Radio-TV billings at top agencies rise $116 million for year. p27
Cost-profit pinch pressures radio reps into economies, mergers. p54
Broadcasters open do-or-die fairness court test in Chicago. p59
Democratic congressmen query Hyde on personal-attack rules. p64
Mighty big in towers

CATV · MICROWAVE · COMMUNICATIONS · BROADCAST · HOME TV · AMATEUR SPECIALTY TOWERS

ROHN, like many other famous names in industry has achieved a pace that is carrying it along to the dominant position in its field.

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greater audience reach, increased sales power

The new WTEV antenna reaches 1049 feet above sea level to achieve 100 Kw ERP. The result is greatly increased coverage. In addition to its new antenna system and new transmitter, WTEV is recognized for skillful programming of marketwide interest. The result for advertisers: a larger, growing audience with increasing loyalty and responsiveness.
Early starters

They’re off and running in sweepstakes for FCC commissioners! Lee Loewinger is expected to vacate next June 30. Since Commissioner Loewinger disclosed formally (Broadcasting, Sept. 18) that he would not seek reappointment, names have popped up as possible successors. Among them, within FCC, are: Henry Geller, general counsel and senior staff member; Sol Schildhause, chief of CATV Task Force, and Robert Cahill, legal assistant to FCC Chairman Rosel Hyde. Messrs. Schildhause and Cahill have had outside broadcast experience, former having been identified with ownership of KOMA Oklahoma City, while Mr. Cahill was on legal staff of National Association of Broadcasters.

Judge Loewinger, former assistant attorney general in charge of antitrust, has not announced plans, but it’s open secret that he would like to remain in Washington and that federal appellate judgeship would be particularly attractive to him. He sat on Minnesota Supreme Court, as did his father. But if judgeship isn’t forthcoming, it’s regarded as foregone certainty that he’ll accept partnership in some Washington law firm or possibly join law school faculty of major university.

Expansion plan

West Germany, which hasn’t figured in external broadcasting since World War II, is taking first step toward spreading its propaganda wings — on American continent. It has pending request for installation of 1,500,000 watt medium-wave (broadcast band) station in El Salvador to serve as inter-American outlet for “Voice of Germany.” El Salvador broadcasters are up in arms and have protested to their own government as well as to U. S. State Department.

Interference range of 1.5 megawatt station would be inter-continental, according to engineering experts. Dionisio Vega, owner-head of three AM stations in El Salvador, has made formal protest on ground that establishment of station would lead to long-range political complications for his government as well as for other governments in coverage area.

Business builder

John Blair & Co., major station rep, is expected to announce soon creation of special department for TV spot-sales development. Move was prompted by concern over way spot business has been left for goer not going — throughout most of 1967. New department will be headed by Melvin Goldberg, currently vice president, research and planning, who’ll give up those responsibilities to work fulltime on new-business development with associates he’s bringing in from outside.

Overmyer stalled

For second week in row, proposed transfer of 80% of each of five Overmyer Communications Co. construction permits for UHF stations ran into wall of talk at FCC last week. As result, matter, with related item of transfer of control of WPHL-TV (ch. 17) Philadelphia, is scheduled for further consideration this week. One aspect of proposed transfer — to AVC Corp. (formerly American Viscose Corp.) — said to be troubling some commissioners is provision for $3 million loan to Overmyer and option to acquire remaining 20% of each of CP’s. Loans are secured by mortgages on other Overmyer properties and payment by AVC for remaining 20% would be based on complicated formula that could provide Overmyer with up to $3 million. Some commissioners are said to feel that arrangement would provide Overmyer with $3 million profit over expenses.

Young blood

President Johnson may appoint number of young people with expertise in broadcasting and education to 15-man board of Corp. for Public Broadcasting. Formally appointed so far are Dr. Milton S. Eisenhower, recently retired president of Johns Hopkins University, and Dr. James R. Killian Jr., chairman, Massachusetts Institute of Technology and of Carnegie Commission which brought in CPB recommendations.

Whereas it had been expected that only retired broadcasters will be named to first board, it’s now indicated that active broadcasters wouldn’t necessarily be precluded. Key administrative post will be that of CPB president, to be selected by 15-man board. This post probably will pay better than going government wage — possibly as high as $40,000.

Ups and downs

Cyclical pattern of Hollywood TV production puts Universal TV ahead coming out of first half of this season and MGM TV decidedly behind. This is reversal of pattern going into season, but MGM lost three of its five network hours (Hondo, The Man from U.N.C.L.E., Maya), while Universal TV has added six hours and already has added hour Outsider on NBC-TV and hour It Takes a Thief on ABC-TV for second season.

Brokers’ prize

Newly created Lamb Communications Inc., spun off from Lamb Enterprises Inc., is looking for broadcast properties — both radio and TV. New entity, which is licensee of ch. 12 wcu-TV Erie, Pa., has no debt, according to Edward Lamb, and has assets in addition to television station in amount of $1.5 million with loss carry-forward of $3.5 million.

SNI specials

In step toward bigger crop of TV specials — not necessarily all in sports field — Sports Network Inc., New York, has eye on 1968 Olympic Games. Also under consideration is special TV close-up of famous track star for next year. Producer-syndicator of sports programs has two color TV specials set for this week: Freedom’s Finest Hour (Dec. 1), one-hour independently produced documentary on Revolutionary War, narrated by Ronald Reagan, for Schick Safety Razor Co. on 100 stations; and Orange Blossom (Dec. 2), extra NCAA football game of Florida A&M vs. Grambling College, half-sponsored by Ballantine beer on five stations (wpxi-TV New York, wcau-TV Philadelphia, wtvb-TV Washington, waltv Atlanta and won-TV Chicago). Another SNI special, planned in first quarter of 1968, is Stars on Ice with Arthur Godfrey and national figure skating champions.
"For the year's outstanding sales presentation, created to promote the wider use of TV spot advertising"

Awarded by the Television Bureau of Advertising and the Broadcasters' Promotion Association to HARRINGTON, RIGHTER and PARSONS, Inc.
WEEK IN BRIEF

Combined broadcast billings from top-50 ad agencies are up $116.3 million from 1966, though those admen cite that progress is slower. Top-10 put $1.45 billion in broadcast; J. Walter Thompson holds number one spot. See...

BILLINGS SET HIGHS ... 27

Senator Robert Kennedy keeps telegraph wires hot with barrage of requests to TV networks, broadcast and cigarette industry, football leaders urging removal of cigarette spots from football telecasts. See...

NEW BLAST HITS ADS ... 50

Shake-out in radio-station representation seen with more rep firm mergers on tap because of changes in way that radio is being sold, bought as national advertising vehicle. See...

RADIO REPS FEEL PINCH ... 54

Broadcasters argue in Chicago federal appeals court that First Amendment guarantees them freedom of press and speech. RTNDA, eight licensees, CBS, NBC seek to blunt FCC's fairness doctrine rules. See...

FAIRNESS COURT TEST ... 59

Five members of House Commerce Committee ask FCC Chairman Rosel Hyde for another reply to their questions about commission's personal-attack rules; propose FCC notify persons subject to attacks broadcast. See...

HYDE QUESTIONED ... 64

WBEIN Brothers-Seven Arts announces setup of four major TV departments: international sales, domestic sales, TV-program development, station operations. Rich, Kotler, Mitchell, Hammer named to new departments. See...

W7 REALIGNS ITS TV ... 68

Nine-week-old National Association of Broadcast Employees & Technicians strike against ABC appears over. New pact permits $275 weekly maximum, other benefits; AFTRA fines against some of its members will stick. See...

DOVE IN ABC'S ROOM ... 75

WHAS Louisville and KWKH Shreveport, La., return to CBS Radio network fold after eight-year absence. Both stations, now with ABC Radio, declined to affiliate with one of four services under new ABC concept. See...

BACK TO CBS ... 79

Broadcasters divided on FCC's rulemaking dealing with presunrise operations by class-II stations. Those with something to gain urge liberalization of rules; clear-channel licensees take thus-far-no-farther stand. See...

RULE DRAWs RETORTS ... 84

Laser technique producing three-dimensional color images for use in lensless photography developed in CBS Labs, Holography may have TV use by 1980, become home fixture by year 2000. See...

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Broadcasting

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HEY! LOOK WHAT'S "IN" FROM LIN...

26 ONE HOUR EPISODES / LIVE-ON-TAPE
IN COLOR / FOR FIRST RUN SYNDICATION

HOSTED BY

FRED WEINTRAUB

OWNER OF THE FAMOUS GREENWICH VILLAGE COFFEE HOUSE

FROM THE BITTER END

HIS GUEST STARS
BRING YOU THE
ENTERTAINMENT TRENDS
OF TODAY AND TOMORROW

PRODUCED BY CANAAN PRODUCTIONS INC.

A NEW AND UNIQUE
CELEBRITY / VARIETY TELEVISION SERIES

DISTRIBUTED BY

LIN Medallion
PICTURE CORP

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A SUBSIDIARY OF THE LIN BROADCASTING CORPORATION
Task Force chief is State Dept. lawyer

Alan R. Novak, 33-year-old lawyer, has been named executive director of President's Task Force on Telecommunications. Mr. Novak is special assistant to Eugene V. Rostow, Under Secretary of State for Political Affairs. who is chairman of task force.

Other appointments also announced Friday (Nov. 24): Frank E. Loy, Deputy Assistant Secretary of State for transportation and telecommunications, deputy director, and Leland Johnson, Rand Corp. telecommunications expert, director of research.

Mr. Novak, who has been directing staff as Mr. Rostow's assistant, is native of New York, received B.A. and LL.B. from Yale (1955 and 1963 respectively), and M.A. from Oxford University, England, in 1960. He was law clerk to Associate Justice Potter Stewart of U. S. Supreme Court, and legislative assistant to Senator Edward M. Kennedy (D-Mass.) before joining State Department in present job year ago. He served in Marine Corps from 1955 to 1958, leaving as captain.

Mr. Loy, who joined State Department in 1965 as transportation-telecommunications chief, is native of Los Angeles, was graduated from University of California in 1950, received law degree from Harvard in 1953. After private practice in Los Angeles, he became special assistant to administrator of Federal Aviation Agency, leaving in 1964.

Mr. Johnson is economist, who has been with Rand Corp. since receiving his Ph.D. from Yale in 1957. He was born in Oklahoma, received his B.A. from a University of Oregon. He has specialized in telecommunications at Rand (did studies on telephone rate-making, use of satellites for underdeveloped countries among others) except for one year when he surveyed U. S. foreign aid program in Chile.

New formula for ghost voices

Screen Actors Guild and Animated TV Film Producers have agreed to new contract that calls for “substantial increases and improved conditions” for players employed as off-camera voices. Re-run formula also was raised from six to 10 on which residuals must be paid.

Network use of animated reruns now provide for jump in residuals from 165% to 225% of total applicable minimum, while residuals from syndication rerun use only increases from 145% to 205%.

White named senior VP,
Ritter, Malone also upped

In realignment of H-R Television announced Friday (Nov. 24), Jack White, vice president and national TV sales manager, was elevated to senior vice president, effective Jan. 1.

In other changes announced by Edward P. Shurick, H-R president, Al Ritter, vice president and general sales manager of east and west television sales division, was appointed vice president-manager of New York sales office; Gene Malone, western division sales manager, was advanced to vice president-manager, national sales, with sales responsibility for firm’s 11 regional offices, and John McCorkle, salesman in western division since 1965, was named to succeed Mr. Malone.

Mr. White has been with H-R since 1959 and has been vice president and national TV sales manager since 1962. In his new post he will concentrate in developmental area of client relations and services to stations represented by H-R Television.

Mr. Shurick said that Don Howe continues as vice president of Corinthian sales divisions, New York and Chicago, and noted that successor to Mr. McCorkle is still to be announced.

PBL editorial board's power is under review

Memorandum detailing role of Public Broadcast Laboratory’s editorial policy board will be “finalized” this week, PBL Director Av Westin said Friday (Nov. 24).

Memorandum has been subject of “first-priority” negotiations between Mr. Westin and Columbia University Dean Edward W. Barrett, editorial board chairman, since PBL’s Nov. 5 premiere, and its full-length (59-minute) presentation of Douglas Ward Turner’s controversial off-Broadway play, “Day of Absence.”

“Formalization of the board’s editorial role has been planned for some time,” Mr. Westin said, “but disagree-

Lottery puzzle

Sticky problem of “legal” lotteries continues to plague FCC. New York attorney George Nims Raybin has asked commission to reconsider November re- jection of his request to amend rules exempting lotteries conducted by state or political subdivision (Broadcasting, Nov. 13, July 17).

Mr. Raybin noted that Representative James H. Scheuer (D-N. Y.) has bill pending that would exempt state-operated lotteries (now conducted in New York and New Hampshire) from liability under federal code.

Hill program provers back from West Coast

Field investigators of House Commerce’s Investigations Subcommittee have been active on both coasts probing network control of prime-time programing. Subcommittee sources on Friday (Nov. 24) confirmed reports that two staff members, James Kelly and William Kane, have returned from Hollywood where network and owned-station officials as well as independent producers were quizzed on industry practices.

Investigators have also been active in New York, spokesman said, compiling “factual report” for Committee Chairman Harley O. Staggers (D-W. Va.). Probers are now back in Washington, working on other (nonbroadcast) matters, but may resume work on program procurement problems later.

Area is one of several broadcast matters subcommittee will admit it’s interested in, in behalf of chairman, who, it’s noted, “fields complaints and orders staff to get facts on both sides.” Other subjects are trafficking in licenses and
WEEK’S HEADLINERS

Cy Schneider, senior VP for Carson/Roberts Inc., Los Angeles, named president. Ralph Carson, president, named chairman of board, and continues as chief executive officer. Jack Roberts, executive VP, named vice chairman of board and continues as director of creative services. Mr. Schneider will continue as management supervisor on Mattel toy account, agency’s biggest. He has been sharing duties of president with Mr. Carson since being named senior VP year ago. Mr. Schneider has been with C/R for 15 years and has been member of board for last eight years.

John R. Corporon, news director for WNEW-TV New York, named VP and director of news and public affairs for Metromedia Television. Mr. Corporon will be in charge of all news operation facilities as well as public affairs programing for Metromedia division. Newly created post will be based in New York. Mr. Corporon joined Metromedia’s WNEW-TV year ago after stints with WDSU-AM-TV New Orleans and with United Press International in same city.

For other personnel changes of the week see FATES & FORTUNES

fairness-doctrine problems.

Basic programing-development question, staff member says, is how existing practices affect station licensees—particularly those affiliated with networks—who are charged by law with final say on program content.

Subcommittee’s chief counsel, Robert Lishman, wouldn’t hazard guess on possibility of formal committee action in future. At this point, he added, “should be called study, not investigation."

Toledo CATV must defend Detroit-Windsor carriage

Buckeye Cablevision Inc., of Toledo, Ohio, will have to defend in FCC hearing its carriage of television signals of four Detroit and one Windsor, Ont., Canada stations.

