joint session three services that offer computerized proof of commercial performance, improved payment service for TV stations, talent. See . . .

PRIVATE EYES . . . 31

Spot-TV advertisers in 1966 laid out $15.94 average per TV family, according to latest TVAR report; figure represents 6.5% gain over 1965 level. Los Angeles, Chicago markets had largest per family investment. See . . .

SPOT TV RISES . . . 34

Tobacco Institute asks broadcasters for free time to reply to antismoking spots, but stations refuse to take request seriously. FCC sources say cigarette ads already represent one side of controversial issue. See . . .

SMOG ADDED . . . 38

ABC and CBS get new television season underway as NBC waits in wings for one more week. Meaningful ratings on strength of 26 new properties will take time to determine since schedules are special-heavy. See . . .

RACE INTO SEASON . . . 44

Only one out of five new shows will be real hits and seven of 26 new entries will probably fade, according to computer predictions of BBDO. Agency sees ABC still running third, with CBS and NBC in tight race. See . . .

HITS AND MISSES . . . 48

ABC Radio details program plans for four separate network feeds as some dozen affiliates express disgruntlement over loss of exclusivity in their markets, begin negotiations with Mutual. See . . .

PROGRAM PLANS . . . 54

Justice Department treads familiar ground in opening salvo against ABC-ITT merger now before U.S. Court of Appeals. Says FCC erred in five issues; adopts "elder brother" attitude toward commission. See . . .

COURT FIGHT . . . 64

FCC measures impact of its CATV rules with inquiry sent to all TV stations and cable systems on file with commission requesting information on effect of carriage and nonduplication requirements. See . . .

FCC STUDIES . . . 68

Kaiser Broadcasting announces plans for creation of live interconnected TV network among its seven O&O's by fall of 1970; eventually hopes to acquire 20 to 50 affiliates with 75% TV home coverage. See . . .

A KAISER NETWORK . . . 74

Though FCC won't openly acknowledge that problem exists, new figures show FCC machinery for administering CATV rules is groaning under weight of 200-plus caseload awaiting top-100 market waiver hearings. See . . .

NEW BACKLOG . . . 75

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Broadcasting, September 11, 1967
what is an *influencible*? A listener. Specifically, a Storz radio listener. Influencibles are the “in-touch” young moderns with ideas...buying ideas. It stands to reason that when you talk to the greatest number of people in a given market, your product or service gets known, and bought, faster. Got something to sell? Influence the influencibles. On a Storz station you get action where it counts—in sales.

© 1965 Storz Broadcasting Co., Inc.
FCC adamant on cigarette-fairness issue

FCC has refused to be budged from its position that broadcast stations carrying cigarette commercials must present programming on possible health hazards of smoking.

Commission, in 6 to 0 decision issued Friday (Sept. 8), rejected scores of petitions from broadcast and tobacco industry representatives asking reconsideration of June 2 ruling that fairness doctrine applies to cigarette advertising (Broadcasting, June 5). Vote on that ruling was 7 to 0. Commissioner not voting last week was James J. Wadsworth.

Commission also refused requests for stay of effectiveness of order pending further deliberations. "If our ruling will contribute to the avoidance of one untimely death, the public interest would not be served by any delay in its effectiveness," commission said.

Commissioner Lee Loevinger, while concurring in result, expressed views commission is on extremely shaky legal ground, asserting conclusion of his colleagues seems to be product more of sentiment than conviction. His own concurrence is based on "strong feeling that suggesting cigarette smoking to young people, in the light of present knowledge, is something very close to wickedness." National Association of Broadcasters is committed to court test of ruling (see page 74).

Commission rejected arguments that ruling marks unprecedented, and illegal, entry into regulation of advertising. Licensees' statutory obligation to operate in public interest, commission said, "includes the duty to make a fair presentation of opposing viewpoints on the controversial issue of public importance posed by cigarette smoking. Commission added that "this duty extends to cigarette advertising which encourages the public to a product that is habit forming and may in normal use be hazardous to health. . . ."

Commission stressed ruling is limited to cigarette advertising, and rejected arguments that its decision opens door to application of fairness doctrine to advertising of other products that are subject of controversy, such as automobiles.

In requiring allocation of "significant amount of time each week" to anti-smoking material, commission said it is not endangering economic well-being of broadcast industry—which now earns $200 million annually from cigarette companies. There is nothing to prohibit broadcasters from obtaining cigarette advertising, commission said, adding comment that cigarette companies would continue to find television and radio too attractive as advertising media to ignore.

Doubts assailing Commissioner Loevinger, he said, include applicability of fairness doctrine to advertising and question of whether ruling will be extended to products other than cigarettes.

Commissioner Nicholas Johnson, in separate concurring opinion, described Commissioner Loevinger's doubts as "unwarranted." He said advertising messages should no more be granted automatic immunity from consideration of fairness than any other category of advocacy.

Commissioner Loevinger was also sharply critical of manner in which commission issued its original ruling, suggesting that it had acted with undue haste.

Fairness rule violates

First Amendment: NBC

Third legal challenge to FCC's rules codifying fairness doctrine has been filed by NBC Inc. against FCC in U. S. Second Circuit Court of Appeals. NBC filing, obtained Friday (Sept. 8), asks court to void commission rules adopted in July and amended month later (Broadcasting, July 10, Aug. 7).

NBC's notice of appeal charges that FCC rules not only require company to give up its First Amendment rights but also would subject firm to "criminal penalties or forfeitures."

NBC says commission move also violates Fifth Amendment's equal-protection and due process clauses.

NBC appeal gives new case to add to its plans for first two cases. First attack, filed in Seventh Circuit (Chicago) by Radio and Television News Directors Association, was followed in matter of hours by CBS filing in Second Circuit (New York). Both were submitted July 27 (Broadcasting, July 31).

Commission last week filed motion in Chicago that court accept only "index" of record instead of whole record. It also plans to seek consolidation of cases in Chicago as next step.

Ford strike threatens heavy TV-radio budget

Strike by Ford Motor Co. employees is resulting in cutbacks and delays of campaigns in all media and can adversely affect spot and local TV-radio particularly, it was reported last Friday (Sept. 8).

There were reports that Ford planned to ask ABC-TV to relieve it of its estimated $2.3 million commitment to sponsor Mutiny on the Bounty on Sept. 24, intended as "block-buster" introductory vehicle. But spokesmen for ABC-TV and Grey Advertising, Ford's corporate agency and handling that show, said they had no indications that Ford planned to make that request. Ford also is "locked in" with FBJ series, also on ABC-TV network.

In spot TV, several leading reps reported that Ford had cancelled some corporate and some local market campaigns, and, in some instances, made provisions to cancel if strike continued through mid- and late September.

Spot radio, which is heavy recipient of automobile funds, did not seem to

ACLU's fine point

Supporting Department of Justice's opposition to merger of ABC and ITT (see page 64), American Civil Liberties Union Friday (Sept. 8) filed brief as friend of court in U. S. appeals court in Washington—but pegged opposition on novel issue: that FCC lacks authority to accept promise by ITT that it will exercise no direct control over ABC programs, particularly in news area.

In feat of whimsy, ACLU brief includes possible future letter, dated 1984, from ITT chief "George F. Candid" to FCC abrogating promise of autonomy for ABC, and informing commission that it was dropping all news and filling time with old movies, selected by computer!
be seriously affected, at least as of last Friday. One rep said Ford has scheduled 30-market spot radio campaign to begin Sept. 21 and had not as yet canceled. He added that General Motors had eliminated print campaign set to start this month but planned to continue with spot radio effort in major markets. He stressed that contract contained strike clause giving company option to cancel for some makes of cars.

Ford was third largest national advertiser in 1966 with total print expenditures of about $132.5 million, of which almost $63 million was in TV-radio. General Motors is leading national advertiser with $203 million in 1966, of which almost $73 million was in broadcast. Chrysler is in sixth place among national advertisers, with budget of about $88.6 million in 1966, of which $53 million was in TV-radio.

**ABC-ITT mystery: who asked for probe?**

Charge that International Telephone & Telegraph Corp. was involved in investigation of writer for *New Republic* magazine touched off new mystery in connection with controversial ITT-ABC merger.

In issue out Friday (Sept. 8) *New Republic* said man claiming he was "acting at the behest of ITT" began an investigation of staff reporter James Ridgeway. Mr. Ridgeway had written article critical of proposed merger in *New Republic's* July 8 issue.

Magazine said that on Aug. 31 a man identifying himself as James Mackey, 28, employee of Army Times Publishing Co.'s market-research department called receptionist at magazine and made inquiries on Mr. Ridgeway's personal life.

Officials at Army Times said Mr. Mackey had been given dismissal notice Sept. 1, day after he allegedly called New Republic, and had left on week's terminal leave. He could not be reached for comment.

Henry Belber, Army Times marketing director, said dismissal was not related to *New Republic* incident.

New Republic quoted Mr. Mackey as having said he had to check out Mr. Ridgeway by New York advertising agency handling ITT account.

Asked whether agency would have been likely to contact Mr. Mackey with such request, Mr. Belber said, "Impossible."

Agencies representing ITT are Needham Harper & Steers; West, Weir & Bartell Inc., and Doyle Dane Bernbach. Account executives at those agencies were said by *New Republic* to have denied requesting investigation.

Spokesman, John V. Horner, who is in charge of ITT public relations in Washington, was categorical in denial that ITT was behind Ridgeway snooping.

**AMC plans for TV**

American Motors Corp., Detroit, disclosed all-media advertising plans Friday (Sept. 8) for 1560-model debut Sept. 26 but key emphasis is on TV.

Through its new agency, Wells Rich Green Inc., American plans teaser TV spot drive starting Sept. 15 in top 10 markets followed by 70 prime minutes spread on all three TV networks through December. Heavy local TV spot campaign in 27 markets kicks off Sept. 24 after teaser run. Firm's new Javelin will be contest prize on several network programs this fall.

**ABC's 'Flying Nun' flew high on Thursday**

Audience shares in new season introduction (see page 44) continued heavy for ABC Thursday night (Sept. 7) in 26-city Trendex. According to that report, 7:30-10:30 p.m. EDT, one-hour Flying Nun (it becomes staple half hour on Sept. 14) captured biggest share. Ratings by half hour:

7:30-8—ABC, Flying Nun (new), 54.3; CBS, Cimarron Strip (new), 25.8; NBC Damn Yankees (special rerun), 12.7.

8:30-9—ABC, Flying Nun, 61.1; CBS, Cimarron, 20.4; NBC, Yankees, 8.2.

8:30—9:ABC, Bewitched (new programming), 55.0; CBS, Cimarron, 23.6; NBC, Yankees, 9.5.

9-9:30—ABC, That Girl (new time), 47.2; CBS, movie, 26.1; NBC, Yankees, 12.9.

9:30-10—ABC, Peyton Place (new time), 38.2; CBS, movie, 26.9; NBC, Dragnet (rerun), 19.2.

10:10-10—ABC, Good Company (new), 38.0; CBS, movie, 29.4; NBC, Vic Damone (summer program), 21.6.

Trendex did not report 10:30-11 p.m. because period was station time on ABC's lineup.

**NAB standing aside from Hatch meeting**

In distinct attempt to clear air, National Association of Broadcasters Friday (Sept. 8) dissociated any connection with meeting Thursday (Sept. 14) in Washington between CATV operators and broadcasters (see page 71).

Thursday's meeting will find eight subcommittees of six members each taking up variety of CATV-broadcast subjects.

Each subcommittee includes three representatives of CATV and three from broadcasting. All but three broadcasters have some CATV interests. In addition, seven broadcasters are on NAB's TV board and two are on radio board. Four of them are also members of NAB's Future of Broadcasting Committee, which meets in Washington Wednesday (Sept. 13).

NAB's position, in telegram from President Vincent Wasilewski to George Hatch, group broadcaster and multiple CATV operator, who was instrumental in initiating CATV-broadcaster meetings, emphasizes "this is not an NAB-sponsored meeting and . . . the broadcasters present do not represent an NAB position."

Main NAB concern, apparently, is that simple weight of numbers of NAB board members on subcommittees might make it appear that association has given formal blessing to sessions, that are attempting to iron out basic differences between broadcasters and CATV operators.

Telegram, approved by NAB executive committee at its meeting Friday, intimates association feels it has been misled in formation of subcommittees and how they would meet.

Original understanding, Mr. Wasilewski said, was that subcommittees of broadcasters, "some with CATV interests, would meet independently of those made up of CATV operators; and that following these meetings, depending on the results achieved, joint meetings might be scheduled between the two groups."

**MM refinancing**

Metromedia has placed $30 million of notes, consisting of $15 million of 6½% senior notes, due 1987, and $15 million of 5½% convertible notes, due 1982, through Kuhn, Loeb & Co. and Eastman Dillon, Union Securities & Co., New York, it was reported Friday (Sept. 8).

In addition, Metromedia spokesman said, company has arranged new revolving credit and term loan agreement providing for additional borrowings of up to $30 million.
WEEI is No. 1 in Boston

No. 1 in Pulse
Average Share, M-F, 6AM-12M *

No. 1 in Hooper
Average Share, M-F, 7AM-6PM **

No. 1 in Mediastat
Metro Share, Sun.-Sat., 6AM-12M ***

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

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

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

A CBS OWNED STATION

WEEI RADIO 590
Tape the color "toughies"...play them like "live"

...With the RCA TR-70 High Band Recorder

The TR-70 is the high band television tape recorder for unexcelled performance. It's truly the world's most sophisticated system...it makes even the tough jobs in taping easy to accomplish. It delivers up to four generations of brilliant, broadcastable color without a trace of tattle-tale grain.

"NOISELESS" COLORS...even with yellow—the "noisiest color" around—you'll get a noise-free picture. The TR-70 delivers the greatest, most noise-free yellow you've ever seen—yellow, without even a whisper!
PERFECT CHROMA REGISTRATION means you can be sure there's never any objectionable lipstick smear when your color images are recorded by the TR-70—the most accurate TV tape recorder. You get perfect chroma registration every time.

BEER TONES THAT RAISE A THIRST. You know how hard it has been to make browns and ambers look realistic. The TR-70 specializes in brilliant colors that not only stimulate the sight, but the senses of taste and smell as well!

REDS YOU SEE WITH PLEASURE. Reds, too, were never so faithfully captured. Even when there's more than one kind of red in the same picture—from the sauce on the spaghetti to the checkered cloth—you can see the difference! Your food commercials have instant identification.

NO TRANSIENT RESPONSE DISTORTION . . . even with finicky vertical lines. Sparkling quality couldn't be easier to obtain—because the TR-70 is designed for easy handling of all such problems.

The scenes reproduced above are shown in a tape about the TR-70—made on the TR-70. For proof of the superior reproduction and easier handling of the TR-70 ask your RCA sales representative to arrange a showing of this tape.

THE MOST TRUSTED NAME IN ELECTRONICS
DATEBOOK

NAB FALL CONFERENCES

Oct. 18-17 — Marriott motor hotel, Atlanta.

Oct. 19-20 — Marriott motor hotel, Dallas.


Oct. 30-31 — Sheraton-Boston, Boston.

Nov. 9-10 — President hotel, Kansas City, Mo.

Nov. 13-14 — Brown Palace hotel, Denver.

Nov. 16-17 — Statler Hilton, Los Angeles.

Nov. 20-21 — Palmer House, Chicago.

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

Indicates first or revised listing.

SEPTEMBER

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

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


Sept. 12-13 — Organizational meeting to form Tennessee CATV Association, Contact Alvin Wood, Dyersburg, Tenn.


Sept. 13-16 — Fall conference of the Minnesota Broadcasters Association. Speakers include Douglas Ancello, NAB general counsel, Kahler hotel, Rochester.


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

Sept. 15 — Deadline for entries for the 1968 Ohio State Awards sponsored by the Institute for Education by Radio and Television of the Telecommunications Center, Ohio State University. Entries must have been broadcast during the period Jan. 1-Aug. 31, 1967. This 20th American exhibiton 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) 293-5644.


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

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


Sept. 18 — Extended deadline for filing further comments on Communications Satellite Corporation proposed rulemaking that would amend commission rules to permit a longer daily experimental period for FM stations for testing and maintaining broadcast equipment and to permit experimentation, upon certain conditions, for improvement of the FM station's technical facilities.

Sept. 18-19 — Fall meeting, New York State Community Television Association. Otesaga hotel, Cooperstown.

Sept. 18-23 — 10th annual educational technical conference and equipment exhibit of the Society of Motion Picture and Television Engineers. Edgewater Beach hotel, Chicago.


Sept. 21 — Annual president's luncheon of the Chicago chapter, Broadcast Pioneers. Speaker will be Senator Charles H. Percy (R-Ill.); subject will be communications and advertising. Pick Congress hotel, Chicago.

Sept. 21-23 — Annual conference, sponsored by group on broadcasting, Institute of Electrical and Electronic Engineers,_broadcasting Engineers. Speakers will be Sir Francis McLean, director of engineering, British Broadcasting Corp. on "Color TV in the U.K. and Europe," and Dr. Joseph V. Charyk, president of the Communications Satellite Corp. Scheduled is a panel discussion on "CATV and Its Relation to Broadcasting" with Warren L. Brown, Harrisonburg, Va., consulting engineer, as moderator. Mayflower hotel, Washington.


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

Sept. 22-23 — Southwest area conference of
How to add color to strip programming

Color Hazel. 1.54 half-hour episodes; 120 already in full color. Available through Screen Gems

BROADCASTING, September 11, 1967
The Lincoln Memorial statue by Daniel Chester French catches the spirit of the man who, for all his compassion, was unbending in his refusal to compromise where justice was concerned.

—First Advertisement in a Series.
Integrity is just one of many reasons why it's good business to do business with Storer. Because you can count on Storer's reliable representatives and station personnel to do exactly what they say they'll do—give you fast facts on markets, quick confirmation on availabilities, invoices which conform accurately to quoted and published rates. And you can count on a healthful climate for your commercials, too—good taste in programming—the highest degree of ethical operation—and a long-standing tradition of community service to assure a receptive and loyal audience. So, if selling in major markets is your problem, Storer can give you right answers in ten of them. Contact Storer Television Sales or Major Market Radio—or any Storer Station direct for details.
Months ago, these people made New York's Warwick a wonderful new hotel...

...now just about everyone is enjoying its great location and royal services.

Seasoned travelers from the worlds of business, entertainment, radio, TV and sports are enjoying the wonderful new Warwick's spacious rooms, all completely air conditioned, splendidly redecorated and refurnished by famed designer, Ellen Lehman McCluskey.

They like the Warwick's royal services: every room is equipped with electric shoe polisher, silent valet, VIP king-size towels, special makeup mirrors and decorator closets.

You, too, will enjoy the Warwick; you'll like the intimate warmth of the Warwick Bar and the famous Raleigh Room, where luncheon and dinner are served in an atmosphere of stately elegance. And after a busy day, the new Executive Sauna Club is just the place to relax and unwind.

Next time you come to town, stay at the Warwick. We know you'll agree that it's a very special kind of hotel.

FALL MANAGEMENT CONFERENCES OF RADIO ADVERTISING BUREAU

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

the American Women in Radio and Television, Tulsa, Okla.

- Sept. 24-25--Meeting of the Texas Association of Broadcasters, Commodore Perry hotel, Austin.
- Sept. 24-25--Annual meeting of the Institute of Broadcasting Financial Management. Speakers include Vice President Hubert H. Humphrey and Walter W. Heller, chairman of the President's Council of Economic Advisors from 1961 to 1964, Sheraton-Ritz hotel, Minneapolis.
- Sept. 25-27--International electronics conference and exposition sponsored by Canadian region, Institute of Electrical and Electronics Engineers, Automotive Bldg., Exhibition Park, Toronto.
- Sept. 28-29--Executive committee meeting, National Community Television Association, Washington.
- Sept. 28-Oct. 4--Japan Electronics Show sponsored by the Electronic Industries Association of Japan, Minato International Trade Fair Grounds, Osaka City, Japan. For information contact: KIA-J at Electronic Section, Japan Light Machinery Information Center, 437 Fifth Ave., New York.
- Sept. 29--Deadline for comments on FCC proposed rulemaking that would establish pay television system performance capability standards. FCC has proposed a set of criteria for type acceptance of pay-TV systems, similar to conventional TV station operation, including requirements that spectral emissions in transmission shall not exceed certain limitations; no increase in TV broadcast channel width (6 Mc) shall be required; visual and aural power shall not be in excess of that now authorized; internal modifications to subscribers' receivers shall not be required; interference to conventional TV and subscription TV, co-channel and adjacent channel, black-and-white and color, shall not exceed that occurring from conventional television broadcasting, and susceptibility to interference of any kind shall not be greater than with conventional television broadcasting.
- Sept. 29-Oct. 3--Fall meeting of Utah Broadcasters Association. Speakers include Vincent Wasilewski, NAB president, Provo.

BROADCASTING, September 11, 1967
The very first day WFIL-TV went on the air in Philadelphia—September 13, 1947—the station introduced a far-reaching new concept in television programming—the TV Newsreel. It was the first daily television film newsreel in the nation. * Creativity has been a dominant force at WFIL-TV in its 20 years of operation. Creativity has produced significant innovations in the quality and scope of its television service. Creativity has sparked the station’s progress to a dominant position in the country’s fourth largest market. 
* The development of educational programs reflects the spirit of creativity.

WFIL-TV was the first station to present programs for in-school viewing. It followed with pioneering adult education programs on television.
* In newscasting, WFIL-TV was the first station to engage a full staff of regional reporters to cover the entire Delaware and Lehigh Valley. It was the first to engage a professional meteorologist as a staff member. It was the first in the area to present regular aviation weather reports. * This year, WFIL-TV became the first local station to telecast all its news programs entirely in color. WFIL-TV also introduced the broadcast industry’s first nightly public opinion service. This year, too, WFIL-TV was the first local station to relay a program from Europe via satellite independent of a network.
* In other areas of service—WFIL-TV was the first station in Philadelphia to telecast color programs on a regular basis and to utilize studio and mobile videotape equipment. It was ABC-TV’s first affiliate—indeed, for a time, the “network’s” only originating station, either owned or affiliated.
* These and other advances in television programming, talent development and marketing services are milestones in WFIL-TV’s march of progress in 20 years of operation. * Creativity forever seeks new horizons. At WFIL-TV the process is unending. It is the force that propels this station to ever higher levels of audience acceptance and advertiser service. * In 20 years, WFIL-TV has served the spectrum of public communications needs. In doing so, WFIL-TV has become the most dynamic marketplace for over nine million people . . . and the dominant marketeer. * Ahead! Undeviating pursuit for new ways to be of service to television families of the Philadelphia-Eastern Pennsylvania-Southern Jersey-Delaware-Eastern Shore Maryland area . . . and to advertisers seeking most effectively to reach this concentrated mass market.

WFIL-TV6
Philadelphia, Pa. 19131

Represented nationally by BLAIR-TV

BROADCASTING, September 11, 1967
Hello Ollie,
wherever you are.

In L.A., too,
your Blair man is always as near as the telephone.

In Los Angeles, your Blair man spends a lot of time in his car. (Doesn't everybody?)
No problem. We put a phone in his car.
So, if you want information on availabilities, or schedules, or ratings, or any other subject that will help make your broadcast advertising more effective, just pick up your phone, and call Ollie.
If it's radio, call Ollie Ward.
(213 QJ5-3808.)
If it's television, call Ollie Trittler.
(213 QJ6-3707.)
Providing mobile, telephone-equipped Ollies is just one more first from John Blair & Company, the number one company in the station representative industry. (Ralph Abell and Dick Appleton and Ken Miller and John Whittaker have phones in their cars, too.)
As you can see, it means that in L.A., even when your Blair man is out, he's in.

JOHN BLAIR & COMPANY
OPEN MIKE

ABC's plan and FCC rules

Editor: ABC Radio's plan to substitute four networks in place of one (Broadcasting, Aug. 28) may provide the impetus for the FCC to revise its long outdated networking rules.

The ABC plan appears to violate the spirit if not the letter of Sec. 73.137 of the AM rules which reads in part: "No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network: Provided, that this section shall not be applicable if such networks are not operated simultaneously. . . ."

As I understand the ABC quadruple-network plan, all four networks would be operated on the same set of lines with each using the line part of the time. Since affiliates would tape network feeds for later presentation, the net effect would be simultaneous operation of more than one network with simultaneous broadcast of different ABC Radio programs on different stations in the same market.

It is also not difficult to anticipate situations in which all four networks would be operated simultaneously on the same line, such as during major national news events. . . .

In the context of radio as it is today, the chain-broadcasting regulation are absurd—guarding against dangers which no longer exist. . . .

In my view, ABC's quadruple-network plan is a laudable effort to push network radio into today's industry. It is also a good reason for the FCC to review the chain-broadcasting regulations as they relate to radio. . . .

ABC has presented the FCC with the rare opportunity to remove regulations which are no longer applicable. One hopes the commission will take the chance to demonstrate that all problems are not solved by more regulation—some may be solved by less.—J. H. Breen, Box 53, Blavenburg, N. J.

(Editor's note: As Mr. Breen notes, ABC's plan does not contemplate violation of the FCC's chain-broadcasting rules [Broadcasting, Sept. 4]. Neither has ABC claimed that it is unduly restrained by those rules.)

Celanese's debut year

Editor: Thank you . . . for the great editorial support you have lent to Celanese Center Stage specials this year. It has aided us immeasurably in spreading the word about our local efforts, and our 50 stations have responded with a remarkable degree of cooperation. . . .

—Roger L. Gutwillig, manager of advertising, Celanese Fibers Marketing Co., New York.
... and BEELINE RADIO
KFBK is a proven way
to reach an important
part of this market.

From Sacramento's $55 million port the products of California's Sacramento Valley are shipped around the world... one more reason why people in this prime agricultural area have over $3.94 billion to spend. You reach these people effectively when you put your message on Beeline Radio KFBK. KFBK is just one of four Beeline Stations and the key to California's rich Inland Valley.

Data Source: Sales Management's 1967 Copyrighted Survey
James Seaberry knows what makes CBS Owned television stations so special.
Doyou?

Twenty years old...a grammar school dropout...unemployed. The future of James Seaberry, like the past, seemed clouded with frustration and doubt.

Until recently.

WBBM-TV, the CBS Owned television station in Chicago, believed there must be a practical, down-to-earth way to help James, and thousands like him. And they created it: “Opportunity Line,” a weekly half-hour series, specifically designed to help Chicago-area viewers find jobs or job training. Particularly those from disadvantaged minority groups where unemployment is highest. Working closely with state and local employment services, “Opportunity Line” provides up-to-the-minute information on job openings in all fields, and includes a “hot line” phone connection to the Illinois State Employment Service for immediate action.

Response to the series has been as unprecedented as its concept. In the first two months on the air, more than 26,000 calls were received, several thousands of which resulted in job or training placement (James Seaberry is now successfully employed as a hide trimmer/inspector at M. Aschheim Co., a hide processing plant). Illinois Governor Otto Kerner calls “Opportunity Line” “...one of the best uses of television public service time ever brought to my attention.” A similar series is now under way on CBS Owned stations in New York, Philadelphia and St. Louis, offering the hope of a better future for the jobless there.

“Opportunity Line” is a perfect example of the stations’ total community involvement. Of communication that overleaps normal barriers to reach deep into the hearts of people and their needs. This, then, is one of the things that makes the CBS Owned stations so special...to vast audiences in five major population centers and, of course, to advertisers who recognize something special when they see it.

○CBS Television Stations

CBS Owned WCBS-TV New York, KNXT Los Angeles,
WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis
Cutting recruiting costs in half through spot radio

Southern California electronics companies are paying close attention to the remarkable recruiting record of Tasker Industries, a diversified electronics manufacturer of Van Nuys, Calif. Tasker has just completed a recruitment coup: increasing engineering personnel by 40% over a three-month period at a cost per engineer of slightly under $900, less than half the average industry cost per hire for electronics engineers. And Tasker was not recruiting ordinary engineers. It needed experienced radar systems and CRT-display engineers, experts at both the junior and senior levels, with five to 15 years of experience.

If Tasker were an industry giant, willing to recruit nationwide, able to rely on the strength of its corporate name as a lure, ready to pay premium salaries and offer additional benefits in inducements and to compromise on hiring standards, the achievement would still have been spectacular in terms of per-inquiry recruiting costs and number of hires.

But Tasker is a proverbial David among electronics Goliaths, with $5-million annual sales and some 200 engineering-oriented personnel. Despite its modest size, Tasker has been prime contractor for major radar systems to the military for the last 10 years. Tasker's recruitment drive was limited to the Los Angeles area, the pay offered was competitive and Tasker did not lower its stringent engineering standards.

**Competition** Anyone familiar with the Los Angeles market and its normal recruiting practices would assume that Tasker had discovered some revolutionary method of using the help-wanted columns of the Los Angeles Times, which publishes 20 to 40 pages of engineers-wanted classified advertising every Sunday.

But, as W. E. Trantham, president of Tasker Industries, explains it: "Our budget wouldn't permit us to make a really big splash in the Times. With the big fellows running multiple pages, there's only so much good layout and copy appeals can do for a firm that has to think in terms of limited advertising dollars."

A transplanted Texan himself, Mr. Trantham had observed the Southern Californians' universal reliance on cars for commuting. "Putting it all together," says Mr. Trantham, "we decided to contact potential engineers by radio spots during the peak traffic hours. I checked with my agency, Gaynor & Ducas. We composed notes and agreed the competition had not used radio effectively. So I told them to prepare an effective radio campaign and to select the stations best for us."

The stations were XTRA Tijuana, Mexico, which covers the entire Southern California area with an all-news format known to attract professional men, plus KFI, a middle-of-the-road music station broadcasting in the San Fernando Valley (where Tasker is located).

**The Hooker** Tasker and its agency then came up with a real "hook" for the radio spots: the "Tasker instant interview." A direct telephone line to the engineering manager's office was installed with an easy to remember dialing number arranged with the telephone company. The direct line was manned by key engineers daily until 9 p.m. and, in addition, extended to all radio spots to call in and talk directly to a Tasker engineer to learn more about the company and the engineering opportunity offered. The "instant interview" eliminated the time-consuming practice of sitting in the reception rooms of the employment department, filling out application forms and preliminary screening by a personnel officer.

The response to the messages was immediate and the leads were overwhelming. Virtually 50% of those engineers responding managed to pass the initial screening. Hindsight made it obvious that radio had focused on a select audience and that the "instant interview" had appealed to the imagination of the interested but jaded engineer.

Significant to broadcasters is the high-caliber audience that radio provided to Tasker. The target was a small segment of the total audience, an elite group of electronics specialists at salaries up to $23,000. Spots were scheduled in the traffic-hour periods, 7-8 a.m. and 4-6:30 p.m. Advertisers with luxury products appealing to high-income consumers with above-average education can ponder the effectiveness of radio as a select advertising medium. The cost of the radio campaigns was comparable to newspaper classified ads.

**Added Benefits** It is only fair to add that the Times as well as local professional employment agencies and Tasker-personnel referrals were also part of the recruitment advertising mix during the period of the radio campaign. But Mr. Trantham is certain the success of the entire mix was greatly enhanced by radio, and he cites some proven radio "fallout" benefits to back up his feelings.

As Tasker's industrial-relations department quickly discovered, radio had paid off as the only way to influence the target audience. Production and clerical workers appeared seeking jobs because they had "heard of Tasker on the radio." Southern California businessmen and suppliers, not normally readers of engineers-wanted columns, heard the radio spots and remembered the name. Tasker internal morale was significantly strengthened as personnel remarked they "no longer had to explain to friends who, what or where Tasker is."

By combining radio's reach with an "instant interview" hook to achieve recall of a small, select segment of the traffic-hour audience, Gaynor & Ducas quickly solved a recruitment problem for its client, Tasker Industries.

David Callahan was senior vice president for Gaynor & Ducas Inc., Century City, Los Angeles, when this article was written. He has since formed David Callahan & Associates as a public-relations subsidiary of Holzer/Taylor/McTighe/Dawson, Hollywood. Previously, Mr. Callahan served as assistant to the managing director of the National Association of Broadcasters. He also was vice president of marketing and public relations for Gilfillan Corp., Los Angeles.
AGAIN IN '67!

FIRST

11-11:30 P.M. NEWS, SUNDAY THRU SATURDAY

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

*30.2% More Than Station No. 2

*194% More Than Station No. 3

WSYR-TV

Channel 3 · NEC Affiliate · 100 KW
SYRACUSE, N.Y.

Plus WSYE-TV channel 18 ELMIRA, N.Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

BROADCASTING, September 11, 1967
Thirty years...
Something Big Worth Doing.

Thanks to you...
the 50 radio and television stations joined with newspapers, Chevrolet dealers and civic organizations who thought it worth doing...and did it! Your support helped make the 30th All-American Soap Box Derby a success.

Special congratulations to
the 1967 All-American Soap Box Derby Champion.
Kenneth D. Cline,
Lincoln, Nebraska

Chevrolet Division, General Motors, Detroit, Michigan
SOME business does come from the agency...
BUT ALL business, after all, comes from the CLIENT!

Sure, the agency is important . . . but, clients do change agencies, and the new agency usually doesn't follow the same media pattern the old agency was fired for following.

IdeaFile is read by more agency people, and more client types . . . like, the president of Helene Curtis, sales manager of Clairol, advertising manager of Quaker Oats, and many more brand managers, advertising managers and the like . . . than any other advertising/marketing publication. In short, IdeaFile reaches more of your customers . . . and at less cost. For more information, and a few ideas on putting business on your station, just call

HERE'S HOW IdeaFile STACKS UP AGAINST OTHER ADVERTISING/MARKETING MAGAZINES

<table>
<thead>
<tr>
<th></th>
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*Source: S.R.D.S. 7-24-67, audits or sworn statements
**No breakdown: combined client circulation
Private eyes for TV advertisers

AAAA and ANA will preview three services offering computerized proof of performance and improved payment service for television stations, talent

Blueprinted visions of nationwide, computerized electronic accounting services for television advertising will be unveiled this week—in many respects almost in triplicate.

Three different companies have developed approaches to the task that hold out a promise of something for everybody—advertisers, agencies, broadcasters and performers.

Each system involves an audio and/or visual code inserted in master commercials and duplicated in the printing process, which would be "read" by monitoring devices in each market, with the data then transferred to a central national computer for processing. Under all three plans, the computer would render faster, more accurate and less expensive proof of commercial performance, improved station and talent payment services and, almost as a by-product, comprehensive reports on competitive activity to advertisers.

The three sets of plans will be presented in New York Thursday (Sept. 14) to a specially convened joint committee of the American Association of Advertising Agencies and the Association of National Advertisers.

* AMPS Services Inc., the brainchild of Dr. Eli Goldberg, president of Monar Market Planning, would initially offer an integrated service providing proof of performances and station and talent payment systems to agencies, possibly by the end of 1968.

* Broadcast Advertisers Reports Inc. plans to add proof-of-performance and single-employer talent payment services to its present service of one-week-a-month reports on commercial activity in the top 75 markets, within the next three years at the latest.

* A new company to be formed by Jordan Ross, president of Talent & Residuals Inc., a Chicago talent-payment service, with Sangamo Electric, a manufacturer, would initially offer proof of performance to national advertisers, then computerized talent-payment, by year-end 1968.

Alfred Plant, advertising vice president of Block Drug Co., and co-chairman of the joint ANA-AAAA committee, said Thursday's meeting is for purely informational purposes, and will result in no recommendations or reports to the memberships of the two associations. But the competitive services approach the meeting as the first industry-wide exposure of their respective plans.

Picture of the Problems The background against which the three projects were developed, as explained by executives of the three companies, is as follows:

The commercial volume as increased to more than 23 million spots (nearly $3 billion worth) a year, about half for national advertisers. The problem of accurate accounting between agencies, advertisers, stations and performers has increased in direct proportion to commercial volume, to the point where it is inadequately handled by procedures largely carried over from old radio days.

Stations must maintain records and provide affidavits of performance. Agencies and advertisers must attempt some form of check on performance but are generally unsatisfied with affidavits and seldom try to match them against schedules. Discrepancies occur at an average rate of more than 5,800 per BAR-report week, and each must be checked and adjusted individually. Payment procedures are resulting in laborious, expensive and slow.

Performers' payments are irregular and open to similar inaccuracies which must also be checked and adjusted. One large agency said it receives more than 30 complaints of late or nonpayment per week, and there have been rumblings of dissatisfaction with the talent unions for years.