Commission, in ordering hearing on petition of D. H. Overmyer Telecasting Co., permittee of WWHO-TV (ch. 24) Toledo, also imposed special restraint pending final disposition of proceeding. System will be limited to delivering Detroit-Windsor signals to areas where feeder cable is presently located.

Since Detroit and Windsor stations place Grade B signal over Toledo, case is not of usual distant-signal type, in which system must obtain special permission from commission.

However, commission rules state that agency will give consideration to cases in which two major markets fall within each other’s Grade B contour.

Cox Broadcasting owns 45% of Buckeye, and Toledo Blade owns 55%.

CBS-TV leading

CBS-TV was out in front again in 30-market Nielsen ratings issued Friday (Nov. 24). For week ended Nov. 19 (7:30-11 p.m.), they showed CBS-TV with average of 19.4; NBC-TV 17.4 and ABC-TV 16.8.

Network TV billings up for October, 10 months

Network TV billings in October gained 5.2% over record set same month of 1966, reaching all-time one-month high of $163,653,700, Television Bureau of Advertising reported Friday (Nov. 24).

October figures, representing net time and program billings as compiled by Leading National Advertisers, brought network total for first 10 months of 1967 to $1,191,493,100, up 6.3% from same period of 1966.

TVB also reported gains in October viewing, with number of homes using TV in average nighttime (7-11 p.m.) minute rising to 32.1 million, or 3.5% more than in October 1966. Average time spent with TV rose to 5 hours 42 minutes per TV home, as compared with previous-October high of 5 hours 40 minutes in 1964.

CBS-TV led October billings with $60,552,100, followed by NBC-TV with $60,005,100 and ABC-TV with $43,096,500.

Toy makers’ TV pitch: play house, not war

Decrease in number of guns and war toys being advertised on television this season compared with last year is reflected in toy-game commercials approved by National Association of Broadcasters Code Authority.

Also noticeable by commercial absence this year are spots for James Bond—“Man from U.N.C.L.E.”—type toys.

Primary reason for cutback, according to toy makers, is to differences in public opinion over Vietnam war and because climate is not conducive to sale of military toys. What toymakers are promoting this year, code-approved commercials show, are girls’ toys and games and creative games for both sexes.

As of end of week, 214 commercials for 26 manufacturers had been approved by code. At this time last year it had approved 266 spots for 34 advertisers.

KHAL deleted

Elton Broadcasting Co., Grove, Okla., has lost out in bid to assign license for its KHAL, Homer, La., whose license expired June 1 and which has been off air since November 1966.

FCC, in action announced Friday (Nov. 24), dismissed Elton’s application for license renewal, deleted station’s call letters and dismissed as moot application for assignment of license.

Added attraction

Sale of WLQM(FM) Chattanooga by Dunlap Henry and associates to Rock City Gardens for $91,500 subject to FCC approval was announced Friday (Nov. 24). Rock City Gardens, national scenic tourist attraction on Lookout Mountain, is principally owned by E. T. Chapin III. Buyers plan to increase station’s programing and inaugurate stereo broadcasting. Station, founded in 1960, is on 106.5 mc with 33 kw.

Opens with ‘Sharks’

ABC-TV is announcing today (Nov. 27) that “Sharks” will be opening episode in new The Undersea World of Jacques-Yves Cousteau and will be seen Monday, Jan. 8, 7:30-8:30 p.m., EST. First four programs and subsequent four repeats will be sponsored by B. F. Goodrich Co.
Nobody we know latches their dial at Channel 7, but these audience figures make us wonder.

TOTAL WEEKLY CIRCULATION

<table>
<thead>
<tr>
<th></th>
<th>WHIO-TV</th>
<th>STATION B</th>
<th>WHIO-TV ADVANTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL DAY</td>
<td>550,000</td>
<td>454,000</td>
<td>96,000</td>
</tr>
<tr>
<td>EARLY EVENING</td>
<td>365,000</td>
<td>316,000</td>
<td>49,000</td>
</tr>
<tr>
<td>PRIME TIME</td>
<td>444,000</td>
<td>378,000</td>
<td>66,000</td>
</tr>
<tr>
<td>LATE EVENING</td>
<td>157,000</td>
<td>126,000</td>
<td>31,000</td>
</tr>
</tbody>
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Source: NSI = TV

Weekly Cumulative Audiences—February-March 1967

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.
diplexed power amplifiers...more reliable operation...up to 5 megawatts ERP...with antenna to match

This 110 KW UHF transmitter, combined with the right RCA antenna, provides RCA's most powerful transmitter-antenna package, affording up to 5 million watts ERP.

RELIABLE OPERATION. The diplexed visual power amplifiers assure the utmost in reliability. One amplifier is always ready to back up the other in case of emergency.

NEW TYPE KLYSTRONS. Unique, integral-cavity vapor-cooler klystrons are a high power development of those used in the proven RCA TTU-30A and TTU-50C Transmitters. Reliability and long life are major advantages, with faster warm-up time, less weight and pre-tuning among other points of superiority.

VAPOR COOLING EFFICIENCY. Vapor cooling is much more efficient than water cooling. This results in reduced operating expense. Lower input power is required.

WALK-IN DESIGN. New design techniques and walk-in cabinets result in smaller size and easy maintenance. This means direct savings in installation and operation and will minimize building construction costs.
NTENNA CHOICES. RCA offers you a choice of Pylon and Panel Antennas for use with this new Transmitter. You get the kind of Antenna that suits your needs—directional or non-directional—as well as your power requirements.

COMPLETE LINE OF UHF TRANSMITTERS. There are three high-power integral-cavity vapor-cooled klystron transmitters: 0KW, 55KW and 110KW. Also two lower-power air-cooled transmitters: 2KW and 10KW (the 2KW is easily expanded to a 10KW).

OU GET SO MUCH MORE FROM RCA—RCA offers the only all-line of broadcast equipment. RCA's long experience, engineering skills and improved products mean better performance.

From RCA you get matched system design, overall warranty responsibility, single supplier coordination and complete service. It all adds up to greater value.

For more information, call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. 08102.

THE MOST TRUSTED NAME IN ELECTRONICS
A calendar of important meetings and events in the field of communications.

**DATEBOOK**

Dec. 14—Deadline for filing comments on FCC's proposed rulemaking to delete, in lieu of the existing MROV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

Dec. 14—Annual stockholders meeting, MGM Inc. to authorize among other things increasing common stock by 1 million shares and issuance of 1 million shares of cumulative preferred stock, elect directors, etc. Loew's Capitol Theatre, New York.


Dec. 21—Deadline for comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit some telemetry signals by intermittent subsonic tones.

**January 1968**

Jan. 2—Deadline for filing responses to FCC's inquiry into operation and effect of present commission policies regarding carriage and program exclusivity on CATV systems.

Jan. 3—Newsmaker luncheon sponsored by the International Radio and Television Society. Speakers include newsmen Walter Cronkite, CBS; Chet Huntley, NBC; and Bob Young, ABC. Waldorf-Astoria hotel, New York.

Jan. 6—Deadline for comments on FCC's proposed rulemaking concerning the use of nighttime priority within the field of the North American Region.
For years we’ve been offering a 30-day free trial, a full year’s warranty on parts and labor, an increase in effective coverage, a guarantee of protection against overmodulation without distortion—but there are still a few of you who haven’t tried AUDIMAX and VOLUMAX.

You sure are a tough audience!

Audimax reacts to any given program situation in exactly the same way as your best audio man would—only a lot faster and more efficiently. It eliminates distortion, thumping, pumping, audio “holes”, and bridges through program pauses to eliminate the “swish-up” of background noise. It even returns the gain to normal during standby conditions. Big claims? You bet. But we’re willing to back them up with a 30-day free trial in your own studio. After that, send us $665 if you like it. If not, send it back—freight charges collect. What can you lose? By keeping average modulation up, everybody wins. Volumax for AM broadcasters costs the same as Audimax and limits peaks without side effects. Its action may be gentle or microsecond fast. That depends on the program waveform but the end result of the Audimax-Volumax team is always a more even and pleasant sounding program that may be transmitted safely at much higher effective power levels. That’s another big claim we’ll back up with a free trial. We’ve even got a claim for FM and TV broadcasters. FM Volumax is absolutely guaranteed to prevent FM overmodulation and SCA crosstalk without distortion. This one costs $695. Write and let us back these claims with a 30-day free trial. Or better yet—call us collect at (203) 327-2000.

PROFESSIONAL PRODUCTS
CBS LABORATORIES
Stamford, Connecticut, A Division of Columbia Broadcasting System, Inc.
TV MOVIES ARE THE BIG WINNERS THIS SEASON IN BIRMINGHAM
THE BIG LOCAL MOVIES ARE ON WAPI-TV

Tuesday Night Movie
9:00 to 11:00 P.M.

Friday Night Movie
9:00 to 11:00 P.M.

The Early Movie
Weekdays: 3:25 to 5:00 P.M.

Features carefully selected from Universal 102 and 123, Screen Gems Post 50 and 60, Key Volumes of 7 Arts, New Warner and MGM, plus other top packages for avails ask Harrington, Righter & Parsons, Inc.

TV MOVIES ARE THE BIG WINNERS THIS SEASON

CHANNEL 13 BIRMINGHAM, ALA.
Represented nationally by Harrington, Righter & Parsons, Inc.

MARCH

George Barbour had seen accidents like this one before. As a newsman for KDKA Radio in Pittsburgh, he had covered a number of "accidental deaths."

Drugs, of one kind or another, were often to blame. But it was difficult to prove. So the people of Pittsburgh weren't aware of how serious the problem was.

George Barbour felt they should know. He went out into the field to get the facts.

The field was as big as Pittsburgh itself. There were junkies on skid row and pillheads in the wealthiest sections of town. George began meeting them.

In flop houses he learned how the addicts got started. In jails and rehabilitation centers he saw how they wound up.

He got statistics from police, advice from community leaders, reports from psychologists and most pitiful of all, hundreds of stories from the men and women who lived with the problem 24 hours a day.

It all went down on tape. Finally, after a year in the field, George Barbour took his findings and produced a documentary for KDKA Radio.

It wasn't the superficial kind of treatment that so often goes into a story about the problem of drugs in a community. It was filled with twelve months of facts dug out of every corner of the city. It said a lot. We think it did a lot. We know it created awareness.

Enough awareness for social and educational groups to ask the Pennsylvania Drug and Narcotics Bureau for instructional information.

Enough awareness for police officials, physicians and many listeners to thank KDKA for bringing the facts to light.

Creating awareness is the purpose of any documentary we do at Group W stations.

Sometimes the job only takes a few weeks. Sometimes it takes as long as this one did.

But the results are always worth it.
Woody Woodbury is not a cartoon!!!
Alive
He's very much ALIVE!
On the very LIVELY...
WOODY WOODBURY SHOW!
And hosting 90 star-studded minutes of big-name entertainment daily... IN COLOR

Day
Woody by Day
Chicago / WGN
Kansas City / KMBC
Indianapolis / WTTV
Denver / KWGN
Los Angeles / KTTV
Detroit / WWJ
Boston / WKBG-TV
Minneapolis / WTCN
Cincinnati / WKRC

Night
Woody by Night
New York / WNEW-TV
Philadelphia / WKBS-TV
Washington / WTTG
Miami / WCIX-TV
Salt Lake City / KSL
Early 1968 start:
Dallas / KDTV
St. Louis / KPLR

Ratings
Woody vs. The Network Guys in New York

<table>
<thead>
<tr>
<th>Period</th>
<th>Woody Net A</th>
<th>Net B</th>
</tr>
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<tbody>
<tr>
<td>8/28-9/1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>9/18-9/22</td>
<td>3</td>
<td>4</td>
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<tr>
<td>10/9-10/13</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>10/16-10/20</td>
<td>3</td>
<td>5</td>
</tr>
</tbody>
</table>

Premiere
Note: Woody's 3 rating is the equivalent of 150,000 homes in New York City.

Exclusive
And here's what's different & exclusive about THE WOODY WOODBURY SHOW:
52 weeks of programming with 48 weeks of NEW shows, IN COLOR, and available as a daily 90-minute or one-hour strip

The Personal Touch and Special Features of Executive Producer Ralph Edwards
The Total Commitment of Metromedia

...AND WOODY HIMSELF!

Credits
THE WOODY WOODBURY SHOW is produced in HOLLYWOOD by Ralph Edwards and Metromedia Television
Distributed by:

WOLPER TELEVISION SALES
A Metromedia Company
485 Lexington Avenue
New York, New York 10017
(212) 682-9100

8544 Sunset Boulevard
Hollywood, California 90069
(213) 655-7075
Computer technology: the potential revolution in media buying

Just a few years ago if someone said he was a media buyer it conjured up a vision of Bob Cratchit hunched over a desk, rubberbands around his shirt sleeves and eye shade in place. A media buyer compiled endless reams of numbers in order to recommend which magazines should receive advertising.

In the era of radio the media buyer still had a great volume of numbers to deal with. And then came television. Now he was a programming expert as well. He not only had to deal with audience statistics but had to apply his own judgement of the appeal of the program and its values for specific clients.

A good media buyer, in the broadcast sense, knew the best programs, the best spot positions and how to buy them competitively.

With the advent of more research the pendulum swung again to reliance on "numbers." The broadcast buyer became a sought-after target. Spot representatives had to tell their story lest the buyer rely only on numbers. He became a specialist whose main function was to act quickly and decisively to get new availabilities, recommend them and purchase them. But the final status of broadcast buying is not yet in sight.

Technology - The computer that has had such a far-reaching effect on our daily lives will not be content to leave media buying alone. Some of the larger agencies today are trying to speed up some of the initial stages. They have made arrangements with leading rep firms to tie computers together via phone-lines. Each evening the agency computer queries the reps' computers for the latest availabilities in a given set of markets. Then, by tapes of ARB or Nielsen data, the agency computer can complete the rating and cost-per-thousand information the buyer requires. Each night a print-out is prepared and placed on the buyer's desk for immediate action the next morning.

Compared to the need to call each rep, wait for him to contact his station, receive the data and type it up, this method employing computers is virtually instantaneous.

Though at present this type of operation is only practical in the larger agencies and reps, eventually we should see this service offered by an industry-sponsored computer operation with tie lines to all agencies, which will pay a nominal fee to be hooked up. Let's not worry about how far this system will go. Let us look to the future.

Why do we need a physical print out? Many brokerage houses have desk-top view screens that permit stock brokers to punch appropriate keys for the listings in which he is interested and see an immediate quotation. Obviously such a system would be practical for the broadcast buyer as well.

Let's assume the buyer has preceded cards that can fit into the telescreen or table-top console, much as today's predialing phone systems. It automatically connects the view screen with the rep. By predetermined industry codes the buyer will then be able to select those areas in which he wishes to view availabilities. His computer, in conjunction with the rep's computer, places before him the latest data.