The main obstacle to progress on these problems was that while almost everybody was dissatisfied with the present system, better systems would be

Broadcasters, eventually, will pay the bill

Broadcasters' relationship to all three of the proposed commercial monitoring systems (see story this page) appears to be a complex mixture of possible advantages and disadvantages.

The marvels of electronic monitoring and computer operation can relatively easily be extended to programming as well as commercial elements, according to all three competitors. Thus complete, fast, cheap and accurate logging that satisfies the demands of advertisers and agencies, the PCC and stations themselves, is held out as a distinct possibility. Faster processing of more accurate proofs of performance might result in faster payment, reducing the "float" of money due over the time required for payment.

But from present plans it appears likely that some or all of the cost of the new proofs of performance would eventually have to be assumed by broadcasters, which at least during the period of change-over to the new system would certainly involve increased costs. In fact, one of the most potent arguments made to advertisers by one system is precisely that, while advertisers would initially have to bear the proof-of-performance cost, they would be able to unload it onto broadcasters in the long run.
liable to cost more. So people worried about the problems in much the way people worry about the weather or the international situation—without seriously considering what might be done about them.

SAG Survey • Against this sort of background, the Screen Actors Guild two years ago shelled out more than $20,000 for a survey of talent payments alone.

The survey was carried out by Dr. Eli Goldberg of Monar Market Planning. He concluded that "a general problem" existed and went on to propose computerized monitoring of commercials electronically encoded to identify each spot and show its sponsor, agency, talent employed and other information.

He then went beyond that proposal and volunteered his services to SAG to organize and finance such a project (CLOSED CIRCUIT, Jan. 23, 30).

Dr. Goldberg, a mathematician specializing in operations research as well as president of Monar, a management consultant firm, recalls: "The guild's problem was only one facet of the entire problem. No solution is feasible without all segments of the industry being involved, at lower costs than they are currently paying for inadequate services.

"I told the guild that it must not do it on its own, and spent a year going out and developing industry interest in the project. Then last August I made a presentation to the advertising industry, taking a risk on a project and monitoring device which could not be a monitoring device which could not be a joint industry-union steering committee on the project."

A committee was formed whose membership includes Harry Saz, Ted Bates & Co. vice president in charge of media services; Ron Rossin of SAG, and Stanley Pleasent, former counsel to Young & Rubicam and the U. S. Information Agency.

Others Interested • But his presentation also attracted the attention and captured the interest of President Bob Morris and his associates at Broadcast Advertisers Reports (BAR). Mr. Morris summed up his attitude toward the monitoring project last week: "If there is going to be such a system, BAR ought to do it."

BAR set out to develop its own "videomatic" system of electronic monitoring, to be marketed essentially as an addition to its present commercial-activity reports to agencies, advertisers and stations.

Dr. Goldberg's presentation also put additional pressure on Jordan I. Ross, president of Talent & Residuals, a Chicago "single-employer" talent payments firm. Mr. Ross had been working on a commercial monitoring system since the time of Dr. Goldberg's initial study for SAG, operating on a rationale he explained last week: "I could see immediately that if Dr. Goldberg's project was successful, I would be driven out of business in a matter of years.

"I talked with more than 15 electronics firms about developing the hardware for a commercial monitoring system before I linked up with Sangamo Electric."

Sangamo, he said, will mass-produce, install and maintain the nationwide system of "Teleproof I" monitors planned by Mr. Ross.

The three competitive firms envision eventual, total systems that are generally similar. Primarily they would do the same things approximately the same way, with only secondary differences. But in the here-and-now of technical development and marketing, which strongly affects their eventual success, they are remarkably different.

Differences • By their own acknowledgement, for instance, AMPS is stronger on software (programming being developed by Bankers Trust Co., New York) than on hardware; the Ross system is stronger on hardware than on software; and BAR's plans, although well advanced in both hardware and software, call for substantial prepayment by agencies to get the system into operation.

The present level of the AMPS project, according to Dr. Goldberg, is that "after an initial stage of hardware development by CBS Laboratories, along the lines of audio and/or visual monitoring, we will hold meetings to decide what services we will be marketing. This process may take as short a time as two or three months."

Dr. Goldberg said he prefers a primary audio emphasis in coding, so that the system might eventually be applied to radio as well as TV. He hopes to be able to market initially an integrated service of proof of performance and station and talent payments, but said it would be impossible to estimate the costs of such a service without further technical development and an accounting study.

Dr. Goldberg estimates the per-unit cost of his monitoring equipment at $1,500 to $2,000, the total system cost at about $1.5 million.

BAR's videomatic system employs a visual binary code for direct input to its month-old IBM 360 computer. The code is applied to the master print of a commercial by an agency's optical house at a cost of $25-$35, according to Bob Morris, and then is duplicated in the normal printing process.

BAR initially intends to market proof-of-performance and/or talent payment services, flexibly accommodating individual subscribers' needs and systems, and essentially as an addition to its present competitive-activity reports. The new services might be rendered in the form of a fixed direct-on-line feed to agencies' computers, tape for computer input, or standard print-puts.

Mr. Morris estimated the cost of the full service to one of the larger agencies at $30,000 to $50,000 a year, depending on a number of variables.

Wide Interest • An independent spot check of medium and large agencies last week suggested a general willingness to subscribe to such a service at a cost in that range, again depending on several variables such as the form, frequency and speed involved.

Mr. Morris said BAR plans to institute videomatic operations in the top 25 markets by midyear 1968, in the top 50 by the end of 1968, and in all TV markets over a period of "several years."

"It's largely a question of logistics," he explained.

The bulk of the cost of setting up the BAR system would be borne by the company, but a substantial prepayment would be required before the system would go into operation. A deadline of Aug. 15 for such prepayments was set by BAR in an effort to get the system rolling, and then was extended because of insufficient agency response. A new
Commercial preview: Fresca buries a party in snow

A full-blown blizzard with snow pelting the interior of a bachelor's apartment during a party was created for a one-minute commercial for Fresca soft drink to be shown on television starting in late September, in leading spot markets throughout the country.

To simulate a snow storm to drive home the theme ("It's a blizzard, it's a blizzard, it's a blizzard, ice-cold sugar-free Fresca"), Audio Productions, New York, used a large number of powerful snow machines and a new (and secret) formula for the synthetic snow itself.

The problem of creating a blizzard was worked out by Audio director Bruce Malmuth and cameraman Peter Norman in conjunction with Milton Houston, vice president of the Marshall Co., New York, the agency for Fresca, a product of the Coca-Cola Co.

deadline has not been set.

An executive at one of the agencies polled last week for industry reaction to the entire question of commercial monitoring said, "the whole situation is still too fluid for us to make comments of that kind at this time."

Mr. Morris estimated BAR has already invested $50,000 in the development of the videomatic system, and that a fully operational nationwide system would cost an additional $450,000.

Kordian Ross of Talent & Residuals said he has invested more than $125,000 in the development of his "teleproof" system, that he is ready to contract for "proof-of-performance" service to advertisers on a "payment-on-delivery" basis.

Also Computerized = Teleproof also employs a binary visual code for direct feed into an IBM 360. Mr. Ross's organization would provide agencies free coding films for optical application to masters "to get them in the habit," and with sufficient contractual commitments would provide a free proof-of-performance service from next July 1 through the end of 1968, by which time, he said, the service would be provided for every television market on a pay-as-you-go basis.

Mr. Ross said that an additional talent-payment service would "sell itself," once the proof-of-performance service put the system on its feet nationally.

Mr. Ross emphasized the participation of Sangamo Electric in his organization, and said the company could be ready to begin mass production, installation and maintenance of the monitoring devices "next week," and that his system's "absolute reliability" was backed by Sangamo's prestige as a manufacturer of highly sensitive and durable Navy audio monitors.

He questioned the system costs projected by his competitors, particularly the AMPS estimate of monitor-unit costs of $1,500. "It's impossible to buy a tape deck that will reliably stand up under the use these machines will be getting for less than $1,000," he said, "and that doesn't begin to mention even the costs of data transmission."

Mr. Ross said his monitoring units would cost $5,000 to $6,000 and that total investment for a nationwide system would be more than $6 million.

"I've put every dime I've earned from my other interests in the last two years into this operation, and I know that I have to be ready to lose another $500,000 before I get it on its feet," he said. "But I've bought complete confidence in my system and my pitch to advertisers and agencies in the process."

Mr. Ross's marketing approach is to sell proof-of-performance to advertisers with the argument that they can eventually transfer the cost "to the media." In fact, the only subscriber-cost figures he has worked out is an eight-category rate card for stations.

The competition to become the accountant of the TV advertising industry shapes up as a three-way race between an established watchdog of competitive activity in the top 75 markets, initially emphasizing talent payments (BAR); a single-employer talent payment firm, initially emphasizing proof of performance (the Ross-Sangamo organization), and a new firm proposing to offer an integrated station and talent payment and proof-of-performance service once its technical capability is further developed (AMPS, whose corporate name derives from its earlier designation as the Agencies-Media-Performers-Sponsors project).

Dixon to stay at FTC

President Johnson last week announced that he intended to name Paul Rand Dixon for reappointment as chairman of the Federal Trade Commission for a new seven-year term at $28,500 a year.

Mr. Dixon was appointed chairman of the FTC in 1961 by President Kennedy. He had been a staff member of that agency from 1938 to 1957 when he was appointed a counsel of the Senate Antitrust and Monopoly Subcommittee.
Spot TV rises 6.5% per family in '66

TVAR reports advertisers spent an average of $15.94 a family

Spot-television advertisers laid out an average of $15.94 per TV family in the U. S. last year, according to Television Advertising Representatives, New York.

The figure, based on FCC financial data released two weeks ago (BROADCASTING, Aug. 28), represents a gain of 6.5% over 1965 and 61.2% above the 1961 level.

As in previous years, TVAR's compilation shows that the largest markets garnered the highest concentration of spot dollars per family. Advertisers spent $19.71 per TV family in the top-20 markets, a gain of 14.3% over the 1965 figure of $17.24.

Spot dollars spent per family in the 21st through 40th markets averaged out to $13.02, while $8.21 was spent per TV family in markets below the top 40.

Largest per-family investment in spot TV according to the TVAR figures, was made in Los Angeles ($27.55), followed by Chicago ($26.43) and San Francisco ($25.43).

TVAR said its market-by-market figures emphasize the point that market size is not always the prime factor in determining how much advertisers allocate for spot in a particular area. "Cincinnati, for example, has traditionally received fewer spot TV dollars per family than markets that rank below it in terms of circulation (e.g., $12.11 per family in Cincinnati in 1966 versus $18.73 in Miami and $16.29 in Atlanta)," noted TVAR.

Spot-television billings per television family in 1966

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<td>Washington</td>
<td>17,955</td>
<td>17.35</td>
<td></td>
</tr>
<tr>
<td>Baltimore</td>
<td>11,102</td>
<td>13.09</td>
<td></td>
</tr>
<tr>
<td>Providence, R.I.</td>
<td>6,175</td>
<td>7.59</td>
<td></td>
</tr>
<tr>
<td>St. Louis</td>
<td>15,438</td>
<td>19.26</td>
<td></td>
</tr>
</tbody>
</table>
| Hartford-New Haven
New Britain | Waterbury, Conn. | 12,155 | 15.46 | 
| Dallas-Fort Worth | 14,021 | 18.23 | 
| Cincinnati
| Minneapolis-St Paul | 10,727 | 15.69 | 
| Indianapolis | 11,337 | 17.16 | 
| Atlanta | 10,850 | 16.22 | 
| Miami | 11,412 | 18.73 | 
| Seattle-Tacoma | 10,728 | 17.96 | 
| Buffalo-Niagara
Falls, N.Y. | 12,127 | 20.90 | 
| Kansas City, Mo. | 9,750 | 16.97 | 
| Milwaukee | 9,576 | 16.78 | 
| Houston-Galveston | 11,361 | 19.57 | 
| Dayton, Ohio | 4,845 | 8.33 | 
| Sacramento-Stockton, Calif | 7,874 | 14.54 | 
| Columbus, Ohio | 7,914 | 15.37 | 
| Harrisburg-Lancaster-York-Lebanon, Pa. | 3,362 | 6.80 | 
| Charlotte, N.C. | 4,474 | 9.09 | 
| Syracuse, N.Y. | 5,583 | 11.45 | 
| Tampa-St. Petersburg, Fla. | 6,219 | 12.91 | 

BAR network-TV billings report for week ended Sept. 3

Bar network TV dollar revenues estimates—week ended Sept. 3, 1967 (net time and talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Networks</th>
<th>Week ended Sept. 3</th>
<th>Calendar Month Aug.</th>
<th>Cume Jan. 1-3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>ABC-TV</td>
<td>$98.4</td>
<td>$415.2</td>
<td>$25.9</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>CBS-TV</td>
<td>226.0</td>
<td>750.4</td>
<td>64.7</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>NBC-TV</td>
<td>324.4</td>
<td>1,165.6</td>
<td>90.6</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>Total</td>
<td>1,093.7</td>
<td>3,331.2</td>
<td>202.8</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>ABC-TV</td>
<td>3,620.0</td>
<td>11,835.4</td>
<td>531.2</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>CBS-TV</td>
<td>1,375.1</td>
<td>6,172.9</td>
<td>276.7</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>NBC-TV</td>
<td>5,088.8</td>
<td>23,049.5</td>
<td>1,010.7</td>
</tr>
<tr>
<td>Saturday-Friday</td>
<td>ABC-TV</td>
<td>440.0</td>
<td>1,940.0</td>
<td>440.6</td>
</tr>
<tr>
<td>Saturday-Friday</td>
<td>CBS-TV</td>
<td>561.0</td>
<td>1,507.1</td>
<td>561.0</td>
</tr>
<tr>
<td>Saturday-Friday</td>
<td>NBC-TV</td>
<td>623.5</td>
<td>2,021.1</td>
<td>623.5</td>
</tr>
<tr>
<td>Saturday-Friday</td>
<td>Total</td>
<td>1,625.1</td>
<td>5,468.2</td>
<td>1,625.1</td>
</tr>
<tr>
<td>Sunday</td>
<td>ABC-TV</td>
<td>5,398.3</td>
<td>21,567.7</td>
<td>2,083.7</td>
</tr>
<tr>
<td>Sunday</td>
<td>CBS-TV</td>
<td>8,892.3</td>
<td>39,330.5</td>
<td>3,818.5</td>
</tr>
<tr>
<td>Sunday</td>
<td>NBC-TV</td>
<td>7,266.6</td>
<td>26,216.1</td>
<td>3,104.6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Networks</th>
<th>Week ended Sept. 3</th>
<th>Calendar Month Aug.</th>
<th>Cume Jan. 1-3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>Total networks</td>
<td>$21,557.2</td>
<td>$77,114.3</td>
<td>$9,031.4</td>
</tr>
</tbody>
</table>

34 (BROADCAST ADVERTISING) BROADCASTING, September 11, 1967
San Francisco's sporting season is year 'round on KTVU.

You'll have a hard time separating a sports-minded San Franciscan from the rest of the city—because the Bay Area runs to "big league" in every sport. And you'll have a hard time separating any San Franciscan from the station that provides his own favorite sport—college and professional basketball, Giants-Dodgers baseball—football, track, golf, horse racing to ice hockey. KTVU, the Nation's LEADING Independent Television Station.
Network TV billings up 1.8% in July

Network television net time and program billings by day parts and by network

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>$30,729.7</td>
<td>$30,332.6</td>
<td>-1.3%</td>
<td>$241,094.0</td>
<td>$263,607.2</td>
<td>+9.3%</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>23,207.9</td>
<td>22,505.8</td>
<td>-3.0%</td>
<td>180,763.8</td>
<td>195,202.0</td>
<td>+7.4%</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>7,421.8</td>
<td>7,826.0</td>
<td>+5.3%</td>
<td>60,340.2</td>
<td>68,494.8</td>
<td>+13.4%</td>
</tr>
<tr>
<td>Nighttime</td>
<td>56,200.0</td>
<td>58,119.0</td>
<td>+3.4%</td>
<td>509,127.6</td>
<td>545,651.1</td>
<td>+7.2%</td>
</tr>
<tr>
<td>Total</td>
<td>$66,929.7</td>
<td>$68,451.6</td>
<td>+1.8%</td>
<td>$750,221.6</td>
<td>$809,258.3</td>
<td>+7.9%</td>
</tr>
</tbody>
</table>

1967

<table>
<thead>
<tr>
<th></th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>*January</td>
<td>$37,906.9</td>
<td>$55,502.7</td>
<td>$46,627.3</td>
<td>$140,036.9</td>
</tr>
<tr>
<td>*February</td>
<td>35,587.2</td>
<td>47,586.4</td>
<td>40,738.7</td>
<td>123,912.3</td>
</tr>
<tr>
<td>*March</td>
<td>40,206.4</td>
<td>53,215.2</td>
<td>45,211.6</td>
<td>138,633.2</td>
</tr>
<tr>
<td>*April</td>
<td>34,275.4</td>
<td>44,496.1</td>
<td>40,071.2</td>
<td>118,842.7</td>
</tr>
<tr>
<td>*May</td>
<td>30,205.2</td>
<td>41,664.0</td>
<td>36,377.6</td>
<td>108,246.8</td>
</tr>
<tr>
<td>June</td>
<td>24,400.8</td>
<td>36,043.2</td>
<td>30,040.6</td>
<td>80,484.6</td>
</tr>
<tr>
<td>July</td>
<td>24,845.9</td>
<td>33,154.3</td>
<td>30,451.4</td>
<td>88,451.6</td>
</tr>
</tbody>
</table>

*Figures January through June revised as of Aug. 30, 1967.

Source: 1967—Leading National Advertisers

1966—Leading National Advertisers/Broadcast Advertiser Reports

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**TV to lead media billing gains in '67**

Network and spot television revenues are expected to climb 6.5% in 1967, largest gain of any national advertising medium.

Network and spot radio revenues, however, are expected to fall 2.5% from estimated 1966 levels.

TV ad volume this year is expected to reach $2.46 billion, up from the estimated 1966 volume of $2.31 billion. Radio ad volume is expected to fall from the 1966 estimate of $339 million to $350 million in 1967.

These estimates were published in the Aug. 25 *Printer's Ink*, and are based on data prepared for that magazine by the media research department of McCann-Erickson Co.

According to the data, total advertising volume will be in the neighborhood of $17 billion, for an increase of 2.6% over the estimated $16.6 billion outlay in 1966. The percentage gain is lower than in previous three years, all of which have experienced gains of 8% or better in ad volume.

McCann-Erickson projected a gain this year of 1% over the 1966 figure for newspapers; a 3% gain for magazines; a 2% gain for business papers; and a 2% gain in outdoor advertising.

Estimated total investments by national advertisers are expected to reach $10.4 billion, a gain of 3%, and total investments by local advertisers are projected to reach $6.6 billion, a gain of 2%.

The data indicates television revenue in 1966 climbed to $2.78 billion from $2.51 billion in 1965, a gain of 10.7%. Radio revenue is estimated to have climbed to $1 billion in 1966 from $917 million in 1965, a gain of 9.2%.

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**Top-100 advertisers put most of budgets in TV**

The 10th annual edition of “TV Basics,” issued last week by the Television Bureau of Advertising, shows that the top-100 national advertisers in 1966 invested 60.8% of their total measured-media budget in spot and network television.

TVB noted that in 1966 total media investments of the leading 100 advertisers amounted to $3,078,581,000, as against $2,699,347,000 in 1965. (Not included in 1965 were figures for outdoor advertising, which totaled about $78.2 million in 1966.)

The advertisers with the largest share of their advertising budgets in TV in 1966 were: S. C. Johnson & Son, 97.6%; Stanley-Warner, 96.7%; Mars Inc., 96.2%; Sunbeam Corp., 95.5%; Alberto-Culver, 95.3%; Miles Laboratories, 92.8%; Gillette Co., 92.6%; J. B. Williams Co. 91.4%, and Procter & Gamble, 91.3% (CLOSED CIRCUIT, Sept. 4).

Free copies of the TVB brochure, which also covers media trends and reports on the scope and dimensions of TV, are available at TVB offices.

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‘Psy-color-ry’ to tour four more cities

“Psy-color-ry—a Study of the Impact of Color Television” will be presented to advertising agencies and their clients in four cities during a tour beginning this week.

The study, based on research undertaken by Dr. Ernest Dichter’s Institute for Motivational Research for Television Advertising Representatives, shows that viewers are more likely to become involved and motivated by color television than by black-and-white TV (BROADCASTING, May 8).

Robert M. McGregor, president, and Robert M. Hoffman, marketing and research vice president of TVAR, will present the study to audiences in Los Angeles, San Francisco, Portland, Ore., and Boston.
who needs it?

Fair question. More than a quarter of a million families have been enjoying excellent reception on KELO-LAND TV right along. So who’s to thank us for this new, 2,000-ft. tower? The “thank you” notes in our mailbag come from 79,210* new TV families, who move into the KELO-LAND orbit this month. Starting in mid-August, KELO-LAND’s Channel 11, Sioux Falls, becomes the new prime vhf source of CBS shows for these 79,210 additional families. We’re pleased as punch to be entrusted with CBS service to 79,210 additional homes. Naturally, we’re pleased also to provide the advertiser with that many additional TV households — more than 270,300 men, women and children added to the KELO-LAND AUDIENCE. You can thank our new 2,000-ft. power tower for that.

*Additional TV homes in Grade B area.
Smog added on fairness issue

Tobacco Institute wants free time for reply to antismoking spots

Broadcasters, struggling to maintain the fairness balance between cigarette advertising and antismoking spots from cancer, heart and other organizations, have begun to feel that they’re on an endless treadmill. Last week they received a letter from the Tobacco Institute asking that it be kept informed of the antismoking campaign spots carried so that rebuttals, to be provided by the Tobacco Institute, can be supplied and carried free on the stations.

The letter, dated Aug. 29, signed by Earle C. Clements, president and executive director of the Tobacco Institute, and sent to all licensees of radio and TV stations, asked also that the organization be informed “from time to time” of the extent of the carriage of antismoking spots or other antismoking statements “in order that we may determine the extent of the program time to be allocated each week to cover the opposing views.”

The Tobacco Institute said it was in agreement with the position of CBS and other broadcasters that the fairness doctrine is inapplicable to product advertising. It continued: “So long as the FCC ruling remains in effect, however, the cigarette manufacturing members of this institute request that your station provide a significant amount of free time for the presentation of materials supplied by the Tobacco Institute responsive to and in rebuttal of any so-called public-service announcements or other statements with reference to claimed hazards of smoking.”

Mr. Clements, former Democratic senator from Kentucky (1950 to 1957) and former governor of that state, asked that stations notify him “promptly that such time will be made available without charge.”

Letters Ignored • Broadcast sources refused to take the letter seriously. Vincent T. Wasilewski, president of the National Association of Broadcasters said he was “amazed” at the letter. Several Washington communications attorneys said that they had told their clients, who had called them for advice, to ignore the letter.

The FCC officially had no comment either, but sources informally said that stations carrying cigarette advertising obviously are already presenting the pro-cigarette side of the controversial topic. It was recalled that the commission, in its opinion on the relation of the fairness doctrine to cigarette advertising already has said that these ads constitute “one side” of the argument.

Commission sources agreed, however, that whether or not a station carries cigarette commercials and a barrage of antismoking spots, presentation of the other side is appropriate.

But, they concluded, it’s up to each station to determine when and how to handle this problem. Stations are under no obligation to keep the tobacco industry informed, they added.

A spokesman for the Tobacco Institute said that material presenting the cigarette industry’s side in the health-hazard controversy was in preparation and would be submitted to stations in the near future. He also said that the institute planned to do some monitoring of TV and radio stations in selected markets to determine the extent of the health warnings, and that this would be done by contract with one of the monitoring services.

He acknowledged, however, that the entire situation was “pretty fluid.”

Bobby Kennedy huffs and puffs about cigarette advertising

Behind-the-scenes staff work on proposed legislation and letters to tobacco and broadcasting industry leaders have helped set the stage for the scheduled appearance of Senator Robert F. Kennedy (D-N. Y.) at the World Conference on Smoking and Health in New York today (Sept. 11). The letters threatened a one-year moratorium on broadcast cigarette advertising but held out the promise that the moratorium or other unspecified legislative weapons might not be brought to bear if voluntary industry cooperation to protect youth from cigarette appeals would be forthcoming.

But it was understood that the industry response, while tangible enough to forestall the ad-ban bill, was still not robust enough to dissuade the senator from plans to introduce this week a bill that would apply a sliding scale of excise taxes to cigarettes in proportion to tar and nicotine content. And another bill was said to be in the works that would give the FCC authority to specify the types of programs that would be permitted to carry cigarette advertising (to limit the use of programs attractive to young persons) and the power to prescribe any cigarette commercials on radio or television before 9 p.m.

The Kennedy letter, sent to network and tobacco-company presidents, referred to the senator’s floor remarks in the spring when he and Senator Warren Magnuson (D-Wash.) introduced a bill that would require stronger health warnings and publication of tar-and-nicotine ratings on cigarette packs and in ads (Broadcasting, May 22). At the time Senator Kennedy warned that other legislation might follow, including the possibility of a test prohibition of all broadcast advertising. Another suggestion then was for a tax keyed to tar and nicotine levels.

In the letter he asked what self-regulatory steps had been taken since May and what further steps were contemplated. He said he was preparing “some limited legislative proposals related to advertising,” but added that he hoped that industry action would make those, as well as the proposed ad ban, unnecessary.

Several days before Senator Kennedy’s appearance at the World Conference on Smoking and Health, set for Sept. 11-13 under the auspices of a number of governmental and private health groups, a staff member said that the senator had not received replies from the networks but that tobacco spokesmen had indicated a desire to meet with the senator.
HIGH INTENSITY SELLING FOR:

WQXR Radio  New York
X-TRA News  Over Los Angeles
KYA Radio  San Francisco
WWDC Radio  Washington, D.C.
WRR Radio  Dallas
WLW Radio  Cincinnati
WOAI Radio  San Antonio
WBBF Radio  Rochester, N.Y.

Broadcast Communications Group, Inc.
SELLING BROADCAST TIME SINCE 1941

Executive Office: 415 Madison Avenue, New York, New York 10017
H. Peter Lasker, President

NEW YORK  CHICAGO  DETROIT
LOS ANGELES  SAN FRANCISCO  DALLAS
TV set for introduction of new long cigarettes

The tobacco industry's quest for new sales went to even greater lengths last week with introduction by Liggett & Myers Tobacco Co., and American Tobacco Co., of two new extra-long cigarettes.

L&M introduced "101 Chesterfield" filter cigarettes, which are one millimeter longer than the increasingly popular 100 mm cigarettes. Its advertising campaign, prepared by J. Walter Thompson, will spoof the trend toward longer cigarettes. TV and radio spot are being used to introduce the brand in Boston; Miami; San Francisco; Los Angeles; Oklahoma City; Milwaukee; Philadelphia; Louisville, Ky.; Syracuse; N. Y., and Sacramento, Calif.

Also last week, American Tobacco introduced "Lucky Strike Filter 100's" in both regular and menthol version. Television, magazine and newspaper advertising is being placed by Richard K. Manoff, New York.

The brand, a more conventional 100 mm in length, was test marketed in Florida, went into distribution in southern and western states and is now being introduced in eastern and central markets.

National research centralized at FC&B

From now on, if a media research project sparked at one of Foote, Cone & Belding's five U. S. offices is national in character, it'll pass through a newly created national media research unit in New York.

FC&B disclosed the new unit in announcing today (Sept. 11) the appointment of Edward I. Barz as national director of media research. Mr. Barz, who has been with the agency in New York since 1957, most recently as manager of media services, has been elected a vice president and will head the unit.

According to FC&B, the new group "will coordinate many of the media research requirements [of the five offices] and will also be responsible for the evaluation and interpretation of various media research reports and special research studies. Departmental offices (in this case the creative and media departments) operate with a degree of autonomy in each city, depending on the accounts handled. While basically this procedure won't change on specific accounts, officials said, the new coordinating unit will be advised on matters dealing with the national scene in order to "avoid duplication on the national level and increase efficiencies. . ." The New York and Chicago offices handle the bulk of FC&B's domestic activity and billing; the other U.S. offices are in Los Angeles, San Francisco and Houston.

WCBS buys time on rivals to promote news

WCBS New York is using some of its rivals to promote its news-information format, launched Aug. 28.

The station has purchased time on six New York area radio stations, supplementing its television, newspaper, outdoor and transit advertising. Radio was included to give additional coverage in coping with the problems arising from a plane crash that knocked out WCBS's transmitter (Broadcasting, Sept.3).

Two commercials were written by Wally Advertising, produced in WCBS facilities and delivered to one station the same day of the decision to use radio.

Stations broadcasting the WCBS commercials are WLIB New York; WNYJ and WNYJ, both Newark, N. J.; WVOX New Rochelle, N. Y.; WSGM Huntington, N. Y.; WQFM(FM) Fresh Meadows, N. Y.

Rep appointments . . .


Insider to aid radio sales

To provide broadcasters with an insider's guide to selling radio more effectively on the local level, the Radio Advertising Bureau has retained Willis Penny, a retired Sears, Roebuck executive as a retail consultant. Miles David, RAB president, said last week that Mr. Penny, who has had 30 years of experience in the retail-advertising field, will appear at all of the upcoming RAB management conferences, which begin on Sept. 18 in Dallas.

Advertising Associates opens in Nashville

A new full-service advertising and public-relations firm has formed in Nashville.

Advertising Associates Inc., in suite 1200 in the West End building, is headed by R. Locklin Jones, Darrell McMurray and Don Massey. Mr. Jones was vice president and art director for Savage, Kerr & McMillen, Nashville, and Mr. McMurray was an account executive and creative director there. Mr. Massey, who is employed in the executive-services division of Josten's Engraving Co., will retain his position there while serving in an advisory capacity on the agency's management staff.

Presently the new agency's clients are LIN Broadcasting, group broadcaster; Teen America Associates Inc., which sponsors the Miss Teenage America pageant; Sears in Nashville and Huntsville, Ala.; Alpenhaus, a new chain of Bavarian restaurants, and a number of local accounts.

Radio, TV code totals show one-station drop

Both the National Association of Broadcasters' radio and television codes showed net losses of one station from June 15 to July 15. The lone TV withdrawal was WTV(TV) Evansville, Ind. In the period, 29 stations were either dropped or resigned from the radio code and 28 stations were added.

Radio additions: Wyde Birmingham, Ala.; KIXS Tucson, Ariz.; KUS(CFM) Los Angeles and KEDC-FM Northridge, Calif., both noncommercial; WERS(FM) Boston, noncommercial; WUBL-AM-FM Holland, WZZM-FM Grand Rapids and WHSN Fremont, all Michigan; KOTE Fergus Falls and WAXL New Brighton, both Minnesota; WCMA Corinath, Miss.; KMBZ and KMBC(FM), both Kansas City, Mo.; KBCN Reno; WAIR Winston-Salem, N. C.; WCDV(FM) Cedarville, Ohio, noncommercial; WDUQ(FM) Pittsburgh, noncommercial; WFAQ Farrell, Pa.; WXDE Lawrenceberg; WXIE Jackson, WXXN Clarksville, WTPR Paris, WENK Union City and WFHC Henderson, all Tennessee; KUUF(FM) Houston, noncommercial; KBCR Waxahachie, Tex., and WBEZ Wheeling, W. Va.

Radio withdrawals: WMMY Montgomery, Ala.; KIBS-AM-FM Bishop and KLOT Barstow, both California; WALT Tampa, WOAP-AM-FM Indian Rocks Beach and WJCM Sebring, all Florida; WHFF-FM Evansville, Ind.; WAXU Georgetown, Ky.; WLMF Laurel, Md.
CG viewers spent $390,174,000* on automobiles last year. Let CG “rev up” your sales in Indiana. Call Blair. They’ll put you in the driver’s seat.

IRTS makes plans for 14th year of seminar

The 14th annual Time Buying and Selling Seminar sponsored by the International Radio and Television Society will take place on consecutive Mondays from Sept. 25 through Nov. 27. The New York seminar is open to all willing to pay the $25 tuition.

The 1967 schedule calls for 10 sessions: an orientation talk by IRTS President Ed Shurick of H-R Television; "Basics in Marketing"; "Research Tools"; "Networks and Groups"; "Other Media"; "Media Planning"; "Time Selling"; "Trends," and "Review."

Speakers booked so far are Stephen Labunski, president, NBC Radio, who will talk on networks; Don Leonard, vice president-media director, Ted Bates & Co., on media planning; Maurice Webster, vice president, development, CBS Radio, who will speak on time selling; and Joyce Peters, managing buyer at Ted Bates & Co., who will talk on time buying.

Seminars will be held at 277 Park Avenue in New York, 5:30-7 p.m., every Monday. Capacity is set at 125 persons, but IRTS expects an "overflow" of applicants, a situation it has experienced since the first such seminar was held in 1953.

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Business briefly...

Foundation for Commercial Banks, Philadelphia, through Dancer-Fitzgerald-Sample, New York, has bought full sponsorship of a one-hour color special, The Fred Astaire Show (a dance-and-singing program) over NBC-TV on Feb. 7, 1968 (9-10 p.m.). It will mark Mr. Astaire’s first TV special in eight years, according to NBC-TV.

Chemway Corp., Wayne, N. J., through Delehanty, Kurnit & Geller, New York, will advertise “Dr. West Germ Fighter” toothbrushes with participations on the Tonight program on NBC-TV and on various daytime network series, starting later this Fall.

Procter & Gamble, Cincinnati, is using spot and network TV to introduce its new mint-flavored Crest toothpaste as a companion to its regular wintergreen-flavored Crest. Benton & Bowles, New York, is the agency.

California Prune Advisory Board, division of California State Department of Agriculture, San Francisco, through Botsford, Constantine & McCarty, same city, is allocating an estimated $500,000 for a two-month campaign on prime-time network television. A schedule of eight 60-second color spots will run on six CBS-TV shows, while six similar commercials will be shown on four ABC-TV programs. The schedule runs through the first week of December.

Fireman’s Fund American Insurance Companies, San Francisco, through Cunningham & Walsh Inc., that city, has moved its advertising from national magazines to network television. According to the insurance carrier, a key reason for the change is television’s proved superior recall capability. The network campaign, all on NBC-TV, includes sponsorship of the World Series pre-game show, American Football League Scoreboard, Meet the Press and Saturday Night News with Frank McGee. Commercials being used in the campaign were tested in 10 markets during the summer. Last year Fireman’s Fund allocated some $750,000 to general magazines.

Johnson & Johnson Co., New Brunswick, N. J., through Young & Rubicam, New York, is sponsoring a 26-week series of institutional messages highlighting great moments in medicine and medical research, narrated by when New York personality Jack Sterling. Now in a test campaign on WMAL and WTOP, both Washington, the messages will be expanded nationally if successful.

Rheingold Breweries Inc., Brooklyn, N. Y., through Doyle Dane Bernbach, New York, has purchased on an eastern regional basis a minute per game in CBS-TV’s National Football League package A (18 regular season, NFL Championship, Super Bowl and NFI Pro Bowl games). Sponsorship, starting Sept. 17, will be shared by Rheingold beer, through Grey Advertising, New York, and by Gablinger’s beer.

Agency appointments...

- DWG Corp. of Lima, Ohio, has appointed Simons-Michelson Co., Detroit, to handle all brands of DWG cigars, effective this fall. “Take a cigar stand” will be the main theme of a comic campaign utilizing radio.

- The Diners’ Club Inc., New York, has named N. W. Ayer & Son Inc., Philadelphia-New York, to handle an estimated $1 million in billings, which include some radio-TV advertising for Club’s credit card services. The former agency was Cole Fischer Rogow Inc., New York.

Sinclair switches to C&W

Sinclair Refining Co. last week announced the appointment of Cunningham & Walsh as its new advertising agency, after 26 years at Geyer, Morey & Ballard and its predecessor agencies. Reportedly in the running for the estimated $5-million account were Lennen & Newell, Foote, Cone & Belding, and Compton Advertising. The change is effective Jan. 1, 1968.

Sara Lee drops FC&B

Kitchens of Sara Lee, Chicago, notified Foote, Cone & Belding there last week that the frozen-food account billing about $1.5 million was being withdrawn from the agency, effective immediately. Disagreement over marketing plans was believed to be behind the move. FC&B has had the account since 1963. Sara Lee has not yet selected a new agency but last week it heard a presentation from Edward H. Weiss & Co., Chicago.

Negro radio rep formed

Greener, Hiken, Sears, New York, entered the radio-station representative field Wednesday (Sept. 6), specializing in the Negro market. The three founders, Rich Greener, vice president-director of sales; Andrew Hiken, vice-president-Midwest sales manager, and Michael Sears, sales staff, were formerly associated with Dore & Allen Inc., New York. Address is Penthouse, 20 East 53rd Street; phone 421-6260.

Also in advertising...

Commercial spinoff - Bob Sage, who recently left the Hollywood commercial production house of Filmar after a five-year association as a vice president and producer-director, has started a new company, Sage & Associates, with himself as president. Mr. Sage will make commercials as well as documentary films for his independent firm. One of the first items on the new company’s shooting schedule is the development of a “new, psychedelic film approach” for a series of spots for a major national advertiser.

New name, new place - Robert Solomon and Associates Advertising Inc., Detroit, is the new name for Solomon-Sayles Productions. To go along with the new name is a new location for the agency: 35th floor, Book building, Detroit. Phone (313) 963-1212.
INTRODUCING...

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

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

END your advertising worries with such veterans as:
THE BEVERLY HILLBILLIES
DANIEL BOONE
HOGAN'S HEROES
GET SMART
RUN FOR YOUR LIFE
GREEN ACRES

TACKLE your competition with these powerhouses:
RED SKELTON
DEAN MARTIN
GOMER PYLE
JACKIE GLEASON
SMOTHERS BROTHERS

GUARD your advertising dollar with these heavy-weights:
BONANZA
MISSION IMPOSSIBLE
TARZAN
GUNSMOKE
MAN FROM U.N.C.L.E.
DRAGNET, 1968

CENTER your campaign around these favorites:
ANDY GRIFFITH
FAMILY AFFAIR
THE VIRGINIAN
WALT DISNEY
DAKTARI

BACK your buy with these promising rookies:
IRONSIDE
HE AND SHE
HIGH CHAPARRAL
DANNY THOMAS HOUR
GOOD MORNING WORLD
MANNIX

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

WAPI-TV
Channel 13  Birmingham, Alabama

Represented nationally by Harrington, Righter & Parsons, Inc.
PROGRAMING

CBS, ABC race into the season

NBC delays the start of its season a week; runoff will be held up until the schedule settles down and a definite pattern emerges

The first rush of new-season programming last week found viewers willing to sample, the television networks unwilling to tout early ratings and agencies waiting for the Nielsen's that this year promise to be out in greater profusion than ever (see page 46).

This year two of the networks—ABC and CBS—started their new season programming on Sept. 5, while the third, NBC, put up a mixed lot of pilots and reruns during the week. NBC was to start its new season programs last weekend.

It cannot be an early runoff in the ratings in any event, agency and network executives pointed out last week. The exceptions to regular programming appear nearly as formidable as the number of series new to the season (26 in all).

For example, ABC was to telescast its four-hour Africa program last night (Sept. 10), preempting that network's full lineup for new-season programming for the evening. The special was to go up against NBC's and CBS's new schedules, except that NBC had of late come up with something a little different. Instead of showing the first one-hour episode of its new western, The High Chaparral, NBC planned a two-hour version and the "first" show

Critics vs. new TV season

They give their views on seven of the 26 shows new to TV

ABC started four shows and CBS stared three shows Tuesday and Wednesday (Sept. 5-6) as the 1968-69 TV season officially got underway. In addition, NBC dropped in two "sneak previews" on Tuesday night. The NBC entries are possible "second-season" replacements or potential 1968-69 series.

A national sampling of opinion of the new shows by newspaper critics follows. The shows are listed in the time sequence of their regularly scheduled appearance for the fall season.

Garrison's Gorillas (ABC-TV, Tuesday 7:30-8:30 p.m. EDT).

... standard credibility-straining 'outwitting-the-krauts' stuff ... " Harry Harris, Philadelphia Inquirer.

... slickly produced, action-packed ... " Kay Gardella, New York Daily News.

... a sort of TV Dirty Half-Dozen." " Bob Williams, New York Post.

... ought to be big with teen-agers and adults with arrested development." Lawrence Laurent, Washington Post.

... the TV carbon [of the movie Dirty Dozen] is a faint copy indeed." Barbara Delatiner, Newday.

... it is about as exceptional as the latest neighborhood disorder." Martin Hogan Jr., Cincinnati Enquirer.

... a blend of elements that have worked well—and often—before ... " Cynthia Lowry, AP.

... falls into a category that pleases its special audience and doesn't worry much about anyone else." Rick Du Brow, UPI.

... very likely going to be the season's first popular hit ... " Jack Gould, New York Times.

... the opener was just another of what has become too many war shows." Clay Gowran, Chicago Tribune.

'ABC has taken the hackneyed and made it trite." Dean Gysel, Chicago Daily News.

... a kind of Hooligan's Heroes ... another bad year for Germans. And grownups." Bernie Harrison, Washington Evening Star.

... a sturdy replacement for the old Combat program ... " Pete Rahn, St. Louis Globe-Democrat.

... this new action show will make it big." Bert J. Reesing, Cleveland Plain Dealer.

... chance of success very good." Frank Judge, Detroit News.

... this year's Rat Patrol," Paul Molloy, Chicago Sun-Times.

... could find its niche as a rating winner." Bill Irvin, Chicago's American.

... could satisfy the appetites of both war and spy fans." Gary Mayfield, Los Angeles Times.

... should be a very appealing program for the mass audience, a modern mixture of lawlessness fighting for what's right." Bob Hull, Los Angeles Herald Examiner.

... reeked with phony baloney ploy and action." Dwight Newton, San Francisco Examiner.

... a vicious hour ... fortunately, most of the script was obscured by gun fire and explosions." Terrence O'Flaherty, San Francisco Chronicle.

N.Y.P.D. (ABC-TV, Tuesday, 9:30-10 p.m. EDT).

... an unabashed cross between two successful, realistic police series: Dragnet and Felony Squad. As such N.Y.P.D. may be the best of the three." Dean Gysel, Chicago Daily News.

... mixed quickie doses of social significance with conventional TV crime-show violence ... " Bob Williams, New York Post.

... a good show in its own right." Robert Goldsborough, Chicago Tribune.

... it was a sick show about sick people on an increasingly sick network."
was moved along to the Sunday after (Sept. 17). Complicating the night further, "Bonanza," which precedes "Chaparral" in the new schedule, was to be preempted and the first episode of the Cartwrights' series delayed a week, also to Sept. 17.

Several other early special projects in the networks' "very special season" are expected to fog rating results. The fog will lift, agency officials pointed up, as all three networks move out of the introductory period and establish meaningful audience patterns for their new schedules.

Though the ratings drama is yet to be enacted, some of the props—the overnighters—were coming on stage. Audiences shares supplied by the 26-market Trendex, for example, indicated promising audience sampling of the new shows on both ABC and CBS.

Audience shares for all network shows on Tuesday and Wednesday, as compiled from agency sources, follow:

<table>
<thead>
<tr>
<th>Network</th>
<th>Time</th>
<th>Show</th>
<th>Trendex Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>7:30-8 p.m.</td>
<td>Garrison's Gorillas (N)</td>
<td>51.9</td>
</tr>
<tr>
<td>CBS</td>
<td>8:00-9 p.m.</td>
<td>Daktari (NP)</td>
<td>20.2</td>
</tr>
<tr>
<td>NBC</td>
<td>8:00-9 p.m.</td>
<td>Li Abner (P)</td>
<td>19.8</td>
</tr>
<tr>
<td>ABC</td>
<td>9:00-10 p.m.</td>
<td>Garrison's Gorillas (N)</td>
<td>38.4</td>
</tr>
<tr>
<td>CBS</td>
<td>9:00-10 p.m.</td>
<td>Daktari (NP)</td>
<td>22.7</td>
</tr>
<tr>
<td>NBC</td>
<td>10:00-11 p.m.</td>
<td>Sheriff Who? (P)</td>
<td>28.0</td>
</tr>
<tr>
<td>ABC</td>
<td>11:00-12 p.m.</td>
<td>The Invaders (NP)</td>
<td>30.0</td>
</tr>
<tr>
<td>CBS</td>
<td>11:00-12 p.m.</td>
<td>Red Skelton (NP)</td>
<td>30.0</td>
</tr>
<tr>
<td>NBC</td>
<td>11:00-12 p.m.</td>
<td>Movie (R)</td>
<td>25.0</td>
</tr>
<tr>
<td>ABC</td>
<td>12:00-1:00 a.m.</td>
<td>Movie (R)</td>
<td>25.0</td>
</tr>
<tr>
<td>CBS</td>
<td>12:00-1:00 a.m.</td>
<td>Movie (R)</td>
<td>25.0</td>
</tr>
<tr>
<td>NBC</td>
<td>12:00-1:00 a.m.</td>
<td>Movie (R)</td>
<td>25.0</td>
</tr>
</tbody>
</table>

Dwight Newton, San Francisco Examiner.

"... along the lines of "Naked City, East Side/West Side and The Defenders..." Bob Hull, Los Angeles Herald Examiner.


"... a Naked City it ain't." Bill Irvin, Chicago American.


"... movie-like, artful photography." Peggy Constantine, Chicago Sun-Times.

"... has the makings of a good action series if given sufficient time for the development of its central characters." Walt Dutton, Los Angeles Times.


"... attempts, with some success, to simulate reality..." Harry Harris, Philadelphia Inquirer.

"It is a five-star winner... excellent." Martin Hogan Jr., Cincinnati Enquirer.

"There's only one star of a series like this—New York." Bernie Harrison, Washington Evening Star.

Good Morning, World (CBS-TV. Tuesday. 9:30-10 p.m. EDT).

"... created, written and produced by a combination of the most talented men in television comedy —although there didn't seem much evidence of it..." Clay Gowran, Chicago Tribune.

"... the only laugh turned up on the sound track..." George Gent, New York Times.

"... supposed to be nothing less than the old Dick Van Dyke show. On the basis of the premiere, it is quite something less." Dean Gysel, Chicago Daily News.

"I don't believe any of the characters..." Dorothy Storck, Chicago's American.

"... perhaps they will improve. They can't get much worse." Barbara Delatiner, Newsday.

"... Billy De Wolfe may walk off with the comedy honors." Cynthia Lowry, AP.

"... as soon as this series gets around to focusing on..." Bill De Wolf, the better." Bernie Harrison, Washington Evening Star.

"... a breezy, amusing premiere." Rick Du Brow, UPI.

"If one enjoys situation comedy this is a good show." Lawrence Laurent, Washington Post.

"... the makings of a good situation comedy..." Kay Gardella, New York Daily News.

"... matters little..." Bob Williams, New York Post.

"... the merriment's missing..." Harry Harris, Philadelphia Inquirer.

"... witless, wordy and dull." Don Page, Los Angeles Times.

"... shot for the funnybone in 25 minutes of inane, fatuous dialogue—and missed." Bob Hull, Los Angeles Herald Examiner.

"... action and the laughter come to life whenever Billy De Wolfe is on camera..." Terrence O'Flaherty, San Francisco Chronicle.

"... it has a better than even chance to attract a youthful following..." Paul Molloy, Chicago Sun-Times.

The Legend of Custer (ABC-TV, Wednesday: 7:30-8:30 p.m. EDT).

"... could become a hit." Clay Gowran, Chicago Tribune.

"... all the plot clichés of TV westerns..." Bill Irvin, Chicago's American.
TV networks keep the numbers game to themselves

The TV networks are playing the new-season audience numbers close to their vests—so close that, as of late last week, agencies hadn't been able to get a peek at a lot of them. The national overnight Arbitrons were sold to CBS on a special-study basis, with NBC also coming in for the first two weeks. Neither network was releasing the results, and at least some agencies were upset at their inability even to buy them.

The American Research Bureau said it canvassed networks and agencies, as usual, but didn't find enough interest to justify syndicating the overnight Arbitrons. CBS was willing to pay for them on a special-order basis and NBC subsequently signed up for what NBC sources said was two weeks—last week, when NBC was scheduling next-season pilots against the other networks' new 1967-68 programs, and this week, when NBC will launch its own 1967-68 season.

ARB sources said agencies could buy the national overnights, but, since there weren't enough takers to make syndication feasible, the special-study rates probably exceeded agencies' interest.

ABC-TV signed Trendex for audience reports in 26 markets, but—like CBS and NBC with the Arbitrons—declined to reveal results. Trendex share-of-audience figures covering the new season's first two nights—Tuesday and Wednesday—were compiled from agency sources last Thursday (see page 44).

Same Story * All three networks offered similar explanations for declining to make ratings public: that because of blockbuster programing on all three networks, plus the usual back-and-forth sampling tendencies of viewers when a new season is starting, initial ratings have little or no value as an indicator of what viewer preferences will be when things settle down.

A. C. Nielsen Co. meanwhile will be offering three ratings services this year instead of two. The first report of its new Fast Evening Weekly Ratings, showing ratings, shares and homes-using-TV levels for programs carried between 6 p.m. and 11 p.m., New York time, will cover last week (Sept. 4-10) and is scheduled for delivery Wednesday Sept. 20, with similar reports each Wednesday thereafter until about February.

Nielsen's first multinetwork-area (MNA) 30-market report on the new season, also covering Sept. 4-10, is due for delivery Sept. 15. The MNA's are released each Friday. And the regular two-week Nielsen national pocketpiece with full network details will appear Sept. 25 (covering Aug. 28-Sept. 10) and on alternate Mondays thereafter.

This week (starting Sept. 10) will be the first in which all three networks will be presenting new-season programing. There were indications that one or more networks might then begin releasing at least "highlights" of some of the ratings.

"... one would have to root for the Indians on this one . . ." Bill Williams, New York Post.
"... viewers may wonder if it isn't time to give the Indians their chance." Gary Mayfield, Los Angeles Times.
"... demonstrated little more than that a non-hero may be made a heroic figure . . ." Bob Hull, Los Angeles Herald Examiner.
"... Custer makes Dundee look like the golden age of television." Dean Gysel, Chicago Daily News.
"... characterization was nil, the dialogue worse, and interest in the whole engagement less . . ." Jack Gould, New York Times.
"... a fast-paced, consistently entertaining hour of cavalry-and-Indians . . ." Harry Harris, Philadelphia Inquirer.
"The action . . . is excellent and the performance of Wayne Maunder . . . is rather good." Lawrence Laurent, Washington Post.
"I wasn't expecting an American Heritage version, hence I wasn't disappointed." Bernie Harrison, Washington Evening Star.
"... too much broad action to fit into the little screen." Peggy Constantine, Chicago Sun-Times.

The Second Hundred Years (ABC-TV, Wednesday, 8:30-9 p.m. EDT).
"... seemed far more interested in playing for a series of quick laughs." Bernie Harrison, Washington Evening Star.
"... simply one more switch on The Beverly Hillbillies. Lawrence Laurent, Washington Post.
"... the best thing is . . . that it's only a half-hour long." Clay Gowan, Chicago Tribune.
"If you can believe Bewitched and I Dream of Jeannie you can also believe this one." Bill Irvin, Chicago's American.
"... old sight gags, silly dialogue, and tried and tired situations." Dean Gysel, Chicago Daily News.
"... frothy nonsense." Peggy Constantine, Chicago Sun-Times.

"... looked like a comparatively short-lived venture . . ." Bob Williams, New York Post.
"... joined a long list of banal comedy series which have come and gone." Gary Mayfield, Los Angeles Times.
"... has chance to make it, depending on the direction it takes . . ." Percy Shain, Boston Globe.
"... apparently [will] opt for obvious gags . . ." Harry Harris, Philadelphia Inquirer.
"... may become one of the season's comedy hits . . ." George Gent, New York Times.

He and She (CBS-TV, Wednesday 9:30-10 p.m. EDT).
"Three attractive people deserving of an excuse for being on TV [but] somebody let them down hard with a slapstick script . . ." Bob Williams, New York Post.
"Sophisticated comedy, subtle throwaway lines and touch of slapstick are blended skillfully in this highly entertaining series." Don Page

46 (PROGRAMING)
Two heads...er, TOWERS... are better than one!

NOW WDAZ at Devils Lake is on the air with WDAY-TV — two towers totalling 2,667 feet in height instead of WDAY-TV's 1,206 feet alone — covering 35,370 new, extra, unduplicated homes — bringing NBC to the Northern Red River Valley — putting a City Grade picture into Grand Forks, North Dakota's No. 2 market — making our Hayseed an extra head and shoulders above any and all "competition" out here, by covering the ENTIRE Red River Valley!

Actually, this means a lot more than just 31% (35,370) more new, extra, unduplicated Grade B homes. It means that thousands of other fringe-area families, whom we've hitherto reached with only a medium-grade signal, are now getting the best picture available, from WDAY-TV.

Ask your PGW Colonel to brief you!

WDAY-TV + WDAZ-TV

THE "HEAVENLY TWINS"

Covering All of Eastern N.D. and Western Minnesota

ONE RATE CARD, ONE BUY — FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives
Who won last season's ratings race?

Although most eyes were on the opening of the new TV season, NBC researchers took time last week to review the prime-time scores on the one just ending.

On the basis of all 24 Nielsen Television Index reports from September 1966 through August 1967 they reported CBS-TV slightly ahead for the year with a prime-time average-audience rating of 18.0 (same as for the preceding year) to NBC-TV's 17.8 (up 2%) and ABC-TV's 15.7 (down 2%).

They also reported network-TV audiences up about 2% in total homes reached during prime time 1966-67 vs. 1965-66.

Breaking the year into three seasons (fall, winter, summer), they reported that NBC won the first with an average prime-time rating of 19.0 to 18.5 for CBS and 16.6 for ABC; that CBS took the second with 20.2 to 19.0 for NBC and 17.4 for ABC; and that NBC won the third with 14.8 to 14.7 for CBS and 12.6 for ABC.

Los Angeles Times.

"CBS, still the comedy broadcasting system, uncorked another funny one...." Bob Hull, Los Angeles Herald Examiner.

"... pure farce ... but some of it is screamingly funny ..." Percy Shain, Boston Globe.

"... a busy, physical situation comedy ... the premiere was slick ..." Lawrence Laurent, Washington Post.

"... good comedy minds are at work here and the casting is impeccable." Bonnie Harrison, Washington Evening Star.

"... one of the season's certain successes." Clay Gowran, Chicago Tribune.

"... a situation comedy that actually does have some comedy. But that laugh track!" Bill Irvin, Chicago's American.

"... a welcome, urban addition to a comedy field so far dominated by hicks." Dean Gysel, Chicago Daily News.


"... should spell 'hit' ..." Harry Harris, Philadelphia Inquirer.


Dundee and the Culhane (CBS-TV, Wednesday, 10-11 p.m. EDT).

"... for fleeting moments ... a note of attractive difference [was imparted by John Mills] to an otherwise determinedly conventional western drama ..." Jack Gould, New York Times.

"... has problems, but it may have a future." Lawrence Laurent, Washington Post.

"... a long, weary way around an old gambit ... before it got to Mills practicing his law, and his wit." Bernie Harrison, Washington Evening Star.

"... John Mills is the single redeeming quality ..." Bob Hull, Los Angeles Herald Examiner.

"It has cliches but is less greedy about them than most other westerns." Dean Gysel, Chicago Daily News.

"... standard shoot-em-up stuff ..." Harry Harris, Philadelphia Inquirer.

"... some class [is given by John Mills] to the unvaried programming proceedings ..." Bob Williams, New York Post.

"... beautiful scenery, vivid players and enough violent episodes to satisfy the most confirmed sadist ..." Ben Gross, New York Daily News.

"... long on acting, but short on plot and story line ..." Clay Gowran, Chicago Tribune.

"... Dundee's precise English ... a breath of fresh air through the cliché-ridden dialogue of most horse operas." Bill Irvin, Chicago's American.

The following were NBC's "sneak previews."

L'il Abner (NBC-TV, Tuesday 7:30-8 p.m. EDT).

"... Sammy Jackson ... needs to grow about a foot to fill the role." Lawrence Laurent, Washington Post.

"... best quickly forgotten." Rick Du Brow, UP.

Sheriff Who (NBC-TV, Tuesday 8-8:30 p.m. EDT).

"... the sort of thing W. C. Fields might have had a fine time doing." Rick Du Brow, UP.

"... might succeed on the strength of actor John Astin's skills." Lawrence Laurent, Washington Post.

BBDO picks hits and misses

Computer predicts harsh fates for most of new TV entries

BBDO said last week that its computer predictions on program performance in the new television season indicate a high mortality rate can be expected among new shows.

The agency said that at best only about one out of five new shows this season will probably rate high enough to succeed; that seven out of 26 new shows on the networks' nighttime schedules probably will die and that 14 out of 26 most likely will fall in a "middle grouping."

BBDO analysts classify those new shows expected to average an 18-or-better rating as "probable successes," while those averaging a 15 or less rating as "probable failures." In between the 15 and 18 are the middle-category shows, neither successes nor failures.

The BBDO preseason computer prediction system—PSP Computer Model—picked five shows out of the 26 new programs this season as probable winners in the ratings. They are ABC's World War II action hour Garrison's Gorillas, CBS's half-hour comedies Good Morning, World and He and She, and NBC's western hour High Chaparral and police drama hour Transide. The ABC and CBS shows started last week; NBC's schedule rolls this week.

The Flops = The shows tabbed as misses by BBDO include two comedy stars, Carol Burnett (CBS) and Jerry Lewis (NBC), both starring in new program series this season. According to the agency, the other probable failures (15 rating or less) are Second Hundred Years, half-hour comedy on ABC; Dundee and the Culhane, one-hour western adventure on CBS; Good Company, half-hour F. Lee Bailey interview show on ABC; Mothers-in-Law, situation comedy half-hour on NBC, and Honda, one-hour Indian fighting adventure on ABC.

BBDO said its summary of PSP (preseason predictor) projections was sent to clients the week before Labor Day. The summary report, which incorporates highlights of actual projections, was disclosed publicly last week.

The agency in its report said: "The network with the largest number of new [program] entries must contend with a far higher risk factor. As a con-
Maybe somewhere there's a radio station with more listeners than WGN...

But not in Chicago*

* Mediastat April/May 1967
Monday-Sunday 6 a.m. to midnight
BROADCASTING, September 11, 1967
By George, he's finally got it

Although it's been his on-air opening for some 25 years, the men from the ad agency weren't quite satisfied with the first nine times that William B. Williams said: "Good morning, world." Each time they encouraged him to try another try at it with: "You're very close—you've almost got it."

On the 10th go-round Mr. Williams, a disk jockey at wnew New York, who was starting to feel a little like Eliza Doolittle praying for that rain in Spain to flood the lousy plain, got the OK from the Professor Higgins from Benton & Bowles, and the opening for CBS-TV's new Good Morning, World was in the can.

The incident was related by Mr. Williams on his show last week. He noted that his voice-over billboard for the show title and the sponsor, Procter & Gamble's Tide, took about 10 seconds.

The series, about two disk jockeys, was created and produced by Bill Persky and Sam Denoff. Early in their careers they worked at wnew and they suggested hiring Mr. Williams for the voice-over opening and closing. In the closing visual credits Mr. Williams is cited as being responsible for the title.

sequence, we do not predict an overall change for ABC; thus this network will rank third with CBS and NBC splitting top honors. The report pointed out that ABC is offering the largest number of new programs—11, compared to eight by NBC and seven by CBS.

BBDO's PSP analysts also found few patterns developing this season other than a continuation of a "gradual shift away from traditional situation comedies" and a trend toward fewer programs, citing the presence of movies on six different nights and the 90-minute Cimarron Strip entry on CBS. In sponsorship, BBDO noted, there's a continued trend away from program underwriting—nearly 85% of prime-time sponsorship will be on a participating basis. The agency commented: "This is attributable to high costs, the desire to spread the risk and the general splitting of audiences between the networks, with no blockbuster shows on the horizon."

For fourth-quarter 1967, according to PSP, these are the average rating and share estimates for the three networks:

<table>
<thead>
<tr>
<th>Network</th>
<th>Rating</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>19</td>
<td>33</td>
</tr>
<tr>
<td>NBC</td>
<td>19</td>
<td>33</td>
</tr>
<tr>
<td>ABC</td>
<td>17</td>
<td>29</td>
</tr>
</tbody>
</table>

These figures are based on the full week's prime-time schedule (BBDO includes all network nighttime programming, starting at 7:30 and concluding at 11, and the addition of the Sunday 7-7:30 period on both ABC and CBS).

Numbers on File • BBDO issued only a summary report, showing the projected ranking in the time period for each show though without the actual rating, commenting that "the actual numbers remain in our file. Specifics may be secured by [clients] by calling the appropriate media director involved on your account."

BBDO devoted more than two years to experiments in predicting TV-show rating performance, resulting in the use of PSP, a computerized technique, formally this year (Broadcasting, Jan. 30).

The BBDO summary includes assessments of the hits and misses. Chapparral should make it, said the agency analysts, because among other factors it has a strong lead-in from Bonanza and has a similar type of audience appeal. The show, on NBC Sunday, 10-11, "should fare well against ABC's Sunday Movie and CBS's Mission: Impossible."

ABC's Gorillas (Tuesday, 7:30-8:30), BBDO media analysts said, can expect "strong time-period audience appeal for older children, male teens and young adult males." Good Morning, World (CBS, Tuesday, 9:30-10) has hit potential, especially in view of its strong lead-in from the Red Skelton Show. NBC's Ironside (Thursday, 8:30-9:30) also has a strong lead-in with Daniel Boone plus the "TV appeal of Raymond Burr," who plays the lead role. He and She benefits from two established hits that lead in: Beverly Hillbillies and Green Acres.

Strong Opposition • In the miss area, Miss Burnett's vehicle (CBS, Monday, 10-11) may run aground in BBDO's view because of ABC's Big Valley and NBC's I Spy competition; Jerry Lewis (NBC, Tuesday, 8-9) faces Dakar and Skelton on CBS and Garrison's Gorillas and The Invaders on ABC; Second Hundred Years (ABC, Wednesday, 8:30-9) also has tough competition...
To the old soldiers at Benicia Arsenal
Humble is the newest recruit.

Stand among the rough stone barracks and listen very closely — to the sounds of the Benicia Arsenal, echoing out of the past. A bugle call from cavalry days. The laughter of a doughboy in leggings. A sergeant’s bark as he readies his men for Pacific combat. Sounds of a proud, old Army arsenal at Benicia, California.  The sounds are only echoes now; the arsenal is no more. It had been the town’s “bread and butter” for over a century. But once it was closed, action had to be taken to keep Benicia from becoming a ghost town — like the arsenal itself. Banding together, the citizens planned a modern industrial park where the arsenal once stood.

In 1965, Humble chose a site there for our new refinery. Since then, the people of Benicia have gone all-out to make us feel at home.  We salute their faith in the free enterprise system. Joint community action and initiative payed off — in a park made possible by the individual effort of America’s most important resource — its people.

HUMBLE Oil & Refining Company
and the people who make it
America’s Leading Energy Company
from Beverly Hillbillies on CBS and Virginian on NBC; Dundee (CBS, Wednesday, 10-11) must fight a new time period for Run for Your Life (NBC) and the movie on ABC; Good Company (ABC, Thursday, 10-10:30) is up against such strong company as Dean Martin on NBC and the CBS movie.

Competition also is the basic rating drawback for Mothers-in-Law, (NBC, Sunday, 8:30-9), which will be against The FBI on ABC and Ed Sullivan on CBS plus, notes BBDO, "an incompatible lead-in" of Walt Disney, and for Hondo (ABC, Friday, 8:30-9), which must fight it out with the durable Gomer Pyle on CBS and Star Trek on NBC.

In view of PSP's depressing news as to some show ratings, including those of potential failures, why purchase time in the programs? BBDO covers that obvious question in the report in this manner:

"Designating shows as 'failures' or placing them third in . . . time-period charts does not necessarily indicate BBDO feels that these programs are not good advertising vehicles.

"Their pricing may make them extremely efficient. Often they are included in package participation offerings. In many cases these programs offer target audiences efficiently, or enable us to use nonstandard commercial units.

"Thus, BBDO continues its insistence that the rating alone should not be the sole determinant of what is successful and what is not."

Personalities are topics of new syndicated series

A new half-hour color series, What Is . . . Really Like? will be offered for syndication in October following its inaugural telecast on WABC-TV New York this Thursday (10:30-11 p.m.).

The weekly series that centers around free-for-all opinions and impressions of celebrities, which will include Ed Sullivan, Senator Robert Kennedy of New York, Barbra Streisand and Cassius Clay in initial telecasts, is being produced by Tele-Columns Inc., of which Howard Felscher is president. Mr. Felscher reported last week in an interview that three leading syndicators have offered to distribute the series and he hopes to make a selection by or before early October.

Persons who have been intimately associated with the subject under discussion will be featured on each segment. The premiere telecast spotlighting Ed Sullivan will include Ray Bloch, who has been on the Sullivan TV program since its inception in June 1948; Sam Levenson, a frequent guest on the Sullivan show, and columnist Jack O'Brien, who has known the TV personality for many years and who has often feuded with Mr. Sullivan.

Mr. Felscher said What Is . . . Really Like? will make use of the usual visuals, with photographs and film footage associated with the subject flashed on sculptured pieces in the background of the set. The subjects themselves will not appear on the programs and participants will include persons who have favorable and unfavorable impressions of the central character.

Mr. Felscher, who formerly was associated with Goodson-Todman for several years in creative production posts, will be producer of the new series. It will be directed by Ira Skutch.

Stalin's daughter to lead-off for NET

National Educational Television may have to await the coming of public television for its own interconnected premiere week, but this year it at least has a coveted kickoff in a one-hour interview with the daughter of Josef Stalin, Svetlana Alliluyeva, on the publication date of her book, "Twenty Letters to a Friend," Monday, Oct. 2 (9-10 p.m.).

The interview was the object of some energetic bidding by the three commercial networks, but it will be NET's Washington correspondent (and former Moscow bureau chief for CBS News) Paul Niven who will ask the questions, and Svetlana will be answering them. The event will be carried live over a nationwide network of some 80 of the 117 NET-affiliated stations as a NET Journal production.

The next closest thing to a new-season opening NET will mount will be the Friday Nov. 3 start of the NET Playhouse weekly dramatic series, this year with a new play by Archibald MacLeish, "An Evening's Journey to Conway, Mass."

Hartke dissents, finds riot news culpable

Although Congress was in recess, the congressional debate about broadcasters' role in civil disturbances continued last week. On Metromedia's Opinion: Washington, Senator Vance Hartke (D-Ind.) warned broadcasters that a lack of restraint in news coverage and even in entertainment programing can become an invitation to federal regulation.

In remarks taped for broadcast Sunday (Sept. 10) the senator, a member of the Commerce Committee, disagreed with Committee Chairman Warren Magnuson (D-Wash.) on the assessment of the industry's performance in handling this summer's riot coverage. In a Senate speech Chairman Magnuson in general gave broadcasters high marks for fairness and careful reporting (Broadcasting, Sept. 4).

Senator Hartke's opinion: Broadcasters "have a responsibility to their listening audience, and to this country, which . . . they are not properly exercising at the moment." If broadcasters give undue exposure to a radical or explosive situation, Senator Hartke explained, "they're part and parcel of the explosion themselves."

Self-regulation is preferred to governmental interference, Senator Hartke hastened to explain, and added that the broadcasting industry has it within its power to correct any abuses that may now exist. But, he noted: "There is no question in my mind that [broadcasters] have overemphasized violence, not alone in this field [news], but in some of their entertainment programs."

Senator Hartke during the taping flanked by moderator Mark Evans (r) and Dan Blackburn, Metromedia News (l).
Would your friends hire the man they recommend?

Makes you wonder, doesn't it!
ABC Radio details program plans

AND MUTUAL MOVES TO PICK UP DISGRUNTLED AFFILIATES

ABC Radio last week provided its affiliates with a closer look at its plan to provide four separate radio feeds tailored to differing station formats (BROADCASTING, Aug. 28 et seq.). Affiliates received tentative program schedules for each of the four services—American Contemporary, Information, Personality/Entertainment, and FM Networks—and will shortly receive tapes of typical programming offered by each service. Affiliates have until Oct. 1 to decide which network they want; those services remaining will be offered to radio stations not now affiliated with ABC, regardless of market.

(The name of what was initially called the personality network was modified Thursday [Sept. 7] to avoid possible copyright conflicts, not otherwise described.)

The quadripartite approach to radio networking is slated to get underway Jan. 1. Each service will have its own news operation, but one sales force will represent all four networks.

ABC Radio officials continued to build upon operational plans and promotional efforts following an earlier meeting with 24 ABC Radio affiliated station managers and owners who gathered to study the plan, and who left the gathering with varying degrees of enthusiasm for the concept (BROADCASTING, Sept. 4).

Decisions made last week by Ralph W. Beaudin, ABC Inc. corporate group vice president for radio, and Walter A. Schwartz, president of the ABC Radio Network, included one apparently aimed at satisfying some troubled affiliates: The commentary shows of Paul Harvey will be offered to affiliates regardless of the station they choose. As originally envisioned, Mr. Harvey would have appeared only on the American Personality/Entertainment Network.

ABC officials also were at work selecting the visual and sound logos to be used by each network. Each service will have a distinctive logo: "They will be as distinguishable from each other as is the present ABC logo from the CBS eye," said one official.

Network officials also met with members of the Station Representatives Association last week to explain the new plan. Initial reaction of many station reps following announcement of the concept was described by rep sources as generally unfavorable. Mr. Schwartz explained earlier that the plan was not an attempt to go after existing national spot dollars, but an effort to bring new money into all of radio. "Desire on the part of the advertiser to use radio is there, we're going to make it easier for them to use it," he said.

ABC officials say that radio stations throughout the country will benefit from the plan. Mr. Beaudin said that under the concept, the four services will collectively sell less time than ABC Radio has in the past: local stations would carry more national spot. He indicated there would be local availabilities in all newscasts and in feature programs.

While exact details of the programing schedule for each service have yet to be nailed down, affiliates last week were studying four different networks.

Contemporary • American Contemporary Radio Network on Mondays through Saturdays will feed five-minute newscasts five minutes before the hour beginning at 6:55 a.m. EST. Final news feed will begin at 10:55 p.m. Five-minute sports shows will be fed at 7:25, 8:25, 9:25 in the morning and at 5:25 and 7:25 in the evening. In addition, five-minute American Contemporary Reports will be fed at 25 minutes past the hour beginning at 10:25 a.m. and continuing to 4:25 p.m. The reports will again be available to affiliates at 8:25, 9:25 and 10:22 in the evening. (ABC officials say American Contemporary Reports will contain material of current interest, such as interviews with top popular musical groups and personalities.)

On Sundays, five-minute news programs will be presented five minutes before the hour throughout the day beginning at 11:55 a.m., with a final feed at 7:55 p.m. Seven American Contemporary Reports will be presented during Sunday afternoons and evenings at 12:25, 1:25, 2:25, 3:25, 4:25, 5:25 and 7:25.

Between 6:55 a.m. and 11:55 a.m. on Sunday, the contemporary network will be open for prefeed or local use. Feed at this time will be three 15-minute religious programs which will be produced by Protestant, Catholic and Jewish organizations, plus Perspective, a 50 minute in-depth news feature program that will be fed in two 25-minute parts.

Two additional 25-minute programs will be prefed for use on Sunday night: Speaking of Everything with Howard Cosell, a wide-ranging 25-minute show, and Youth Wants to Know, also 25 minutes.

Information • American Information Network will feed 10-minute newscasts Monday through Friday beginning at 7 a.m. with the final news show of this length fed at 9 p.m. (The 11 a.m. news Monday through Friday will be five minutes long.) Fifteen-minute newscasts, however, will be fed at 8 a.m., 9 a.m., 7 p.m., and 10 p.m. At 11:05 a.m. Monday through Friday American Information will feed a 10-minute update of its 8 a.m. news show for stations in the Mountain and Pacific time zones.

In addition, five-minute news features will be presented at 10 minutes past the hour from 1:10 p.m. to 5:10 p.m. and again at 8:10, Monday through Friday. A five-minute sports show will also be fed at 7:10 a.m., and again 10:10 a.m. for stations in the Mountain and Pacific time zones. Another five-minute sports show will be fed at 12:10 p.m.