Fast Buys - At Expo 67, the Telephone Pavilion showed a system in which the housewife views merchandise from a department store and places an order by telephone. An appropriate notation is made for invoicing, with all transactions handled directly from the home. It is a system adaptable to spot-broadcast buying. The buyer would view his availabilities, make his selection, place his order by the desk-top console and billing would be made by computer-to-computer hookup.

It is also possible to have the buyer's desk-top console connect directly to the station. The station computer would be constantly aware of existing availabilities and flash the data to the buyer. The absence of any appreciable time lag would mean more profit to station and buyer alike. Availabilities would not be lost due to inability to receive them fast enough. The buyer would not waste time in ordering availabilities that no longer exist. The advertiser would benefit because his buyer would be selecting from the latest availabilities. (Don't worry. The representative would not be eliminated. His job would be to sell the merits of the station—not its numbers.)

Let's take a step further. Our TV buyer is now interested in global availabilities. His desk-top console via his computer communicates with a satellite. Under the present system for international broadcast buying, delays are measured in days or even weeks. But by the marvels of electronics we may be able, someday, to make global spot buying an immediate operation.

Office Viewing - This could also have a dramatic affect upon program buying. The computer could store pilot films as electronic impulses. A buyer who wishes to see them could tap the right combination into his console and screen the pilot while still at his desk. He could view those programs in which he is most interested when he wants to see them and not when it is convenient to attend a screening. And suppose he wishes to see a program more than once: He merely has to repeat the combination.

The availability of show prints would not limit the screening to prospective buyers. Instead of having to bicycle prints around the country—as in the case of syndicated films—local film buyers or programming men could see the offering while still at their desks and at a much faster pace than is now possible.

The opportunities are virtually limitless. But are we wandering into the 21st century? These advances may not really be so far away because most of what we have discussed in this article is not only technologically possible now but is in use somewhere in the world today.

Malcolm B. Ochs is vice president and director of media and research at Campbell-Ewald/New York. He joined the agency in July 1966 after serving as manager of media at Papert, Koenig, Lois, New York; and previously, as associate media director at BBDO, that city. He also had been with Grey Advertising and Dancer-Fitzgerald-Sample, both New York. He is co-chairman of the media research group of the New York American Marketing Association.
The Cuban plot most Americans never heard of.

For years, Cubans in America had been trying to get their relatives out of Cuba. Nothing succeeded. Then, without warning, Fidel Castro issued an order. Anyone who wanted to leave, could leave.

It meant giving up every possession but the clothing they wore. It meant waiting in refugee camps till their families could send a boat for them. It also meant freedom.

There was one problem. Castro’s new policy hadn’t changed American regulations. Planning to help an alien enter the U.S. was a plot to violate federal law.

Many Cubans in America were too desperate to be stopped by that law. In Boston, three families turned to WBZ Radio newsman Streeter Stuart for help.

Streeter had helped them before. With English lessons. With tax forms and automobile registration. This time he accompanied the families to Miami in hopes of finding a boat.

Once there, they made a deal to rent a private yacht. A price was set. $400 a day. But as the day for departure grew nearer, the price got higher. $500. $550. In disgust, the Cubans called off the deal.

Next they tried to buy a boat. They looked for days. But most boats were too expensive. Those they could afford weren’t worth buying.

Finally, Streeter Stuart returned to Boston. With a story. His documentary “90 Miles to Freedom” was broadcast on WBZ Radio.

Audience reaction was immediate. Many Cubans in the Boston area cancelled their plans to go to Florida. They wrote to thank Streeter for having saved them from the frustrations he went through.

At WBZ Radio we believe a documentary should create awareness of problems that face the community. We realize our reporters may have to live with these problems themselves. But we know if they do, fewer people may have to.
'Commands regular reading'

EDITOR: ... May I compliment you on your superb and comprehensive coverage of educational television events. Broadcasting commands regular reading in our organization.—Ronald C. Bornstein, associate director of television, University of Wisconsin, Madison.

Thorough coverage

EDITOR: The Nov. 20 Broadcasting offers a complete package of the "happenings" at the Television Bureau of Advertising's meeting in New York. Congratulations to all who had a hand in the coverage. It was really excellent.

Just for the record, there was one bit of titling-twisting that we'd like to have you correct. In the account of the new TVB film, the title was reported to be "A Time to Remember." The actual film title is "The Time of Television." Of course, we do hope the some-1,000 people who saw the film that Thursday morning will recall the scene nostalgically!—Norman E. Cash, president, Television Bureau of Advertising, New York.

What the hike would mean

EDITOR: This is a note to clarify the AT&T proposal to increase the cost of program transmission (Broadcasting, Oct. 30).

AT&T has proposed, but not yet filed, a tariff which would eliminate the distinction between color and black-and-white rates while increasing the charges for both.

The proposed rate increase as it applies to station connections is summarized below. These, however, are but a few of the components which they would increase. All the rate increases together would result in an annual increase for video transmission of approximately $20 million and an annual increase for audio transmission of approximately $4 million.

<table>
<thead>
<tr>
<th>Service</th>
<th>Current Rate</th>
<th>Proposed Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black &amp; white</td>
<td>$500</td>
<td>$1,200</td>
</tr>
<tr>
<td>Color</td>
<td>950</td>
<td>1,200</td>
</tr>
</tbody>
</table>

AT&T connection charges

The television commercial director.
Facing each new storyboard... unafraid.
Sometimes loved.
Sometimes hated.
Sometimes envied.
We would like you to watch his work which was created by Adams Dana Silverstein.

1ST Annual All Star Celebrity Baseball Game
Tuesday, November 28
An NBC color special
8:00 PM EST, PST / 7:00 PM CST
sponsored by Aurora Plastics Corp.
ONLY THE ADVANCED VR-2000B has what everyone needs to do his color best. This latest version of our Emmy Award winning VR-2000 brings your studio the world's only complete teleproduction recorder, user-improved. It outmatches any competitor in: 1 Superior picture quality, perfect color fidelity automatically controlled by Ampex-developed Amtec™, Colortec™, Auto-Chroma and Velocity Compensator units. 2 World's finest color dupe quality (demonstrated to ten generations) with exclusive Ampex Mark Ten rotary transformer head, K-Factor specified less than 1% compared to 1.5% in other VTR's. 3 Exclusive Editec™ programming of splices, animation, cues; instant "film style" creative freedom. 4 New audio system of master studio quality. 5 Man/machine

Your people will outmatch everyone in sight with the newest of highband VTR's... the VR-2000B

PRODUCER
With a VR-2000B we will stay tops in color even if the crew goes dub-crazy. ②

ADVERTISER
I want the most trustworthy color ① and best sharpness on the air. Not second best.

AUDIO ENGINEER
Listen. This one has a master quality sound track ④ to match the fidelity of the picture!

DIRECTOR
I say creative editing ③ is the game's name. Be sure it has an Editec unit.

I want the most trustworthy color and best sharpness on the air. Not second best.
designed. Primary controls logically placed waist-high.®

Instantly interchangeable printed-circuit modules throughout; new system harness pre-wired to plug-in any accessory.®

Ampex experience-proven necessities such as non-scratch erase head, removable tape path cover, exclusive “Record lock-out” to prevent erasure of master tapes, precision reel-centering hold-down knobs, up-front indicating circuit-breakers, built-in monitor video DA; and switchable color, monochrome low- or high-band with instant plug-ins for all international standards.®

An unmatchable record of color performance in 1000 high-band recorders in stations, networks and studios throughout the world. For details, contact Ampex, Redwood City, CA.94063.

OPERATOR
I want a recorder that's easy-working and logical.®
This one keeps everyone's hands off my settings.

MAINTENANCE ENGINEER
You'll be calling me Mr. Instant Fixit.®
The VR-2000B is a great down-time eliminator.

CHIEF ENGINEER
I want equipment dependability that comes from experience.®
It shows in little details of the Ampex VR-2000B.

FINAL JUDGE
Fred and I just want to watch the best of the color shows.®
We always thought they were live! Isn't that a kick?
How to bag over $370,000,000 in food sales*

"Check Out" with CG and you'll bring home the bacon in Indiana.
"Check In" with BLAIR today!

* Sales Management, 1967 Survey of Buying Power

The Communicana Group

WSJV-TV		WKJG-TV
South Bend
Elkhart 28	ABC
Fort Wayne 33	NBC

Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart
The Elkhart Truth (Newspaper)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP
Radio-TV billings set new highs

Total up $116 million from 1966, but top-50 agencies say progress is slower; top 10 report

$1.45 billion spent in broadcasting; JWT is first

Combined broadcast billings from the leading 50 advertising agencies in TV and radio made 1967 another record-toppling year.

Though the rate of acceleration was not comparable to earlier years, TV-radio's elite agency customers in the magic-50 circle nevertheless invested $116.3 million more in the electronic media in 1967 than in 1966.

The top-10 agencies put an estimated $1.45 billion into broadcast this year, a gain of approximately $28 million over the TV-radio commitments of 1966's top 10.

For the tenth consecutive year J. Walter Thompson Co. emerged in the kingpin position in Broadcasting's annual compilation of top broadcast agencies.

JWT spent a total of $230 million in TV-radio in 1967, a gain of $5 million over 1966. As an indication of the agency's thrust over the past decade, JWT seized the number one spot in 1958 with TV-radio billings of $113.5 million and added to its investments substantially in ensuing years.

Newcomer Exploding into the top-50 list with a bang was the fledgling Wells, Rich, Greene agency, which began operations on April 1, 1966, and catapulted into 17th place this year with estimated broadcast billings of $52.4 million.

WRG spent about $6.2 million in its nine months of operation in 1966, failing to make that year's top-50 roster. Its TV-radio gain of $46.2 million this year tops it as the agency with the biggest gain of the year.

Other agencies with sizeable broadcast-billing gains over 1966 are Leo Burnett Co., up $29.6 million, largely resulting from its acquisition of D. P. Broder Co.; Grey Advertising, up $16 million; Foote, Cone & Belding, up $12.1 million; Ted Bates & Co., up $10.3 million, and Dancer-Fitzgerald-Sample, up $10 million.

Though 1967 was another record-setting year for broadcasting's best agency clients, its achievements did not parallel those of former years. Reflecting the spotty advertising picture in all media in 1967, broadcast billing from the top-50 agencies rose less sharply over 1966, as compared with 1966 over 1965.

Last year the top-50 agencies spent $309 million more on broadcast than in 1965, while this year the increase was lowered to $116.3 million.

Another indicator of the slowed-down economy is this statistic: In 1966 seven agencies reported decreases in broadcast billings as compared with 1965, while this year 15 agencies slipped below their 1966 TV-radio levels.

The Losers Among the agencies with the largest dips from 1966 broadcast levels were BBDO, down $32.5 million; N. W. Ayer, down $9.62 million, and Needham, Harper & Steers, down $8.2 million.

The year has been described as "mixed" and "unpredictable" and billings reports and estimates confirm these descriptions. Information on the top-50 broadcast agencies shows, for example, that increases were registered in 1967 over 1966 in the categories of total radio-TV billing; total television; network television and radio network. Decreases emerged in the categories of spot television, total radio and spot radio.

Combined network-spot TV billings exceeded the 1966 total by $118.5 million.

Network television expenditures outpaced the 1966 figure by a little over $140.3 million. Spot television declined by slightly more than $21.8 million from 1966.

Total radio (network and spot) was off by slightly more than $2.2 million from last year.

Network radio was shown to have advanced by slightly more than $5.5 million over 1966. And spot radio, according to data from the top-50 broadcast agencies, slipped by slightly more than $7.7 million from its 1966 performance.

An alphabetical listing of the first 50 broadcast-billing agencies follows:

<table>
<thead>
<tr>
<th>Agency</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>J. Walter Thompson</td>
<td>$230 million</td>
</tr>
<tr>
<td>J. Walter Thompson</td>
<td>$211.5 million</td>
</tr>
<tr>
<td>BBDO</td>
<td>$30.5 million</td>
</tr>
<tr>
<td>Needham, Harper &amp; Steers</td>
<td>$6.5 million</td>
</tr>
<tr>
<td>BBDO</td>
<td>$27.0 million</td>
</tr>
<tr>
<td>Wells, Rich, Greene</td>
<td>$46.2 million</td>
</tr>
</tbody>
</table>

These agencies led in these categories
over-all billings: 40%.
A 21% dip in broadcast billings (down $9.62 million from last year) hit heaviest in Ayer's radio spending—off $8.37 million ($6.82 million in spot). More notable than a slight $1.25 million drop in TV was the dramatic shift to network TV (up $11.69 million), while spot TV fell by $12.95 million from 1966.
Network-TV gains came from Insurance Co. of North America (INA) in seven NBC-TV news specials (full or half sponsorship); NCAA college football on ABC; AT&T adding to its Bell Telephone Hour series on NBC, and a heavy residential extension phone campaign this month in nine CBS and ABC shows.
Both INA and AT&T join Atlantic-Richfield (heavy in sports) and Smith, Kline & French as spot-TV users. Active in spot radio are AT&T, Atlantic-Richfield and American Tobacco (Carlton and Montclair). Network radio participants are E. I. du Pont and Nicholson File Co.
Ted Bates & Co.: Combined TV-radio billings $154.3 million; $152.6 million in television ($36.5 million in network; $65.8 million in spot); $1.7 million in radio ($400,000 in network; $1.3 million in spot); TV-radio share of over-all billings: 82.4%.
While Bates' broadcast billings increased more than $10 million (8%) during the year, its total radio billings declined nearly 64% from their $6.6 million level in 1966. Spot and network TV increased 11% and 9% respectively.
Bates' major TV accounts are American Chicle, American Home Products, Brown & Williamson, Colgate-Palmolive and Standard Brands, in spot-TV network sponsorship and scatter plans, and Continental Baking in network sponsorship and spot.
Colgate and Standard Brands are active in network radio, and all these accounts, with the exception of American Chicle, are active in spot radio.
BBDO: Combined TV-radio billings $146.5 million; $116 million in TV ($66 million in network; $50 million in spot); $30.5 million in radio ($3.5 million in network, $27 million in spot); TV-radio share of over-all billings: 77%.
BBDO reported a decline in TV-radio billings amounting to more than $30 million during this year. A key factor undoubtedly was the loss of the $17 million Lucky Strike account and the defections of such broadcast-oriented clients as Lever Brothers' Lifebuoy, A. E. Staley and Peter Hand Brewer's Meister Brau. More than $27 million was lost in television.
Among its network TV spenders during the year were the 3M Co., General Electric, American Tobacco and Arm-