On Saturdays, American Information will feed 10-minute newscasts on the hour from 7 a.m. to 9 a.m. Affiliates will also receive three-and-one-half minute World of Sports features at 10 past the hour from 7:10 a.m. through 8:10 p.m.

On Sundays, affiliates will be fed five-minute newscasts at 8, 9, 10, and 11 in the morning, and 10-minute newscasts on the hour throughout the rest of the day until 8 p.m. Issues and Answers, a 25-minute program, will be fed at 8:30 p.m. Religious programs and Voices in the Headlines will be prefed on Sunday morning.

American Information will feed a 10-minute sports show featuring Tom Harmon at 6:10 p.m., and a 10-minute news show with Alex Dreier at 6:20 p.m., every day of the week.

Personality/Entertainment • American Personality/Entertainment Network will feed five minutes of news, Monday through Friday, at 7:30, 9:30 and 10:30 in the morning and at 1:30, 2:30, 3:30, 4:30 and 5:30 p.m.

A five-minute show featuring Paul Harvey will be presented five days a week at 8:30 a.m. (and referred to Pacific time zones at 10:35 a.m.) on Monday through Friday. A 15-minute program featuring Mr. Harvey will be fed six days a week at 11:30 a.m. (and referred to Mountain and Pacific time zones at 12:30 p.m.), Monday through Saturday.

At 6:30 p.m. Monday through Fri-

BROADCASTING, September 11, 1967
The logical next step for your station: A full spectrum of local news coverage

When you film your news in color, you interest the community and serve the community interest. At the same time, you enhance your value to advertisers.

Kodak makes local color the next logical step for you with a versatile color film system, which includes Kodak Ektachrome EF Films and the ME-4 Process. You'll find that expedited commercial processing is available in many areas.

However, if it isn't in yours, you can easily process the film yourself. And with your own processor, you'll have immediate access to your hard news. You'll also be able to take full advantage of the film's great exposure latitude. You can shoot the news in virtually any light and correct for it by modifying the process. For complete details about the system or for help in setting up the process, call your nearest Eastman Kodak motion picture engineer.

Eastman Kodak Company
Atlanta: 404/GL 7-5211  Chicago: 312/654-0200
New York: 212/MU 7-7080  San Francisco: 415/PR 6-6035
An average of 225 automobiles per trainload arrive daily in Memphis at Dealers Transport ramp, one of three such ramps in city.

You can see the money everywhere in Memphis.

the nation’s 2nd fastest-growing city in retail sales*

Cars by the trainload. That’s typical of the automotive sales picture in Memphis. In 1966, it reached $634,925,000. It’s what you’d expect in a city where total retail sales were up 42% for 1960-1965. But Memphis sales growth is not just fast, it’s big. In the total Memphis market, 1966 retail sales figures for all categories reached $3,000,784,000.*

Want to put your money where the big money’s being spent? Then buy television. Only television delivers 2,587,600** consumers in the rich regions of West Tennessee, the Mississippi Delta, and Eastern Arkansas. That’s the total Memphis market. Ask your Katz, Blair, or RKO representative. He’ll put you onto the good life in Memphis.

Buy the total Memphis market

WREC-TV
WMC-TV
WHBQ-TV

MEMPHIS TELEVISION

Sources:
*Sales Management Magazine
**ARF, January, 1967, Television Audience Estimates
day, a five-minute program featuring Joseph C. Harsch will be fed, followed by a five-minute feed of commentary by Bob Considine at 6:35 p.m.

On Saturdays, affiliates will get five minutes of news on the half-hour beginning at 7:30 a.m. through 10:30 a.m., and again at 1:30 p.m. through 6:30 p.m. The Sunday schedule is similar except that the first news feed begins an hour later at 8:30 a.m., and a five-minute newscast replaces the 15-minute commentary of Mr. Harvey carried at 11:30 a.m. on Saturdays.

The first five minutes of Mr. Harvey’s six-day-a-week show are for national sale; the concluding 10 minutes are co-op.

Don McNeill’s Breakfast Club, which will also contain local availabilities, will be fed in two 25-minute segments at night for local broadcast the following day whenever the local station wishes to slot it. Also to be fed for delayed broadcast will be additional public affairs programs and religious shows.

FM • The American FM Network will feed 13 five-minute news programs at a quarter past the hour, seven days a week, beginning at 10:15 a.m., with a final feed at 10:15 p.m. The network will sell one minute: 30 seconds will be available to the local station.

In addition, the FM service will provide features and programs at night to all stations; material may be used at the station’s option. This material will consist of public affairs and religious programming.

While most of the present ABC Radio affiliates are expected to opt for one or more of the above schedules, disappointment at what was described as the paucity of feature material was expressed by some station operators.

“Network is a misnomer for the schedules I received from ABC,” one affiliate said. “It’s really just a glorified news service.”

Another operator said he found nothing in the schedules that differentiated them from the present single source of network programming: “There’s not much to choose between the four schedules. One might offer a couple of more personalities, but it will be hard for them to write the news in four different ways without sacrificing something.”

Dissatisfaction with the ABC plan has led some dozen affiliates into what was described by one source as “negotiation” with Mutual. “There seems to be a lot of resentment over the loss of exclusivity in a particular market, especially the large markets. We’ve considered offering our services to more than one station in the same market some time ago, but abolishing exclusivity would hurt us and the stations,” he said.

MBS was quick in its efforts to capitalize on the dissatisfaction some ABC affiliates feel for the four-part plan. In telegrams to several ABC affiliates sent shortly after public announcement of the ABC plan, MBS President Matthew J. Culligan said:

“There may be some aspects of the ABC plan which are not consistent with your station’s objectives. In this event, you should be aware that Mutual is a network oriented for independent stations. If you are interested in learning how we can serve you exclusively in your market, call Gary Worth [manager of station relations for MBS’s western division] at 212-LT 1-6100. Call collect.”

Mutual officials described response to the message as “surprising.”

Wolper syndicates two-hour rock show

Metromedia, through its Wolper TV Sale’s Inc., will syndicate Steve Paul’s Scene, a two-hour television rock-music special.

The show was produced by Metromedia’s WNEW-TV New York. Its stars

The WJEF Countrypolitans

What’s this turned-on couple like?

They have a lot

At 29, average WJEF Countrypolitan couples aren’t hurting.

They have three children, a home, and two cars.

He may be in the professions, trades, services, or farming. Typically, though, he works in one of the 50 Kent and Ottawa County plants employing over 400 people at real good salaries and wages.

And they have the WJEF listening habit—to get our own and CBS news and sports, plus the best in country music.

They need more

Since they average only 29, and have three children, they’re in the acquisitive stage of life. While they already have a lot, they’ve got their sights set on the rest as soon as possible!

And the radio he listens to on the highway, and the one she hears around the house, keep reminding them of all the things they need and want.

Ask Avery-Knodel about WJEF—the country music station that comes across with sweet music for advertisers.
Girl power' boosts KLAC's talk shows

A woman's place is on the telephone, KLAC Los Angeles has decided. So the Metromedia-owned radio station has taken four young women and is giving them the run of the station's telephone-talk format.

Calling this concept "girl-power," KLAC is scheduling its women commentators to four-hour stints each on both Saturdays and Sundays as a sort of experiment. They are replacing three males who will be maintained as relief standbys for the station's other male personalities during the week.

The quartet of females in the "girl-power" concept include Jill Schary daughter of playwright and former movie executive Dore Schary; Eve Bonner, a PhD from the University of Chicago; Louise Rohner, author of the "Divorcee's Handbook" and Victoria James, an announcer on KLAC's sister station KMET(FM) Los Angeles. All of the announcers on the FM station are females.

Include Aretha Franklin, the Blues Project, the Young Rascals, the Moby Grape, the Chamber Brothers, and the Staple Singers, and features psychedelic visuals in color by Rudi Stern and Jackie Casson.

Spanish-language features are new Filmex project

The formation by Filmex Inc. of a feature-film division to produce motion pictures in New York in Spanish was announced last week by Robert I. Bergmann, president. Production will begin on two 90-minute features, "LSD" and "El Regreso," both during the week of Oct. 3.

The films will be coproduced by Filmex International, a newly created division, and the Mexican government, and will be dubbed into other languages for distribution throughout the world, according to Mr. Bergmann. The features will be cast with Mexican, Puerto Rican and Negro performers. Filmex is a producer of TV commercials and industrial films.

Yale offers half hour radio discussion series

Yale University is syndicating its 39-week radio series, Yale Reports, aimed at providing authoritative and timely comment on the arts, sciences and public affairs. The first program will be released Oct. 1.

Each series runs 29 minutes and 30 seconds, and is in various formats: discussions, dramas, interviews and concerts. Some of the topics include the responsibilities of American intellectuals, what the long hot summer will bring to city politics this winter, and selections of new theater from the Yale drama school.

Recently, the series won the certificate of merit of the American Bar Association; two recognitions by the National Association of Educational Broadcasters, and the WIP award for public service.

Tapes are available to interested stations on a series basis at $5 plus postage for each tape. They will be mailed weekly from Oct. 1 through the end of June. Further information can be obtained by writing to Yale Reports, 1773 Yale Station, New Haven, Conn. 06520.

RKO makes first sales of feature-film package

RKO Pictures Co., New York, which last month began television distribution of its first feature-film package, has sold all 16 features in six major U.S. markets, as well as to RKO General TV outlets. The company reports sale of one of the films—"Some May Live"—to the five CBS-owned TV stations. Most of RKO's "action" films, produced for the company in Europe within the last year, are dubbed.

RKO Pictures also announced last week conclusion of a sales representation agreement with Sovereign Films, Toronto, for syndication of the films in Canada. RKO's TV series, Shirley Temple Storybook, will also be handled by Sovereign.

Aaron Beckwith, RKO Pictures vice president and general manager, said the movie package has been bought by stations in San Francisco, Philadelphia, Atlanta, Houston, Pittsburgh and Cincinnati, and by the five RKO TV outlets. The company holds TV and theatrical rights to the films in the U.S. and Canada, and limited rights elsewhere.

The RKO film package was first developed by Robert J. Leder (Broadcasting, Nov. 15, 1965, May 2, 1966). Mr. Leder was executive vice president of RKO General Broadcasting, but has since left the company. Mr. Beckwith took over and reorganized the film project. The films, originally earmarked for theatrical distribution, will instead be released first to TV stations. Titles in the package include: "How to Kill a Lady," "Code Name: Jaguar," "Ordered to Love," "Our Agent Tiger," and "30 Winchester for El Diablo." Of the 16 films, 13 are in color.

Telerama beats NFL, Browns in FCC playoff

The National Football League and the Cleveland Browns last week ran out of running room in the long-standing Telerama CATV proceeding before the FCC.

The football interests had petitioned to intervene in the proceeding to the extent of maintaining blackout protection of the Browns' home football games. Multiple-CATV-owner Telerama Inc. has proposed to deliver 13 distant signals to Euclid and 14 other Cleveland suburbs. Among those signals would be that of W8EE(TV) Erie, Pa., which telecasts home games of the Cleveland Browns.

The NFL-Browns petition received a recommendation of denial by the FCC's Broadcast Bureau, but a go-ahead from Hearing Examiner H. Gifford Irion. On a petition to review the examiner's decision called for by Telerama, the review board said no to the football interests. Last week the commission, on appeal, refused to review the board decision.

TV series sales . . .

American, The American West and High and Wild (Sandy Frank Program Sales Inc.): WOTV(TV) Athens, Ga., and WTJS(TV) San Juan, P. R.

Colonel Bleep (Sandy Frank Program Sales Inc.): KRoc-TV Rochester, Minn.

Comedy Capers and You Asked For It (Sandy Frank Program Sales Inc.): WOTV(TV) Athens, Ga.

Always Another Wave (TV Cinema Sales Corp.): KFMB-TV San Diego; KHJ-TV Los Angeles; KTVU(TV) Oakland-San Francisco; KCOP-TV Salt Lake City; WISH-TV Indianapolis; WOR-TV New York; KGMB-TV Honolulu; KING-TV Seattle, and WTVJ(TV) Miami.

Abbott and Costello cartoons (RKO Pictures): WJW-TV Cleveland; KTVB-(TV) Henderson-Las Vegas, and KHJX-TV San Francisco.

BROADCASTING, September 11, 1967
In Chattanooga, people have heard from...

WDEF's tall tower
Now we're hearing from them!

Late in 1966, WDEF-TV, Chattanooga, virtually doubled its tower height to become the "big stick" in this fast growing metropolis. Sure, we reach further, but equally rewarding is the improved reception throughout the mountainous terrain served by the station. It means more viewers more of the time.

WJHL-TV JOHNSON CITY, TENN. The Tri-Cities in Eastern Tennessee is one of the fastest growing urban complexes in the country. And we cover it like a blanket. Represented by Hollingbery.

WNCT-TV GREENVILLE, N. C. Local live color and complete production facilities keep this commercially oriented station the strong front runner from the capital to the coast. Represented by Hollingbery.

WTVR-TV RICHMOND, VA. Early evening audiences beat most of the prime time viewing on our competition. You get big reach, frequency. Represented by Blair.

WDEF-TV CHATTANOOGA, TENN. Our new tall tower is the beacon that beckons thousands of customers into this hub trading center. Represented by Hollingbery.

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

Park BROADCASTING, INC.
Trial news big RTNDA issue

Four television and three radio stations to be honored with awards for news and editorials

The issues concerning fair trial and free press will be among the subjects explored this week in Toronto at the annual convention of the Radio-Television News Directors Association. The Sept. 12-16 meeting at the Royal York hotel also will include the latest on riot news codes, war coverage and satellite communication.

Sol Taishoff, former president of Sigma Delta Chi and editor and publisher of Broadcasting and Television, will be the featured speaker Saturday at the annual Paul White memorial awards banquet. Other keynote speakers during the week include Joseph C. Culligan, president of MBS; Norman (Pete) Cash, president of the Television Bureau of Advertising, and Av Westin, director, Public Broadcasting Laboratory, Columbia University. RTNDA President Dennis, WON-AM-TV Chicago, will preside.

The chief justice-elect of the Wisconsin Supreme Court, Robert Hansen, an open advocate of television in the courtroom, will speak Thursday noon. That morning RTNDA’s Washington counsel, Ted Pierson, and ABC News President Elmer Lower will report on the news media battle with the American Bar Association over ABA’s proposals for more stringent curbs.

Among the RTNDA convention panels: war coverage—Mike Wallace, CBS; Dave Snell, ABC; Bill Wordham, NBC; William Stevenson, Canadian Broadcasting Corp.; and Daniel Z. Henkin, deputy assistant secretary of defense; talk radio as a form of news—Jerry Williams, WBBM Chicago; Dave Crane, KLAC Los Angeles, and Tom Reardon, WTAG Worcester, Mass.; news commentary and analysis—Rod MacLeish, Westinghouse Broadcasting Co.; Gordon Sinclair, CFRB Toronto, and David Wright, WTAG Worcester, Mass.; satellites—Dan Karakis, Comsat; Jack Weir, NBC, Neville Clark, European Broadcasting Union; Art Kane, CBS, and Don Coe, ABC.

Other panels: newsroom management techniques—Grant Holcomb, KNXT (TV) Los Angeles; Jim Early, WBIR Knox-ville, Tenn.; John Strong, CKWX Winnipeg, Ont., and Bill Fyffe, WXYZ-TV Detroit; riot coverage—Chet Cazzelmann, KFSO San Francisco; William A. Corley, WMAQ-TV Chicago; John R. Corporon, WNEW-TV New York; James F. Clark, WWJ-AM-TV Detroit; Carl G. Zimmerman, WITI-TV Milwaukee, and Roger Wilkins, U. S. Department of Justice.

The annual broadcast news awards of the RTNDA are to be announced today (Sept. 11) on the eve of the convention. The presentations will be made at Thursday’s luncheon.

This year’s television winners include the following:

**Documentary—KLZ-TV Denver, for program dealing with juvenile delinquency; spot news—two first-place winners, WCWO-TV Minneapolis for Vietnam war coverage, WON-AM-TV Chicago for April 21 tornado coverage; editorials—KING-TV Seattle, opposing Vietnam war.**

The radio winners:

**Documentary—KFYO San Francisco, minority group unemployment problems; spot news—KYW Philadelphia, Glassboro, N.J., summit meeting; editorials—KABC Los Angeles, campaign in favor of reform of California’s mechanics’ lien law.**

**Radio series sales**

*Amazon Ace* (Spot Productions): KSTT Davenport and KXK Des Moines, both Iowa; KTOK Oklahoma City; WHHY Montgomery, Ala.; WKKL Louisville, Ky.; KFZY Ft. Worth, KGBC Galveston, KLKB Lubbock, KTSW San Antonio, KOUF Houston and KLIF Dallas, all Texas; WRGB Knoxville, WDKA Nashville and WREX Memphis, all Tennessee; KEYW Wichita and KWOL Overland Park, both Kansas; KREF Albuquerque, N. M.; WPUP Hartford and WNHC New Haven, both Connecticut; KLMN Lincoln, Neb.; KMOR Salt Lake City; WTPS Portage, Mich.; WFUN Miami; WPTR Albany, N. Y.; KXOK St. Louis; WGNR New Port News, Va.; KSBF San Francisco; WMNI St. Paul; KLOA Des Moines, Iowa; and KGEM Quincy, Ill.

*Chickenman* (Spot Productions): WJMJ Ironwood and WSJM St. Joseph, both Michigan; WOMP Belleair, wtop Portsmouth and WWHO Toledo, all Ohio; KTSN El Paso, KINE Kingsville, and KLVI Beaumont, all Texas; KLOH Pipe- stone, Minn.; KICA Clovis, KZRY Albuquerque, KQBE Las Cruces, KRKE Farmington, and KDCE Santa Fe-Espanola, all New Mexico; WVLK Lexington and WEXY Richmond, all Kentucky; WJAK Jackson, Tennessee; KQWK Philadelphia and WWPA Williamsport, both Pennsylvania; WNGY Newburgh and WACK Newark, both New York; KLJK Jefferson City and KMKP Skiston, both Missouri; WHPK Hendersonville, N. C.; KSLM Salem, Ore.; KIRV Fresno, Calif.; WRJN Racine and WFRF Wisconsin Rapids, both Wisconsin; WBOV Clarksburg, W. Va.; KVOY Phoenix; WIRL and KROK Rockford, both Illinois; KPEO Spokane, Wash.; WAYA Huntsville, Ala.; KBBW Hutchinson, Kan., and WLBW Carrollton, Ga.

**Doctor’s House Call** (Signal Productions): WZOK Alto, Ill.; WTOP Washington; WHAG Hagerstown, Md.; WJLVFM Grand Rapids, Mich.; WAKR Akron, Ohio; WWIN Albany, Ore.; KONP Portland, Ore.; WCMB Harrisburg, Pa.; WTAR Norfolk, Va.; WWAQ Richmond and WBOY Roanoke, all Virginia; KXYO Seattle, and WSAU Wausau, Wis.

**Point of Law** (Signal Productions): WJPP Pontiac, Mich.; WBBQ Orlando, Fla.; KCLN Clinton, Iowa, and WTVX Wilmington, Del.

**More For Your Money** (Signal Productions): WOAI San Antonio, Texas.

**Strangest of All** (Radiozark Enterprises Inc.): WVWI (FM) Evansville, Ind.

**Earl Nightingale Program** (Nightingale-Conant): WSBF Sheffield, Ala.; WOGL New Port Richey, Fla.; KASU Ames, Iowa; WABJ Adrian and WLAV Grand Rapids, both Michigan; KHWW Altus, Okla.; WWFL Camden, Tenn.; KIVY Crockett and KBMF-FM Spearman, both Texas; KSUB Cedar City, Utah and CKTB St. Catharines, Ont.


**Talk Digest** (World Wide Productions): KFAC Los Angeles; WPEO Fort Worth, Tex.; WJMO Mobile, Ala., and KALO Alamosordo, N. M.

All Time Heavyweight Championship Tournament (Broadcasters Productions Inc.): KBND Bend, Ore.; KAUT Austin, Minn.; KHAR Anchorage; WFLS Fredericksburg, Va.; KWWL Waterloo and KLLW Cedar Rapids, both Iowa; WSIX Nashville, WDCD Winchester, WBAC Cleveland, WAPD Chattanooga, WFFY Columbia, WHAL Shelbyville, WMSR Manchester, WERK Fayetteville, WJIO Tallahassee and WJJS Jackson, all Tennessee.

**Program notes**

New ABC-TV daysies = Two new daytime programs will begin on ABC-TV on Oct. 2. They are *Temptation* (Mon.-Fri., 10:30-10:55 a.m.) a panel-game series, and *How’s Your Mother-in-Law?* (Mon.-Fri., 11:11-11:30 a.m.).

Accent on women = A weekly five-
If You Call Yourself A “Good Music” Station – You Really Should Be Playing the CADET ALBUM, "PAINT IT BLACK" BY THE SOULFUL STRINGS. It’s Sensational!

THERE'S A WORLD OF EXCITEMENT ON CADET
minute radio series, *We, The Women*, will be carried on approximately 80 stations from coast to coast, starting this fall, under the auspices of Church Women United, the National Council of Catholic Women, the National Council of Jewish Women and the National Council of Negro Women. The series will feature Cornelia Otis Skinner in monologues depicting the role of women in community affairs.

Prisoner's program • Two Time-Life Broadcast-owned TV stations in California are scheduled to broadcast a musical program written and produced by prisoners in a state correctional institution. The program, *Sing-Out '67*, originally was staged by the inmates of a prison at Tehachapi, Calif. A version of it has been taped and will be shown by KOOC-TV San Diego and KERO-TV Bakersfield. Featured in the program is a choral group composed of 75 prisoners.

Two for syndication • TV Cinema Sales Corp., Beverly Hills-based film distribution company, has acquired nationwide TV syndication rights to two first-run feature films. The movies, both in color and produced in 1966, were acquired from Cheryl TV. They are "Navy vs. the Night Monsters" and "Women of the Pre-historic Planet." Both features go into distribution as part of a film package of 13 U. S.-produced movies. TV Cinema Sales will distribute in western states, with Firestone Film Syndication Ltd. handling distribution east of the Mississippi.

Rhythm, blues and a move • Spot Productions, formerly of Fort Worth, has moved to 3536 Cedar Springs Road, Dallas (75219). Spot, producers of comedies and jingles, is now offering a rhythm and blues package called "Soul City."

Spanish study • Results of a survey of radio listening preferences among Spanish-surname residents of 10 cities by Pulse Inc. were revealed last week by Savalli/Gates Inc., national representation firm. The study was undertaken to establish the proportions of Spanish-speaking audiences that listen to Spanish stations only, non-Spanish stations only, and both. The findings indicate that while preference for non-Spanish radio listening increases the younger the audience, a substantial percentage of adults 25 and older prefer only Spanish stations.

Language of love • The NBC Experiment in Television series will include a bi-lingual love story, "Meeting in Prague," to be filmed on location for showing in 1968. Author Victor Vicas will produce and direct the show based on his original story.

Derby tapes • Bay Promotions Inc., Oakland, Calif., producer and syndicator of Roller Derby programs, is distributing new color video tapes of the sporting event to coincide with the fall season. Recent sales include WOC-TV Davenport, KWVL-TV Waterloo-Cedar Rapids, both Iowa; KMTV-TV Omaha; WDTA-TV Washington and WNTV-Greenville, N. C. It is now on 32 stations.

UHF specials • The Los Angeles area's newest commercial UHF station has announced a heavy schedule of special programming. KLAX-TV Fontana, Calif., is planning a continuing schedule of specials in the next 12 months. Among them are a tribute to Spanish bull fighter Manolete, a program on the anniversary of the founding of Los Angeles, coverage of Mexican Independence Day, and the Los Angeles county fair, and depiction of Christmas in both Mexico and the U. S.

Teen-agers, Russian-style • A television documentary, produced in the musical form, will portray modern Russian teen-agers, according to plans announced by Teen-Age Fair Inc., Hollywood. The program, *The Flip Side of Moscow*, projected as a 30-minute special, will be filmed early next spring in Moscow. It will trace the adventures of an American teen-age fashion model in the Russian capital. Highlighted will be local youth activities at beaches and various entertainment attractions.

Oppenheimer sues Lucy for breach of contract

Writer-producer Jess Oppenheimer apparently doesn't love Lucy anymore. Mr. Oppenheimer, who from 1951 through 1956 wrote and produced 153 episodes of CBS-TV's *I Love Lucy* series, last week filed a more than $500,000 lawsuit rising out of his involvement with the show. In his suit filed in Los Angeles superior court and charging breach of contract and asking for a royalty accounting and declaratory relief, Mr. Oppenheimer alleges that material from the old *I Love Lucy* series is being used on CBS-TV's current *The Lucy Show* series.

Both programs star Lucille Ball. She is named as a defendant in the suit as are Desilu Productions, CBS-TV, Ball Productions, Gulf & Western Industries and Paramount Pictures.

According to the suit, material Mr. Oppenheimer created for the *I Love Lucy* program is protected under a royalty agreement. Mr. Oppenheimer claims the defendants have "wrongfully withheld" money allegedly due him and "refuse to account" to him.

Court says racing-news ban is unconstitutional

The Massachusetts Supreme Court has told that state's legislature that a bill aimed at restricting the dispensation of horse-racing information is unconstitutional. The unanimous decision by the seven state justices was in response to a request for an advisory ruling by the state house of representatives.

The bill (House No. 359) had been passed by the legislature, but had been vetoed by Massachusetts Governor John A. Volpe as unconstitutional. The legislature was considering overturning the veto.

The measure would have imposed a blackout on racing news from any track in the state for a period of one hour before a race until half an hour after the race had been run. The state tribunal found the bill vague and ambiguous and said it might restrain news media from exercising their fundamental rights. Legislation to prohibit the transmission of racing information that is used for illegal gambling is constitutional, the court said, but the proposed bill exceeded the legislature's authority.
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THE MEDIA

Justice opens merger court fight

In asking appeals court to reverse FCC approval of ITT-ABC merger, department attacks five areas in which it believes the commission erred

The Department of Justice last week asked the U. S. Court of Appeals in the District of Columbia to reverse the FCC's favorable decision on the merger of ABC into International Telephone & Telegraph Co.

In an unusual typewritten double-spaced 171-page document, the federal government's Commerce Department said time FCC had erred egregiously in five of the significant issues.

The document, almost palpably patronizing like an elder brother's attitude toward a smaller member of the family, claimed that the FCC's first decision approving the merger in December 1966 was based on "a wholly inadequate record," without a hearing and "in uncritical reliance upon the companies' representations." The hearing last April, the Department of Justice said, "has substantially undermined the basis for the first decision." The second hearing was ordered when the Justice Department asked the FCC to reopen the case a month after the FCC had acted. The Justice Department said anticompetitive effects would result from the merger.

In both instances the FCC voted 4-3 in favor of permitting ABC to be merged into ITT. In both instances also, the same commissioners lined up on opposite sides: the majority consisted of FCC Chairman Rosel H. Hyde, and Commissioners Robert E. Lee, Lee Loewinger and James J. Wadsworth; the minority, Commissioners Robert T. Bailey, Kenneth A. Cox and Nicholas Johnson.

Reply briefs are due from the FCC and ABC and ITT, on Oct. 2. Argument is expected to be held the week of Oct. 16, in the expedited schedule in the appeals court in Washington.

The companies agreed not to consummate the merger until after the court rules on the merits of the Justice Department appeal.

Longevity Brief. The Department of Justice brief was filed last Thursday afternoon.

Because U. S. court rules limit briefs to not more than 50 printed pages, the Department of Justice found it necessary to file a motion asking the court to accept the "extended" brief in its typewritten form. As of late Thursday,

Changes planned for NAB convention

A move to streamline the annual National Association of Broadcasters convention was approved last week by NAB's convention committee. The plan, suggested by the executive committee (BROADCASTING, June 12), calls for eliminating the Wednesday afternoon panel session and replacing it with a series of workshops on small-market radio, secondary-market television, labor relations, and radio and TV sales.

Also to be changed is the annual banquet, which has been run by the Broadcast Pioneers on Tuesday nights. Starting in 1968 the banquet will be shifted to Wednesday night, which had been the traditional start-to-get-out-of-town night for many delegates. The Pioneers will continue to hold the banquet but NAB will take over supplying the entertainment with a budget up to $20,000.

Being moved to the Wednesday afternoon slots are the secondary-market television session (in the past on Sunday afternoon); the Television Bureau of Advertising presentation (from Monday afternoon); the Radio Advertising Bureau presentation (from Tuesday morning), and the NAB labor clinic (from Wednesday morning). There has been no small-market radio session up to now.

Through 1965 the Wednesday afternoon panel had featured the seven FCC commissioners. Then former Representative Oren Harris assailed regulatory agencies that turn up formally en masse before the industries they are regulating. So the FCC panel passed into oblivion.

In 1966 the Wednesday afternoon session presented a panel of communications attorneys and this year the session was devoted to broadcasting's worldwide future. However, neither the 1966 nor 1967 sessions had the zest of the FCC sessions.

Present thinking is that moving the workshop sessions into Wednesday will open some time earlier in the week for meetings of other associations that tie their annual gatherings into the NAB convention. It's felt at NAB that fewer non-NAB meetings will now have to be programmed on the weekend preceding the convention.

Three subcommittees of the convention committee were appointed at last Thursday's (Sept. 7) meeting by NAB President Vincent Wasilewski. They will be charged with selecting the recipient of the Distinguished Service Award; getting the banquet entertainment, and lining up the third-day luncheon speaker.

On the DSA subcommittee are: Daniel W. Kops, WAVZ New Haven, Conn., John T. Murphy, Aveo Broadcasting Corp., Cincinnati, vice chairmen of the radio and television boards, respectively; Roy E. Morgan, WILK Wilkes-Barre, Pa.; William E. Walthbridge, KTFR-TV Houston; Donald A. Thurston, WMNB North Adams, Mass.; Carl F. Lee, WZOO-TV Kalamazoo, Mich., and Jack S. Younts, WEEB Southern Pines, N. C. (This subcommittee will be abetted by a poll of NAB members asking for suggestions as to who should receive the award and some background on the prospective nominee.)


On the luncheon speaker subcommittee are: Messrs. Murphy, Kops, Morgan and Tower.

The 1968 convention will be held at the Conrad Hilton hotel, Chicago, March 31-April 3.
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Sold nationally by Avery-Knodel, Inc.
Lionel er, who signed the brief, leading with Donald F. Turner, who is the assistant attorney general in charge of antitrust, followed by Lionel Kestenbaum, chief of the Justice Department team that participated in the 13-day hearing last April, and Samuel Z. Gordon, Milton J. Grossman, Robert K. Baker and Daniel R. Hunter.

The Department of Justice made these five principal points—all premised on the charge that the FCC erred in concluding otherwise:

- ABC does not need the financial support of ITT in order to continue operating or to grow, and there is no "substantial public benefit" stemming from the merger.
- It's impossible to accept the belief that benefits will flow to UHF from the merger, and the conditions imposed by the commission to secure this are incapable of being policed.
- ITT had plans, big plans in some instances the Department of Justice implied, for entry into station ownership, CATV, and in related fields. The merger approval negates these moves that competitively would have been beneficial to the industry.
- ABC will not have complete autonomy, and this will show itself in the regulatory field, in the advertising market and in the integrity of ABC news and public-affairs programs.
- Principals of ABC and ITT were less than candid in their testimony during the hearing last April.

The Department of Justice contended that there is no support in the evidence that ABC needs ITT's financial resources. In fact, the brief stated, there is no evidence on ABC's deficiencies in performance and in its competitive position that can be attributed to lack of funding. In fact, it went on, ABC has the ability to obtain needed funds without the merger.

Fast-rising Share • In developing this point, the Department of Justice contended that ABC has been profitable every year since 1953, that its share of TV-network revenues has risen from 9% in 1953 to 27% in 1966 (this counts owned and operated stations), and that its growth in revenues from 1964 to 1966 exceeded the average growth of CBS and NBC combined for those two years—38% for ABC and 23% for CBS-NBC.

In its first decision, the Justice Department noted, the FCC said that ABC needed $140 million to update studio and technical equipment principally for color, and that ABC's loan agreements limited further borrowings to $6 million. In its second decision three months ago, the Justice Department observed, the FCC declined to specify the exact amount needed by ABC and failed to determine whether ABC can borrow funds elsewhere without having to merge with ITT.

Actually, the Justice Department claimed, ABC is moving ahead financially. "By every normal standard indeed," the Justice brief said, "ABC is an extraordinarily successful and profitable company." It said that ABC's profit from TV alone from 1960 to 1966 amounted to $125 million. ABC is on a par with the other two networks, Justice continued, on affiliate clearances and on audience size for prime-time programs.

There is no "substantial basis", the Department of Justice said, in ABC's claim in 1966 that it planned a $90 million outlay for extending facilities. And, Justice added, ABC's new plans "greatly exaggerate its actual requirements." It cited ITT's estimate of ABC's needs at $25 million.

Thump on Scale • The FCC, the Justice Department said, "loaded the scales" in favor of the merger by assuming benefits from large scale and diversification in broadcasting and "by relying upon speculative improvements from an 'environment.'" And, it continued, the FCC shows a "skewed" standard when talking about this and the desirability of news, public affairs and cultural programs "as if such programming was an act of magnanimity by a network for which the public must pay the price of huge profits and great corporate size."

In assuming that the merger will benefit UHF, Justice commented, the commission relied on its own conditions as a source of advantage. Even so the conditions—that ITT report annually for the next three years on its efforts to aid UHF—are vague and uncertain, Justice said.

In effect, Justice contended, the commission imposed the conditions to create the benefit and then found the benefit to be a principal ground for approving the merger. This is "bootstrapping", it claimed.

In charging that the commission failed to give proper weight to the potential ITT entry into the broadcasting industry by itself, without the benefit of merger, the Justice Department vigorously expressed its views. It called broadcasting a "highly concentrated industry." It said "the existence of only three networks . . . has serious adverse consequences for competition. . ." It added that the scarcity of network channels has serious social and political implications, and that "a high premium should be placed on fostering additional entrants into network broadcasting to enhance competition and diversity."

This "failure" to give adequate weight to the importance of fostering additional network competition, Justice said, means that "instead of acknowledging the disadvantages of the existing triopoly . . . the commission majority has expressed general satisfaction with the present structure and performance of the three-network industry." The commission majority, Justice went on, seems to suggest that networking is "a kind of natural oligopoly necessarily limited to three companies. . . ."

The evidence showed, Justice stated, that ITT definitely contemplated entering broadcasting—ITT documents, it noted, confirm that there were discussions of applying for a group of UHF stations, like Kaiser Broadcasting; that it made an offer of $35 million to buy WTIC-AM-FM-TV Hartford, Conn., from Travelers Insurance Co.; that at one time it committed $16 million to CATV, and owned six CATV systems in whole or in part; and that discussions took place within the ITT hierarchy on the future of CATV, pay television the establishment of a national microwave system, and the use of satellites for broadcasting.

Promises, Promises • On the subject of ABCs' autonomy under the ITT corporate umbrella, the Department of Justice was almost caustic in its scepticism at the warrants offered by ITT. A determination of this issue, it said, can't be based on promises; it must be premised on control and ownership. Discussing ITT's present organization and chain of command, which it said was planned to highly centralized control, the Department of Justice observed that the testimony indicated that the ABC position would be "unique". But, Justice added, the FCC has no means to effectively police claims of autonomy uni-
less the commission planned to institute day-by-day surveillance of the merged company.

And, it continued, the commission's refusal to see that ITT could apply weight in the advertising market, by pressuring its suppliers, for instance, to advertise on ABC, does not jibe with accepted antitrust law. Court decisions have held, it noted, that the existence of "significant probability" is sufficient to require weight to be given in this field.

And on the question of the integrity of ABC's news and public affairs programs, Justice was adamant in questioning the assurances that were given during the hearing. "There is no valid basis" for accepting the companies' assurances that the ABC News Division would be inviolate of ITT and its other interests, Justice said.

Among ITT's foreign holdings, Justice noted, are postal, telegraph, telephone and utility firms that are dependent on foreign governments. A conflict of interest in these circumstances cannot be blinked at, Justice said. In fact, it continued, there undoubtedly would be a "strong motivation" to use the news medium to promote certain of its foreign interests "by showing the officials and programs of a foreign government in a favorable light." And, Justice added, the obverse would also be true; ITT would certainly resist a program where ABC News might be critical of a defense minister, or a foreign minister.

Above all, the Department of Justice observed, ITT's attitude toward the integrity of news was shown during the April hearings themselves. This was a reference to the charges that ITT public-relations officials had attempted to influence the writing of news stories on the hearings by bringing pressure on reporters covering the story.

Sincerity Questioned - The Department of Justice concluded its brief by questioning the candor of the chief executives of both ABC and ITT. Leonard Goldenson, president of ABC, originally told the FCC, Justice said, that his loan agreements limited ABC's future borrowing to $6 million; he acknowledged that this was a mistake in the second proceeding. Mr. Goldenson's references to ABC's plans for $90 million for expansion requirements were termed less than candid by the Justice Department. And, it added, the references to "general conversations" about CATV and other broadcast matters by Harold S. Geneen on the witness stand were actually "misleading".

NABET members to get NBC, ABC offers

The National Association of Broadcast Employees and Technicians plans to submit to its membership early this week contract proposals offered to the union's negotiating committee in Miami Beach by NBC and ABC. These actions averted the immediate threat of a strike (Broadcasting, Sept. 5).

The negotiating committee reached a tentative agreement with NBC last Tuesday (Sept. 5) and said it would submit this offer to its members employed at that network with a recommendation to ratify. The committee did not reach agreement with ABC but said it would send that network's final offer to members without recommendation.

A union spokesman said late Thursday that no decision had been made as to the form of submission of contract offers to members. He said it would be either through a mail referendum or through the holding of special meetings in New York, Los Angeles, San Francisco and Washington. He pointed out that in either case no action would be

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For further details, please write to Gordon Gilmore, Vice President, Public Relations, Trans World Airlines, Inc., 605 Third Ave., N.Y., N.Y. 10016.

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FCC studies its CATV rules

Inquiry to stations and cable systems seeks comments on their impact

Eighteen months after the FCC put the entire CATV industry under its wing, and 29 months after it began regulating those CATV systems using microwave facilities, the commission has launched an inquiry into some of the problems that have arisen in connection with its CATV rules.

The commission, in a notice issued last week, requested information on, and possible solutions to, problems raised by rules requiring CATV systems to carry, and to refrain from same-day duplication of, signals of stations within whose grade-B contours they operate.

The distant-signal rule, under which CATV systems must request commission permission before importing signals beyond a station's grade-B contour into one of the top-100 markets, is not included because of a lack of experience with it, according to a commission official. He noted that a number of requests filed under the rule are still in hearing, while the waivers that have been granted generally do not involve issues of wide-ranging significance.

But a number of problems involving the carriage and nonduplication rules have surfaced in the hundreds of petitions that CATV systems have filed for relief from the rules that the commission adopted in 1966 (Broadcasting, March 14, 1966).

Complaints • Some CATV systems have complained that, while they are required to protect stations placing a “predicted” grade-B signal over them, the stations involved do not always project a viewable signal into their area. Systems have also said that the requirement that they give priority to local

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United gets go-ahead on reorganization

A crucial obstacle in the way of United Network’s plans for a return to the air before the year is out was hurdled last week in New York.

Court-appointed bankruptcy referee Herbert Loewenthal authorized United to go ahead with plans to form an investor-owned, “interim” corporation that can contract for personnel, AT&T long lines, program material and affiliates (Broadcasting, Sept. 4).

United Network Co. and United Network Inc., owners and operators which attempted to establish a fourth network earlier this year, filed a petition in New York under Chapter 11 of the Bankruptcy Act of June 22, and since that time, have been unable to enter into legally binding contracts. First step in the network’s comeback trail is to establish a separate corporate entity, which will in turn be absorbed by United when it is clear of obligations imposed by bankruptcy proceedings.

Earlier last week, United’s directors met in Dallas and approved plans hammered out by managing director James W. Nichols to get the network back into operation. With approval of referee and company directors in hand, Mr. Nichols and Robert R. Pauley will handle formation of the Interim Corporation (Broadcasting, Sept. 5).

The inquiry, which is being sent to all television licensees and to CATV system owners whose names are on file with the commission, asks:

Whether the CATV system in a given community is providing nonduplication protection to a station and, if so, is the protection being afforded because of commission rules.

Whether television stations in an area have insisted on their rights under the rules.

Whether systems and stations in a community are operating under a private agreement that provides for something other than carriage and program exclusivity as provided in the rules; if so, the inquiry requests description of the agreement’s terms.

The commission, which is calling for responses within 60 days, says that the answers need not be limited to specific questions but may include other information considered pertinent. The stations and system operators receiving the notice are not being directed to reply, but the commission said it hopes parties with experience that would be helpful will participate.

Losers object to Rochester TV grant

An August FCC decision to end the six-year-old channel 13 Rochester, N. Y., proceeding but won a grant to Flower City Television Corp., proved unpopular at the time with several commissioners who issued stinging dissents (Broadcasting, Aug. 7). Last week the eight losing applicants, who have shared the interim operation of the facility with Flower City since 1962, voiced their objections as well.

Pleading variously that “the case has been decided on a will-of-the-wisp” and that the decision demonstrated the
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WJRJ-TV 17
“basic bankruptcy of approach the commission follows in the comparative hearing process,” the applicants called for a stay of the grant and a reconsideration of the decision. One contestant, Star Television Inc., appealed the case in the U. S. Court of Appeals for the District of Columbia. The applicants who filed were Rochester Telecasters Inc., Citizens Television Corp., Genesee Valley Television Inc., & Broadcast Inc., The Federal Broadcasting System Inc. and Heritage Radio & Television Broadcasting Co.

FCC finds lawyers clear of misconduct

Counsel for two competing applicants in a comparative hearing for a television construction permit have been found by the FCC to be innocent of any misconduct which might have resulted in their disqualification from that proceeding.

The commission finding concluded a bizarre episode in the channel 21 Birmingham, Ala., proceeding which saw the FCC order an unusual special expedited hearing be held into alleged misconduct on the part of attorneys representing two of the four applicants (Broadcasting, June 5). The counsel named in the order were the firms of Philipson, Lyon & Chase (now Philipson, Lyon, Nellis and Mallios) representing Alabama Television Co., and Putbrese & Fisher, representing Birmingham Broadcasting Co.

The hearing order issued last week grew out of a controversy among the counsel that was touched off last December when it was disclosed that Mr. Chase, formerly of Philipson, and Jason Shinsky, then an attorney for Putbrese assigned to the channel 21 case, had held talks leading to Mr. Shinsky's employment by the Philipson firm. Birmingham, claiming it had been prejudiced, moved for the disqualification of Mr. Chase's firm and the dismissal of the Alabama application.

The hearing before FCC Hearing Examiner David I. Kraushaar involved questions as to whether the law firms or members of firms engaged in conduct in connection with the comparative hearing that required their disqualification from continuing as counsel in that proceeding. Mr. Shinsky, who did not join Mr. Chase and who is now with another law firm, was made a party to the proceeding.

The commission finding last week came as a result of a petition of reconsideration of the order filed by the parties involved in July. The counsel asserted they were now in agreement that “no disqualification or adverse finding or inference is warranted as to any applicant, principal or past or present counsel or law firm.” And though the commission stressed that “parties cannot, by their agreement, preclude commission action for misconduct or for an abuse of the commission's processes,” that was the commission's finding as well: “We conclude that no basis exists for the disqualification of any attorney from continuing as counsel for an applicant in this proceeding.”

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


- WAVN Stillwater, Minn.: Sold by Richard Power to Eldon Lun and others of Wahpeton, N. D. for $165,000. Mr. Lun until recently was half owner of Farmer's Globe newspaper at Wahpeton. WAVN is daytimer on 1220 kc with 5 kw. Broker: John D. Stebbins Co.

APPROVED The following transfer of station interests was approved by the FCC last week (For other FCC activities see For the Record, page 92).

- WJAB Westbrook, Me.: Sold by Howard L. Green, Robert R. Michael and others to Chester C. Steadman Jr. for $160,000. Mr. Steadman owns WCNL Newport and WBRL Berlin, both New Hampshire. WJAB is daytimer on 1440 kc with 5 kw.

W.Va. CATV called on carpet by FCC

A CATV system that generated a mountain of mail on its behalf to four West Virginia congressmen in May received bad news in its own mailbox last week from the FCC. Bluefield Cable Corp., Bluefield, W. Va., was ordered to show cause why it should not stop operating in violation of the CATV rules by failing to carry and protect the signals of WCVS-TV Bristol, Va. Bluefield is in the Roanoke, Va., market (ranked 61st). At the same time, an earlier order...
No quick action set on ETV subsidy bill

The House Rules Committee, returning from a 10-day Labor Day recess this week, is not expected to turn to the Commerce Committee's public-televisi

No Rules Committee snags are foreseen for the bill that would subsidize noncommercial educational TV programming. Rules, however, has no formal agenda for bills and legislation is usually considered with little advance notice. Only House members appear as witnesses for measures, a committee aide explained, which renders scheduling too far in advance not only unnecessary but awkward for members.

An unofficial prediction for the Public Broadcasting bill was for early Rules consideration, leading to a report for an open rule (permitting floor amendments) and perhaps three hours of floor debate.

Cablemen, broadcasters meet again

WASHINGTON MEETING OFFERS HOPE OF SERIOUS WORK

The second meeting of CATV operators and broadcasters, most of whom also have CATV interests, will take place in Washington Thursday (Sept. 14) and what started out as a stab at a dialogue last July (BROADCASTING, July 24, 17) is expected to take on the color of serious deliberations.

At issue are the factors that have ranged CATV operators against broadcasters: copyright, carriage, duplication protection, importation of distant signals and origination. The first meeting, called by George Hatch, a group broadcaster and a multiple CATV-system owner, also took place in Washington and saw 10 broadcasters and five CATV operators gather for initial discussions.

The group was organized into eight committees and the meeting this week is expected to hear reports from each of them. The committees:

Exclusivity—Roger Clipp, Triangle Stations; John English, WSEE Erie, Pa.; Willard E. Walbridge, KTVK-TV Houston; Irving B. Kahn, Teleprompter Corp.; Robert Regan, Mankato, Minn., and Marcus Bartlett, Cox Cablevision (owned by Cox Broadcasting Corp.).

Distant signals—Charles H. Tower, Corinithian Broadcasting; G. Richard Shafto, Cosmos Broadcasting; Arch L. Madsen, Bonneville International Stations; Benjamin J. Contoy Jr., Gencoe Inc.; Bruce Merrill, American Cable TV and Robert Magnness, Community Television.

Origination—Frank Fogarty, Meredith Stations; Rex Howell, XYZ Stations; Hamilton Shea, WSVA-TV Harrisonburg, Va.; Richard A. Moore, Southwestern Cable Co.; Jack R. Crosby, Gencoe, and Byron D. Jarvis, National Trans-Vidco.

Carriage—Fred Weber, Rust Craft Broadcasting; Carl Lee, Fetzer Broadcasting; Frank Gaither, Cox Broadcasting; Albert J. Ricci, Pioneer Valley; Ralph M. Demgen, Willmar, Minn., and Claude Stevanus, Coshocton, Ohio.

Impact study—Jack F. Dille Jr., Communicana Group; Reid L. Shaw, of GE; Eldon Campbell, Time-Life; Robert H. Beisswenger, Jerrold; Harry Harkins, Webster Springs, W. Va.
and Alfred R. Stern, TeleVision Communications.


Rate schedules—Jack Poor, RKO General; Edgar Smith, Time-Life; Otto Brandt, King stations; W. Randolph Tucker, United Cablevision: Frank Thompson, American Cablevision, and Franklin R. Valentine, Unicorn Inc.

Although virtually all the broadcasters have CATV interests, a number do not: Messrs. English, Tower, Martin, and Lemme do not. Many of the broadcasters are members of boards or committees of the National Association of Broadcasters which has countered CATV interests on many issues; these are Messrs. Clipp, Walbridge, Tower, Madsen, Shea, Lee and Campbell, who are present members of the NAB TV board: Messrs. Gaither and Goldman, radio board; Messrs. Walbridge, Shaffto, Martin and Dille, Future of Broadcast committee; Mr. Dille is also a member of the NAB executive committee as immediate past chairman. Mr. Lemme is a former member of the FBA committee, and Mr. Brandt is a former member of the NAB's TV board.

SAG bucks CATV on copyright law

CATV's policy regarding copyrighted programs and the National Association of Theater Owners' stand on pay television both are criticized in an editorial in the September-October issue of Screen Actor, official publication of the Screen Actors Guild.

SAG makes clear in the editorial that it wants CATV systems to pay for copyrighted material. "Copyright is property," the editorial emphasizes, and CATV owners are using copyrighted material for their own profit without paying the property owners, thereby depriving actors and other talents of their just compensation.

With respect to the National Association of Theater Owners and pay TV, SAG contends that the fears of exhibitors are "undoubtedly motivated by their own interests." The talent union says it does not share these fears—including the possibility that pay TV "will impair and perhaps deplete the supply of feature motion pictures available for theaters, as well as reducing audiences"—and is doubtful that theater owners "are going to be able to stand in the way of progress . . . ."

In a signed "memo" in the same issue of Screen Actor, John L. Dales, executive secretary of SAG, adds a personal endorsement for pay TV. He expresses "pleasant surprise" over a recent recommendation made by many AFL-CIO unions asking that the executive council of the AFL-CIO change its historic position that has been in opposition to pay TV. Comments Mr. Dales: "My personal judgment is that affirmative support should and will prevail. If so, a great step forward will have been taken, not only for those of us in the entertainment world but for the free enterprise system in which we live and upon which we rely."

Hyde cites ETV aid from commercial TV

FCC Chairman Rosel H. Hyde sees the campaign to strengthen noncommercial television as an effort to harness the nation's technological might for social good. And he went out of his way last week to give commercial broadcasters a pat on the back for what he regards as their significant help in this effort.

The chairman, in a speech before the Rocky Mountain Governors Conference in Albuquerque, N.M., on Thursday (Sept. 7), discussed at some length the administration's proposal for a Corp. for Public Broadcasting, which is now moving through Congress and which the commission has vigorously supported.

But he mentioned also the 1962 act providing for federal aid for the construction and physical-plant improvement of ETV stations and the commission action in 1963 establishing the educational service known as Instructional Television Fixed Service, in the 2,500-2,600 mc range.

The public broadcasting bill, which is designed to pump new financial life into noncommercial stations, the 1962 act, now being updated, and the ITFS action, he said, constitute "an expression of our national interest in seeking methods of employing our advancing technology and our growing economic ability to improve the quality of life. They reflect our inherent concern to improve existing concepts of serving public needs and to provide alternative choices."

He noted the proposals for improving ETV have attracted widespread interest that indicates "the importance that all segments of society place upon" them.

And that interest he attributes "in no small measure to the accomplishments of commercial broadcasters."

Greatest Impact • He stated the view that he noted he has expressed before, that broadcasting, "which has had more impact on more people than any other innovation since the printing press," has, in its over-all contributions, "been profoundly beneficial. It has become a major dynamic force and its influence will continue to grow in size and importance . . . ."

Then he said: "It is right to emphasize . . . . that commercial broadcasters are among the true pioneers in supporting noncommercial broadcasting, both radio and television." He pointed out that the commercial side has contributed money, "running into the millions of dollars," plant and equipment, and program material to noncommercial television.

He said that record was the "short answer" to those claiming commercial broadcasters don't want to see a viable noncommercial broadcasting system in this country, then added: Commercial broadcasters "recognize that in an affluent society such as ours we must constantly seek to keep our broadcast commitments consistent with our total national goals and aspirations."

Fletcher's Talk • The conference also heard a spokesman for the National Association of Educational Broadcasters underscore the need for funds, from both private and public sources, to support noncommercial TV.

C. Scott Fletcher, executive consultant to the educational stations division of the NAEB, called the story of educational TV in the U. S. "one of courage and a continuing struggle against ETV poverty in a land of plenty."

Discussing the Public Broadcasting Act of 1967, Mr. Fletcher said: "Without the Corp. for Public Broadcasting, which is the heart of the Carnegie Commission for Educational Television's recommendations, there cannot be the range of quality programming which will be needed if educational television is to survive."

Off to Geneva

FCC Commissioner Robert T. Bartley and five commission staff members will leave Washington on Friday, Sept. 15, to attend the International Telecommunication Union Maritime Radio Conference in Geneva. The conference is scheduled to run for seven weeks.

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BROADCASTING, September 11, 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!

Additional Features included in price of machine (Not as extras).

- "FILMLINE OVERRIVE FILM TRANSPORT SYSTEM" This marvel of engineering completely eliminates film breakage, pulled perforations, scratches and operator error. The film can be deliberately stalled in the machine without film breakage or significant change of film footage in solutions. The heart of any film processor is the drive system. No other film drive system such as sprocket drive, bottom drive or simple clutch drives with floating lower assemblies can give you the performance capability of the unique Filmline Overdrive Film Transport System.
- "TORQUE MOTOR TAKE-UP" gives you constant film take-up and does not impose any stress or strain on the film itself. Completely independent of the film transport system, this FILMLINE feature is usually found in professional commercial processors but is incorporated on the FE-30 and FE-50 models as standard equipment. Don’t settle for less!
- "TEMP-GUARD" positive temperature control system. Completely transistorized circuitry insures temperature control to within processing tolerances. Temp-Guard controls temperatures accurately and without the problems of other systems of lesser sophistication.
- "TURBO-FLOW" impingement dryer. Shortens dry-to-dry time, improves film results, and carefully controls humidity content of your valuable (and sometimes rare) originals. Immediate projection capability is assured because the film dries flat without the usual curl associated with other film processors.
- "ZERO DOWN TIME" The reputation of any film processor is only as good as its reliability. The combination of the exclusive and special added Filmline features guarantees trouble-free operation with absolute minimum down-time and without continual operator adjustments. Recapture your original investment in 2 years on maintenance savings alone. Filmline's "Push the button and walk-away processing" allows inexperienced operators to turn out highest quality film.
- "MATERIALS, CONSTRUCTION AND DESIGN" All Filmline machines are constructed entirely of metal and tanks are type 316 stainless steel, hallow welded to government specifications. The finest components available are used and rigid quality control standards are maintained.

Compare Filmline features to other processors costing more money. Feature-by-feature, a careful evaluation will convince you that Filmline offers you more for your investment.

Partial listing of Filmline Color Installations: — NBC- New York, NBC- Washington, NBC- Cleveland, NBC- Chicago, CBS & ABC Networks, Eastman Kodak, Rochester, Laboratories: De Luxe Labs, General Film Labs (Hollywood), Pathé Labs, Precision Labs, Meca Labs, Color Service Co., Capital Film Labs, Bytron Film Labs, MGM, Movie Lab, Lab-TV, Technical Film Labs, Telecine Film Labs, Gulf-Tech Film Labs, Allied Film Labs, All Service Labs, NASA Cape Kennedy, Ford Motion Picture Labs.

TV Stations: WAPI-TV, WHP-TV, WMBL-TV, W2Y2-TV, WVL-TV, WMAB-TV, WJZ- TV, W2Y2-TV, KEY-TV, W2Y2-TV, W2Y2-TV, W2Y2-TV, W2Y2-TV, W2Y2-TV, W2Y2-TV, W2Y2-TV, W2Y2-TV, W2Y2-TV, W2Y2-TV, W2Y2-TV, W2Y2-TV. "When you buy quality Filmline Costs Less"

All prices F.O.B. MILFORD, CONN.

Send for Literature. Time & Lease Plans Available.

BROADCASTING, September 11, 1967 73
A network in Kaiser's future

1970 target date set for interconnected lineup

using group owner's seven UHF's as a foundation

Kaiser Broadcasting Corp. last week announced plans for creation of a live, interconnected TV network by the fall of 1970.

Its nucleus will be seven Kaiser owned-and-operated UHF stations in Detroit, Philadelphia, Boston, Cleveland, San Francisco, Los Angeles, and in either New York or Chicago. Other cities—such as Miami, Washington, Pittsburgh, etc.—will be added as the Kaiser network begins programing news and various 90-minute entertainment shows, according to the plan. The company expects to use available circuits and lines supplied by AT&T.

Kaiser estimates its original seven U's in the network will "account for a coverage potential of 40% of all U.S. TV homes." Once membership grows in the Kaiser network, the company anticipates coverage will increase to some 75% of TV homes in the country.

The network will be composed eventually of some 20 to 50 stations, Kaiser officials indicated.

Although no budget figures have been arranged or detailed studies worked out on paper, Kaiser does have ideas about what television will be like three years hence. The company believes that UHF and VHF stations will be programing primarily the same thing, and that no distinction between them will exist.

"People watch television programs, not megacycles, which is the big reason we are succeeding," Richard C. Block, vice president and general manager of Kaiser Broadcasting, told a gathering of advertising agency people in New York at the time of the network announcement.

Kaiser's success with a lineup of five UHF stations and a sixth, wkbf-Tv Cleveland, now pending FCC action, was measured by a series of predictions and announcements made at the agency presentation by Frank X. Tuoti, Kaiser's director of sales development:

- Kaiser's major TV network was described as a "legitimate fourth TV network," not like those proposed by people backing the short-lived Overmyer network, or the newly revived United Network (see page 68). Kaiser's network instead will operate with its own owned-and-operated outlets.
- A seventh Kaiser UHF outlet will "pop up either in New York or Chicago" by 1970.
- Once Kaiser puts its five U's (excluding kmtw-Tv Los Angeles-Corona, Calif.) into full programing operation, it will activate its own programing-syndication division. Kaiser now operates wkbd-Tv Detroit, wkbs-Tv (Philadelphia) Burlington, N. J., and wkbg-Tv (Boston) Cambridge, Mass.
- This fall, pending FCC approval of 50%, Kaiser begins teletcasts on wkbf-Tv Cleveland (now waff-Tv). By next spring (1968) programing will commence on khrj-Tv San Francisco, which now has a construction permit. Within 18 months "original and exciting plans" will be implemented on kmto-Tv Los Angeles-Corona, Calif.
- "Upwards of $6 million" has been invested in fall programing for Kaiser stations: The 90-minute Woody Woodbury Show; a Read-Sterling cinema package of 200 films, including the "Pawinbrook," the "Umbrellas of Cherbourg," and "La Dolce Vita"; and various off-network TV series (Combat, Hazel, I Love Lucy and Perry Mason).

Mr. Tuoti explained later that Kaiser's development of a major TV network is still in an embryonic stage. The idea behind its programing, he said, will basically be a news format and various 90-minute shows similar to the syndicated Merv Griffin and Mike Douglas programs.

Mr. Block Mr. Tuoti

The company's plans for a program division will be oriented first to produce for individual Kaiser markets. Eventually, he indicated, Kaiser will expand this service to all its U's and for general TV syndication. The division's first project—a 90-minute, five-days-a-week program—has already been earmarked for khrj-Tv San Francisco. Kaiser, he noted, has put aside a "multi-million fund" for khrj-Tv to develop programing, buy new equipment, and hire personnel. That station, he said, will start operation next spring with a 15-man news crew.

Kaiser's entry in New York or Chicago, will be accomplished most likely through purchase of an existing UHF station, it was indicated. Mr. Tuoti said negotiations would be similar to those earlier this year in Kaiser's purchase of waft-Tv Cleveland. That is a merger deal with Superior Broadcasting Corp., giving Kaiser 50% ownership and an option to buy the station outright within three years after the FCC approves the buy (Broadcasting, May 8).

Industrial Giant Kaiser Broadcasting, besides its UHF properties, also operates wcac and wjir-Fm Cambridge-Boston, and kipo (FM) San Francisco. Kaiser industries, through its Aerospace Division, operates a firm that manufactures community antenna TV equipment and parts.

Cobb defends TV cultural record

Regardless of the critics who maintain that television is not attempting to elevate the public taste, "any unbiased reading of the facts would indicate that television has contributed a good deal to the growing appreciation of the arts."

Attacking those who accuse broadcasters of failing to meet their responsibilities, Grover C. Cobb, kvdb Great Bend, Kan., chairman of the National Association of Broadcasters, said TV shouldn't be required to elevate public tastes although it is doing just that while broadening the base of culture.

In an address to the Advertising and Sales Executive Club of Kansas City, Mo., Wednesday (Sept. 6), Mr. Cobb pointed out that in the past 20 years television has had "phenomenal growth" in the number of viewers and in enthusiastic acceptance by advertisers.

However, he noted, the critics, "highly educated, highly articulate and highly placed in government and the intellectual circles . . . seem to resent that television is a huge smorgasbord table with something for everyone and with everyone free to choose his own combination of nourishment, rather than a gourmet meal presented for the appreciation of a few highly developed palates."

Foil to "Personal Wants" The critics, he continued, are "demanding . . . intellectually and artistically elevating programs" be placed in prime time to...
reflect their own tastes and interests—which are obviously not at typical social, economic or educational levels."

However, he added, looking at book sales, museum crowds, library circulation, concert attendance and other symbols of cultural pursuits, "those who have been fearful of the spread of mass culture, of tastes being diluted [because of television], seem to have been prematurely concerned."

In addition, Mr. Cobb said, TV already has plenty for the "unaverage man, more probably than he is entitled to in terms of his numbers in the population."

He cited the 300 specials expected on the networks in the coming year and noted they will cover a wide range of subjects. Although some will be disappointing and mediocre, he said, and others will be classics, the evidence is that television is trying; "that it is making a good-faith effort to do good things."

Discussing advertising on TV, the NAB chairman reminded his audience that NAB is "committed" to a court test of the applicability of the FCC's fairness doctrine to advertising if the commission refuses to reconsider its decision placing cigarette advertising under the doctrine.

WCGA in hot water for tardy reports

WCGA Calhoun, Ga., which failed to file required financial information with the FCC for a three-year period, now finds its license renewal application designated for a consolidated hearing with another applicant for the same frequency. The other applicant, John C. Roach, is seeking a 1-kw daytimer to operate on the WCGA frequency, 900 kc.

In setting the hearing issues to determine financial qualifications and program proposals of the applicants, the commission noted that Gordon County Broadcasting Co., licensee of WCGA, had failed to file the required financial report forms from 1964 to 1966. The commission also noted that WCGA had not answered any of its letters and that WCGA's last license renewal was for only a one-year period because of "willful failure to comply with the commission's rules and to answer commission correspondence."

The commission directed WCGA to file the report forms within 15 days of its order. Should the station fail to supply them as requested, the commission then would order the hearing examiner to dismiss WCGA's renewal application.

New backlog jams FCC

Did agency bite off more than it could chew with its CATV rules?

FCC machinery for administering the CATV rules, long known to be groaning under the weight of a burgeoning case load, was revealed last week to be falling behind in its effort to keep pace with a rapidly growing CATV industry.

Backlogs are growing, with the commission currently receiving for consideration cases that were filed more than a year ago. Where top-100 market cases are involved, there is a two-week delay: in reaching them on the processing line and, if they are designated for hearing, moving them to the hearing stage.

There are signs of commission concern. But faced as it is with a tight budget situation, the agency would appear to be foreclosed from assigning more personnel to CATV work. Officials concerned with CATV regulation, however, feel a more basic approach will ultimately be needed—a revamping of the commission's rules.

The first hard statistics on CATV backlogs were presented to the commission last week by the task force that was created in August 1966 (BROADCASTING, Aug. 22, 1966) to implement the rules the commission adopted the previous March when it asserted jurisdiction over all CATV systems.

Statistics  •  The figures show that 200 cases involving requests for waiver of the top-100 market rule (under which CATV systems proposing to relay distant signals into major markets must seek commission permission in a hearing) are pending. The total was 127 in April, and 111 on Oct. 1, 1966.

In the backlog, also, are 245 requests for special relief from the rules, filed by broadcasters as well as CATV systems. This is one less than the figure in this category on Oct. 1, 1966, but 85 more than it was in April.

The task force is also responsible for processing CATV applications for microwave authorizations in the new Community Antenna Relay Service (CARS). And the backlog in that category was said to be substantial also.

The commission's failure to keep abreast of the work results in more than an inconvenience to the parties involved. A station may request program-exclusivity protection under the nonduplication rule. But if the CATV system involved asks for a waiver of the rule, the system may continue to duplicate the station's signals until the issue is resolved in the station's favor.

Conversely, a CATV system getting underway is required to notify local stations of its plans. A protest against the operation would automatically bar the start of the system's service until the matter is resolved.

Burden  •  The burden on the parties involved is underlined by the fact that task force members are now processing special-relief petitions filed some 12 months ago or more. However, cases in which the start of a CATV system's operation is being held up, or a station is requesting a cease-and-desist order against a system's alleged rule violation are being reached more speedily—within six months.

It is believed that one result of this problem is that containing CATV systems and stations are reaching agreements among themselves, without going to the commission, as provided for in the rules. The commission has no authoritative knowledge on this subject. But in a notice of inquiry issued last week on the impact of its carriage and nonduplication rules, it has asked systems and stations to relate the terms of such agreements (see page 68).

The difficulties in administering the rules are compounded in the cases of CATV systems where petitions to import distant signals into any of the top-100 markets are designated for hearing. Of the 10 cases designated—including some 50 petitions—only one has moved from the prehearing to the hearing stage. Most of the others have been shelved as the parties await commission action on petitions the CATV systems have filed for reconsideration of the hearing orders.

Waivers granted  •  Out of some 300 petitions for waiver of the top-100 rule, about 30 have been granted in full, a number of others have been granted in part, generally those involving relatively noncontroversial proposals.

The backlog figures were presented to the commission at the request of Commissioner Nicholas Johnson, who is said to have expressed concern about the problem and to have cited the need for a long-range solution. However, the commissioner told BROADCASTING he is no more concerned about the CATV backlogs than those in any other commission shop.

The commission did not discuss the matter last week. But Sol Schildhause, task force chief, is known to have given his views on the problem to the commission on several occasions. Reportedly, he feels the Second Report and Order, under which the commission assumed jurisdiction over all CATV systems, should be overhauled. And he has suggested that the commission institute an

BROADCASTING, September 11, 1967 75
Financial deal ends Kansas CATV fray

A controversy barring three CATV systems from full operation in five Kansas communities ended last week when the FCC approved an agreement under which the protesting television licensee acquires a minority interest in one of the cable companies.

The cable company directly involved in the agreement—the first of its kind approved by the commission—is Cobb & Associates, whose president is Grover C. Cobb, who was elected chairman of the board of directors of the National Association of Broadcasters in June. Mr. Cobb is also vice president of KSVG Great Bend and secretary-treasurer of KSL Salina.

Under the agreement, Cobb will sell Kansas State Network, licensee of KCKT (TV) Great Bend $12,500 in common stock, about 9%, and $12,500 in 5% debentures, about 9%, at the same price as paid by other stockholders. The agreement also entitles KSN to name a member to the Cobb board of directors, and to acquire additional stock if it is made available.

KSN, claiming it would suffer economic injury, had originally objected to the proposals of United Transmission and Kays Inc., as well as Cobb, to import distant signals into the KCKT service area. All are new systems. The first two are located respectively in Russell and Hays, Cobb has systems in Great Bend, Hoisington and Larned.

Hearing • The commission, accordingly, designated the matter for hearing to determine, among other things, KCKT's financial condition and the economic impact that would be caused by the importation of distant signals.

However, before the case reached the hearing stage, Cobb and KSN filed the proposed agreement under which the station would withdraw its objections to the proposed CATV systems. The examiner, who had no precedent on which to decide the matter, certified the proceedings to the commission.

In expressing approval, the commission in a 5-to-2 decision noted that in proposing its CATV rules on Dec. 13, 1963, it authorized CATV operators and local stations to reach agreements that would resolve differences between them. The commission also pointed out that in the first report and order two years ago on the question of cross- ownership of CATV and TV stations, it held that since there may be "an element of unfairness in certain aspects of competition offered by CATV systems to television broadcast stations . . . it is appropriate to permit the unfairness to be eliminated, in some cases at least, by the union of the economic interests involved." The commission said the proposed agreement is "fair, equitable and in the public interest." The commission noted, in connection with the agreement, that supplemental documents provide assurances that the CATV systems will continue to provide nonduplication and carriage protection to the local stations—KAYS-TV Hays and KTVH(TV) Wichita as well as KCKT. Each of the systems had been permitted to provide a choice of one network service and the signal of one educational station pending a resolution of the KSU complaint.

The commission order removes the bar to carrying distant signals.

The commission conditioned its approval of the agreement on any policy decision emerging from a pending inquiry into the cross-ownership question which was released in April (Broadcasting, April 17).

Chairman Rosel H. Hyde and Commissioners Robert E. Lee and Kenneth A. Cox, with Commissioners Robert T. Bartley and Lee Loevinger concurring, voted to approve the agreement. Commissioners James J. Wadsworth and Nicholas Johnson dissented.

Ex parte charges swept away by FCC

The FCC last week polished off the last of the ex parte charges arising out of that May 9 visit to four FCC commissioners by members of the Association of Maximum Service Telecasters. But in the process the commission indicated that the incident may have left some lasting scars on its venerable rules governing ex parte contracts.

The FCC's ex parte rules bar persons from off-the-record contacts about adjudicatory cases in which they are interested. But they don't bar members of regulated industries from discussing matters of general policy with the commission. That in essence was the commission reaffirmation in an order handed down last week rejecting the contentions of American Television Relay Inc. that representatives of AMST had violated the ex parte rules in individual meetings with Commissioners Kenneth A. Cox, Robert E. Lee, Nicholas Johnson and Chairman Rosel H. Hyde (Broadcasting, May 15).

The AMST delegation consisted of president Jack Harris, KPRC-TV Houston; C. Wrede Petersmeyer, Corinthian Broadcasting; Laurence E. Richardson, Post-Newsweek Stations; Lester W. Lindow, AMST's executive director, and Ernest W. Jennus, counsel.

ATR claimed the delegation's representations related to its pending applications for CP's to set up a point-to-point microwave service carrying the signals of Chicago and St. Louis TV stations to Kentucky and Alabama com-
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munities for eventual distribution by CATV systems. Among those broadcasters opposing ATR's plans were Taft Broadcasting, Cincinnati; Wave-Louisville, Ky., and WPEF-TV Evansville, Ind.

ATR asked all four commissioners each to prepare and furnish summaries of oral statements made by them and AMST on May 9; that AMST make public its membership list, and that the full extent of AMST board member Laurence H. Rogers II's participation in preparation of the visit be revealed. Mr. Rogers is president of Taft Broadcasting.

As in the previous orders dismissing similar charges raised by eight CATV systems (Broadcasting, July 31), the commission reiterated that the AMST discussion was limited to matters of overall policy, and "involved no discussion of the ATR application proceedings as such." However, the commission found merit in ATR's request that AMST be made to disclose those of its TV-station licensee members who had advance knowledge of the May 9 meeting and of the extent to which they participated in planning for those meetings. The commission requested AMST to furnish the information for the record in the proceeding.

On the one hand, the commission affirmed the practicality of its present rules: "We do not think it appropriate to so extend or apply the ex parte rules that the result, not in any way required by fairness or due process, is to straitjacket the commission and those who practice before it in a veritable snarl of ex parte regulations. In our view, to do so would be impracticable and, more important, would seriously diminish our important function of keeping abreast of new rules and developments in this dynamic field." Accordingly, the commission found that the present rules comprise a "proper balance" of the various considerations.

However the commission noted that if groups such as the American Bar Association, the Federal Communications Bar Association, and others "believe that revisions are called for in light of the experience now gained under the rules," the commission said it would invite their comments and appropriate suggestions.

Small-market operators to tell FCC their woes

FCC Chairman Rosel H. Hyde, and Commissioners Robert T. Bartley and Robert E. Lee will hear of problem areas of small-market radio broadcasters Tuesday (Sept. 12). The three FCC members will be luncheon guests of the National Association of Broadcasters Small-Market Radio Committee.

For several months the committee has wanted to meet with the commission and give the federal regulators a first-hand report on difficulties faced by many broadcasters, and in particular small-market operators.

Two cable groups plan Massachusetts systems

Eastern Massachusetts is gearing up for intensive CATV activity as two relatively new but well-financed Boston-based CATV enterprises-National Cablevision Inc. and Cablevision Corp. of America (the latter owned by Herbert S. Hoffman, also owner of WBOS-AM-FM Boston)-plan to serve communities blanketing that portion of the state from Haverhill in the north to Fairhaven in the south.

National Cablevision Inc. has applications pending in the first 100 eastern Massachusetts communities, while Cablevision Corp. of America has applications pending in 53. Both firms are seeking 25-year exclusive franchises.