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**TOP-50 AGENCIES**

All dollar figures are in millions

<table>
<thead>
<tr>
<th>Agency</th>
<th>Combined Broadcast Billing</th>
</tr>
</thead>
<tbody>
<tr>
<td>J. Walter Thompson</td>
<td>$230</td>
</tr>
<tr>
<td>Leo Burnett</td>
<td>$183.3</td>
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<tr>
<td>Young and Rubicam</td>
<td>$166.0</td>
</tr>
<tr>
<td>Ted Bates</td>
<td>$154.3</td>
</tr>
<tr>
<td>BBDO</td>
<td>$146.5</td>
</tr>
<tr>
<td>Dancer-Fitzgerald-Sampe</td>
<td>$130</td>
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<tr>
<td>Foote, Cone &amp; Belding</td>
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<tr>
<td>McCann-Erickson</td>
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<tr>
<td>Grey Advertising</td>
<td>$110</td>
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<tr>
<td>Benton &amp; Bowles</td>
<td>$109</td>
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<tr>
<td>Doyle Dane Bernbach</td>
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<td>William Esty</td>
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<td>Compton Advertising</td>
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<td>Sullivan, Stauffer, Colwell &amp; Bayles</td>
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<td>Ogilvy &amp; Mather</td>
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<td>Lennen &amp; Newell</td>
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<tr>
<td>N. W. Ayer</td>
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<td>Kenyon &amp; Eckhardt</td>
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<td>Campbell-Ewald</td>
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<td>Campbell-Mithun</td>
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<td>Norman, Craig &amp; Kimmel</td>
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<tr>
<td>Cunningham &amp; Walsh (estimate)</td>
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<tr>
<td>Post-Keyes-Gardner</td>
<td>$32</td>
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<tr>
<td>Jack Tinker &amp; Partners</td>
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<tr>
<td>Tatham-Laird &amp; Kudner</td>
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</tr>
<tr>
<td>Papert, Koenig, Lois</td>
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<tr>
<td>Gardner Advertising</td>
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<tr>
<td>Gumbinner-North</td>
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<td>Marschalk</td>
<td>$22.18</td>
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<tr>
<td>MacManus, John &amp; Adams</td>
<td>$20.9</td>
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<tr>
<td>Erwin Wasey</td>
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<tr>
<td>Arthur Meyerhoff &amp; Associates</td>
<td>$17.6</td>
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<tr>
<td>Honig-Cooper &amp; Harrington</td>
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<tr>
<td>Richard K. Manoff</td>
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<tr>
<td>Ketchum, MacLeod &amp; Grove</td>
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<td>Grant</td>
<td>$14.06</td>
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<td>Laroche, McCaffrey &amp; McCall</td>
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<tr>
<td>Carson/Roberts</td>
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<tr>
<td>Fuller &amp; Smith &amp; Ross</td>
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<tr>
<td>W. B. Doner</td>
<td>$12</td>
</tr>
<tr>
<td>Clinton E. Frank</td>
<td>$11</td>
</tr>
<tr>
<td>Street &amp; Finney</td>
<td>$10.8</td>
</tr>
<tr>
<td>Edward H. Weiss</td>
<td>$10.65</td>
</tr>
<tr>
<td>Bozell &amp; Jacobs</td>
<td>$10.5</td>
</tr>
<tr>
<td>Warwick &amp; Legler</td>
<td>$9.5</td>
</tr>
</tbody>
</table>

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28 (BROADCAST ADVERTISING)
# AND THEIR 1967 RADIO-TV BILLINGS

<table>
<thead>
<tr>
<th></th>
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<th></th>
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<tr>
<td>$211.5</td>
<td>$153.5</td>
<td>$58.0</td>
<td>$18.5</td>
<td>$2</td>
<td>$16.5</td>
<td>59%</td>
<td>+ 5</td>
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<tr>
<td>171.6</td>
<td>101.9</td>
<td>69.7</td>
<td>11.7</td>
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<td>9.7</td>
<td>73%</td>
<td>+29.6</td>
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<td>145.6</td>
<td>103.7</td>
<td>41.9</td>
<td>20.4</td>
<td>5.0</td>
<td>15.4</td>
<td>53.9%</td>
<td>+3.2</td>
<td>3</td>
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<tr>
<td>152.6</td>
<td>86.8</td>
<td>65.8</td>
<td>1.7</td>
<td>0.4</td>
<td>1.3</td>
<td>82.4%</td>
<td>+10.3</td>
<td>5</td>
</tr>
<tr>
<td>116</td>
<td>66</td>
<td>50</td>
<td>30.5</td>
<td>3.5</td>
<td>27</td>
<td>57%</td>
<td>-32.5</td>
<td>2</td>
</tr>
<tr>
<td>125</td>
<td>65</td>
<td>60</td>
<td>5</td>
<td>0.5</td>
<td>4.5</td>
<td>83%</td>
<td>+10</td>
<td>6</td>
</tr>
<tr>
<td>113.7</td>
<td>85.8</td>
<td>27.9</td>
<td>12.6</td>
<td>2.5</td>
<td>10.1</td>
<td>64%</td>
<td>+12.3</td>
<td>8</td>
</tr>
<tr>
<td>98.94</td>
<td>65</td>
<td>33.94</td>
<td>19.2</td>
<td>1.7</td>
<td>17.5</td>
<td>48%</td>
<td>-1.86</td>
<td>6</td>
</tr>
<tr>
<td>103</td>
<td>60</td>
<td>43</td>
<td>7</td>
<td>1</td>
<td>6</td>
<td>69%</td>
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<td>104.7</td>
<td>75</td>
<td>29.7</td>
<td>4.3</td>
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*Not listed in 1966 top 50.
**Geyer-Morey-Ballard 1966 listing
strong Cork. Spot-TV investors were 3M, American Tobacco, Gillette, Lever Bros. and PepsiCo.

In radio, BBDO spent a hefty $30.5 million. Among those active in network radio were American Tobacco, Dodge, du Pont and Campbell Soup. Substantial spot radio advertisers were the Pont, Campbell Soup, B. F. Goodrich, Schaefer Brewery and PepsiCo.

Benton & Bowles: Combined TV-radio billing $109 million; $104.7 million in TV ($75 million in network, $29.7 million in spot); $4.3 million in radio ($1.4 million in network, $2.9 million in spot); TV-radio share of over-all billing: 77.3%.

Broadcast spenders Procter & Gamble (Crest, Scope, Ivory Snow, Zest and Prell), General Foods (Birds Eye, Gravy Train, and Post) and American Motors Corp. helped raise B&B’s radio-TV share of over-all billings by 3% over 1966, despite a $1 million drop in over-all radio-TV billing.

The agency resigned three major accounts: $12 million-Mercury Motors ($8.4 million in radio-TV), $4 million-Canada Dry and GP’s $3 million-Post Division (both $2.6 million in radio-TV). To introduce its new mint-flavored Crest, P&G launched a heavy across-the-board spot and network TV campaign. But before dropping American Motors, B&B placed four CBS-TV specials as well CBS Radio participation for the account. Other TV participations were handled for Sterling Drug (ABC-TV), S. C. Johnson & Son (NBC-TV), Vick Chemical Co. (ABC-TV and NBC-TV and 42 spot-TV markets), and GP’s Birds Eye and Toast’em Pop-Ups. Texaco committed $2.5 million for participation in ABC-TV’s 1968 Winter and Summer Olympics.

Radio spot advertisers were Texaco and Beech-Nut Life Savers. B&B this year acquired the Allied Chemical’s Industrial Chemical and International Divisions.

Bozell & Jacobs: Combined TV-radio billing $10.5 million; $9.5 million in TV ([$6.7 million in network, $2.8 million in spot); $2.8 million in spot); $600,000 in network, $400,000 in spot); TV-radio share of over-all billing: 33%.

This Omaha-based agency, which last August acquired Emerson Foote Inc., New York, and its $7.8 million in billings (43% broadcast), moves into the top-five list with such clients as Mutual of Omaha Insurance (NBC-TV’s fully sponsored Wild Kingdom series); and from Emerson Foote the Norcliff Labs’ OraFlax and Albolene Mist and Combe Chemical’s Johnson’s Foot Soap and Grecian Formula (both network and spot TV users) and WTS Pharmacist (spot TV).

Leo Burnett: Combined TV-radio billing $183.3 million; $171.6 million in TV ($110.9 million in network, $69.7 million in spot); $11.7 million in radio ($2 million in network, $9.7 million in spot); TV-radio share of over-all billing: 73%.

Burnett’s rise from fourth to the second spot in the top-50 listing is by virtue of its acquisition in the spring of D. P. Brother & Co., Detroit (Broadcasting, March 20, 1967), coupled with a continuing thrust in broadcast billing that by 1966 had made Leo Burnett Co. the fourth largest TV-radio billing agency.

D. P. Brother & Co., now a Burnett division, added its strong automotive accounts to Burnett’s heavy business in consumer and package goods and foods. Combined billings were estimated in March at about $265 million with two-thirds in broadcast. Burnett’s broadcast increase over last year comes to nearly $30 million.

Most of Burnett’s TV billing comes from Allstate, Kellogg, Nestle, Philip Morris, Pillsbury, Procter & Gamble, Schlitz, United Air Lines and Vick Chemical (network participations and spot). All of these advertisers, with the exception of Philip Morris and Vick Chemical, are in spot and radio, and Allstate and Kellogg also are in network radio.

Re-Puder’s broadcast-active automotive interests include Oldsmobile, AC Spark Plug, General Motors Guardian Maintenance and Harrison Radiator Divisions, among others.

Campbell-Ewald: Combined TV-radio billings $417.1 million; $33.2 million in TV ($25 million in network, $8.2 million in spot); $8.5 million in radio ($5 million in network, $3.5 million in spot); TV-radio share of over-all billings: 33%.

Campbell-Ewald’s billing information traditionally has been a house secret. This year the agency is disclosing total billing but not any details. The revised total for 1967 will run close to $35 million, including the Australian agency acquired last year, now Coudrey-Campbell-Ewald of Sydney and estimated to bill under $10 million.

Revised domestic billing for Campbell-Ewald now is estimated at about $125 million (1966 estimate was $118 million) with one-third going into broadcast. TV continues to get the larger share but radio is improving. Basic billing comes from Chevrolet and other General Motors divisions including Delco, United Motors Service Division and GM Acceptance Corp. Early in the year Campbell-Ewald acquired the Admiral Corp. account, then billing about $10 million, but its activity since then has been considerably less and largely nonbroadcast. Dropped was Alberto-Culver Rinse Away rinse and shampoo plus other products.

Campbell-Mithun: Combined TV-radio billing $41.1 million; $31.6 million in TV ($14.7 in network, $16.9 in spot); $9.5 million in radio ($700,000 in network, $8.8 million in spot); TV-radio share of over-all billing: 56%.

This year the agency, with headquarters in Minneapolis, added three accounts, Palmers Writers School, Wilson

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10-year Track Record of 1967’s Top 10 Agencies

Radio-TV billings in millions of dollars. Figures in parenthesis ( ) indicate rank.

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*Includes billing of McCann-Marschalk before 1962.
In Fort Wayne 16,000 people can't eat where they want, worship where they want, or visit the public library.

There are no signs telling them to keep out.
No angry men blocking doorways.
But the barrier is there. An Architectural Barrier. That’s the name Dick MacDonald, of WOWO Radio used to label the problem.
Dick was told of this barrier by a young paraplegic named Eugene Rugh. How flights of stairs, revolving doors and even high curbs kept him from performing the everyday functions most people take for granted. Eugene pointed out that this problem wasn’t his alone. That it was shared by over 16,000 other handicapped people in the Fort Wayne area.
Dick MacDonald was concerned enough to investigate the situation. Not by thumbing through architectural blueprints, or by talking to the City Fathers. But by getting a wheelchair and spending an entire day following Eugene Rugh.
He found the stairs leading to City Hall and the Public Library insurmountable. The only way he could get into the Post Office was by the loading ramp.

He discovered he could easily visit almost any church in town. As long as there were two strong men to carry him in.
After Dick MacDonald saw the facts, he knew he had to wake up the community. He produced a half hour documentary for station WOWO Radio. He told the story the way he experienced it. The way he felt the frustration. The humiliation.
Fort Wayne responded. Slowly but surely, things began to happen. Plans for the new Public Library were changed to include ramps and wider doors.
All public buildings in the future would be designed for easy access by the handicapped.
Even private architects asked WOWO what they could do to help.
WOWO feels that creating awareness is the purpose of any good radio station. And no matter if a problem affects 16 or 16,000 we’ll try to be the first to do something about it.
Meat with Ideal dog food and Best Western motels; lost one, American Dairy Queen, a network TV user, and increased its billing $3.5 million, with the greatest rise in TV.

Major spot-TV users include Pillsbury, Gold Seal, Hamm's Beer, Malt-O-Meal, Top Value Stamps and La Choy Chinese Food. Pillsbury, Gold Seal and Hamm's also use network TV. Spot-radio clients include Hamm's, La Choy, Pillsbury, Northwest Orient Airlines and A. E. Staley Co.

Carson/Roberts Inc.: Combined TV-radio billing $13 million; $11.1 million in TV ($7.5 million in network, $4.2 million in spot); $1.3 million in radio (all in spot); TV-radio share of over-all billing: 62%.

Again Los Angeles-based agency's billings rose, this year by $800,000—$400,000 in TV and $400,000 in radio. One client was added: Universal Pictures, a spot-TV and radio user. Four accounts were resigned: Packard Bell, in spot TV and radio; Rainier Beer, in network and spot TV and spot radio; McDonald's hamburger franchises, TV and radio advertiser, and Douglas Oil (spot radio). C/R's clients in network and spot TV are Mattel Toymakers and Max Factor; in spot TV and radio, Universal, Nalley's and Fred-Mart; in spot TV alone, Purex, and spot radio, Baskin-Robbins and Mission Pak.

Compton Advertising: Combined TV-radio billing $76.9 million; $71.9 million in TV (48.9 million in network, $23 million in spot); $5 million in radio ($2.9 million in network, $2.1 million in spot); TV-radio share of over-all billing: 64%.

Compton added almost $8 million in broadcast billing during the year, reflecting a substantial increase in expenditures from L & M Filter cigarettes, which it acquired in the late spring of 1966, and new billing from Quaker Oats. Network TV was the single largest growing segment, increasing by more than $6 million.

In network TV, Compton is the agency of record for Green Acres and Smothers Brothers on CBS. Other substantial network-TV spenders are Boyle-Midway, Consolidated Cigars, Norwich Pharmacal and the American Dairy Association. Spot-TV advertisers include L & M, P & G, Eversharp, Boyle-Midway and Norwich. Network radio was represented by L & M, American Dairy Association and Eversharp and spot radio by L & M and Norwich.

Cunningham & Walsh: Combined TV-radio billings: $34 million; $27 million in TV ($16 million in network, $11 million in spot); $7 million in radio ($2 million in network, $5 million in spot); TV-radio share of over-all billings: 60%.

C&W's major clients in TV are: Jergens, Folger's, Old Milwaukee Beer, American Home Products, Fireman's Fund (insurance), Sunshine Biscuit, AT&T, Sterling Drug, Connecticut General Life Insurance and Western Electric.

Major radio accounts are Geigy Chemicals, Quanta Airways, Connecticut General and the Yellow Pages.

Dancer-Fitzgerald-Sample: Combined TV-radio billing $130 million; $125 million in TV ($65 million in network, $60 million in spot); $5 million in radio ($500,000 in network, $4.5 million in spot). TV-radio share of over-all billing: 83%.