National Cablevision's uniform rates for installation and monthly service would run $15.00 and $4.95, respectively, with 3% of the firm's annual gross revenue going to the communities. Cablevision Corp. of America's uniform rates would include a $14.95 installation fee and a $4.95 monthly service charge. In lieu of receiving a percentage of the firm's annual gross revenues, communities would receive a negotiated license fee.

Some of the cities in which applications have been filed are Newton and Watertown, both bordering Boston; Weymouth, near of Quincy; Methuen, in upper Essex county and Swampscott, located near the southeastern border of Lynn.

National Cablevision already holds franchises in Hoboken, N. J. (operating under the name of Cable Vision of New Jersey), and Salisbury, Mass. The firm expects to be granted 12 franchises within 30 days. Cablevision Corp. of America holds franchises in the Massachusetts communities of Somerville (under the name of Somerville Cablevision Inc.) and Malden (under the name of Malden Cablevision Inc.). The firm also holds a franchise for Nashua, N. H., under the name of Merrimack Valley CATV Inc.

Principals of National Cablevision Inc. are Edmund M. Abramson, New York real-estate figure, president; J. John Fox, Norfolk county, Mass., probate court judge, chairman, and Joseph M. Linsley, Boston industrialist, treasurer. Other principals are Dennis J. Roberts, former governor of Rhode Island and Joel A. Kozol, Boston attorney.

Principals of Cablevision Corp. of America, who purchased North Shore Cablevision Aug. 30 are Henry G. H. Hoffman, radio station owner, president; Peter W. Doelger, Boston real-estate developer, vice president, and Samuel Baker, former owner of North Shore Cablevision Inc., also vice president. North Shore Cablevision had applications pending in 14 communities throughout Essex county.

New bid disrupts sale of WPen

An offer of $6 million for WPen-AM-FM Philadelphia, accompanied by a $100,000 check as a binder, has stymied litigation in the sale of the stations to a group of Philadelphia businessmen.

The stations had been sold for $5 million by Old Colony Broadcasting of Boston as trustee for the creditors of Penrose Industries Corp. (formerly Sun Ray Drug Co.) (Broadcasting, May 29).

The present owners claim the stations are worth more than the $5 million offered by the Philadelphia group, which is headed by Martin Field, real estate owner in Philadelphia and Florida, and have sued in federal court in Philadelphia to prevent the sale of the stations at that price. The case was scheduled to be argued two weeks ago.

When the new $6 million bid was preferred in court, a federal judge ruled that the prospective new buyers had no standing in the case. This ruling has been appealed to the federal appeals court and is expected to be argued this week.

The new group includes David Milgrim, theater chain owner; Jack Walgin, financier; Martin Orleans, builder, and Sylvan Cohen, lawyer.

TSI seminar adds six

Five broadcasting executives and a TV critic have been named to serve as panel moderators of TV Stations Inc.'s management-programing seminar in New York, Sept. 28-29 (Broadcasting, Aug. 28). Moderators will be Fred S. Hownik, vice president, WMAL-TV Washington, in session dealing with government; Edward P. Shurick, president, H-R Television Inc., on relationship with advertisers; Dwight Martin, executive vice president, WUSA-TV New Orleans, on future of industry; Carl E. Lee, executive vice president, Fetzer Stations, on "station image"; Casey Colhoma, promotion director, WFAA-TV Dallas-Ft. Worth, on promotion, and Laurence Lauren, Washington Post TV critic, on TV programing.
This film flunked

It didn’t get a good grade at WTTW. You see, when we transfer videotape to film we give each transfer a grade on 40 different qualities; the tape when it comes in, the film before it goes out.

If the quality of the film transfer doesn’t match up to the quality of the tape, it flunks, and will never see the light of your projector.

Many places transfer black-and-white videotape to film. Very few of them pay this much attention to quality. That’s why WTTW has customers in cities that have their own local videotape-to-film transfer houses. A film that is sent out at another transfer house may very well flunk at our quality control department. It’s a fact we’re proud of!

Color? Not many places do color videotape-to-film transfers. We’re the only place in the Midwest that does. Naturally, we pay as much attention to quality in color as we do black-and-white. We’re the only place in the country that offers direct positive color work—the most economical.

Speaking of economical, WTTW quality costs no more. We’ll be glad to send you our rate card and black-and-white or color samples.

Write or call:

WTTW
Recording Services

COLOR, BLACK-AND-WHITE
Videotape-to-Film Transfers

WTTW
RECORDING SERVICES
5400 N. ST. LOUIS AVENUE
CHICAGO, ILLINOIS 60625
PHONE: 312/583-5000,(Ext. 61)
O&M's income jumps 14% for half year

Ogilvy & Mather International Inc., New York, reports net income and gross U.S. billings both up 14% in the first half of 1967, compared with that period a year ago.

Board Chairman David Ogilvy said new accounts had come into all offices during the six-month period. In the U.S., three clients joined the O&M roster in 1967; five new clients were added in London, and O&M's new office in Melbourne, Australia, which opened June 5, acquired four clients.

Stockholders received a regular dividend of 12 1/2 cents per share, payable Aug. 31 to stockholders of record Aug. 10.

For the six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Gross billings</th>
<th>Fee and commission income</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>$0.75</td>
<td>$75,564,341</td>
<td>$32,017,492</td>
<td>$12,237,966</td>
</tr>
<tr>
<td>1966</td>
<td>$0.60</td>
<td>$69,936,517</td>
<td>$30,150,764</td>
<td>$11,759,842</td>
</tr>
</tbody>
</table>

Ogilvy said the increase in net income was caused by higher sales and more efficient cost control.

Corinthian makes first public earnings report

Corinthian Broadcasting Corp., New York group broadcaster, has reported highest quarter sales and earnings for the corporation's first quarter ended July 31.

In the first report made since public sale July 11 of 22% of the company's stock by John Hay Whitney, Corinthian

last week noted that per-share earnings, because of the greater number of shares outstanding, remained at the same level as the 1966 period.

C. Wrede Petersmeyer, Corinthian chairman and president, said local sales were up 16% for the fiscal quarter while national sales and network revenues were down 4% and 8% respectively. He also said that as a result of Mr. Whitney's public offering, the company now has 3,700 stockholders of record and substantially more beneficial owners. Distribution of ownership, he indicated, appears to meet the requirements for listing on the New York Stock Exchange, and an application for such listing has been filed.

For three months ended July 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Operating revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>$0.85</td>
<td>$44,212,710</td>
<td>$3,384,259</td>
</tr>
<tr>
<td>1966</td>
<td>$0.58</td>
<td>$38,457,601</td>
<td>$2,722,564</td>
</tr>
</tbody>
</table>

Collins sets new records, calls in debentures early

Collins Radio Corp., Dallas equipment manufacturer, reported record fiscal 1967 sales and earnings, called for redemption of its 4.75% convertible subordinated debentures due 1980, and predicted fiscal 1968 results to be "near or moderately above" the latest figures.

According to Arthur A. Collins, president and chairman, the company's backlog of orders at the end of the fiscal year totaled $385 million, up from $356 million in July 1966, but less than the high of $430 million in May 1967. The latest backlog figure includes $134 million in unfilled orders from commercial and foreign customers and $251 million from the government.

Directors also declared the usual quarterly dividend of 20 cents per share, payable Oct. 16 to stockholders of record Oct. 2. Also, John M. Whalen, vice president and general manager of Collins's Dallas region, was elected a director.

For the fiscal year ended July 28:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Sales</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>$4.43</td>
<td>$438,962,000</td>
<td>$124,000</td>
</tr>
<tr>
<td>1966</td>
<td>$3.38</td>
<td>$388,177,665</td>
<td>$79,000</td>
</tr>
</tbody>
</table>

BMC debentures would repay Chris-Craft loan


Of the net proceeds, $5 million will be used to repay a loan the Philadelphia National Bank in connection with Baldwin-Montrose's purchase of common stock in Chris-Craft and the balance to consummate the purchase of 150,000 shares of Chris-Craft common.

This purchase requires FCC approval of the transfer of control of Chris-Craft's three TV stations — KCOI(TV) in Los Angeles, KPTH(TV) Portland, Ore., and WTCN-TV Minneapolis-St. Paul.

The debentures are to be offered to

SEC's August report of transactions

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

ABC Inc.—Leonard H. Goldenson sold 5,000 shares, leaving 80,061, plus 114 shares beneficially held as custodian.

Capital Cities Broadcasting Corp. — Kenneth M. Johnson bought 3,000 shares, giving total of 5,600, plus 44 beneficially held with children. Robert K. King exercised option on 2,000 shares, giving total of 7,300. EBS Inc.—E. K. Meade Jr. sold 750 shares, leaving 6,220.

Denver Productions Inc.—Gary Morton bought 500 shares, giving total of 5,462.

Lin Broadcasting Corp.—Kirkman Sutherland sold 600 shares, leaving none.

Thomas F. Unterberg, holding 6,333 shares personally, bought 4,769 shares and sold 4,858 shares beneficially held in partnership, giving total of 341, plus 100 beneficially held with daughter. Frank A. Woods, holding 300 shares personally, sold 200 shares beneficially held with wife, leaving 100. A. C. Nielsen Co.—Edgar P. H. James sold 500 shares of class-A common stock, leaving 100. Arthur C. Nielsen Jr., personally holding 12,287 shares, sold 12,500 class-A shares beneficially held in trust, leaving 79,937, plus 2,000 beneficially held with wife and children. H. E. Nickelton Jr. sold 500 class-A shares, leaving 5,000, plus 1,400 beneficially held as custodian, 1,800 beneficially held with wife and 10 children. D. J. Pope sold 2,000 class-A shares, leaving 2,200, plus 220 beneficially held with wife, and sold 500 class-B common shares, leaving 1,000, plus 180 beneficially held with wife.

Official Films Inc.—Louis C. Lerner, holding 560,000 shares personally, and 885,000 on beneficially held Victoria Instruments Co. account, 25,000 on beneficially held Lerner & Co. investment account, and 2,000 beneficially held with wife, bought 4,500 shares and sold 13,600 shares on beneficially held Lerner & Co. trading account, leaving 13,531.

RGA — Charles R. Denny sold 2,000 shares, leaving 12,285. Leon C. Greenebaum through exercise of rights bought $7,500 in $100 convertible subordinated debentures beneficially held as co-trustee, giving total of $7,500; and through exercise of rights bought $6,100 in $100 convertible subordinated debentures beneficially held as corporation, giving total of $9,100.

Reeves Broadcasting — Richard Weininger sold 11,000 shares, leaving 61,500. Sereen Gens Inc.—Columbia Pictures Corp. sold 6,250 shares, leaving 3,500,757 (sold upon exercise of option). Jackie Cooper exercised option on 2,812 shares, giving total of 2,812, plus 144 beneficially held in retirement fund.

Stertor Broadcasting Co. — Merrill B. Johns Jr. sold 1,000 shares, leaving 3,000. Tamarack, Inc. sold 2,000 shares, leaving 12,306, plus 100 shares beneficially held with wife. William E. Rine sold 1,000 shares, leaving 21,306.

Walt Disney Productions — Oliver B. Johnston sold 100 shares, leaving 1,287. Richard T. Morrow sold 400 shares, leaving 594.

FINANCIAL REPORTS

80 BROADCASTING, September 11, 1967
Now, from a single source, a full range of TV studio engineering services.

Studio engineers seeking the best in TV broadcasting technology rely on Federal Electric Corporation's full range of studio services, backed by the experience, skill and resources of ITT, world leader in communications research and engineering.

Federal Electric offers studio design, installation, and backup maintenance, custom-tailored to improve your studio’s efficiency and flexibility. Result: your station equipment is current, competitive and profit-making.

We design systems, select, install, tuneup and checkout equipment, and deliver as-installed records and technical manuals. Whether you are building a station from the ground up... adding remote pickup... converting from monochrome to color... or merely adding updated or expanded recording facilities, you’ll find that service from Federal Electric brings you top professional people, fully matured in TV studio engineering.

ITT’s Service Associate, Federal Electric Corporation, 621 Industrial Avenue, Paramus, N. J. 07652. (201) 967-2554

ITT
common stockholders at 100% of principal amount and at the rate of $500 of debentures for each 50 shares held. Interest rate and underwriting terms are to be supplied by amendment. Loeb, Rhoades & Co., New York, is the principal underwriter.

Following FCC approval and completion of the transaction, Baldwin-Montrose will own 587,000 shares (35%) of Chris-Craft. Herbert J. Siegel is chairman, and James J. Rochis is president of Baldwin-Montrose.

**Earnings up 25% at 20th Century-Fox**

Despite lower revenues, 20th Century-Fox Film Corp., New York, reported 25% higher earnings for the first six months of 1967 and higher earnings for its second quarter ended July 1 compared with the same periods last year.

Net income for the second quarter totaled $3,861,000, down slightly from the $3,892,000 recorded in the second quarter of 1966.

The board declared a quarterly dividend of 40 cents a share, payable Sept. 30 to stockholders of record Sept. 15.

Darryl Zanuck, president of Fox, said that film series produced specifically for television resulted in a substantial profit during the first six months of 1967, in comparison to a loss on such operations during the comparable period in 1966.

For the first six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$5.007,000</td>
<td>100,992.000</td>
</tr>
<tr>
<td>Net income</td>
<td>7,625,000</td>
<td>6,110,000</td>
</tr>
</tbody>
</table>

**Reeves's revenues rise 11% for six-months**

Reeves Broadcasting and Development Corp.'s interim report on the first six months of this year showed an increase of $528,300 (11%) in revenues over the same period of last year. A one-cent decline in earnings-per-share, the company said, was due to a larger than average number of shares outstanding.

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>$0.22</td>
<td>$0.33</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>5,108,200</td>
<td>4,278,200</td>
</tr>
<tr>
<td>Net income</td>
<td>712,400</td>
<td>676,200</td>
</tr>
</tbody>
</table>

**Bank sells Columbia stock**

Five prominent industrialists and two mutual funds have bought 36% interest in Columbia Pictures owned by Banque de Paris et des Pays-Bas, it was reported by A. Schneider, Columbia president. He did not disclose names of purchasers but indicated they were friendly to Columbia management. The stock was sold under an option granted to Columbia by the bank on Aug. 2. The price was not disclosed but was understood to be about $35.1 million, yielding a profit of about $8.5 million for the French bank, which acquired the Columbia stock last fall.

**Electronics firm to offer stock**

International Electronics Corp., Millville, N.Y., filed a registration with the Securities and Exchange Commission last week for 250,000 shares of class-A common stock, 105,400 shares of which are to be offered for sale to the public. The offering price will be $8 a share maximum. Present outstanding shares of the first two years (BROADCASTING, Oct. 24, 1966).

But the NAB, in a letter to Greg Potvin, subcommittee counsel, said that the bill in effect would remove control of allocations from the FCC and vest that authority in the Commerce Department. And some industry observers were of the opinion that the President's action to appoint a task force to study communications problems, including spectrum use, had the effect of pre-empting the Commerce Department study plan (BROADCASTING, Aug. 21).

Since the FCC's creation, the NAB argued, the commission has functioned as a bipartisan agency, independent of the executive branch, and the proposed bill would breach that independence and restore to the executive branch the major FCC function of allocating frequencies. The bill would authorize Commerce to "set standards" for allocations and, the NAB warned, this would relieve the FCC of its effective power to allocate.

"Certainly a proposal for such a far-reaching and pervasive change in the pattern of regulation of communications should be considered only in the context of the entire Communications..."

**EQUIPMENT & ENGINEERING**

**NAB opposes study of spectrum**

The National Association of Broadcasters has gone on record in opposition to a proposed bill that would grant the Department of Commerce authority to conduct frequency allocation studies. A draft bill being circulated for comment by the House Small Business Subcommittee of Regulatory Agencies would authorize the Commerce Department to study spectrum usage with appropriations of $10 million for each

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
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</tr>
</thead>
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<td>100,992.000</td>
</tr>
<tr>
<td>Net income</td>
<td>7,625,000</td>
<td>6,110,000</td>
</tr>
</tbody>
</table>

number 995,600 class-A common, of which management officials own 53.6%.

The company is engaged in marketing electronic components, primarily receiving tubes (other than picture tubes) used for color and black-and-white television receivers, AM and FM radios and stereophonic and other high-fidelity equipment.

**Financial reports...**

- Packard-Bell Electronics Corp., Los Angeles-based manufacturer of color-TV sets and closed-circuit TV cameras, and Telex Corp., an electronics producer, last week reached an agreement in principle for a merger. Under the plan, Telex shareholders would receive one share of Packard-Bell common for each share they hold. The transaction is subject to final management review and approval of the directors and shareholders of each company.

- The board of directors of RCA declared a quarterly dividend of 20 cents per share on common stock, payable Oct. 23 to holders of record at the close of business Sept. 18. Directors also declared quarterly dividends of $1 per share on the $4 cumulative convertible series first preferred stock, and 87 1/2 cents per share on the $3.50 cumulative first preferred stock, both for the period from Oct. 1 to Dec. 31, payable Jan. 2, 1968 to shareholders of record at the close of business Dec. 15.

- Walt Disney Productions, Burbank, Calif., declared a two-for-one stock split last week. Board of directors of the production company, at a special meeting, also set in motion necessary authorization for an increase in common shares from 3 million to 7.5 million, with a change in par value from $2.50 to $1.25. The authorized number of directors was increased from eight to nine.
The package carrier that never sleeps

Your packages go 24 hours a day, 365 days a year, by Greyhound Package Express

Greyhound Package Express is the wide awake way to get your packages where you want them. Ship anytime 'round the clock, days, nights, weekends, and holidays, too! Your packages can go wherever Greyhound goes, and Greyhound goes just about everywhere in the U.S.A. When you ship by GPX, your packages travel on fast, frequent "people" schedules, aboard regular Greyhound buses, serving more than 25,000 cities, towns and villages. Very often, packages shipped by GPX get where you want them in a matter of hours. Sometimes even faster than if you shipped them by air. Before you make your next shipment, remember GPX. Ship C.O.D., Collect, Prepaid, or open a Charge Account. Extra savings on lot shipments also available. For information on service, rates and routes, call Greyhound or write: Greyhound Package Express, Dept. 8-I, 10 South Riverside Plaza, Chicago, Ill. 60606.

It's there in hours and costs you less

<table>
<thead>
<tr>
<th>For Example</th>
<th>Buses Daily</th>
<th>Running Time</th>
<th>20 lbs.</th>
<th>30 lbs.</th>
<th>40 lbs.*</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW YORK—PHILADELPHIA</td>
<td>32</td>
<td>2 hrs.</td>
<td>$1.75</td>
<td>$2.05</td>
<td>$2.30</td>
</tr>
<tr>
<td>LOS ANGELES—SAN DIEGO</td>
<td>33</td>
<td>2 hrs. 15 min.</td>
<td>1.50</td>
<td>1.70</td>
<td>1.95</td>
</tr>
<tr>
<td>CHICAGO—MILWAUKEE</td>
<td>28</td>
<td>1 hr. 50 min.</td>
<td>1.75</td>
<td>2.00</td>
<td>2.20</td>
</tr>
<tr>
<td>RICHMOND—NORFOLK</td>
<td>19</td>
<td>1 hr. 45 min.</td>
<td>1.85</td>
<td>2.10</td>
<td>2.40</td>
</tr>
</tbody>
</table>

*Other low rates up to 100 lbs. Lot shipments, too.

One of a series of messages depicting another growing service of The Greyhound Corporation.

BROADCASTING, September 11, 1967

Meanwhile, Representative John D. Dingell (D-Mich.), chairman of the small business subcommittee, has been searching for land-mobile frequency-space ammunition. In letters sent to police chiefs of cities marked by rioting this summer, Representative Dingell has asked for information on instances where a shortage of police frequencies hampered riot control.

The police chiefs were also asked if present frequency allotments are deemed sufficient to accommodate future needs.

Fincher to head RCA's new radio-equipment unit

To expand and improve its broadcast radio-equipment operation, RCA Broadcast and Communications Products Division, Camden N.J., has created a new merchandising unit and appointed Byron E. Fincher its manager. Mr. Fincher will oversee RCA's radio station equipment merchandising for all AM and FM studio and transmitter products and systems.

Prior to this assignment, Mr. Fincher was an RCA broadcast-equipment salesman, serving out of Memphis since 1954. Before joining RCA, he was general manager and secretary of wwx Chattanooga.

Stereo deadline extended

The FCC has extended the Sept. 1 effective date for installation of type-approved stereo modulation monitors in FM stereo stations to Nov. 1. The extension will apply only to those stations having placed a type-approved stereo modulation monitor on order on or before Sept. 1.

Commission action came at the request of three electronic equipment companies—Belair Electronics Laboratory, Collins Radio Co. and McMartin Industries Inc.—whose monitors were type-approved by the commission. Though the companies have sent monitors to stations ordering them, many stations did not receive monitors in time for installation by the original Sept. 1 deadline, the commission noted.

FM stereo OK'd in 397 markets

A total of 588 FM stations in 397 markets have been authorized by the FCC to broadcast in multiplex stereo in the last six years, according to a recent survey by RCA. The survey shows stereo broadcasting is now approved for nearly one-third of all commercial FM stations. FM stereo broadcasting began June 1, 1961.

Litcom to build new center

Litton Industries' Litcom Division, Silver Spring, Md., this month plans to break ground in Melville, N. Y., for construction of a multi-million-dollar headquarters and manufacturing plant for radio, radio navigation, facsimile and communications systems. Litcom's new site (168,000 square feet) will consolidate activities now handled at its plants in New Rochelle, Pelham Manor and Pleasantville, all New York.

Breakthrough doubles use of recording tapes

A method of recording on both sides of audio or video tape has reportedly been developed by a Virginia college professor. Dr. Siegfried S. Meyers, professor of physics at Madison College, Harrisonburg, Va., invented the new process while studying photomagnetic phenomena. He was assisted by Dr. Doris V. Stage, professor of chemistry, also at Madison College.

In present tape-recording technology, signals impressed on one side of a tape pass through so that the underside is unusable. Dr. Meyers' development places a ferrite barrier between the two sides, insulating one from the other during recordings. A patent is pending on the discovery, Madison College officials said.

Vikoa announces 'Minicaster'

Vikoa Inc., Hoboken, N. J., CATV equipment manufacturer, has announced development of the Minicaster, said to be a new and simplified channel originator. It comprises a 500-line, vidicon TV camera focused on a 16-position rotary card holder. Each position is viewed for 12 seconds, with three seconds needed to move; all 16 therefore are reviewed every four minutes.

The Minicaster uses ordinary 3 by 5-inch cards on which messages can be typed: It will also accommodate photos, drawings and maps. Price is $1,100.

Sony gets du Pont tape rights

DuPont de Nemours & Co., Wilmington, Del., has reported a licensing agreement with Sony Corp. of Japan, giving Sony technical information and patent rights in Japan to its new chromium-dioxide magnetic-tape process. Sony reportedly will make video tapes, using the new process, for the Japanese market.

Rule change proposed

The FCC has issued a notice of proposed rulemaking that would amend the rules to require that the call sign and license of unattended studio transmitter links and intercity relay station transmitters be displayed on the supporting antenna structure, "visible to a person standing in an easily accessible spot." The purpose of the new rule, the commission said, would be to facilitate transmitter identification by FCC field engineers and would indicate where specific information on the transmitter may be obtained. Comments are due Oct. 18 with replies Oct. 30.
NSI's new Programs in Profile gives you market-by-market average TV station audience estimates per average 1/4 hr. within each of 9 day-parts and market-by-market information on network program performance to help you compare and analyze TV programs and markets.

Now you can quickly analyze estimated performance of stations in:
- markets of comparable size
- markets of comparable facilities
- markets in the same time zone
- markets in the same Nielsen marketing territories
- market-by-market program clearances including delayed telecasts

Issued twice a year covering NSI's Fall and Winter Measurements of all TV markets.

For details, write, wire or phone your NSI Sales/Service Representative.

Nielsen Station Index

NSI EXECUTIVE AND EASTERN SALES/SERVICE OFFICE
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NSI SALES/SERVICE OFFICES
CHICAGO (60601) • 360 N. Michigan Ave. • 372-3810
HOLLYWOOD (90028) • 1680 N. Vine St. • Hollywood 6-4391
SAN FRANCISCO (94104) • 68 Post St. • Yukon 6-8437

a service of A. C. NIELSEN COMPANY
2101 Howard Street • Chicago 60645 • 465-4400

BROADCASTING, September 11, 1967
Pulse picks McLendon as 'man of the year'

Station owner and operator Gordon B. McLendon was named last week to receive the 1967 Man-of-the-Year award of The Pulse Inc. at a luncheon to be held in his honor at the Plaza hotel in New York on Oct. 18.

Dr. Sydney Roslow, Pulse's director, said Mr. McLendon was chosen in recognition of his "outstanding contributions" in the field of radio. Mr. McLendon is president of the McLendon Corp., which owns radio stations in Texas, California, Illinois and New York, but has sold its three Texas stations to LIN Broadcasting Corp. for $15 million, subject to FCC approval (Broadcasting, July 3).

Mr. McLendon has been active in radio broadcasting for more than 20 years and at one time operated the Liberty Broadcasting System, over which baseball and football games were carried to more than 450 stations.


Legion auxiliary gives radio-TV awards

The American Legion Auxiliary's annual "Golden Mike" awards were announced at its 47th national convention in Boston.

The awards are offered for "distinguished programs in the field of broadcasting" and intended as a 1,000,000-family index to "what America likes best to see and hear on TV and radio." Four of the six 1967 awards were based on a nationwide poll of auxiliary members conducted through the magazine The American Legion; the remaining two were determined in state and subsequent national competition.

The six categories and winners in each are: "best family program," A Family Affair (CBS-TV); "best special production," Bob Hope Christmas Special (NBC-TV); "best musical," Lawrence Welk (ABC-TV); "junior jury award," The Monkees (NBC-TV); "America's best "local radio program in the interest of youth," Listen to Their Voices (WGY Schenectady, N. Y.), and "America's best local television program in the interest of youth," The Indispensables (KTAR-TV Phoenix).

Drumbeats . . .

DJ's for week - Joby Baker and Ronnie Schell, who play disk jockeys on CBS-TV's Good Morning, World, had a chance to play the role for real earlier this month. The two actors substituted for vacationing Lohman & Barkley, the morning men on KFPH Los Angeles. Bill Persky and Sam Denoff, creators of Good Morning, World produced the week of four-hour daily disk jockey programs. They used to write and produce for DJ's at WNEW New York.

White elephants for Goodwill - Nine San Francisco radio personalities recently went on a "white elephant" buying spree, subsequently auctioning off their items at one of the city's Goodwill Industries stores. The only stipulation regulating purchases, which ranged from hubcaps to an antique telephone, was that there must be no monetary exchange; each buyer was required to negotiate using a Bankamericard only. Proceeds from the three-day auction were donated to Goodwill Industries by Bankamericard and the following participating stations: KNBR, KGO, KEXH, KSAN, KENM(FM) and KFOG(FM)

INTERNATIONAL

Clients buy control of Toronto rep firm

The sale by CBS of a majority interest in Stephens & Tondrow, Toronto, radio station representative company, to a group of Canadian broadcasters was announced last week by Clark B. George, president, CBS Radio Division. CBS which will retain a minority interest in the firm, would not divulge the amount of money involved in the sale.

The broadcasters acquiring the majority interest are associated with stations represented by Stephens & Tondrow. They are CJMS and CKGM, both of Montreal; CKY Toronto; CJBS Sherbrooke, Que.; CKWW Windsor, Ont.; CKPM Ottawa; CKY Winnipeg, Man.; CKXL Calgary, Alberta; CHED Edmonton, Alberta; CHAN Moose Jaw, Sask. and CHQM and CKLG both Vancouver, B. C.

Ernest P. Tondrow, the current president and managing director, will not be associated with the new organization and has not announced his future plans. The new management will consist of Raymond Crepault, board chairman; Allan Slaight, president and managing director; Charles Fenton and Guy Royal, vice presidents and general managers, respectively, of the Toronto and Montreal offices.

New British TV stations to improve color's reach

Britain's Independent Television Authority, together with the BBC, is planning to build 26 main UHF transmitting stations and a probable 56 relay
spots in the 1969-71 period. This
according to the authority, will bring
ITV color programs to approximately
43.5-million people (79% of the popula-
tion) by the end of 1971.

The ITA expects to have seven UHF
stations ready for color by early 1970,
or sooner possibly. Color launching by
ITV when it comes will be simultaneous
with BBC-1, BBC-2 initiated color tele-
vision in Britain on July 1 (Broadcast-
ing, July 10).

In the future, all UHF programs
(whether BBC-1, BBC-2 or ITV) will
be transmitted from shared antenna
towers. Saluting this cooperation be-
tween the competing networks, Howard
Steele, ITA chief engineer, said "that
"Britain's color coverage . . . is being
jointly planned by the engineers of the
ITA, BBC and Post Office on a national
basis."

Canadian radio set-
growth outpaces people

The Radio Sales Bureau, a sales ser-
vice association of Canada's independent
radio broadcasters, has announced that
radio receivers in that country have hit the 16-million-plus mark and that
by 1971 the count is expected to ex-
cede the Canadian population.

According to RSB President W.
Dennis Whitaker, the radio count has
risen 150% since 1956, while the
population has risen only 24%.

The most popular set in Canada
today is the transistor which accounted
for 45% of the 2,225,000 radios pur-
chased last year.

Battery portables accounted for near-
ly 10 million or 62% of all sets in op-
eration last year, outnumbering plug-
in sets by about 6 million.

Australia TV to receive
yacht-race films fast

Satellite coverage of the America's
Cup competition, starting on Sept. 12,
will be supplied to Australian TV sta-
tions by CBS Films Inc., it was an-
ounced last week. Within hours of
the completion of each race, according
to Willard Block, vice president, inter-
national sales, CBS Films, TV viewers
in Australia will be able to see the film
coverage, which will be edited to a
half-hour version.

CBS News will produce the films of
the yachting races off Newport, R. I.,
which will pit the United States de-
fender, Intrepid, and the Australian
challenger, Dame Pattie, in a four-out-
of-seven competition. The coverage was
made possible, it was said, as a service
to the Australian public through the
cooperation of CBS Films, the National
Aeronautics and Space Administration
(NASA) and the Australian broadcast-
ing industry.

Abroad in brief...

Slimming pickings • Benton & Bowles,
New York, reported that its London
office has been assigned the $300,000
Finsons Pharmaceuticals Ltd. account,
which includes a line of diet food. As-
ignment becomes effective Jan 1, 1968.

Go-between • Florida Citrus Commissi-
on, Lakeland, Fla., will use NCk/
EUROPE, marketing services company
serving Norman, Craig & Kummel's
nine European agencies, to act as
liaison between the commission, the
U. S. Department of Agriculture's For-
egn Agricultural Service, and Euro-
pian Cooperators (distributors). NCk/
EUROPE will provide supervisory and
consulting services for the commission's
marketing program in nine European
countries.
BROADCAST ADVERTISING

Barrett Alley, media director at Kenyon & Eckhardt, Chicago, elected VP.

Brantz Bryan, Eben Keyes, Arie Kopelman and Simon Kornblit, account supervisors with Doyle Dane Bernbach, New York, named VP's.


George E. Wilson, account supervisor at Kenyon & Eckhardt, New York, joins Clyne Maxon Inc. there as VP and account supervisor. Walter E. Roth, Ted Bates & Co. media department, New York, joins Clyne Maxon there as broadcast coordinator. George F. Johnson, Grey Advertising, New York, named radio-TV business manager for Clyne Maxon, that city.


Stephen Potter, senior creative group supervisor, Compton Advertising. New York, elected VP.

Rosalie Fossacco, media director of Holzer/Taylor/McTighe/Dawson. Los Angeles, elected VP.

Guy V. Pontius Jr., VP and account supervisor with BBDO, New York, joins BBDO. Minneapolis, in similar capacity.

Gary Guinn, with Van der Boom Mccarton Inc., Glendale, Calif., joins the Koblitz Co., Los Angeles, as art director.

Malcolm L. Jennings, art director of Hamilton Cosco Inc., Columbus, Ind., appointed art director of Ruben Advertising Agency, Indianapolis.


Al Racco, account executive with KGO San Francisco, named sales manager.


Dennis Griffin, with KBKR San Antonio, Tex., named sales manager.

Virge Ciemons, station manager at KFMB San Diego, joins KCRA Sacramento, Calif., as sales manager.

Keith L. Andre, Midwest manager broadcast sales for American Research Bureau, Chicago, appointed director sales-Midwest region for Radio Advertising Bureau, that city.

Gordon Faulkner, with Venard. Torbet & McConnell, New York, appointed national sales manager of Reeves Broadcasting Corp., that city.

Robert L. Spiller, with WCRT Macon, Ga., appointed commercial manager.

Donald K. Lee, account executive at KWN-F TV Denver, appointed sales manager.

M. Joel Suffield, with WMAL-TV Washington, appointed account executive.


Ray Bates, salesman for WLW-TV Indianapolis, named to newly created position of local sales manager.


MEDIA


Lincoln W. N. Pratt, general manager of WSBK Fall River, Mass., appointed station manager of WJPS-AM Providence, R. I.

Wendell Borrick, supervisor of production and talent for WMBR-AM-FM Chicago, appointed station manager of WYCA(FM) Hammond, Ind.

John F. DeBardeleben, chief of emergency communications resources branch, emergency communications division of FCC executive director's office, retires after 27 years with commission.

Jeff Nagle, program manager of KQMJ-AM-FM Fresno, Calif., named manager.

Hal Chambers, with KFBR Fairbanks, Alaska, named station manager of KIBH Seward, Alaska.


Peter R. Dreyer, sales manager of WNOX Knoxville, Tenn., named assistant general manager.

Gene Alfred, director of public relations and advertising for Harvey Aluminum. Torrance, Calif., named president of North County Broadcasting Co., which has permit for AM station in Vista, Calif.

Bob J. Robison, operations officer of Atlantic fleet for U. S. Navy, appointed deputy director of special Washington relations for International Telephone & Telegraph Corp.


PROGRAMING


Alexander Singer, director, signed to direct episodes of Run For Your Life and The Outsider for Public Arts Inc. and Universal City Studios, Universal City. Calif.

James McNeill Clark, operations director of wnox Knoxville, Tenn., appointed program director.

Jeff Hogwood, with KRFM(FM) Phoenix, named program director.

Bert Saperstein, TV commercial producer, Dancer-Fitzgerald-Sample, New York, named executive production representative, Jefferson Productions' New York office. Jefferson, with
We mean it. We really are. And if you've been in marketing or advertising very long, you're probably a little sorry, too.

But sorry or not, this is it: the last issue of Printers' Ink we'll ever publish. Because starting next month we're publishing an even better magazine to take its place—Marketing/Communications.

The product of more than two years of continuous research, testing, planning and experiment, Marketing/Communications is a new kind of book conceived and edited for today's new breed of marketing and advertising men.

Controversial and colorful, opinionated and people-oriented, iconoclastic and upbeat, Marketing/Communications will report, interpret and comment every month on every important happening in every form of communications used in the marketing and advertising of goods and services today.

And right from the start, it will reach more of the people your ads should reach than any other publication in its field can claim: 84,000 decision-makers in every area of marketing communications, everywhere in the world.

Sound like your kind of book? Then let us give you a preview. Just call your Decker Communications representative, today, at 501 Madison Avenue, New York, New York (212) 421-0800. He'll tell you how you can reach these leaders and readers every month at a lower cost-per-thousand than any other marketing and advertising magazine now offers you. And you can't be sorry about that, can you?

Marketing/Communications
Just What Your Doctor Ordered

Last year more than 90 million people in the United States alone were examined or treated with x-ray. The persons most frequently seen by patients during routine x-ray procedures are radiologic technologists. Their skills play a vital role in helping your doctor and his consulting radiologist (a physician specializing in x-ray) achieve the correct diagnosis. In assisting the radiologist, the technologist performs a wide variety of functions—positioning patients, operating complex equipment, making x-ray exposures and processing film. X-ray technologists are important members of the staff in hospitals, clinics and private offices. How does a radiologic technologist achieve professional status? Acceptance by the American Registry of Radiologic Technologists requires high school graduation plus the successful completion of a two year program of study and application of x-ray under the direct supervision of a radiologist. Technologists are trained in anatomy, medical and surgical diseases, radiographic exposure and chemistry. They also receive instruction in the basics of electricity, radiological mathematics and psychology. Radiologists depend heavily on their technical assistants to provide properly exposed and developed x-ray films. The rewards of radiologic technology are many. Foremost is the personal satisfaction and pride of working with respected medical practitioners, sharing in the victory over disease and pain. General Electric is proud to be associated with x-ray technologists, providing the finest, most advanced equipment and supplies. For additional information on careers in radiologic technology, write to General Electric X-Ray, Milwaukee, Wisconsin 53201.
Homing leaves PBL board

Thomas P. F. Hoving, chairman of the National Citizens' Committee for Public Television, last week resigned his membership on the Editorial Policy Board of the Ford Foundation-endowed Public Broadcast Laboratory.