D-F-S winds up the year with $10 million more in broadcast billings and a gain of 3% in its broadcast share of over-all billings.

D-F-S accounts spending in TV and radio are Best Foods Division of Corn Products Co., Procter & Gamble, R. I. Reynolds Tobacco, General Mills Inc., Ralston Purina Co., Falstaff Beer and American Cyanamid.

D'Arcy Advertising: Combined TV-radio billing $62 million; $53 million in TV ($24 million in network, $29 million in spot); $9 million in radio ($3.5 million in network, $5.5 million in spot); TV-radio share of over-all billing: 53%.

D'Arcy's TV-radio estimated expenditures climbed by almost $5 million over 1966, attributable to a comfortable gain in over-all billing by the agency. Television jumped by almost $4 million and radio by about $1 million. The agency's hefty spot-TV revenue accrues from such advertisers as General Tire & Rubber Co., Royal Crown Cola Co., Lufthansa German Airlines, Anheuser-Busch Inc. and Gerber Products. Major network-TV advertisers are Gerber, Anheuser-Busch, Bigelow-Sanford and American Oil Co.

W. B. Doner: Combined TV-radio billing $12 million; $8 million in TV ($5 million in network, $3 million in spot); $4 million in radio ($1 million in network, $3 million in spot); TV-radio share of over-all billing: 75%.

Doner's broadcast billings declined $1 million during 1967, all in spot TV. Network television billings increased $1 million, spot radio $500,000.

The reduction in spot-TV advertising apparently represented a reallocation of priorities. The agency resigned no major accounts during the year, and added the Roman Co.'s household products (bleaches, starches, etc.), which are major TV billers.

Doyle Dane Bernbach: Combined TV-radio billing $102.8 million; $96 million in TV ($61 million in network, $35 million in spot); $6.8 million in radio ($300,000 in network, $6.5 million in spot); TV-radio share of over-all billing: 57.3%.

The radio-TV share at DDB this year grew from an estimated $97 million last year to $102.8 million for 1967. DDB placed $10 million more in network TV in 1967 compared to 1966. In contrast, the agency spent only $35 million in spot TV this year, compared to $41 million in 1966.

DDB lost one major account—Rheingold Beer—but picked up three other companies billing substantial amounts in broadcasting: General Telephone and Electronics, Whirlpool Corp. and Gable's & Son Beer. DDB's big TV spenders

Slacks get him panting

Against a background of Olé-like cheers of "Levi's! Levi's!" a bathrobed hombre with a receding hairline, takes a pair of Levi slacks out of a gift box, puts them on and play-acts the matador, in a new 60-second color TV spot to be aired in December.

This bull-ring fantasy was conceived by Honig-Cooper & Harrington, San Francisco and produced by EUE Screen Gems. The aim is to create a very exciting and fresh approach to the woman who buys men's slacks for gifts, says Bud Robinson, Levi's advertising manager.

Levi's commercial will appear on the following ABC-TV daytime programs: Newlywed Game, Dream Girl, How's Your Mother-In-Law, Donna Reed Show, The Fugitive, General Hospital and Everybody's Talking.

BROADCASTING, November 27, 1967

Erwin Wasey: Combined TV-radio billing $19.2 million; $16 million in TV ($10 million in network, $6 million in spot); $3.2 million in radio ($1.7 million in network, $1.5 million in spot); TV-radio share of over-all billing: 46%.

Wasey in 1967 was assigned the Carnation Co. (Contadina foods) account from Marshalk, also an Interpublic subsidiary, and has increased its broadcast spending slightly. The agency now bills entirely out of Los Angeles where it relocated from New York in late 1966. Other broadcast-active accounts at Wasey have been Gulf Oil and Tampa balm.

William Esty Co.: Combined TV-radio billing $97 million; $86 million in TV ($57 million in network, $29 million in spot); $11 million in radio ($2 million in network, $9 million in spot); TV-radio share of over-all billing: 75%.

Esty's total TV billings grew this year by $2 million; the firm's billings in radio, however, dropped from $12 million to $11 million, with spot radio feeling the cutback.

Major network-TV advertisers were R. J. Reynolds, Union Carbide, Chesapeake-Ponds, Sun Oil Co., National Biscuit Co., Colgate-Palmolive and American Home Products. All the companies also placed spot TV.

Network radio advertisers include R. J. Reynolds Tobacco, Union Carbide, Colgate-Palmolive and American Home Products.

Esty in 1967 also picked up a number of major accounts. Among them were Bisolol, Ultra Bright toothpaste, Roman Products, Winston Super Kings, Salem Super Kings and Winston Menthol cigarettes.

Foote, Cone & Belding: Combined TV-radio billing $126.3 million; $113.7 million in TV ($85.8 million in network, $27.9 million in spot); $12.6 million in radio ($2.5 million in network, $10.1 million in spot); TV-radio share of over-all billings: 64%.

FC&B's broadcast billings increased more than 10% during the year, with the addition of Merrill, Lynch, Pierce, Fenner & Smith, Falstaff Brewing and California Bank Card Association offsetting the loss of Sara Lee. Radio, particularly network radio, got a disproportionate share of the increase: Network radio went from $1 million to $2.5 million, spot from $9 million to $10.1 million.

Clinton E. Frank Inc.: Combined TV-radio billing $11 million; $10 million in TV ($4.5 million in network, $5.5 million in spot); $1 million in radio ($200,000 in network, $800,000 in spot); TV-radio share of over-all billing: 33%.

Frank's broadcast billing continues at about the same level although the agency itself has been expanding this past year. Frank acquired Rockmore, Garfield & Shaub of New York, billing about $3 million, and the non-Shulston Inc. business of Wesley Advertising, also New York, representing about $4 million.

Major spot-TV users are Continental Oil, Hamilton Beach, Curtis Candy and Toni. Spot radio is used by Continental Oil and Wrigley among others. Reynolds Metal, Toni and Kemper Insurance use some network TV while Wurlitzer and Kohler are network radio users.

Fuller & Smith & Ross: Combined TV-radio billing $12.2 million; $10 million in TV ($8 million in network, $2 million in spot); $2.2 million in radio (all spot); TV-radio share of over-all billing: 19%.

Two cameramen from KSTP-TV St. Paul, Minn., were in a studio in New York's Harlem to produce a two-minute segment focusing on Bayard Rustin, a civil rights leader, and Harold W. Greenwood Jr., president of the Midwest Federal Savings and Loan Association, Minneapolis. The camera crew was not shooting a documentary on civil rights or a TV special for Minneapolis-St. Paul audiences but as a commercial for the loan association that Mr. Greenwood calls a "noncommercial commercial."

The segment will be used under Midwest Federal's sponsorship on a two-minute break within NBC-TV's Meet The Press program and is part of a weekly series called "Comment Capsule," in which Mr. Greenwood has held discussions with well-known figures. They have included Bishop Fulton J. Sheen, Dr. Billy Graham (see photo), and Senator Robert Kennedy (D-N.Y.). The only commercial identification comes at the beginning when Mr. Greenwood is introduced as president of the Midwest Federal Savings and Loan Association.

"We are pleased with the capsules," Mr. Greenwood remarked last week. "They have drawn quite a bit of fan mail."

Noncommercial commercials for savings and loans

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siderable change this year to Gardner's TV-radio figures. Clients put more in network television, less in spot television and several reduced their expenditures in spot TV. As a consequence, the share of over-all billing was off, and the total broadcast down (from $25.8 million in 1966). Broadcast ac-
counts: Ralston-Purina; Pet Inc.; American Tobacco (cigar division, principally TV-active Roi-ian); Alitalia Air Line; Anheuser-Busch (Bush Bavarian beer); Bissell Inc.; A & P; Grove Division of Bristol-Myers; Sun-Ray DX oil; Southwestern Bell Telephone, and Joe Lowe (popsicles).

A New York accent in West Coast commercials

There's a ringer in the Hollywood film-commercial business. It's Pelican Films, a 13-year-old New York based company that has invaded the West Coast with Eastern production ideas. Pelican has set up a Hollywood office to savor what it considers the best of two possible worlds. For the film-production company likes that Southern California weather and the region's proximity to varied locations, but still wants to give its commercials that sharp, hard-hitting, New York-flavored graphic touch.

So Pelican's Hollywood staff—six people including Tom Anderson, vice president in charge—takes advantage of Southern California's weather, its locations, its supposedly more disciplined and better organized film crews, its longer nondouble-time work day (10 hours compared to New York's eight-hour day) and more cooperative civic authorities. But, all the Pelican film commercials, produced for such clients as PepsiCo, Plymouth Fury, Miles Laboratories' One-a-Day vitamin tablets and Falstaff Brewing have a New York touch.

Explaines Tom Anderson, one-time producer for BBDO in New York: "Even though the commercials are produced here on the West Coast, they are being produced by New York people who understand the clients and their requirements." According to Mr. Anderson, the New York-oriented, Hollywood -produced commercials have "a more graphic, a more artistic look."

That look soon may spread throughout Europe. For Pelican has just formed an affiliation with Peter Simms Ltd., a London-based film maker. The new relationship allows Pelican to shoot anywhere on the continent through the availability of the English company's facilities.

Geyer-Oswald: Combined TV-radio billing $15.2 million; $12.9 million in TV ($3.9 million in network, $9 million in spot); $2.3 million in radio ($1.3 million in network, $1 million in spot); TV-radio share of over-all billing: 27%

While shedding its old name—Geyer, Morey, Ballard—the new Geyer-Oswald kept up last year's broadcast pace, showing a slight gain of $100,000 in spot radio. The agency, however, fattened its over-all billings by $3 million through its merger with Long Advertising Inc., San Jose, Calif. The prospect of Sinclair Refining's move of $5 million out of Geyer next January was soothed by a carload of new accounts, including, among others, Bubble-Up, Interchemical, Whitehall Labs' Duplexin, Sunkist Growers, U.S. Envelope Corp., Mity-Mix and Del Webb hotels.

Grant Advertising: Combined TV-radio billing $14.06 million; $9.25 million in TV ($2 million in network, $7.25 million in spot); $4.8 million in radio ($1.8 million in network, $3 million in spot); TV-radio share of over-all billing: 38%

Grant is running about the same level in the broadcast media as before, but through revisions of estimates for this highly decentralized agency the figures show an increase in 1967 over 1966, largely in radio spot. Grant has many offices handling major regional or local accounts, including Dr. Pepper, that are traditional spot users.

Grey Advertising: Combined TV-radio billing $110 million; $103 million in television ($60 million in network, $43 million in spot); $7 million in radio ($1 million in network, $6 million in spot); TV-radio share of over-all billing: 69%

Grey Advertising projects a broadcast billing increase in 1967 of $16 million over 1966's total of $94 million (revised by the agency from the $97 million originally submitted). Television accounted for $14 million of the boost resulting from added business from its old clients and a rash of new accounts, including Canada Dry Corp., Post Division of General Foods, Rheingold Beer and Cities Services Oil Co.

Contributing to Grey's hefty $49 million investment in spot TV and radio were Block Drug, Bristol-Myers, Cities Service, Ford Motor Co., General Foods, Greyhound Corp., P. Lorillard, Procter & Gamble and Revlon. Active in network radio were Block Drug, Bristol-Myers, Cities Service, Lorillard and Revlon.

Among the network-TV advertisers were Block Drug (Lawrence Welk Show on ABC and Gunsmoke and Petticoat Junction on CBS); Bristol-Myers on Get Smart on NBC and Ford Motor

Pelican's look is sharp and realistic. Missing is the pretty and soft Hollywood motion-picture-oriented approach. Pictured above is a shot from a commercial called "Construction." It was produced by Pelican Films for Miles Laboratories' One-a-Day Brand Multiple Vitamins through Jack Tinker & Partners, which is a division of The Interpublic Group of Companies Inc.
If you break down on the Santa Ana Freeway, it could cost you a week's salary to get home.

Day and night, a number of tow trucks cruise the California highways just looking for people in trouble. The police call them roadrunners. The people they've rescued call them thieves.

One man, stalled on the Santa Ana Freeway, was towed 16 miles. The bill was $117. And it could have been worse; another driver paid $205 for a three mile tow.

Incidents like these led Charles Arlington, a reporter for Group W station KFWB, in Los Angeles, to begin an investigation.

First he spoke to the victims. They told him that no roadrunner ever sets a price till the job is done. Then he wants cash. On the spot. Or he'll tow your car back to his lot and add a daily storage charge till he collects.

Next Arlington talked to the police. And heard about a man who had a heart attack in his car. An ambulance took him away, and a roadrunner, with nobody's permission, took the car. Three months later, the widow was told where it was and how much she'd have to pay in towing and storage charges to get it back. If she didn't pay, they would sell the car and keep the money.

The police couldn't do a thing. They admit they have little control over the roadrunners. No laws in California regulate tow truck rates.

Arlington went on to interview insurance men, legitimate towing companies and auto club representatives. Each of whom added a new angle to his story.

Finally he had enough information to go on the air. In a special KFWB documentary he told the public about the roadrunners. He warned motorists how to avoid them. And told them what to do when they needed towing.

Arlington also called for action on the part of state and local legislators. He asked that maximum and minimum price regulations be set. And recommended establishment of a code of ethics.

Hopefully, the roadrunners will soon be run off the roads. Charles Arlington has gotten things started by creating awareness. Awareness that has already led to public indignation.

Awareness that we feel sure will lead to action.
ON JANUARY 2ND, KAISER BROADCASTING TV WILL BE IN SIX OF THE TOP EIGHT MARKETS.

The chart tells the story. Kaiser Broadcasting serves 7.1 million homes in six of the top eight markets—and with penetration growing every day.

What the chart doesn’t tell is the big-time programming story that’s been making the difference for Kaiser. Big-time local shows (it was on Kaiser’s Lou Gordon program that Governor Romney made his celebrated “brain-washed” statement). Big-time sports like the Celtics, Warriors, Pistons, Flyers and Red Wings. Big-time syndicated series like “I Love

### UHF PENETRATION JANUARY 1968

<table>
<thead>
<tr>
<th>City</th>
<th>% of Total Homes</th>
<th>Total UHF Homes</th>
</tr>
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<tr>
<td>PHILADELPHIA</td>
<td>72%</td>
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<tr>
<td>DETROIT</td>
<td>68%</td>
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<td>BOSTON</td>
<td>55%</td>
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<td>SAN FRANCISCO</td>
<td>55%</td>
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<td>LOS ANGELES</td>
<td>55%</td>
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<tr>
<td>CLEVELAND</td>
<td>45%</td>
<td>590,800</td>
</tr>
</tbody>
</table>

Source: AVCO Research Projections

What the chart doesn't tell is the way Kaiser stations are changing viewing habits. In Philadelphia, the February-March '67 ARB report showed that WKBS was the most-viewed UHF station in the country; in Detroit, WKBD, a UHF station, has seriously challenged its independent VHF competitor and proved that a fifth station can flourish in what had been a four-station market; in Boston, WKBG shows significant rating figures in less than a year of operation. And you can look for the same kind of performance when KBHK San Francisco and WKBF Cleveland go on the air January 2.