In his letter of resignation to Dean Edward W. Barrett of the Columbia Graduate School of Journalism, the board's chairman, Mr. Hoving praised its dual function of "insulating and inspiring" the PBL, but explained that "being head of a whole committee, it would be unwise for me to associate myself with one group actively seeking one solution. I must take the broad position about Public Television."

headquarters in Charlotte, N. C., has opened New York office at 14 East 39th Street.

William H. Traphagan Jr. named program manager of WOAI San Antonio, Tex, succeeding Gene Crockett, who resigned.

Everett T. Felder, assistant director of operations at WNJU-TV Linden-Newark, N. J., named director of operations.

Allan M. Peck, music director at KJIK Jefferson City, Mo., appointed production supervisor at WCLU Covington, Ky.

Bob McCourt, production manager of WSOO-TV Charlotte, N. C., named head of station's new creative planning department.

Zev Puterman, producer of documentary series A.M. for KOGO-TV San Francisco, signed as producer of nightly Les Crane Show on KTVY-TV Los Angeles.

Bernard Widman, production supervisor for Star Trek series, named supervisor of TV editorial department for Paramount Television.

Frank Leahy, former Notre Dame football coach, joins WBBM-TV Chicago as sports broadcaster.

Donald Swartz and Robert Jones, with Maryland Educational-Cultural Broadcasting Commission, Baltimore, named production manager and graphic arts manager, respectively.

E. Alvin Davis, with KLEO Wichita, Kan., named music director.

Juan Felipe de la Cruz, director of Spanish programming for WSUN-TV St. Petersburg, Fla., appointed operations manager for noncommercial WUSF(FM) and WUSF-TV Tampa, Fla. David M. Guerra, formerly with instructional television center, Archdiocese of New York, and Brooklyn (N. Y.) College Television Center, named production manager for WUSF and WUSF-TV.

NEWS

Greg Harris, NBC News correspondent in New York, reassigned to network's Saigon news bureau.

Lester Cooper, ABC news producer, New York, appointed executive producer, ABC News hours documentary unit, joining John H. Secondari and Stephen Fleishman on newly formed unit.

Harold M. Cessna, with KDKA-AM-FM Pittsburgh, named Capitol Hill correspondent for Westinghouse Broadcasting Co.'s Washington news bureau.

William Hampton, with WZTN Miami, appointed news director.

Don Gordon, with WMEX Boston, appointed news director of WLKW Providence, R. I.

Mike Rhea, AP, Baltimore, named AP broadcast news editor for Maryland. He replaces Tom Briley, appointed AP correspondent, Dover, Del.


Floyd Kalber, on-air news personality at NBC-owned WMAI-TV Chicago, signed to new five-year contract for both network and local news.

Clarence Renshaw II, formerly with WDBI-TV Roanoke, Va., and WAVY-TV Portsmouth-Norfolk-Newport News, Va., joins news and public affairs department of WTRR-AM-FM-TV Norfolk, Va., as producer.

Bob Porter joins news staff of WSBT-AM-FM-TV South Bend, Ind., replacing newsman Bob Speaks, who joins WANE-TV Fort Wayne, Ind.

Tom Cuevas, with WTOK-TV Meridian, Miss., joins WLOX-TV Biloxi, Miss., as newsman.

FANFARE

Herb Marks, with WRAL-TV Raleigh, N. C., appointed promotion manager for WPGA-TV Jacksonville, Fla.

Joseph Fusco Jr., director of promotion for 20th Century-Fox Television, New York, named to newly created post of director of advertising, publicity and promotion-TV.

Gordon A. Mikkelsen, director of program promotion and public relations for WCCO Minneapolis, named director of special projects and public relations. Robinson B. Brown, assistant director of program promotion for WCCO, becomes director of program promotion.

EQUIPMENT & ENGINEERING

Robert F. Halligan resigns as board chairman of Hallicrafters Co., Chicago, subsidiary of Northrop Corp. No future plans announced.

Richard L. Paulus, with Dynair Electronics Inc., San Diego, named VP, marketing.

Joseph A. Flaherty, director, technical facilities staff, CBS-TV, New York, appointed to new position of general manager, engineering and development.

Ira T. (Buddy) Lowe Jr., engineer with WSYA-AM-FM-TV Harrisonburg, Va., named chief engineer.
Richard B. Martenson, general sales manager for photolamp operation of Sylvania Electric Products Inc., New York, named VP-marketing of photolamp operation.

Howard Souther named VP, marketing, of Koss Electronics Inc., Milwaukee.

John B. Mandle, manager of product test laboratory for Memorex Corp., Santa Clara, Calif., appointed director of quality control.

Wesley H. Terres, manager, broadcast transmitter manufacturing, for RCA's facility at Meadow Lands, Pa., appointed plant manager.

Dr. William R. Eubank and Dr. Paul R. Fram, with magnetic products laboratory of 3M Co., St. Paul, named advanced research manager and organic materials research manager, respectively. Willis D. Haller, with magnetic products laboratory since 1954, named magnetic materials development manager.

Michael A. Carlisle, director of promotion for United Video Systems and manager of United's CATV systems at Columbus, Neb., joins Ameco Inc. there as sales representative in Nebraska, Kansas, Iowa, Missouri and Colorado.

Garry L. Powell appointed sales engineer for ELSCO Colorado Inc., Denver.

ALLIED FIELDS

Bill Ladd retires after 17 years on radio-television desk of Louisville (Ky.) Courier-Journal.

Rev. James A. Brown S.J., who has just completed work for doctor of philosophy degree in communications from University of Southern California, Los Angeles, named chairman of radio-TV department at University of Detroit.

INTERNATIONAL

Grant McLean, assistant film commissioner for National Film Board, Montreal, resigns to enter private film industry in Canada.

Dr. Italo Tinari, plant manager of Technicolor Italiana S.P.A., Rome, appointed general manager of wholly-owned Technicolor Corp. subsidiary.

Jacques Gauthier, producer for French network of Canadian Broadcasting Corp., Montreal, named cabinet adviser on matters relating to radio and television in Quebec.

DEATHS

Wells Barnett, 50, former executive with WWOX Charlotte, N.C., and before that for 18 years with John Blair & Co., New York, died Sept. 6 in New Haven, Conn. He had been in ill health for past year. Mr. Barnett joined Blair in 1946 after working for WLS Chicago, became assistant to founder John Blair, organized Blair Radio's sales development department, and helped to set up Blair's TV division in 1948. Late in 1964 he resigned to join wwox as VP and general manager. Surviving are his wife, Judy, and daughter. J. William Atherton, 76, chairman of plans board and honorary chairman of Emerson Foote Inc., New York, died of heart attack Sept. 2 at New Rochelle (N. Y.) hospital. He was founder and partner of Atherton and Currier Agency in 1924. He joined Kas- tor, Hilton, Chesley and Clifford in 1959 and helped reorganize that agency earlier this year into Emerson Foote Inc. Surviving are his wife, Williamina, daughter and two sons.

Francis H. Spencer, 60, retired official of FCC's space satellite division, died of cerebral hemorrhage Aug. 26 at Trieste, Italy, while on trip around world. He is survived by his wife, Alice.

James Dunn, 61, stage, screen and television actor, died Sept. 1 at Santa Monica (Calif.) hospital after long illness.

Julio DiBenedetto, 40, producer and director of network television programs, died of heart ailment Aug. 30 at his parents' home in Youngstown, Ohio. He was associated with such shows as Candid Camera and shows featuring Gary Moore, Steve Allen and Dinah Shore. Surviving are his wife, Kim, and son.

Leo Weith, 69, senior producer and announcer with Austrian and German service of Voice of America for 22 years, died of circulatory ailment Sept. 5 at Doctors hospital in Washington. He is survived by his wife, Erica, and daughter.

Bob Zenner, 36, sports director of KLIN and KOLN-TV both Lincoln, Neb., died of leukemia Sept. 1. Previously he had been sports director of KWWL Waterloo, Iowa.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Aug. 31 through Sept. 6, and based on filings, authorizations and other actions of the FCC.

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 Jewel Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Abbreviations: Ann.—announced; ant.—antenna; aur.—aural CATV; communica- tion antenna; CRT—critical hours; DF—construction permit; D-day—day; DA—directional antenna; ERP—effective radiated power; K—kilowatts; kW—kilowatts; LH—local sunset; me—megacycles; mod.—modification; N-night—night; SCA—subsidiary communications authorization; SH—specified hours; SSA—special service authorization; STA—special temporary authorization; TRX—temporary receiver; UHF—ultra high frequency; U Unlimited hours; VHF—very high frequency; VHF—very high frequency; vis.—visual; w—watts; *—educational.

New TV stations

APPLICATION

Pierre, S. D. — University of South Dakota, seeks VHF ch. 19 (192-193 MHz); ERP 316 kw vis.; 31.6 kw aur. Ant. height above average terrain 1,070 ft.; ant. height above ground 679 ft.; P.O. address: c/o Martin P. Busch, University of South Dakota. Estimated construction cost $375,408.91; first-year operating cost $51,656; revenue none. Geographic coordinates 43° 21' 58" north lat.; 90° 18' 26" west long.

BROADCASTING, September 11, 1967
San Angelo School District represents the best available use of channel. Commission stated that deleted issue would be inappropriate since such deletion has been placed upon the use of VHF channel and school district does not propose to share use of channel with any other applicant. Action Sept. 5. In order. Commissioners Hyde (chairman), Bartley, Lee, Cox, Loewinger and Johnson.


Actions on Motions

Chief Hearing Examiner James D. Cunningham on behalf of University of Texas (SRC Inc. and San Angelo Independent School District) moved to dismiss proceeding with costs. Commissioner Graham, of 1(b) as to petition to amend Aug. 10 by Northeast TV Cabildo Corp., and accepted amendment. Board members Sline and Piccione absent. Action Sept. 1.

Ruling Making Actions

Commission has granted in part UHF television channels to Hawaii, eight of which are state-issued. Channels, selected from UHF assignment plan developed for entire state, are first UHF channels to be assigned in Hawaii. Assignments were made to four largest cities on four major islands of Hawaii and will provide statewide UHF coverage. Cities and channels selected were: Hilo-Hawaii-Chs. 13, 26 and educational chs. 39 and 38; Honolulu-Oahu-Chs. 14, 20, 24, 26 and educational chs. 38 and 44; Lihue-Kauai-Ch. 15 and educational chs. 31 and 32; and Wailuku-Maui-Chs. 15 and 21 and educational chs. 17 and 33. Number of assignments made in Hawaii (both commercial and educational) exceeds minimum goals used in designing UHF assignment plan for continental United States with exception of Alaska. Commissioners have not as yet decided whether this may be justified because of unique ethnic community and because use of channels in Hawaii does not deprive other plants. S & G Telecasts Inc., and James A. Chase and E.

**Please send**

**SUBSCRIBER SERVICE**

- 1 year $10
- 2 years $17
- 3 years $25

Canada Add $2 Per Year

- 1968 Yearbook $10, January Publication

- Payment enclosed

**BROADCASTING, 1375 DeSales St., N.W., Washington, D. C. 20036.**

- Address change: Print new address above and attach address label from a recent issue, or print old address, including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

**FOR THE RECORD** 93

**Call Letter Application**

- Virginia Telecasts Inc., Richmond, Va. Requests WTVW.

**Call Letter Actions**

- UMC Broadcasting Corp., Jacksonville, Fla. Granted WUMJ-TV.

**Eating Television Stations**

**FtA VAC(CTV) Anchorage, Alaska—Broadcast Bureau granted license covering reassignment of transmitter and studio location at 1007 West 32nd Avenue, Anchorage. Action Aug. 31.

**WICD(TV) Champaign, Ill. — Broadcast Bureau granted license covering changes to CP. Action Aug. 31.

**WCUI-TV Chicago — Broadcast Bureau granted license covering changes to CP. Action Aug. 31.

**WTWV Evansville, Ind.—Broadcast Bureau granted renewal of license for commercial television. Action Aug. 31.

**WCTU-TV Charlotte, N. C. — Broadcast Bureau, granted license covering CP for new TV. Action Aug. 31.


SUMMARY OF BROADCASTING
Compiled by Broadcasting, Sept. 7

ON AIR

| Commercial AM | Lic. | CP's | 4,118 | 14 18 |
| Commercial TV-VHF | 488 | 12 21 |
| Commercial TV-UHF | 112 | 26 144 |
| Educational FM | 304 | 14 27 |
| Educational TV-VHF | 60 | 9 |
| Educational TV-UHF | 49 | 12 48 |

NOT ON AIR

1. In addition, two AM's operate with Special Temporary Authorization.
2. In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

AUTHORIZED TELEVISION STATIONS
Compiled by Broadcasting, Sept. 7

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>527</td>
<td>726</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>76</td>
<td>129</td>
</tr>
</tbody>
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STATION BOXSCORE
Compiled by FCC, June 30, 1967

<table>
<thead>
<tr>
<th>COM'L AM</th>
<th>COM'L FM</th>
<th>COM'L TV</th>
<th>EDUC FM</th>
<th>EDUC TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>4,120</td>
<td>1,638</td>
<td>555</td>
<td>303</td>
</tr>
<tr>
<td>CP's</td>
<td>11</td>
<td>70</td>
<td>28</td>
<td>25</td>
</tr>
<tr>
<td>CP's not on air (new stations)</td>
<td>89</td>
<td>243</td>
<td>157</td>
<td>25</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>4,224</td>
<td>1,551</td>
<td>787</td>
<td>344</td>
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<tr>
<td>Licenses deleted</td>
<td>0</td>
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<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>

ACTION ON MOTIONS

1. Office of opinions and review on Aug. 25 in Houston (KXYZ Television Inc.; WTVB-TV, Fort Worth; TV). Written granting petition by Broadcast Bureau for extension of time for filing responsive pleadings to KXYZ Television application for review filed July 16, and extended time for filing pleadings to Sept. 15 (Docs. 16668-71).

2. Hearing Examiner Thomas H. Donahue on Aug. 30 in Los Angeles (The Broadcasting Co. TV). Written granting petition by Broadcast Bureau for extension of time for filing responsive pleadings to KXYZ Television application for review filed July 16, and extended time for filing pleadings to Sept. 15 (Doks. 16668-71).

CALL LETTER APPLICATIONS

1. *KRIW-TV*, Redwood Empire Educations Inc., Eureka, Calif. Requests *KFST(TV)*.
2. *WGTS-TV*, Coastal Broadcasting System Inc., Miami Beach, Fla. Requests *WJAX-TV*

New AM stations

APPLICATION

Oak Ridge, Tenn.—Leonard Broadcasting Co. seeks 1540 kc, 1 kw D. P. O. address: Box 212, Route 1, Sweetwater, Tenn. 37874. Estimated construction cost $38,000, first-year operating cost $10,000, second year operating cost $15,000, third year operating cost $18,000; revenue $68,000. Principal: Robert W. Leonard, owner. Mr. Leonard owns farm, Aug. 31.

FINAL ACTIONS

Alamogordo, N.M.—KBR Broadcasting Co. FCC granted 1600 kc, 1 kw D. O. address: c/o Lottis C. Rice, Box 150, O'Neill, Neb. Estimated construction cost $21,885; first-year operating cost $10,000, second year operating cost $10,000, third year operating cost $15,000; revenue $60,000. Principals: Lottis C. Rice (50%) and Carver P. Mathis (50%). Mr. Rice is owner of KBRX, O'Neill, Neb. Mr. Poese is 80% owner of KBRX, while Mr. Mathis is chief engineer with same station, but no financial interest. Action Aug. 24.

3. FCC granted new AM to Charles Lutz and Erwin Gladdenberg in Shell Lake, Wis. to operate 1440 kc, 1 kw Mr. Gladdenberg owns 11% of WKKL Eagle River, Wis. Action Aug. 31 by commission.

OTHER ACTIONS


5. FCC accepted Tennessee Valley Advertising Agency Inc., Knoxville, Tenn., application waiving its rule Sec. 1.500 concerning filing of applications for frequencies adjacent to class I-A channels, and accepted for filing application by Tennessee Valley for new daytime AM to operate on 1190 kc with 1 kw DA. Commissioner Cox abstaining from voting. Action Aug. 30.

6. Office of opinions and review on Aug. 25 in Bellevue, Wash. (northwest Broadcasters Inc.; KXUW; Bellevue Broadcasters (KXPF)) AM proceeding granted dismissal as moot petition of Walter N. Neilsen for reconsideration of commission's memorandum opinion and order, and request for dismissal of Neilsen's pending reconsideration, to return retendered application and for withdrawal from proceeding; also dismissed as moot joint request for approval of settlement agreement filed by Bellevue Broadcasters (KXPF) and Walter N. Neilsen. Review board, by order released Aug. 10, granted joint request for approval of settlement agreement filed by Northwest Broadcasters (KXUW) and Bellevue Broadcasters (KXPF). Application for extension of time to file by Great Southern Broadcasting and re-scheduled certain procedural dates, continuing hearing from Aug. 19 to Nov. 17, 1967. Action Aug. 25.

7. Hearing Examiner Isadore A. Honig on Aug. 30 in Lima-Genesee, N. Y. (Blim Broadcasting Co. Inc.; WGRY, Rochester; Oxbow Broadcasting Corp., John B. Wagon-ter) AM proceeding granted dismissal of Oxbow Broadcasting Corp. and accepted amendment showing withdrawal from corporation of James A. Wagonter Jr. and his replacement by Roy S. Allison, and to effect correction of a typographical error concerning ant. height (Docs. 17205-6). And on Sept. 3 granted joint request of East St. Louis Broadcasting Inc. and Metro-East Broadcasting Inc. AM proceeding granted petition by East St. Louis for leaves to appear as applicants to approval of additional loans from two stockholders (Docs. 17207).

CALL LETTER APPLICATIONS


2. Frank Quinlan, Albuquerque, N. M. Requests *KQPA*.


CALL LETTER ACTION


DESIGNATED FOR HEARING

1. FCC in Calhoun, Ga. AM applications designated for hearing by John C. Roach and Gordon County Broadcasting Co. Commission designated for expedited hearing applications of John C. Roach for new AM to operate on 900 kc, 1 kw. day, and Gordon County for site in Seaside area to WCGA to operate on same facilities. Hearing issues include determination as to financial qualifications and programming proposals. In addition, Gordon County has directed to file financial report form 241 for the year ending Sept. 30, 1967, within 15 days. In its designation order, commission directed hearing examiner to dismiss WCGA's renewal application if station fails to supply forms within the specified time. By memorandum opinion and order. Action Aug. 30.

Existing AM stations

APPLICATION

KLIK Jefferson City, Mo.—Seeks CP to change hours of operation, from daytime to unlimited time using power of 500 w. Deluxe installs DA-2, move station to on Highway 2, 2 miles south of city limits of Jefferson City, Mo. and install new trans. Aug. 31.

FINAL ACTIONS

1. KKOV Tulsa, Okla.—Broadcast Bureau granted renewal of license. Action Sept. 1.

2. WMAK Nashville — Broadcast Bureau granted mod. of license to change name of licensee to Lin-Medallion Picture Corp. Action Aug. 31.


OTHER ACTIONS

1. FCC in WNYW, Radio New York Worldwide, waived Sec. 72.3 (allocation of frequencies for international broadcast stations) and interpreted operation of international broadcast station WNYW on specified frequencies from Aug. 1, 1967 to Aug. 31, 1967. Frequencies and hours have been coordinated with United Nations International Information Agency and International Frequency Registry. This board has been notified. Action Aug. 30.

2. FCC denied requests for waiver of rules Sec. 59.9 for St. Louis' application. Commission has denied requests for waiver of Sec. 59.9(b)(1)(i) for applications for frequencies adjacent to class I-A channels.

(Continued on page 103)
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Other Information</th>
</tr>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>1812 K St., N.W. 20006 296-6400</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg. Wash. 4, D. C. 298-6850</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>Consulting Engineers</td>
<td>527 Munsey Bldg. Sterling 3-0111</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>42 Years Experience in Radio Engineering</td>
<td>1710 H St., N.W. 298-6850 Washington 6, D. C. 298-6850</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1002 18th St., N.W. Hudson 3-9000</td>
<td>Washington 6, D. C. 298-6850</td>
<td>Member APOCB</td>
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<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING ENGINEERS</td>
<td>1817 Crestview 8-7271</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>PETE JOHNSON &amp; Associates</td>
<td>CONSULTING AM-FM-TV ENGINEERS</td>
<td>Box 4818 304-925-4281</td>
<td>Charleston, West Virginia 298-6850</td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>2000 15th St., N.W. 393-6126</td>
<td>Washington 6, D. C. 298-6850</td>
<td>Member APOCB</td>
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<tr>
<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>8200 Snowville Rd Cleveland 41, Ohio 216-526-4286</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>WILLIAM B. CARR</td>
<td>CONSULTING ENGINEERS</td>
<td>Walker Bldg. 4028 Daley Fort Worth, Texas 4-9311</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>MERL SAXON &amp; ASSOCIATES</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>622 Hoskie Street Lufkin, Texas 634-9556</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT</td>
<td>Box 220 Coldwater, Michigan 3-4036</td>
<td>517-270-6733</td>
</tr>
<tr>
<td>JOHN H. MULLANEY and ASSOCIATES</td>
<td>Suite 71, 1150 Connecticut Ave., N.W. Washington, D. C. 20036</td>
<td>202-323-1180</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>RAYMOND E. ROHRER</td>
<td>Consulting Radio Engineers</td>
<td>317 Wyatt Bldg. Washington 5, D. C. 298-6850</td>
<td>Member APOCB</td>
</tr>
<tr>
<td>SPOT YOUR FIRM'S NAME HERE</td>
<td>To Be Seen by 100,000* Readers</td>
<td></td>
<td>*ARB Continuing Readership Study</td>
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</table>

**Service Directory**

**COMMERCIAL RADIO MONITORING CO.**
Precision Frequency Measurements
AM-FM-TV
103 S. Market St., Lee's Summit, Mo.
Phone Kansas City 0-1234

**CAMBRIDGE CRYSTALS**
Precision Frequency Measuring Service
Specialists for AM-FM-TV
Phone 7Rowan 6-2810

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**BROADCASTING, September 11, 1967** 95
CLASSIFIED ADVERTISING

RADIO

Help Wanted—Management

General Sales Manager for top rated, upper Midwest full time, Net affiliate. Excellent base, plus incentive, many company fringe benefits. A great opportunity to make a future for yourself. Box J-104, BROADCASTING.

Immediate opening for aggressive sales manager to handle regional sales and管理工作 in your territory. Send resume to Manager, WBN, Madison, Wisconsin.

FM or small market AM salesman who enjoys working for a progressive owner. Send resume with phone number to Box J-122, BROADCASTING.

Station Manager for radio station; ownership possibility. Prefer Sales Manager in medium market to move up. Box 8062, Greensboro, N. C.

Sales

100,000 watt stereo FM wants sales manager with appreciation of good music and hunger for good income. Box J-115, BROADCASTING.

Immediate opening. Nationally known group has just acquired superb Top 40 operation. Choice position, top salary plus. Also company fringe benefits. Send your name, phone number and letter listing your abilities. A company executive will call you. Strictly confidential. Box H-287, BROADCASTING.

I'm looking for a young man with broadcast experience who wants to move into management. There is a suburban market with future potential. If you are a self-starter and not afraid to make mistakes, you may succeed. Box J-392, BROADCASTING.

Salesman. Opportunity to move into management position in Midwestern area with growing national sales representative company. Sell space in national publication—time on radio stations. Salary open. Reply in confidence with detailed resume. Box H-117, BROADCASTING.

Virginia AM-FM operation, medium market, desires experienced salesman, MOR station. Excellent account list, 20% commission. Opportunity to rise to management. Tell us about yourself, then come grow with us. Box J-54, BROADCASTING.


In radio but not in sales? We have a spot open for you. Generous guarantee plus commission, protected territory. Salesman looking for faster growing account. Must be able to handle national accounts and hospital sales. Life insurance, sick leave, other fringe. Box J-120, BROADCASTING.

ANNOUNCERS

Man capable of handling telephone talk show, pleasant personality, to assume responsibilities, must do good production. Box J-130, BROADCASTING.

Join the innovators. Midwest station group is looking for creative modern format personality to build your station. Box J-148, BROADCASTING.

I'm looking for a solid young broadcaster, with limited experience and an eye toward the future. First ticket desirable. We offer good pay, good working conditions, lots of hard work and fun. Send a tape, resume, salary requirements immediately. Box H-172, BROADCASTING.

First phone announcer for good music station in midwest. Must be experienced and able to do good newscast. Send tape, photo, salary required to Box J-30, BROADCASTING. Superior station, great city.

If you consider yourself a glib, intelligent, capable radio personality who can contribute to the growth of a station, write about what you can do, with a tape and resume. Box J-180, BROADCASTING.

We are looking for a man who can develop into a personality. Humorous or serious, MOR station is looking for a man to fill a permanent position. Present salary $85. Box J-90, BROADCASTING.

We need a solid male announcer for our station. No experience necessary, but someone who is looking to make a career in broadcasting. Box J-52, BROADCASTING.

If you are a natural, confident, creative modern format personality, we have a full-time opening. Box J-155, BROADCASTING.

We are looking for an announcer of moderate talent with good name recognition to fill weekday openings on 2 stations. Box J-22, BROADCASTING.

Excellent opportunity for experienced, savvy salesman. Send tape, resume, salary. Box J-149, BROADCASTING.


Washington, D.C. 20036

ANNOUNCERS—cont’d

Major market station needs good, bright, talented announcer. Send tape, resume, salary. Box J-148, BROADCASTING.

Excellent opportunity for experienced, creative, young man with broadcast experience. Send resume, salary. Box J-149, BROADCASTING.

Manager wanted for FM station, C&W format. Air shift, plus sales. Program and manage station. Network. Opportunity to rise into management. Send complete details Box J-155, BROADCASTING.

KEZY--5 kw AM Disneyland Hotel, Anaheim, California. Station just acquired young 25-35 aggressive radio account executive. Executive size area. This is growing area in American's most beautiful city. Excellent opportunity for aggressive, creative account executive. Send resume, salary. Box J-172, BROADCASTING.

Immediate opening for experienced airman at CBS affiliate, Tape and resume to Doug Sherwin, KGLO AM, Mason City, Iowa.

Several openings for good all-ages announcers in suburban Northeast market. Strictly confidential. Box J-184, BROADCASTING.

We are looking for an announcer with club experience and some broadcast background in the Alabama market. Box J-184, BROADCASTING.

Announcer strong on news, good music station, Top rated operation. Contact KRGI, Grand Island, Nebraska, 328-352-5240.

We want a man who can develop into a personality. Humorous or serious, MOR station is looking for a man to fill a permanent position. Present salary $85. Box J-90, BROADCASTING.

We are looking for a male announcer to fill a 6-9 a.m. Monday-Friday newscast slot. You will be responsible for the growth and development of the newscast. Box J-195, BROADCASTING.

We need an announcer with good voice talent. Send resume, salary requirements immediately. Box J-153, BROADCASTING.

We are looking for a part time announcer who can add to the growth and development of our station. Box J-156, BROADCASTING.

We are looking for a man who can develop into a personality. Humorous or serious, MOR station is looking for a man to fill a permanent position. Present salary $85. Box J-90, BROADCASTING.
Announcers—(cont’d)

First ticket announcers—WBRW, Waterbury, Conn—$200-$250 weekly.

Mid September opening for experienced announcer on outskirt of metropolitan Atlanta in finest small city in Georgia. Good prospects for bright, dynamic newscaster with good voice, appearance and personality. Above average salary and fringe benefits. Send resume, photograph and reference to Jim Hardin, WCOH, Noonan, Georgia.


Experienced announcer-salesman good salary and opportunity for permanent position with established station in beautiful Shenandoah Valley, MOR. Clean cut, mature man. Tapes and resumes returned. Station interview necessary, references checked. No collect calls. Contact Ken Gordon, WFTP, Front Royal, Virgin.ia.

Morning man/sports director experienced play-by-play. Adult format. $140 to start. WQMQ, Flint, Michigan.

Experienced combo—heavy news/sports MOR. Salary $150, first phone WHMC, Gettysburg, Maryland.

We need a bright, enthusiastic, contemporary, experienced air personality for our new top 40 station, WMC. We are top-rated in Peoria, Illinois, and this opening has come about because we need someone within the organization. Send tape and resume to: Program Director, WMC, Box 121 N.E. Jefferson, Peoria, Illinois, 61602.

1st phone no maintenance, 6 p.m. to midnight Top-40/20, Come live, no music. No salary. We have a lot to do, we need a lot of people. Both stations are completely modern.

Announcer with First. No maintenance. 4:30 p.m. to 8 p.m. Production experience desired. Afternoon air shift. WNEH, Box 425, Newark, Delaware.

Philadelphia's fastest growing FM/stereo station wants experienced announcer with a good voice to join a small staff in 4th largest market playing the world's most beautiful music. Approximately $100.00 to start a week. Call 215-CH-4-8450 or send tape and resume to John Beatty, Station Manager, WQAL, 1250 Mermaid Lane, Philadelphia, Pa. 19118. All tapes will be returned.

Immediate opening for an announcer with first production experience desirable but not necessary, MOR music format, early morning shift, day break to 10 a.m. From Area 217-843-1460 WRTL, Rantoul, Illinois.

Experienced C&W personality/DJ for leading country station in Syracuse market which is Step In for men leaving after five years for bigger market. Solitary and no previous operations. Number two in Syracuse Metro Pulse. Immediate opening. Call Bob Stockwell, WSEN 315-830-3971.

Immediate opening, mature announcer & good board man. Better than average salary, five day week, retirement & other benefits, free community. Contact Hal Barton, Program Director, WTAD, Quincy, Ill.

Immediate opening. Opening for announcer with permanent position. 5 kw Daytime Am and 3 kw ERP FM covering Michigan's Thumb Land. Starting salary based on experience. Phone days 313-664-3505, Nights 313-694-8290.

1st phone announcer needed now for ABC affiliate in Southwest. Good salary, MOR must have maintenance. Call Manager, 316-483-7151.

Immediate opening for morning personality. No rock! Mature approach to copy, friendly appearance a plus. Involve yourself in friendly community. Congenial working conditions. Good salary, 30 day’s vacation, 3 week’s vacation, 1 week’s sick leave. Good retirement plan. Send tape, pix resume, salary to Ralph Allinger, Program Manager, P. O. Box 900, Utica, New York 13503.

Announcers—(cont’d)

Wanted announcer with first ticket phone, emphasis on no maintenance. C&W station, in Virginia. Good opportunity, good pay. Please call 100-628-2508 day, 700-647-4528 night.

NOW! Is this you—modern C & W experience, first ticket phone? If you think production minded, creative copy and looking for a challenge, you could be the P.D. we are looking for!!! Good pay, benefits, Air mail resume and tape to Box 6990, Lubbock, Texas. 806-744-4567.

Technical

If you have a first class license, experience and ability, and are worth $150 per week to start, a top man slot is available here. You will be offered the opportunity to work with one of the world's most beautiful stations. With a good attitude, you can make a good job of it. Send resume and photograph and picture to Box G-4, BROADCASTING.

North Carolina daytimer needs a first phone man. Will accept good character recent graduate with no experience if willing to learn. Box J-112, BROADCASTING.

Chief engineer—$200 weekly to start with raises to $225 in 6 months. East coast sub-bureau. Will work with you in making your dream a reality. To lead tech and inspire staff of 6 first ticket phone men. Excellent opportunity for a bright man with ability. Must be able to handle all background check. Send resume references and recent photo to Box J-146, BROADCASTING.

Challenge: We need chief engineer for 200-000 watt 24 hour format. Must be qualified for this big job with excellent salary. You must have experience in production, engineering and the ability to get things done. We offer excellent equipment, great working conditions. If you can work for and with us, your future will be bright with Century Broadcasting and KSHE, 8434 Watson Road, St. Louis.

Immediate opening—Chief engineer with experience 500 watt non-directional re- gional station, up-to-date equipment, fringe benefits. Call or write WASA AM-FM, Box 97, Havre de Grace, Maryland. 301-899-8998.

WANTED—1st class engineer... some voice work... write or phone Paul W. Entress, WEWH, Windsor, Conn.

Central Pennsylvania local station has Immediate opening for qualified chief engineer. Completely remodeled studios with modern equipment. In an area state taxes are not so high. AM only, $125 per week. Contact Lou Murray, WRTA, Altoona, Pennsylvania 814-463-6113.

Immediate permanent fulltime opening for board operator with required WBSC, Chicago, Ill. (312) 686-0669.

NEWS

News Director, Illinois. News gathering experience essential. Starting salary $125 for qualified man, qualified man, larger market, other benefits. Box J-88, BROADCASTING.

Now is the time for you to make that move to one of the top 15 markets. Top raised Top 40 powerhouse needs new man im- mediately. If you have a solid news background, can deliver a well-written, hard-hitting news story, personal relations background, can deliver a well-written, hard-hitting newswire story, and salary requirements in conformance to Box J-108, BROADCASTING.

Vindictive newsmen wanted. Immediately. Excellent opportunity with South's hottest station, Contact Jack Gait, WATE, Charlotte, North Carolina.


Professional reporter with savvy needed for Wichita's top local news staff. Apply to Box 915, Rush tape, resume, references to Brian Scott, KWBL Radio, Wichita, Kansas. Box 486.

NEWS—(Coed)

News Director wanted for West Chester station. All queries to Dennis Hazard, WVEC, West Chester, Pa. 19380. Send me a line with details first letter. Beginners con- sidered.

Local Newman needed now. WEVL Ellen- ville, New York. First ticket phone. Good opportunity for experienced man or woman. Contact Manager, WVTY, Delhi, New York.

Experienced newsminded News Director, college and with intense interest in community affairs. Experienced Announcer. AM & FM station, located in Southern Wisconsin. Send resume and tape to WLIP, Kenosha, Wisconsin.

Two newsmen, immediate openings, Experi- enced in writing, gathering and broadcasting. Fully equipped news room. Call John Specia, 816-966-2663 or write WRRR Radio, South Court St., Rockford, Illinois 61011.

Experienced newsmen/woman who can dig facts and handle daily news. SG& West Springfield, Illinois, consistently a news leader. Send tape to Shelby Harbison.

Production-Programming, Others

Creative copy chief: straight, production, hard-hitting, national news, 20% sales. Call or write. Please send sample of copy. Box H-115, BROADCASTING.

Maryland station. Man with program and sales experience, some play-by-play. Box H-204, BROADCASTING.

Remote preview. Create saleable promo spots that sell like Detroit! Brief morning air trio! Only station in rich Michigan county with outstanding promotion, management, hunting, fishing, boating etc. Be a big frog in middle size puddle. MOR send tape details. All con- sidered. Box J-39, BROADCASTING.

Program director for midwest 5 KW MOR. Want stable serious-minded man with ex- perience who can also handle daily air shows. Could be very promising young man who could assume PD duties. Send tape, photo, reference and all details first phone. Box J-116, BROADCASTING.

If you are young ... capable of good copy, good commercial production and a two-hour-a-day operation, you may be interested in a good salary and a pow- erful station with top roll, market. If you’re our man! One more thing—you must be good enough to settle disputes! Or a permanent pro! Contact Mike Lynch or Don Salamon, KFAB, Box 1402, Wichita, Kansas. 316-72-43-3577.

Dominant midwest station needs well se- aoned woman broadcaster/Program Director daily one hour Women’s Club program. Must be completely "up" on all topics of interest to women ... good at interviews ... neat appearing ... enthusiastic with happy approach and cheerful style. Will make some sales and service calls with salesman and do occasional personal ap- pearances. Send tape, photo and resume to Lew Cole, Program Director, KMMJ, Grand Island, Nebraska. 30601.