And what the chart doesn't tell are the even bigger future plans Kaiser Broadcasting has.

**Kaiser Broadcasting**

**Kaiser Television**
- KBHK TV serving San Francisco
- KBSC TV† serving Los Angeles
- WKBD TV serving Detroit
- WKBF TV** serving Cleveland
- WKBG TV† serving Boston
- WKBS TV serving Philadelphia

**Kaiser Radio**
- KFOG serving San Francisco
- WCAS* serving Cambridge
- WJIB* serving Boston

*operated in partnership with the Boston Globe
**operated in partnership with The Superior Broadcasting Corp.

Data based on estimates provided by the sources indicated and are subject to the qualification of the service.
Co. for the Mutiny on The Bounty special on ABC-TV.

Gumbinner-North: Combined TV-radio billing $22.2 million; $20 million in TV ($13.2 million in network, $6.8 million in spot); $2.2 million in radio ($200,000 in network, $2 million in spot); TV-radio share of over-all billing: 51%.

G-N's broadcast billing, which includes subsidiary North Advertising Inc., Chicago, moved up $3.6 million over 1966, due in part to the newly added business of the Paper Mate Co., Hartz Mountain products, Thayer Labs, and Chock Full O'Nuts. During the year, the agency lost Remco Industries, Rheingold's Knickerbocker beer and Whitehall Labs' Hect. Active in TV and radio was the Toni Co., an alternate-week sponsor of The Lucy Show on CBS-TV. Clients using network and spot TV: Armour grocery product, Paper Mate, American Home Product, Phillips Van Husen Corp., and Thayer Labs. Paper Mate, Midas and Bercut-Richards Packing Co. were spot radio users.

Honig-Cooper & Harrington: Combined TV-radio billing $16 million; $13.2 million in TV ($1 million in network, $12.2 million in spot); $2.8 million in radio ($100,000 in network, $2.7 million in spot); TV-radio share of over-all billing: 74%.

Broadcast billings of this San Francisco-based agency increased by $3 million over 1966 estimates, with the share of overall billings jumping from 62% to 74%. Boosts in network and spot TV and spot radio account for the increase in billings, while the network radio total remained the same. Spot TV was by far the most popular buy.

H-C&H's only client using network TV is Lev! Strauss, which also uses spot radio, while Farmers Insurance is the only company to use network radio only. In addition to spot TV and radio, other users of spot TV and radio are C&H Sugar, Blitzen-Winhard Beer, United Vintners, Bell Brand Foods, Thrifty Drugs, Kal Kan Foods, DEP Corp. and First Charter Financial Corp. The Clorox Co. is in spot TV; Von's Grocery, State Savings & Loan and Angelus Furniture concentrate in spot radio.

Kenyon & Eckhardt: Combined TV-radio billing $45 million; $39.1 million in television ($24.7 million in network, $14.4 million in spot); $5.9 million in radio ($4.8 million in radio, $1.1 million in spot); TV-radio share of over-all billing: 53%.

Kenyon & Eckhardt reported an increase in broadcast spending of almost $2.5 million over 1966, although its over-all billing for 1966 declined from last year by about $7 million to $8 million. Contributing factors in the dip were the strike at Ford that affected Lincoln-Mercury spending and budget cutbacks by several other advertisers. A bright spot is that in the last quarter of 1967 K&E has added new clients, including Air France and portions of Helena Rubenstein products.

Network-TV billing came from Lincoln-Mercury on FBL on ABC, pregame telecast of NFL Football on CBS and National Biscuit Co. on The Ed Sullivan Show on CBS. Spot-TV and spot-radio purchasers during the year were Lincoln-Mercury, Lehn & Fink, Magnavox, Beecham, R. T. French and William Underwood Co. Network radio sponsors were Lincoln-Mercury and Quaker State Oil.

Ketchum, MacLeod & Grove: Combined TV-radio billing $15.6 million; $12.4 million in TV ($5 million in network, $7.4 million in spot); $3.2 million in radio (all spot); TV-radio share of over-all billing: 23%.

A dip from 1966's 30% share to a 23% broadcast-sharing bill share did not prevent KM&G from pushing its radio-TV by $1.1 million this year. New clients added during 1967: ESB Inc., United Virginia Bank Shares, Cooper Bescemer, Arvey Bakery, United Engineering & Foundry Co. KM&G retired Alcoa (corporate), U. S. Army Recruiting and Allegheny Airlines.

The agency billed heavily in TV for Alcoa aluminum, Heinz, PPG Industries, Pittsburgh Brewing, Olivetti Underwood and Calgon Corp. (all network and spot); for Brioschi (all spot) and Rubbermaid (all network). Stouffer Foods, Braun baking, Westinghouse

Three more agencies bid accounts goodbye

The Madison Avenue version of checkers stepped up its tempo last week as Doyle Dane Bernbach and LaRoche McCaffrey & McCall resigned their Rheingold Breweries accounts, and Compton dropped its nearly $3 million worth of American Home Products' Boyle-Midway Division business.

The new players joined Ted Bates, which the week before signed $20 million in American Home Products accounts (Broadcasting, Nov. 20).

Rheingold's new, no-carbohydrate Gablinger's beer will follow Jan. 1 the Rheingold brand itself in its move last June from Doyle Dane Bernbach to Grey Advertising. DDB had conducted test-marketing and introduced the new brand in New York in June. "Two months later," according to the agency, "Gablinger's had gained a market share which exceeded the goal set by the client."

Under Expectations Gablinger's was projected to bill an annual $6 million, but according to industry sources "was running considerably short of that."

LaRoche's resignation of the approximately $1.7-million ($1.4 in broadcast) Ruppert-Knickerbocker account sent it back to Gumbinner-North, whence it had come July 18.

Rheingold Breweries announced two weeks ago the cancellation of all cancellable media "for seasonal reasons" after it reported a third-quarter loss of more than $1 million because of "unfavorable weather" in its distribution area last summer, and because of "the advertising expense" of introducing Gablinger's.

Compton Advertising resigned its seven American Home products because of "apparently irreconcilable differences that exist between the two organizations (agency and client) on operating policies and philosophy."

The products involved were Snarol, Black Flag, Griffin shoe polish, 3-in-1 oil, Plastic Wood, Noxon, and Sani-Flush.

The other agencies for American Home Products’ Boyle-Midway Division are Cunningham & Walsh, McCann-Erickson, and Gumbinner-North.
Late in 1966, WDEF-TV, Chattanooga, virtually doubled its tower height to become the “big stick” in this fast growing metropolis. Sure, we reach out further, but equally rewarding is the improved reception throughout the mountainous terrain served by the station. It means more viewers more of the time.

Park Broadcasting stations were pioneers in each of their markets and all are affiliated with television’s top network—CBS.
THE
GOOD LIFE
IN
SOUTHERN
NEW ENGLAND
reflected by
WTIC TV3
Ten years is a long life for a television program. Only a handful of network offerings have survived to such a ripe old age. Yet a program produced by Baker Advertising, Inc. of Hartford is now in its eleventh year on WTIC-TV.

“What in the World” presents interesting local people answering frequently difficult questions about places as far away as Nepal or as close by as the Berkshire Hills. Prizes of money are modest and all are donated to local charitable institutions.

We’re not sure why a relatively simple program has flourished for so long. Maybe it’s just personable people talking about things intelligently.

Intelligent talk has always been part of the good life in southern New England.

WTIC-TV
Broadcast House
3 Constitution Plaza
Hartford, Connecticut 06115
Represented nationally by Harrington, Righter & Parsons, Inc.
Available: 10,000,000 square miles...suitable for industries, cities, farms, mines...underwater

(The steels are ready, whenever you are)

In a world confronted with overpopulation and creeping starvation, man's very survival may depend on exploiting the tremendous wealth of the ocean depths.

This awesome, watery world is as alien to man as space itself.

Yet America's industrial and scientific technology will almost certainly permit man eventually to extract the mineral, animal, and vegetable wealth of these immense submerged plains. And to live and work there in comfort.

It should be possible for him to farm the very sea floor... mine countless minerals... feed and herd fish like cattle... dam the massive currents for electric power... tap known reserves of oil... capture undersea springs of fresh water... suck up plankton with giant vacuum cleaners... even modify the weather by eliminating underwater causes of hurricanes.

Already, scores of America's scientists, engineers, and leading industries are accelerating undersea research and exploration. Right now, they are developing techniques to build the structures and equipment that man will use at the bottom of the sea.

Anticipating their needs, as we have in the past, Republic Steel Corporation, too, is deep in research and the production of ever stronger, lighter weight, corrosion-resistant, more dependable steels. Also, Republic is now perfecting such advanced methods as electron beam welding for fabricating steel structures to be used underwater.

At this moment, the long reach of steel from Republic is probing into areas wherever man's imagination needs it—from the ocean depths to outer space, from the heartbeat of man to the drumbeat of defense.

Republic Steel Corporation, Cleveland, Ohio 44101.
Electric and Olivetti use spot radio.

LaRoche, McCaffrey & McCall: Combined TV-radio billing $13.6 million; $13.38 million in TV ($10.03 million in network, $3.35 million in spot); $220,000 in radio (all in spot); TV-radio share of over-all billing: 42.5%.

This agency, which officially started in business in January 1966, joins Bartell's top-50 list for the first time. Most of its broadcast billings are in TV. Network-TV users among its clients include Hartford Insurance Group, North American Phillips Co. (Norelco), Charles Pfizer & Co. and Quaker Oats Co., with the latter three also using some spot TV.

In addition, Pfizer uses spot radio to a small extent. Beech-nut Life Savers bills in spot radio and spot TV, while ABC uses spot radio alone.

Lennen & Newell: Combined TV-radio billing $49.2 million; $42.6 million in television ($25 million in network, $17.6 million in spot); $6.6 million in radio ($1.1 million in network, $5.5 million in spot); TV-radio share of over-all billing: 48.5%.

Broadcasting bill at Lennen & Newell tumbled by more than $6 million from the 1966 levels, as the agency reduced the share of its spending in the air media while its overall billing remained constant. The largest cut reported was in network TV, which was shaved by $4.6 million.

Among the larger spot-TV and spot-radio buyers at L&N during the year were Colgate-Palmolive, Consolidated Cigars, Corn Products, Florida Citrus Commission, P. Lorillard, Paramount Pictures, Reynolds Metals and Stokely Van Camp. Active network-TV spenders included Consolidated Cigars, Colgate-Palmolive, Corn Products, Lorillard and Reynolds Metals.

Richard K. Manoff: Combined TV-radio billing $16 million; $15 million in TV ($9.5 million in network, $5.5 million spot); $1 million in radio ($300,000 in network, $700,000 in spot); TV-radio share of over-all billings: 80%.

In its fourth year as a top-50 agency, Manoff increased its broadcast billings 20% ($3.5 million) with the addition of American Tobacco, Champale and Chunky Corp. Both network and spot radio doubled, network TV increased 58%, but spot TV declined 8%.

Manoff's major network-TV accounts are American Tobacco, Lahn & Fink Products and Welch's Grape Juice. In addition to these accounts, Baker's Franchise, Bumble Bee Tuna, Durkee-Mower, Howard Johnson, Breakstone's, Old London and Ward Foods are significant spot-TV advertisers.


MacManus, John & Adams: Combined TV-radio billing: $20.9 million; $11.5 million in TV ($10 million in network, $1.5 million in spot); $9.4 million in radio ($3.4 million in network, $6 million in spot); TV-radio share of over-all billings: 22%.

MJ&A resigned the Hartz Mountain account in January, but the addition of the Leeming/Pacquin account (division of Charles Pfizer Co.) more than offset the loss, for a 25% increase ($4.5 million) in broadcast billings for the year.

The increase for MJ&A in radio billings was 32%, nearly 40% ($1.7 million) in spot radio alone. Network and spot TV were up nominally.

Marschalk: Combined TV-radio billing $22.18 million; $21.63 million in TV ($4.43 million in network, $17.2 million in spot); $550,000 in radio ($400,000 in network, $150,000 in spot); TV-radio share of over-all billing: 43%.

Marschalk's biggest stake in broadcast is in spot billing, an area where the agency has altered strategy. In 1967, Marschalk moved more billings to spot TV (up $1 million) and cut most of its spot radio activity. The drop in radio spending accounts for the estimated $5-million decrease in total broadcast. Most volatile accounts at Marschalk in recent months have been Coca-Cola's Fresca soft drink and P. Lorillard's Century Great Length cigarettes. During the year, Marschalk gave up Carnation business (Contadina foods, with about $600,000 in broadcast) to another Interpublic subsidiary, Erwin Wasey.

McCann-Erickson: Combined TV-radio billing $118.14 million; $98.94 million in TV ($65 million in network, $33.94 million in spot); $19.2 million in radio ($1.7 million in network, $17.5 million in spot); TV-radio share of over-all billing: 48%.

Broadcast continues to account for almost half of media billings at McCann-Erickson, despite the gathering clouds presaging profit problems of its parent Interpublic Group of Co.'s. Estimates show radio-TV to be slightly off, less than $2 million, with television down and radio up.

During the year, McCann lost several smaller billing accounts including Miracle White Co., National Biscuit's frozen foods and Philip Morris (Alpine and Galaxy). Though it didn't gain any major accounts, the agency has had increased broadcast-billing activity for such existing accounts as Westinghouse Electric: Coca-Cola (specials on network TV in addition to spot activity in

LA RUE Media Brokers Inc.

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116 Central Park South
New York, N. Y. 10019

Area Code 212
265-3430

President
Hugh Ben LaRue

New York Los Angeles

(BROADCAST ADVERTISING) 43
radio and TV); International Coffee Organization (“think drink” spot campaign in TV) and Ronson.

Arthur Meyerhoff Associates: Combined TV-radio billings $17.6 million; $13.2 million in TV ($200,000 in network, $13 million in spot); $4.4 million in radio ($1.4 million in network, $3 million in spot); TV-radio share of over-all billing: 88%.

This Chicago agency had a $300,000 drop in broadcast billings, all in radio. This was caused by the resignation of the STP Division of Studebaker account, a big spot-radio user. Miracle White (division of Beatrice Foods) was added. William Wrigley Jr. (gum) contributes heavily to spot-TV billing at Meyerhoff, and also uses spot and network radio. E. J. Brach Co. uses both spot and network TV and radio to advertise its candy. Krim-Ko Co. concentrates in network TV.

Needham, Harper & Steers: Combined TV-radio billings $51.3 million; $38.4 million in TV ($22.2 million in network, $16.2 million in spot); $12.9 million in radio ($6.5 million in network, $6.4 million in spot); TV-radio share of over-all billing: 65%.

Despite the addition of Mead-Johnson, Craft Master, Armour and Bristol-Myers accounts, the resignation of the General Cigar account and other changes reduced NH&S broadcast billings by 14% ($9.2 million) during 1967.

The agency, which assumed a respectable ranking last year chiefly as the result of a merger of two companies (Needham, Louis & Brorby, Chicago, and Doherty, Clifford, Steers & Shenfield, New York), maintained the same approximate broadcast share of total billing—64.7% in 1966, 65% in 1967. Its broadcast reductions are across the board.

Norman, Craig & Kummel: Combined TV-radio billings $39.4 million; $37.7 million in TV ($18.4 million in network work, $19.3 million in spot); $1.7 million in radio ($100,000 in network, $1.6 million in spot); 77% TV-radio share of over-all billing: 65.7%.

TV spending at N&K—up by $1.1 million over 1966—reversed in favor of spot this year (up by $3.2 million) with network TV down by $2.1 million. Radio remained stable. Incoming accounts: Pharmaco Inc. ($2 million), Chesapeake-Bonds and Trans World Airlines cargo service (both $1.5 million) and the Diners Club ($1 million).

The agency has begun packaging TV programs for its clients, the first being a Colgate-supported "Treasure Isle" daytime quiz series on ABC-TV. Other plans are underway for Clairol and Colgate [CLOSED CIRCUIT, Nov. 20].

Listed among network and spot TV users: American Tobacco, Chanel, Boursjois, Colgate, Mennen, Colfax, Pharmaco, Fedders and Chesbrough-Pond's. Joining Chanel, Colgate and Pharmaco (all network radio) in spot radio are Arnold Bakers, Salada tea, Clairol and Pharmaco. Arnold and Salada also are in spot TV.

Ogilvy & Mather: Combined TV-radio billings $71.9 million; $63.3 million in TV ($25.6 million in network, $37.7 million in spot); $8.6 million in radio ($900,000 in network, $7.7 million in spot); TV-radio share of over-all billing: 72%.

O&M's TV-radio billings, up 23% last year, increased still 20% more this year. Its largest gains were in spot ($8.4 million) and spot radio (up $3.2 million). The broadcast share of total billings increased by 2.1%. New accounts added were Merrill Lynch Pierce, Fenner & Smith; IBM Recruitment Division, and Grove Labs' Ammons, No-Dox and test campaigns.

Active spot-TV and spot-radio clients included Bristol-Myers; Campbell Soup's Pepperidge Farms bread; Drake-ett; General Foods; Lever Bros.; M&M/Mars candies; Schweppes; Sears, Roebuck & Co.; Shell Chemical; Shell Oil, and American Express, which also is a network radio user. Nationwide Insurance Co.'s bought network radio.

Network TV users are Bristol-Myers, General Foods, Lever Bros., M&M, Mead Johnson, Pepsi-Cola's Mountain Dew and Shell Chemical and Shell Oil. BTA, Mercedes Benz and Zippo were in spot TV only.

Papert, Koenig, Lois: Combined TV-radio billings $26 million; $25 million in TV ($11.5 million in network, $13.5 million in spot); $1 million in radio (all spot); TV-radio share of over-all billing: 72%.

Spot TV is PKL's big riser in 1967, continuing its trend toward larger spot budgets noted last year. PKL's over-all billing for the first nine months of its

Commercials in production...

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

Cifi 10 Productions Inc., 421 West 54th Street, New York 10018.

Mellon National Bank, Pittsburgh (services); one 60, one 20 for TV, music score. Charles Barclay, production manager. Agency: Fuller & Smith & Ross, Pittsburgh. John Whited, agency producer.

Filmation Associates, 10835 Riverside Drive, North Hollywood, Calif. 91602.

Dodge Division, Chrysler Corp. (autos); three 60's for TV, live and animation on film, color. Norm Prescott, Lou Scheimer, production managers. Agency: BBDO, Detroit. Don Schwan, agency producer.

Pepper Sound Studios Inc., 2076 Union Avenue, Memphis 38114.


WGN Continental Productions Co., 2501 Bradley Place, Chicago 60618.

Alexander Construction, Chicago (homes); one 60, one 20 for TV, on tape, color. Dale Juhlin, director. Agency: Weber & Cohn, Chicago. Ron Cohn, agency producer.

Jewel Co.'s, Melrose Park, Ill. (supermarkets); two 20's, one 30 for TV, on tape, color. Dale Juhlin, director. Agency: Earle Ludgin & Co., Chicago. Mirian Eshelman, agency producer.

Mercantile Trust Co., St. Louis (banking services); four 60's, four 20's for TV, on tape, color. Dale Juhlin, director. Agency: D'Arcy Advertising, St. Louis. Phil Donahue, agency producer.


Standard Oil Co., Chicago (NFL Super Bowl); two 60's for TV, on tape, color. Dale Juhlin, director. Agency: D'Arcy Advertising, Chicago. Grant Atkinson, agency producer.


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

Ohio Bell, Cleveland (telephone services); seven 20's for TV, on tape, color. Dorothy Henderson, production manager. Agency: Muncich & Co., Cleveland. Peter Kinsey, account executive. Ron Marks, agency producer. Approximate cost: $19,000.

J. L. Hudson Co., Detroit (Shops of Europe); four 20's for TV, on tape, color. Agency: Reilly Bird Inc., Detroit. Robert Murphy, agency producer. Approximate cost: $1,000.

44 (BROADCAST ADVERTISING)

BROADCASTING, November 27, 1967
Airlift, Vietnam. The untold story of the war.

We spent $100,000 to put it on film. It won't cost you a cent to put it on TV.

The day-to-day twists and turns of battle are reported from Vietnam in greater detail than any other war in history. Yet one part of the war, possibly the most important one, has never been told.

Bob Considine went there to get that story. He came back with a 26½-minute color documentary on the Military Airlift Command. And American Airlines is making it available, free, to any TV station with time to show it.

Fighting a war takes blood, weapons, serum—a bewildering amount of equipment and supplies. And military and civilian jets deliver that cargo at speeds just under the speed of sound. To men 9,000 miles from home whose lives depend on it.

What it takes to get it there is a story worth showing. To get a print immediately, write Modern TV, 1212 Avenue of the Americas, New York City. Or call Pat Hall (collect) at 212 765-3100.
fiscal year rose slightly; Broadcasting's projection for the year is for a continuation of the increase in PKL's fourth quarter.

PKL, which is publicly traded, reported $19.6 million in broadcast for the nine months ended Aug. 31, 1967. Of this amount, $19.6 million was in broadcast ($18.8 million in television, network obtaining $8.4 million and spot $10.4 million). The projection for the full year follows this billing pattern. PKL clients using television extensively are Procter & Gamble, Quaker Oats, Xerox and Warner-Lambert Pharmaceutical Co. During the year, PKL picked up such major accounts as P&G's Dash and UniRoyal. It lost Clark Oil, Consolidated Cigar, National Sugar Refining and Hunt's Foods.

Parkson Advertising: Billing $15 million, all in television ($14.5 million in network, $500,000 in spot); TV share of over-all billing: 95%.

Parkson's TV investment for the J. B. Williams Tobacco Co. increased $1.9 million for 1967, all in network, in ABC-TV's Lawrence Welk Show, CBS-TV's Amateur Hour, and NBC-TV's Huntley-Brinkley Report and various daytime programs.

Post-Keyes-Gardner: Combined TV-radio billing $32 million; $28.9 million in TV ($18.7 million in network, $10.2 million in spot); $3.1 million in radio ($200,000 in network, $2.9 million in spot); TV-radio share of over-all billing 73.2%.

A $2.3 million rise in broadcast billings reflects mainly increases in network TV; spot TV and network and spot radio changed little. PKG added one major client, Toni Division, Gillette, for new products, though no broadcast advertising is involved.

All of the agency's major clients, (American Cyanamid, Brown & Williamson, Continental Casualty, Field Enterprises, FTD, Maybelline and W. A. Sheaffer), use network-TV participations, and three use program sponsorships. American Cyanamid sponsors various daytime quarter-hours; Brown & Williamson, various nighttime half-hours on alternate weeks, and FTD, specials such as the Rose Bowl Parade.

All clients except Field Enterprises use spot TV as well as network. In addition, Continental Casualty and FTD use network radio, and American Cyanamid and FTD advertise in spot radio.

Street & Finney: Combined TV-radio billing $10.8 million; $9 million in TV ($4.8 million in network, $4.2 million in the top-50 list, reports minor fluctuations in network, $300,000 in spot); TV-radio share of over-all billing: 71%.

Street & Finney, in its third year in the top-50 list, reports minor fluctuations in individual accounts, but the same over-all totals as last year.

The agency bills in network and spot TV for Colgate-Palmolive products: Florient Aerosol air deodorant, Super Suds, Baggies, Colgate Instant Shave Cream and Handi-Wipes. Foster-Miller Co., maker of Doan's pills and ointment, is another broadcast client, using spot TV and radio.

Sullivan, Stauffer, Colwell & Bayless: Combined TV-radio billing: $74.4 million; $67.2 million in TV ($41.7 million in network, $25.5 million in spot); $7.2 million in radio ($1.5 million in network, $5.7 million in spot); TV-radio share of over-all billings: 78.3%.

While SSC&B's total broadcast billings declined slightly ($400,000) during 1967, its TV billings increased more than $1 million and its investment in network TV more than $5 million. Spot TV declined more than 20% ($4.1 million). Similarly, network radio increased 25%, while spot radio declined 24%.

During the year, SSC&B added the Miss Breck and Breck Hair Set Mist accounts, and resigned the American...
IN SEATTLE and adjoining Tacoma, sales are bigger than Dallas, Milwaukee or Miami. Of course, you can't pin down this sales power unless you can reach both metropolitan areas. KVI helps advertisers reach the two without stretching...because KVI's transmitter is located on an island midway between Seattle and Tacoma. KVI's total reach is even bigger, embracing over two million people and nearly three and a half billion dollars in retail sales. It's a husky market in more ways than one. KVI's broadcasts of University of Washington football—the Huskies—often reach larger audiences than any other collegiate or pro game on the Coast. Put them together: big reach and big attractions, and KVI has what it takes to deliver your sales messages to bigger audiences in the Big Northwest.
Tatham-Laird & Kudner: Combined TV-radio billing $27.2 million; $26.4 million in TV ($16.8 million in network, $9.6 million in spot); $800,000 in radio ($100,000 in network, $700,000 in spot); TV-radio share of over-all billing: 77.9%.

Although the agency's broadcast billings are down $3.8 million, the share of total billing is up almost 3%. The biggest loss was $10 million in spot TV, which a $7 million increase in network TV did not offset. Spot radio declined $1 million, while network remained the same.

Client changes include the resignation of General Telephone & Electronics, sponsor of some CBS-TV specials, and the addition of American Tobacco, Quaker Oats and Sears, Roebuck.

Tatham-Laird's other major accounts are Procter & Gamble and Abbott Labs (network and spot TV and spot radio), Automatic Electric Co. and the Chicago, Burlington & Quincy Railroad in spot radio, Duncan Foods in spot TV and network and spot radio, and Kendall Co. and Libby, McNeill & Libby, both in network and spot TV.

J. Walter Thompson: Combined TV-radio billing $230 million. $211.5 million in television ($153.5 million in network, $58 million in spot); $18.5 million in radio ($2 million in network, $16.5 million in spot); TV-radio share of over-all billing: 99%.

J. Walter Thompson retained its number one spot as the largest agency in the world and as the top spender among TV-radio agencies. Its rate of growth was slowed, however, as JWT reported an addition of only $5 million in broadcast billing over 1966.

Thompson has a list of approximately 50 clients that are active in TV-radio. Contributing to its $230 million in broadcast billing during 1967 were such large spenders as Alberto-Culver, Kraft Foods, Quaker Oats, Eastman Kodak, Lever Bros., RCA, Standard Brands, Singer Co., Scott Paper, Ford Motor Co. and Liggett & Myers.

Among Thompson's many network-TV purchases were: Ford Motor Co. on The FBI on ABC; Eastman Kodak on Walt Disney's Wonderful World of Color on NBC; Kraft Foods on the Kraft Music Hall on NBC and the Singer Co. with various special programs on ABC.

Active spot-TV and spot-radio accounts included Chesebrough-Pond's, Ford, Institute of Life Insurance, Kraft, Lever Bros., Mennen Co., Pan American Airlines account.


Jack Tinker & Partners: Combined TV-radio billing $29.12 million; $28.98 million in TV ($16.1 million in network, $12.88 million in spot); $140,000 in radio ($125,000 in network, $15,000 in spot); TV-radio share of over-all billing: 77%.

TV spending at Tinker last year moved up almost $15 million in broadcast billing on the strength of its Miles Laboratories, Gillette and Toni Co. accounts as well as from a move to broadcast by Tootsie Rolls. All of these accounts figured in a more modest over-all advance this year, though Miles' One-A-Day vitamins (nearly $6 million in TV) officially departs from Tinker to J. Walter Thompson next Jan. 1. In addition to Miles' vitamins and Alka-Seltzer, both of which are heavy broadcast users, Tootsie Rolls has been increasing its TV spending.

Warwick & Legler: Combined TV-radio billing $9.5 million; $7.9 million in TV ($7.3 million in network, $600,000 in spot); $1.6 million in radio ($1.2 million in network, $400,000 in spot); TV-radio share of over-all billing: 30.6%.

An approximate 29% slump in radio-TV billings at W&L fell heaviest in network TV, down by $2.09 million. Indicative of this was the loss of the $4-million Mennen account, which left in February.

W&L's network-TV billing came from U. S. Time's Timex (full sponsor of TV specials), as well as Pharmaco's and Timex's network participations. Spot TV users are Whitehall Division of American Home Products, Bank of Commerce, Economic Lab's Electrasol, Indian Head Mills' Fruit of Loom hosiery and Pharmaco. The latter two join Dribeck Importers (Beck's Beer) and Helena Rubinstein in spot radio. Pharmaco also uses network radio.

Edward H. Weiss: Combined TV-radio billing $10.65 million; $10 million in TV ($6 million in network, $4 million in spot); $650,000 in radio (all in spot); TV-radio share of over-all billing: 46%.

Weiss is beginning to improve its broadcast activity, recently made a number of changes in its media department. The agency handles TV and radio for several clients including Purex, Mobil, Mogen David, Helene Curtis, Orange Crush, Carling and Luzianne coffee. Total billing now is about $23 million in all media.

Weils, Rich, Greene: Combined TV-
IN PORTLAND, where annual retail sales add up to well over a billion and a half dollars, KEX wraps up the market with 50,000 watts of day-and-night power. This maximum thrust, backed by polished, adult programming, enables your sales story to saturate the Metropolitan Area plus another billion dollars worth of purchasing potential in other prosperous Oregon trade centers. In fact, KEX covers four-fifths of the homes in big, wide Oregon and an additional 100,000 families in neighboring Washington where Clark County is an important part of the Portland Metropolitan Area. All in all, KEX delivers a power package that performs like nothing else in Oregon...and a piece of Washington, too.