RADIO

Situations Wanted Management


One last move. Small to medium market. Outstanding program-sales experience for management position. Box J-114, BROADCASTING.
Announcers—(cont’d)

We can make a lot of money together. Dynamic broadcaster, world traveler, seeks metro station "talk personality". Authoritative voice, warm, compassionate air personality. Highest character references. Top market, new broadcast. Creates own original commercials. Box J-93, BROADCASTING.

Talk Personality—Wide broadcast and nonbroadcast background. Polished performer now with major network, looking for stimulating environment. Box J-96, BROADCASTING.

Colored DJ Announcer combo, 3rd Endorsed, need a break, will work hard. Box J-98, BROADCASTING.

Attention 50 male сразу Washington, D.C. Pep up your weekends. Two man part time available. Combined experience of quarter of century in all phases of broadcasting. One announcer, first phone, one announcer-newman. Reply Box J-100, BROADCASTING.

New available announcer first phone, 15 yrs. experience. Desires different situation. Tape on request. Reply Box J-101, BROADCASTING.

First-DJ—Salem. 30, Top 40, MOR, or country. Not a floater or drinker. Radio or Country. Prefer New York, Michigan, Florida or nearby. Box J-105, BROADCASTING.


Major market first phone Top 40 personality married with daughter now residing in California. Top's with ratings interested in selling or managing stations. Box J-115, BROADCASTING.

Negro 1st phone, top rock/great newspaper-5 yrs experience. Stable. Great fast, swingin style. Box J-116, BROADCASTING.

No. 1 Jock-PD FM side of AM/MF outlet — 4 station market, looking for move to larger market now at Jock or PD. Large market experience in MOR nights-R&B and jazz. Broadcaster—Tape anytime. Box J-118, BROADCASTING.

Negro beginner trained by New York professionals. Will relocate. Box J-124, BROADCASTING.

Announcing position MOR station, inexperienced, 1st phone, mature voice, Veteran. Western states. Box J-127, BROADCASTING.

Ambitious, experienced, 1st phone, announcer, salesmen. All phases of radio—now looking for final move into management situation. I'm 26, married, currently making $175 weekly, major market. Prefer MOR or Rock. Box J-128, BROADCASTING.

Announcer experience Happy DJ. Authoritative newscaster, personalable, family man. Willing to relocate. Box J-130, BROADCASTING.

Dependable, DJ & News, Tight board, third endorser. Graduate. Box J-132 BROADCASTING.

Announcer, DJ, news, play-by-play. College grad. Military completed, 3 years experience. Box J-136, BROADCASTING.


Musicaster—experienced, family man, authoritative newscaster, personalable, not a lay worker. Will relocate. Box J-139, BROADCASTING.

Fast moving, experienced, Top 49 DJ, ready to move. 20 yrs experience, 5 yrs in management. Hard-working, 25, married, 3rd phone will relocate. Box J-141, BROADCASTING.

Midwest. Are you searching for a personality with production, know-how and a knowledge of music? I'm searching for a personality interested in 3 years experience. College, Box J-143, BROADCASTING.

I am a prisoner in a market of one million plus—ahh—Did I hear someone? Could it be another 4000 watt station? Do you have a 5,000 watt away?—Conversation, is that what's happening? Did you close the door? Good—Let's talk about—money—Say, five figures. Twenty years experience and that's a lot of talk. Also sent in pieces. Box J-145, BROADCASTING.

Top 40 personality wants challenge. 2 yrs small market experience. College graduate. Third endorsed. Permanent. Box J-147, BROADCASTING.

Interested; DJ, MOR, third endorsed, BA degree, humor, voice impressions, tight board, extensive knowledge jazz, pop, also play piano organ. Box J-151, BROADCASTING.

Radio & TV Sportscaster. 10 years experience, 1st phone, wishes to relocate in Midwest area. Call 219-751-1679.


First phone, college grad, draft exempt announcer-newsmen desires Virginia or Eastern states consideration, 6 yrs experience. Sam Joyner, 4403 Victoria Blvd. Hampton, Virginia 23666. Phone (703) 722-6868.

Basic training begins in 1968. Need a versatile combo man in Northeast until then? Over 4 years experience. 207-783-6238.

Available now, steady, reliable, fully experienced. Top 40 jock with first phone. Good morning man, good production, good news delivery, no maintenance, 36 yrs old, good references. Down South, willing to travel, good worker. Assumes responsibility and uses initiative. Small market. Well worth $150 a week minimum salary to start. 8 yrs experience in all phases of radio. Call Johnny Ferguson at 518-454-6927, 512 Walnut St. Northeast, Ohio 1.


Love radio—1st phone, experienced, SW, love rock, Kari 569-2667, Iowa City.

Good young Country & Western announcer. Broadcasting school graduate, draft deferred. Work anywhere. Contact Mike Haigh, 37 Springhill Road, Levittown, Pennsylvania.

Buoyant Air Delivery—Just dial 315 RE 6- 1136.

New and used DJs for sale, experienced 1st & twin brother, love rock, prefer SW—Kari or Dave, 505-929-0922.

Technical

First phone ATS grad. recent military discharge. Desires work on East Coast. Box J-136, BROADCASTING.

Buffalo or Rochester: College student with first, transmitter and combo experience, can work up to 20 hours. Box J-136, BROADCASTING.

NEWS

Versatile professional newscaster-sportscaster now employed with outstanding small market operation desiring change to larger market. Authoritative news delivery. Professional play-by-play of basketball, successful sales background. Strong on writing "selling" copy. Will consider combination news-sports or sports-news positions with far reaching potential. Maried. Professional outlook. Box J-145, BROADCASTING.
NEWS—(Cont'd)

Newsmen-announcer—First phone: 18 years all-station, prefer western states. Box J-90, BROADCASTING.

Radio-TV veteran visiting Iceland, Britain, Europe; Seeks work assignment. Box J-103, BROADCASTING.

In the South, Southeast, Southwest there's a radio or TV station or organization which demands and recognizes and welcomes you. Many people, including ourselves, feel that southwestern locals are the prime areas, the best areas, of the country, in which to live and raise a family. If you agree, and wish to work in the television broadcast industry and have a 1st class license, here is your chance! KWW-L, Waterloo, Iowa, has an opening for either an operations or maintenance engineer. Experience desirable, but not mandatory. Contact E. M. Tink.

First phone, family, five years radio, four years top 25, one year news. Now with all-news, prefer conventional newsroom in top 35 seacoast city. Box J-137, BROADCASTING.

Production—Programing, Others

First phone, Top-40 Program Director. Any market. Now, Box J-9, BROADCASTING.

Idea factory—program manager—to fortify and amplify First phone: Proven ability to capture audience. Built two stations to the black. Major market recognition and experience pay for broadcast professionalism. Have spent last 15 years becoming a professional-news, sales, production, programming, sales,万多 from another major market. Box J-141, BROADCASTING.

Country PD-Announcer, top newscaster, produces, marketed. Efficiency plus experience. Box J-126, BROADCASTING.

In the South, Southeast there's a radio or TV station which demands and recognizes and is willing to pay for broadcast professionalism. Have spent last 15 years becoming a professional-news, sales, production, programming, sales. Unemployment from another major market. Box J-141, BROADCASTING.

Looking for experience. Live color, color video, and film with new modern equipment. WREX-TV, Rockford, Ill., has an opening for a first class engineer. TV experience desirable both then necessary. Contact Chief Engineer WREX-TV.

University Chief with first to maintain CCTV, VTR, FM, 4800 annually. Salary range $7,140 - $9,840. University of Southern California, Los Angeles. Immediate opening for opening broadcast engineers, all color station, second class license required. Send resume to WNTX-TV, Channel 9, Syracuse, New York 13214.

Assistant Chief, experienced, immediately to handle maintenance in beautiful Shenandoah Valley group. Radio operation. Phone 703-446-0240. Send resume work experience, references, salary requirements and availability. Box J-12, BROADCASTING.

Half of 1967 is over—And so is the old TV season. The new TV season is about to begin. A new TV season is always an exciting time. This one promises to be no exception. WTVF, Nashville, Tenn., looking for a young and talented technician to join our growing staff. Immediate opening for a young and talented technician. Send resume to Box J-13, BROADCASTING.

TELEVISION—Help Wanted

Sales

Are you the number two man in TV Sales Department who would like to head your own operation? Do you have management ability? If so, you are qualified to apply for the position of Assistant Sales Manager for the WTVF station! You must be qualified to set up a Sales operation and run it with strong management backing. If you are qualified, send complete resume, including salary requirements, and resume to Box J-12, BROADCASTING.

Announcers

Both announcers—for ETV station in Northeast. Send resume including educational degrees, major voice ability, plus sales tape. Approximately $5,500. Box H-272, BROADCASTING.

Full-color VHF in midwestern metropolitan area has opening for a mature, experienced announcer in news, public affairs, and commercial production. Excellent ability, voice, appearance, and courtesies including on-camera and booth. Excellent physical facilities, sound group ownership and exceptional fringe benefits. Please send resume and photograph to Box J-1, BROADCASTING.

Young men interested in television news and production or radio—Community service. Send voice sample, picture and information to KCEN-TV, P. O. Box 188, Temple, Texas 76501, or call Richard Lonquist at 383-8866.

Technical

Engineer in charge of maintenance, Top 10 market, 1st class license, experienced in all solid state equipment, good pay. Career with opportunity to advance. Send resume to Box J-50, BROADCASTING.

Transmitter supervisor to locate in Ohio valley! Home $9,000 plus nice apartment. Box J-151, BROADCASTING.

TV Engineer—Immediate opening for man with first license. Some experience desirable. Has basic knowledge and ability to learn quickly. Contact Chief Engineer, KID-TV, Box 2088, Idaho Falls, Idaho.

Many people, including ourselves, feel that Midwestern locals are the prime areas of the country, in which to live and raise a family. If you agree, and wish to work in the television broadcast industry and have a 1st class license, here is your chance! KWW-T, Waterloo, Iowa, has an opening for either an operations or maintenance engineer. Experience desirable, but not mandatory. Contact E. M. Tink.

Experienced TV switcher, with first class license. Good pay. Contact: WSVA-TV, Bluefield, N. Y.

Licensed ENGINEER with Tech, School training and some experience to maintain TV Broadcast and CATV equipment. Send complete resume to Chief Engineer, WSUD, TV, Florida State University, Tallahassee, Florida.

Western Michigan—Immediate openings for Television Engineers. Excellent fringe benefits; good pay: NBC affiliate, turnkey station in top market. Phone collect, or write: Mr. Charles F. Robison, Chief Engineer, WZZM-TV, Grand Rapids, Michigan, 616-459-4125.

Looking for experience. Live color, color video, and film with new modern equipment. WREX-TV, Rockford, Ill., has an opening for a first class engineer. TV experience desirable both then necessary. Contact Chief Engineer WREX-TV.

University Chief with first to maintain CCTV, VTR, FM, 4800 annually. Salary range $7,140 - $9,840. University of Southern California, Los Angeles. Immediate opening for opening broadcast engineers, all color station, second class license required. Send resume to WNTX-TV, Channel 9, Syracuse, New York 13214.

Assistant Chief, experienced, immediately to handle maintenance in beautiful Shenandoah Valley group. Radio operation. Phone 703-446-0240. Send resume work experience, references, salary requirements and availability. Box J-12, BROADCASTING.

Experienced technician for maintenance and operations of state university ETV system. Excellent location and fringe benefits. One year's experience preferred. Salary range $7,540 to $9,840. Harry Matthews, State University College, Oswego, New York, and over-all station operation.


NEWS

Newswoman photographer, one of top 15 metropolitan area's best enthralling and progressive color news station. Man must be top notch, who wants an outlet for his best efforts. Early availability. State salary and expectations. Box J-97, BROADCASTING.

Production—Programing, Others

Producer-manager who is also very capable programmer for ETV station in Northeast. Approximately $8,500. Box H-271, BROADCASTING.

Southeastern University ETV station has several openings for Producer-Directors and experienced news director. Box J-53, BROADCASTING.

Major station in large midwest market offers prime opportunity for program executive to grow in network organization. If you have thorough knowledge of feature film with creative orientation and are interested in being assistant director of programming for major network station, please send resume to Box J-117, BROADCASTING.

Producer-Director. Group owned, network affiliated, VHF station in Northwestern New England has immediate opportunity for experienced top-notch creative man. No button pusher! Man hired will work heavily in commercial production, studio and remote programs, and on special assignment with our totally equipped documentary unit. If you are an experienced professional looking to work with experienced professionals in a group setting, then this is your opportunity. Contact Ray Gilvard, WGAN-TV, 360 Congress St., Portland, Maine.


TELEVISION

SITUATIONS WANTED

Management

Challenging management position desired by assistant manager (AM-TV), solid citizen under 40. Masters degree. Box H-282, BROADCASTING.

Station manager or program manager. Responsible, experienced broadcaster seeking new challenge. Presently program manager for top 50 station. Film buying, network relations, budgeting, quality program, sales, promotion, and understanding of industry. Both experience and college education preferred. Complete resume upon request. Box J-102, BROADCASTING.

Announcers

On Air Personality for News or Sports, Six Years Experience. Box J-19, BROADCASTING.

15 years local radio experience. Can do unique children's show. Would like opportunity in TV, any area. Box J-89, BROADCASTING.

Technical

First phone—Light on experience, heavy on desire to learn television engineering. Over 5 years in Radio Broadcasting. Box J-135, BROADCASTING.

Radio-TV newsmen, experienced in medium market, seeks to move up. MA degree in broadcast Journalism. References. Box J-18, BROADCASTING.


Totally professional news team seeking to move to major market. Excellent technicalatti. Excellent references. Fujifilm, detail, first letter. Box J-122, BROADCASTING.
WANTED TO BUY--Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guaranteed Radio Supply Corp., 3314 Turbiude St., Laredo, Texas 78040.

"Weather Radar 3 cm new, used in good condition" Box J-3, BROADCASTING.

FOR SALE--Equipment

Television radio transmitters, monitors, tubes, equipment, etc. TV-100, Electro-\textit{and}, 440 Columbus Ave., N.Y.C.

Coaxial cable, Styzroflex, 3/8", 50 Ohm, jacketed, unjuzed, TDR tested. Surplus price.

For Sale: Complete Collins Audio equipment and TV transmitter needed for station construction. Good Collins Audio, TAJ, 8 preamplifiers; 2 custom dual channel switch units; 12 input units; 2 program amplifiers; 3 10 watt monitor amplifiers; 1 50 amp power supply; 1 83 unit equipment rack; 1 RCA 72B Professional Disc recorder; 1 RCA BTA-IL 1 kilowatt transmitter; Many double row oval chassis. All equipment is on standard 18 inch panels. All in operation until August 4th, when W-A-C-G moved to new building. Cast FOR: Waco $2,000.00. Telephone 817-772-7100. WACO Broadcasting Corporation.

Be competitive. . . . Your station or remote unit can be telecasting live color programs before you think you are ready. For $75, 4 color cameras and related Chain Link, in working order and waiting for action. Your price, no brokers. $50,000. Call or write. Television systems, Inc., 1518 W. Orient, Tampa, Fla. 33614.

Gene's Radio Model OH RF Bridge & Magnetron Testers. Models OH-516, OH-516-1, and OH-516-2. Approved by FCC for antenna measurement of both high and low power. OH-516 Turnable with MS Recording Lathes, two feed systems. Also Hot Stufits Unit Gates Model No. 21 for OH-516-1. OH-516 Monitor. Box J-34, BROADCASTING.

2- RCA TK-11 Image Orthicon Camera chain complete with cables, lenses, pedestal, dollies, monitors, etc. Excellent Condition, Immediate delivery. Best offer over $2,500.00 per chain. Contact, Bill Gregory, WAWV-TV, 6001 W. 63rd St., Kansas City, Mo. 64112.

FOR SALE--Equipment

Universal Digital TV Camera model 100. S/N 2799, $200. 3 interlace. 1000 ft. tape. Contact Fatima, 926-223-0900.

FOR SALE--Equipment

Spotmaster Portable 1 Cart Player with batteries, new in box. $50.00. Accessories $15.00. Contact Allan C. Pape, 2701 Swisher, Austin, Texas 78704.

FOR SALE--Equipment


MISCELLANEOUS

30400 Professional Comedy Lines Topical Laughs, seminars, or deaf-nytj comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N.Y.

Deejays! 6000 offered gag lines, $5.00. Comedy Cocktail, Ed Orrin Boy, Mariposa, Calif. 93538.

"365 Days of Laughs..." a daily radio gag service...may be available in your market. Contact: W. H. Nelson, KYTV-TV, Blamcar, North Dakota, 701-323-9601.

Composite week log analysis and complete Preparation for RCA-A for license renewal; also between renewal log analysis for management training percentage. Reasonably priced, completely accurate. RCA, Inc. Box 606, Downers Grove, Ill. 60515-3659.


Closeup log for Deejays!--Thousands of one-liners, gags, sketches, etc. Listed in Free "Broadcast Comedy" catalog. Write: Show-By-Show, 1735 East 26th St, Brooklyn, N.Y. 11232.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses: resident classes Schools located in N.Y., California, and Indiana. For information, write Grantham School of Electronics, Dept 7-B, 1525 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Radio License School, 2605 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Comprehensive course held in Chicago. Fully GI approved. Elkins Radio License School of Minneapolis, 4110 East Lake Street, Minneapolis, Minnesota 55410.


The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class license schools. Hurry--only a few seats left this year. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

FOR SALE--Equipment

Announcing, programming, production, newscasting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers, The nation's newest, finest, complete facilities including our own, commercial broadcast station. Elkins Radio License School of Minneapolis, 2605 Inwood Road, Dallas, Texas 75235.

For sale--Raytheon (HC-11) Console with PCs, PM, Magnecorder, 330 Magnetocorder (1937), TAQ-1000, TAQ-400, and TAQ-600, $450.00 best offer. Box 134, Elmhurst, Illinois. Phone 312-835-1725.

INSTRUCTIONS--(Cont'd)

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for Veterans. Approved for most disciplinary facilities at school. Reservations required. Enrolling now for October & January term. For information and reservations, write William B. Olgren Radio Teacher, Avionics School, 3501 Farmer Avenue, Huntington Beach, California 92647. (Formerly of Easton, Pa.)

"Warning" accept no substitute, REI is 21 in--success--guarantee--lowest tuition--highest reliability of all five (5) weeks. Tuition $250. Rooms and apartments $150 per person per five (5) weeks. Write REI, Tunstall, Va. 23176. Also GI approved. Graduates pass the FCC exams. Classes begin Oct. 8-Nov. 12. Write REI, Engineering Institute, 1536 Main Street in beautiful Sarasota, Florida.


Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.


The most famous Broadcast School--NYAS First Class Radio License, Guaranteed! Famous for tight board work...Famous for good announcements...Famous for best deejays...Approved for veteran training. Licensed by State of New York. N.Y. School of Announcing and Speech, 163 West 66th Street, N.Y.C. (212) 724-7526.

For sale--Raytheon (HC-11) Console with PCs, PM, Magnecorder, 330 Magnetocorder (1937), TAQ-1000, TAQ-400, and TAQ-600, $450.00 best offer. Box 134, Elmhurst, Illinois. Phone 312-835-1725.
SALESMAN FOR SYNDICATED COMEDY
Amazon Ace  Chickenman
Plus the finest jingles available. Write
Charles R. Grood, Vice Pres., Spot Productions, Suite 217, 3636 Cedar Springs
Road, Dallas, Texas 75219.

NEWSCASTER
Position available now at a Top Twenty market
station that is a major group and network
affiliate. We are seeking an anchorwoman for
our newscast who has solid experience, a
dramatic personality and a distinctive delivery
style. Age 35-45. Must be available immediately.
Contact Mrs. Lucy Phillips, Civilian Per
sonnel Office, Sacramento Army Depot,
Sacramento, California 95813. Phone 916-
388-2940, or Mr. Walter J. Wolfe, home
phone 916-428-1622. Federal Civil Service
Procedures Apply. An Equal Opportunity Employer.

ARE YOU READY . . .
for the big move?
WIP, Metromedia in Philadelphia
has openings for newsmen. We are
looking for knowledgeable, willing,
capable young men. No other arbi
trary prerequisites. We would rather
have one year good experience than
15 years bad experience. If you are
a hard worker, conscientious and
really interested in radio news as a
career, let us hear from you. Include
tape, photo, and complete resume.
All responses kept confidential.
Address: Paul Rust, News
Director, WIP Radio, Ritten
house Square, Phila., Penna.
19103.

STAFF ANNOUNCER
Major market TV-radio station audi
tioning for staff announcer. Weather
and Sports experience important.
Send complete resume, tape and re
cent photo.
BOX J-35, BROADCASTING

CANADIAN OPPORTUNITY
A major Canadian radio station with quality programing, operating in a large
metropolis, requires a mature and thoroughly experienced early morning
personality and a newsmen. Excellent conditions and remuneration.
Please send tape, resume and requirements to Box J-84,
Broadcasting. All replies strictly confidential.

SALES—(Cont'd)

TELEVISION—Help Wanted

NEW TV STATION
MIAMI, FLORIDA
Immediate Openings: Experienced Color
Video Engineers, Program Director.
Send resume to: Manager
1795 N.E. 16th Street
North Miami Beach, Florida

TELEVISION—Help Wanted

VICE PRESIDENT/ GENERAL MANAGER
VHF network affiliated station in
Top 30 market, $35,000.00 plus ho
nus. Unlimited opportunity with rap
tidly expanding group. Mail complete
resume in strict confidence. All re
plies will be answered.
BOX J-144, BROADCASTING

SALES—(Cont'd)

SALESMAN FOR
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Charles R. Grood, Vice Pres., Spot Productions, Suite 217, 3636 Cedar Springs
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15 years bad experience. If you are
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All responses kept confidential.
Address: Paul Rust, News
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Major market TV-radio station audi
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Please send tape, resume and requirements to Box J-84,
Broadcasting. All replies strictly 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, CNIC, Bldg. 225 Cherry Hill, Camden, N. J. 08101
An Equal Opportunity Employer
RADIO CORPORATION OF AMERICA

Production—Programming, Others

NETWORK OWNED VHF

Full color station in Top 10 market has immediate opening for experienced TV producer-director. Must be aggressive, take-charge type with music knowledge and experience with remotes. Send resume and salary requirements to:
Box J-16, Broadcasting

S. F. NETWORK
TV STATION

needs topnotch producer/director. Must:
1. Be completely familiar with contemporary production techniques.
2. Have heavy experience in studio, film, news.
3. Have flair for hard hitting on-air promotion for film/film.
4. Take charge and follow through.
5. Be thoroughly pro.

This is not a trainee job. Send resume and availability date to:
Box J-73, Broadcasting

CATV—Help Wanted—Sales

Regional Sales Manager—East
National leading supplier of time-keeper, local origination equipment for CATV seeks top-notch sales executive. Experience in sales of studio or master control systems. Must have strong understanding of video systems equipment desired. Excellent opportunity for willing go-getter. Contact Mr. R. D. Swartz Enterprises, Inc., 3877 South West Temple, Salt Lake City, Utah, (801) 488-7501.

FOR SALE—Equipment

PLAYBACK UNITS

with automatic logger and electronic clock for program logging. All units are stereo but are equipped with monaural hooks. Installed new this year. Moon sell immediately. A bargain at only $8500. Contact WIL, 500 N. 12th Blvd., St. Louis, Mo., 63101.

AVAILABLE IMMEDIATELY!

GMC 35' MOBILE UNIT.

Excellent cond. Custom body by Gerstenlager, 12,000 miles. Cost $37,600 new. Air cond., pegboard inter. ad., shelves, storage units, 10 KW Ocean gen. Ideal as mobile remote TV unit, videotape, lab, etc. Versatile. 10,000 lb. load. Call or write for further specs.
MARKETS, PRODUCTS & PEOPLE, INC.
39 W. 32nd St., N.Y.C. • 272 PE. 6-0037
PRICED FOR QUICK SALE!

WANTED TO BUY—Equipment

CONTINUED

WANTED!

New England small town AM or CP, will consider FM. Will consider any area close to New England. Either profitable or non-profitable operation, any condition. Principals only. Rush details.
Box J-131, Broadcasting

FOR SALE—Station

Small Market
AM & FM Station

Sacrifice at $15,000.00. Owner must get out due to other interests. No real estate, but will give a liberal lease on present studios.
Box J-67, Broadcasting

FM STEREO

Major Market, Good Climate, ratings & equipment. Exceptional Sound with low overhead. Priced for immediate sale.
Box J-105, Broadcasting

FOR IMMEDIATE LEASE

(with option to buy, subject to FCC OK). In California (all equipment, just throw a switch and start operating.) $2,500 a month.
Phone (209) 439-2955 or write PO Box 4364, Fresno, Cal.

Confidential Listings
RADIO—TV—CATV
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R.C.A. Building, 6363 Sunset Blvd., Suite 701
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N.E. small daytime $150 M terms
Gulf medium daytime 130 M 29%
M.W. metro FM 100 M ½
 Fla. metro daytime 225 M cash
South suburban daytime 100 M 28%

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2045 PEACHTREE, ATLANTA, GA. 30309

RADIO STATION

Medium or large market, Falltime. Ready to act quickly. Your reply handled in complete confidence.

Marvin Bilsky, President, Citation National Life Corp., 803 Leader Bldg., Cleveland, Ohio, 44114.
neis, and returned as unacceptable for filing applications. For information by Radiold Broadcast-
ing for effective day stations in Utah, the petition
approved by the FCC for new day stations in the
Pacific Time Zone. In addition, the Commission
filed a brief of intervention by a number of
applicants.

**ACTION:**
- The Commission granted permission to
file an application for a new station in Rock
all. The application was filed by the
proponents of two new stations.

**NEW FM STATIONS**

**APPLICATIONS**

*New FM stations in Utah and Nevada*:

- **Salt Lake City, Utah:** A new FM station is applying for a license to serve Salt Lake City.
- **Las Vegas, Nevada:** A new FM station is applying for a license to serve Las Vegas.
- **Reno, Nevada:** A new FM station is applying for a license to serve Reno.

**LETTER LETTER**

*Letters to the FCC*

- **To the FCC:** A letter is being submitted in support of a new FM station application.

**CATV**

*CATV**

- **FCC rules and regulations:** The FCC has issued new rules and regulations for CATV operators.
- **New stations in Nevada:** A new CATV station is applying for a license to serve a new area in Nevada.
- **New stations in Utah:** A new CATV station is applying for a license to serve a new area in Utah.

**TRANSMITTER**

*Transmitters*

- **WDIA-FM, Memphis:** A new FM station is applying for a license to serve Memphis.
- **WYAL, Hamilton:** A new FM station is applying for a license to serve Hamilton.

**FOR THE RECORD**

- **Old license renewal:** A new license renewal is being processed by the FCC.
- **Old license approval:** A new license approval is being processed by the FCC.
The following are activities in community antenna television reported to Broadcasting through Aug. 30. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

**Indicates franchise has been granted.**

### COMMUNITY ANTENNA ACTIVITIES

104 (FOR THE RECORD)

**Amberley, Mass.**—Cabivelvision Corp. of America and National Cablevision (both multiple CATV owners) have each applied to be a franchise.

**Brockton, Mass.**—Brocket Cablevision Corp., subsidiary of Cabivelvision Corp. of America, has applied for a 25-year, exclusiveCATV franchise in Brockton, and monthly fees would be $14.85 and $4.95, respectively. System will have 12 channels, 24-hour weather and news channel, and an FM and AM signal. North Andover, Mass.—National Cablevision (multiple CATV owner) has applied for a franchise. The town would receive $75,000 in gross receipts. Bloomingdale, N. J.—Ringwood Cable Co. Ringwood, has been granted a CATV franchise, and its franchise will consist of 40% of its gross receipts, annually. One company, which is also the second largest in the public schools. Also bidding for franchise is Brackets-Mark CATV Communications Co., Newark.
Controlling the explosion in the spectrum

delivery orders. It's assigning a dollar figure to the user's contribution to the Gross National Product.

At its essence is the belief that only by doing something like this can a determination be made on who should get scarce spectrum space and who shouldn't. Mr. O'Connell is pretty sold on this approach, although he candidly admits that in many fields—television and radio, for example—the intangible benefits cannot be capitalized.

Success Ahead • The man who's faced with these tricky questions is the sixth in a line of presidential advisers on telecommunications that began in 1951. All have sought to bring the burgeoning use of the spectrum into manageable bounds, with meager success. It now looks as if Mr. O'Connell may be the one to succeed. For under his prodding progress seems underway. That's the way he works—he goads.

This characteristic helped establish his reputation during the U. S. preparedness buildup before Pearl Harbor. Mr. O'Connell was a lieutenant colonel on the Signal Corps' general development board when he became convinced that front-line tactical radio receivers must tune as easily as the then newly introduced push-button radios in automobiles. Since an innovator must also be a doer, he became instrumental in helping establish the multimillion-dollar crystal industry—from a handful of companies making a fistful of crystals costing about $20 each, to an industry that by 1945 was churning out 15-million crystals annually, each one selling for about $1.

Mr. O'Connell was appointed to the U. S. Military Academy in 1917, following in a way the footsteps of his maternal grandfather, James Dunne of Chicago, who won the Congressional Medal of Honor on the heights above Vicksburg, Miss., during the Civil War.

His career in the Army followed the normal course—schools, commands, North Africa, Europe, Japan in World War II—with one exception. He's the only chief signal officer of the Army who wore the three stars of a lieutenant general; all others were major generals.

Likes CATV • He's not one to pussyfoot about his personal views on the problems of the radio spectrum. He has, over the past few years, looked kindly at CATV; he's for anything that promises to relieve the congested spectrum.

Referring to the section of the Communications Act that urges the FCC "to encourage the more effective use of radio in the public interest," Mr. O'Connell comments that the phrase should be revised. New uses of the radio spectrum are coming along so fast every day, he notes, that no encouragement is needed.

He sees other modes of transmitting intelligence coming along in almost quantum strides—lasers, cables, even the use of microwave frequencies in waveguides—to provide services that now require large portions of the radio spectrum.

There may come a time, he muses, when the spectrum will be used only for communications with moving vehicles. "And then the mobile services will really put on the pressure for TV channels," he remarks with a twinkle in his eyes.

BROADCASTING, September 11, 1967

JIM O'CONNELL is a man with a mission—to bring management to the radio spectrum. He's dead serious about this objective because he feels that the spectrum has been handled more like an untamed natural resource than the highly scientific element it is. But he's far from a fanatic on the subject. In fact, he looks like everyone's favorite uncle—soft spoken, a delightful, understated sense of humor and a suggestion of rugged stability.

It takes little, however, to get him talking on his favorite subject. The electromagnetic spectrum has grown in the past two decades from a top of 30 mc to 50 mc; from a couple of thousand users in 1945 to tenfold that number today (the FCC alone in 1966 issued almost 1.75-million licenses, and those only in the nongovernment areas of the spectrum). But, and to Mr. O'Connell this is the pith of the problem, the radio spectrum is still being managed under concepts and rules drawn up more than 30 years ago when the Communications Act of 1934 was adopted. For example, there still is no one explicitly responsible for the radio spectrum. The President has that burden for government users; the FCC for nongovernment users. It's only through three decades of amicable cooperation that the division of the spectrum between those two major users has been accomplished without a bloody mix-up.

With the appointment last month of a presidential task force on telecommunications, of which he is vice chairman, Mr. O'Connell sees the beginning of a solution to one of his problems, the establishment of a single, national policy in the light of today's technological explosion. He's already working on his second goal, management of the spectrum, through the growing employment of computers for identifying who uses what where.

Double Job • For Mr. O'Connell (although formally, he's Lieutenant General James D. O'Connell, USA [ret.], he prefers the civilian title) wears two hats. He's telecommunications adviser to the President and he's also director of telecommunications management. One is policy, the latter, administration.

If you're going to cut up the spectrum pie—and the spectrum is not infinite, as Mr. O'Connell has stressed innumerable times in public and private talks—there has to be a rationale for approving one user and denying another.

This has been the subject of much thought by Mr. O'Connell, and a program seems to be evolving from this cogitation. It goes by the name "value engineering".

In simple terms, it means putting a price tag on all uses of the radio spectrum—from citizens band to television, from taxicab dispatching to local truck
EDITORIALS

Bad trip

Broadcasters may expect to take little comfort from the World Conference on Smoking and Health to be held this month in New York. The agenda is certain to produce indictments of cigarettes as menaces to the national welfare and demands for new restrictions on cigarette advertising on radio and television.

Senator Robert Kennedy (D-N. Y.) has already warmed up for his speech at the opening session today (Sept. 11) by suggesting that all broadcast advertising for cigarettes be suspended for a year. His could be the rallying cry for the conference. To Mr. Kennedy and others of similar views there is a practical answer. Cigarette advertising is designed to persuade smokers to switch brands, and there is no evidence that it induces anybody of any age to begin smoking.

To our knowledge nobody has cleared any time to advertise marijuana or LSD, and the use of both has reached alarming proportions. There is no stronger connection between the advertising of cigarettes and the consumption of cigarettes by the young.

Plenty to do

There is no lack of issues of significance to engage the attention of delegates to the annual convention of the Radio-Television News Directors Association in Toronto this week. Happily the organization has grown so remarkably in stature in recent years that it is equal to the responsibilities that challenge it.

On two issues alone in the past year the RTNDA has justified the growing confidence that ownership and top-management now accord to the news directors of the broadcasting system. With wisdom and patience the RTNDA has stated the “free press” side of the free trial-free press controversy before the American Bar Association. With nerve and determination the RTNDA, in the company of several station owners, has embarked upon a test of the constitutionality of the FCC’s fairness doctrine. For just such commendable purposes broadcasting needs a professional association of its news directors.

RTNDA was one of several news organizations represented last month at the annual meeting of the American Bar Association in Honolulu. The newsmen were there as participants in discussions of recommendations by the ABA’s so-called Reardon committee for severe limitations on the release of information before and during criminal trials.

RTNDA delegates returned from the Honolulu sessions with the impression that the bar as a whole is favorably disposed toward some forms of intensified control over news coverage of criminal proceedings. But they also believe that it will be possible to arrest the movement before it reaches the point of news management by courts and law enforcement agencies.

The Reardon committee, headed by Judge Paul C. Reardon of Boston, in general recommended severe restrictions on information to be released by attorneys and law enforcement officers, with the courts empowered to issue contempt citations not only against officials but also, during the progress of criminal trials against the media. The Reardon committee also proposed detailed rules of conduct for the courts themselves to minimize the impact of outside influences on juries.

The RTNDA has reached what seems to be the realistic conclusion that the Reardon committee proposals affecting the conduct of attorneys and the courts are properly within the auspices of the American Bar Association—even though the adoption of the proposals would at least to some extent inhibit news coverage of criminal proceedings. But the RTNDA has also taken the firm view that the Reardon committee’s proposed restrictions on police and extension of the contempt power to cover both law enforcement officers and others would take the ABA into alien territory. This is the position that the RTNDA would like to see adopted when the Reardon report comes up for final consideration at the bar association’s House of Delegates’ meeting in New Orleans next February.

But if the RTNDA view is to prevail, much educational work must be done among the members of the House of Delegates before they get to New Orleans. It is the sort of work that individual news directors and their station managers can do best with the House of Delegates members from their own regions.

As to the RTNDA’s challenge of the FCC’s fairness doctrine, it need be said only that the association ought to be given whatever support it needs to finance the battle through the U. S. appellate court and, if necessary, the Supreme Court. Broadcast journalism needs to be rid of editorial supervision by the FCC if it is to reach its enormous potentials.

Breather

Threat of a strike against ABC and NBC by the National Association of Broadcast Employees and Technicians eased somewhat last week when the union negotiators came to terms with the latter and at least called a cease-fire in their skirmishing with the former. The union team said it would recommend that its members ratify its agreement with NBC and would report ABC’s “final” offer without a recommendation for or against.

The way things had been going in those negotiations, that’s progress. But prudence suggests that, at least at this writing, it’s too early to tell what sort of progress. For one thing, the NABET membership has been increasingly independent of the union’s leadership. For another, neither the details of the tentative agreement with NBC nor those of the ABC proposal were made public, and those of course will tell the price of progress.

The removal, or even deferral, of a strike threat always brings a sigh of relief. But not until all the returns are in, and the terms themselves can be assessed, can it be known for sure that the relief was worth the sigh.

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