BROADCASTING, November 27, 1967
radio billings $52.4 million; $50.4 million in TV ($31 million in network, $19.4 million in spot); $2 million in radio ($300,000 in network, $1.7 million in spot); TV-radio share of overall billings: 83%. During last year's top-50 agency survey, Wells, Rich, Greene was estimated to have billed $6.2 million in broadcast from its formation in April to November, and to have been billing at a $15 million annual rate. The same underestimation of billing rate applies this year. While WRG has billed approximately $52.4 million in 1967, it is billing at an estimated annual rate of $58.3 million in radio-TV. During the year, WRG added important TV accounts: American Motors, General Mills' Bugles, Whistles and Daisies, additional Phillip Morris products (a line of candy and an aerosol mouth fresheners, Speakasy), Rainier Brewing, and Bristol-Meyer's Score hairdressing. It resigned only the $900,000 (total) La Rosa pasta-products account.

Young & Rubicam: Combined TV-radio billing $166 million; $145.6 million in television ($103.7 million in network, $41.9 million in spot); $20.4 million in radio ($5.0 million in network, $15.4 million in spot); TV-radio share of over-all billing: 53.9%. Y&R added more than $3 million in TV-radio billing over 1966, though its broadcast share declined slightly. Agency acquired Yardley of London, U. S. Plywood-Champion Papers Inc. and E. and J. Gallo Wines during the current year. Among Y&R's clients that were heavy in network TV were American Home Products, Bristol-Myers, Chrysler Corp., Johnson & Johnson, Breck, Goodyear, General Foods and General Electric. Its long list of spot-TV spenders included American Home Products, Bordens', Chrysler, Bristol-Myers, Drake Bakeries, General Foods, General Electric, General Cigar, Gulf Oil and Keebler.

Among clients which were active in network and/or spot radio were Plymouth, Time Inc., Chrysler, Keebler, Gulf Oil and Breck.

Business briefly . . .

Revlon Inc., through Leber Katz Paccone Inc., both New York, will begin a pre-Christmas campaign Dec. 2 on network television and spot TV in major markets for its Intimate line of women's fragrances. Network plans call for prime-time commercials every night before the holiday, using NBC-TV and ABC-TV. Parker Brothers Inc., Salem, Mass., through Badger and Browning & Parcker Inc., Boston, has placed a 60-second radio commercial featuring a song called "Hey Ouija" on 60 stations in 26 major markets. Over-all, Parker Bros. has bought a total of 3,350 radio spots to promote its Ouija talking board product, as well as seven other games it makes.


Alberto-Culver Co., Melrose Park, Ill., buys $2-million campaign of participations on nine of the prime evening weekly programs for January through March 1968. The buy is in addition to other daytime network TV schedules and spot TV. Agency: J. Walter Thompson, Chicago.

New blast hits cigarette ads

Kennedy asks industry, football leaders to ban cigarette spots from games

Senator Robert F. Kennedy (D-N.Y.) has fired off another barrage of telegrams in his continuing battle against cigarette commercials that reach young audiences, and although few replies have yet been forthcoming, one of them could signal the beginning of the end for cigarette spots on major college-football games. Telegrams were sent, the senator's office said, to the three TV networks, the National Association of Broadcasters, the Tobacco Institute, the Cigarette Advertising Code, all coaches and owners of professional football teams and the National Collegiate Athletic Association. Although the telegrams went out, without announcement, almost a week before, by the middle of last week the senator's office reported receipt of only a few replies.

But one that was then en route from the NCAAsaid that its television committee will discuss the subject of cigarette advertising at its next meeting, an NCAAA spokesman in Kansas City, Mo., reported. The NCAAA reply, sent by Walter Byers, NCAAAA executive director, noted that the current contract (with ABC) permits cigarette advertising.

Action Wanted • The Kennedy telegram cited professional, as well as collegiate football, and urged the recipients to take whatever action necessary to get cigarette spots off football telecasts. The senator added that he recognized that young persons watching these shows do not constitute 45% or more of the TV audience; the limit deemed according to the tobacco industry's own code—unacceptable for tobacco advertising but he said their absolute numbers were nonetheless considerable.

Earle Clements, president of the Tobacco Institute, said he had not composed a reply to Senator Kennedy's telegram, and added that he was seeking to consult with members of the senator's staff before formulating an answer. He re-emphasized a statement he had made in a meeting with Senator Kennedy earlier in the month (Broadcasting, Nov. 6) that sports and news programs generally had the smallest proportion of viewers under the age of 20.

He noted that a typical movie on television, even with the same percentage of viewers under 20, might have three times more young persons in the audience than a typical sports program with a smaller overall rating.

NAB's Answer • The NAB reply, sent by Vincent Wasilewski, president, explained that the "radio and television code standards and guidelines relate primarily to the content and treatment of such commercials." He said that the senator's suggestions would nevertheless be brought to the attention of the NAB membership and the NAB television code board.

(The code-board staff has several times advocated that the code board support more stringent rules for cigarette spots—such as a ban on on-camera smoking analogous to the non-quaffing rule for beer commercials—but has not gained code-board approval for its suggestions.)

Senator Kennedy's office said it had received only one reply, by midweek, from a tobacco company. That response, from the U. S. Tobacco Co., said the firm didn't advertise on television.

Five major tobacco companies are listed as sponsors of this fall's football programs: American Tobacco Co., Liggett & Myers, P. Lorillard, Philip Morris and R. J. Reynolds. Only R. J. Reynolds advertises on the regular weekly schedule of NCAA games.

Added Support • Senator Kennedy's anticigarette position also picked up support in the Senate last week. Senator Ralph Yarborough (D-Tex.) said in a speech on the Senate floor that he endorsed Senator Kennedy's bill that would empower the FCC to limit the time and placement of cigarette advertising on television. The Kennedy bill would also allow an over-all limit
IN SAN FRANCISCO, one station not only gets the Bay Area's largest total radio audience, it tops all other stations in Pulse's measurements of audience quality. The 1967 LOR-V study shows that KSFO is first in nearly all of the quality categories. For example, KSFO reaches the greatest number of male listeners at the professional and executive level. KSFO is first in households with annual incomes exceeding $10,000. In addition, KSFO is Number One in reaching employed women, people who are college educated, families with two or more automobiles, and people who make three or more airline trips a year. When Pulse asked women which station they would tune to during an emergency the largest number said "KSFO". If only one station could remain on the air, most men and women selected KSFO as the one they would prefer to remain in operation. In view of this pre-eminence, we suggest that advertisers who want the best as well as the biggest will turn to KSFO.

All references to audiences are estimates only and are subject to the limitations cited in the report quoted.
to be set on the volume of cigarette advertising. Senator Yarborough added that he supported a similar measure introduced by Senator Wayne Morse (D-Ore.) that would permit the same sort of sanctions against advertising for alcoholic beverages.

**Interpublic realigns executive committee**

Spokesmen for the Interpublic Group of Co.'s confirmed last week that Board Chairman Marion Harper Jr., would not be a member of a newly formed executive committee of the New York-based agency-marketing-communications complex.

Confirmation came in the wake of widespread reports of financial troubles at the company and followed an earlier announcement that Robert E. Healy had succeeded Mr. Harper as president and chief executive officer of Interpublic (BROADCASTING, Nov. 13). Mr. Healy was vice chairman of Interpublic, and was at one time chairman of McCann-Erickson, the company's chief subsidiary.

Spokesmen for Interpublic said Mr. Harper, who is the firm's largest stockholder, would continue to work with present clients and establish new business.

Serving on the executive committee with Mr. Healy are: David Williams, executive vice president of Interpublic S.A.; William S. Taggart, executive vice president, finance, Interpublic; J. Donald McNamara, senior vice president and general counsel, Interpublic; and Carl Spielvogel, president of Interpublic's Market Planning Corp.

**McLendon alters rep plan; asks FCC okay**

The McLendon Corp. a little more than a month ago created a new rep arm, McLendon 45, and said it would be exclusively an FM rep (BROADCASTING, Oct. 16). Now McLendon has asked the FCC for a green light so the rep firm can take on non-McLendon FM's in markets where McLendon owns and represents an AM.

In asking for a declaratory ruling from the commission, McLendon said it now intends to represent its own AM's, but no one else's.

McLendon said it finds no commision rule barring the proposed practice but has asked for the ruling because of "some uncertainty" of FCC policies. McLendon said the "public interest" that might be derived from an FM sales rep "overrides" a potential conflict of interest that might result from an "indirect relationship" between separately owned AM's and FM's in the same market.

**Sara Lee worried about its messages**

The kitchens of Sara Lee, Chicago, producer of frozen bakery products and a heavy user of the broadcast media, is taking a new look at the "quality" of radio-TV today and wondering if the environment is good enough for its "quality" goodies.

That was the frank message given last week to the Broadcast Advertising Club of Chicago by Mandall Kaplan, Sara Lee president, just after he researched the luncheon guests and asked them if they like their dessert, a Sara Lee product. Virtually all had said yes.

Sara Lee agencies are Foote, Cone & Belding and Edward H. Weiss & Co., both Chicago.

Mr. Kaplan said that he feels it is getting harder and harder to tell Sara Lee's quality story over the air because "in the vast amount of communication going on, something important is being excommunicated. The integrity of the product is disappearing from TV screens and radio speakers. It is being replaced by mere technique, by sheer imagery, by a counterfeit form of communication that to many thinking members of the population is transparently phony."

Mr. Kaplan hastened to add "that the responsibility for allowing this to happen does not rest with the communications industry—which after all only provides the medium. It does rest with the makers of products who provide nothing much to communicate, who are not building into their products outstanding excellence or desirable innovation or meaningful value."

Reciting in great detail how much care Sara Lee takes to assure the quality of its wares, Mr. Kaplan contended that "large numbers of people, young and old, have stopped believing what they see and hear from TV advertisers . . . and that certain types who might be attracted to our message have already been repelled by the programs on which it might appear."

Sara Lee wants "the right kind of atmosphere for our kind of message," he said, "and for our kind of money. With present programs, we seriously doubt that we're getting our message across or our money's worth."

Mr. Kaplan invited everyone to visit the factory and see for themselves how much cheese he puts into the cheesecake they had just enjoyed so much.

**Ad tax problem to be analyzed**

Between 75 and 100 media representatives will be on hand in New Orleans Dec. 8 to take part in a forum on state taxation of advertising. The meeting, coordinated by the American Advertising Federation's Washington office, is being set up in conjunction with the National Association of Broadcasters, Magazine Publishers Association and National Newspaper Association.

Representatives of these groups will speak at the one-day session at the Hotel Monteleone. Attending the forum will be broadcasters, newspapermen and magazine publishers. Although not taking a formal part in the program, the American Newspaper Publishers Association is expected to have representatives on hand.

The session was conceived in September (CLOSED CIRCUIT, Sept. 25), as advertising media found themselves under increasing attack by state governments as a new source of tax revenue.

AAF has noted that media and advertisers "have been caught off guard repeatedly" by state tax moves this year and that "the continuing need for state revenue cannot be underestimated, nor can the industry's ability to respond effectively be overestimated, without harmful consequences."

Kenneth Laird, Tatham-Laird & Kudner, AAF chairman, has warned that "the idea of taxing advertising will not 'go away' if we ignore it, as some in our industry hope. We must assume it will be brought up in all legislatures which meet next year, because wherever it becomes law it represents a threat in all states."

Participants in the New Orleans meeting and their subjects:

David R. Roberts, St. Paul tax attorney, on "perspectives on advertising taxation"; Robert Maurer, chairman of the Pennsylvania Advertising Council and executive secretary of the Pennsylvania Association of Broadcasters;
IN LOS ANGELES, the metropolitan area with the world's greatest crush of automobile traffic, only KMPC owns enough ground and air equipment to offer full coverage of a twenty-five thousand mile maze of freeways and highways. Two helicopters, two fixed-wing airplanes and six street cruisers, bring listeners — in cars — and homes immediate knowledge of news events and traffic conditions. A recent survey conducted by the Automobile Club of Southern California revealed that of all the stations offering traffic coverage within the Greater Los Angeles Area, KMPC attracted the largest mobile audience. This service combined with the talents of the best-known personalities on Southern California radio, assures KMPC advertisers the greatest possible reach and frequency.
A shake-out in radio-station representation is underway and will probably lead to more mergers of some rep firms and disappearances of others. Most knowledgeable reps anticipate an accentuation of the trend toward consolidations in their business.

The changes in the structure of representation are caused by changes in the way that radio is being sold and bought as a national advertising vehicle. The rep engaged in selling national spot on radio faces intensifying competition from other spot salesmen, from network-radio salesmen and from representatives of other media, especially television.

In radio, station representation costs are rising faster than spot billings. The result is a cost-profit squeeze that can be suffocating. This condition has been aggravated by the recent softness of the general economy and the resulting slow down in the growth of all national advertising. The condition may be alleviated when, as is expected, radio volume resumes its growth, but it will not be eliminated.

"Overhead expenses have outpaced the growth of spot radio," a radio rep with close to 50 stations said last week. "We are finding it increasingly difficult to keep our costs down and maintain a fairly decent profit picture.

"In my estimation we must increase the number of stations we represent, probably through merger, or go out of business. In any case, there will be one less rep firm before the end of 1968."

Getting Together. Several rep company officials acknowledged that more mergers were inevitable. "Anyway you look at it," said one, "servicing radio stations is an expensive proposition; we have to merge to attain volume so that our costs are spread widely."

A spokesman for a firm representing about 100 radio stations agreed that costs were rising faster than radio business. "Selling radio time is a 'people' business, requiring men with good judgment," he said. "Good men are increasingly hard to find, and when we do find them, we have to pay them very, very well, better than what we have to pay any of our television salesmen. Television is pretty much of a numbers game—there are only so many TV stations in a market. But radio sales, and radio advertising, require judgment, and consequently anything regarding sales is more difficult since there are so many variables. Such judgment costs money."

One station rep attributed a diminution in the number of radio reps to managerial mistakes made years ago: "When many of the radio rep firms were founded years ago, they were put together by one man, who, while he lived or worked, was really the whole company. Often, these pioneers made no provisions for middle-management. The shrewd ones did provide for a continuation of management, of course, but so many did not, and the companies they founded will be in trouble."

Network Push. Most independent stations reps indicated that an increased aggressiveness on the part of the radio networks' sales forces has cut into their business. They point to network radio's steady growth, bolstered by a strong use of the medium by large multiple-product advertisers. Although network radio for the first six months of 1967 was down more than 3% from 1966 figures, station reps cited a generally steady growth in network radio sales, which have increased from $58.3 million in 1964 to $71.8 million in 1966, according to Radio Advertising Bureau figures.

"Network radio sales are making our job tougher all the time—I'm even inclined to say they could kill smaller reps," said a station rep with about 40 radio outlets. "For one thing, the network sales forces are extremely aggressive, and when they make a pitch to an advertiser they have the resources of the network behind them."

One agency executive told Broadcasting he "could see why radio reps—especially smaller ones—are worried. Network radio is offering an extremely attractive cost-per-thousand, and we can't get the efficiency from spot buys that we can from purchases in network."

An independent rep acknowledged: "I hate to admit it, but the networks are offering a helluva good C-P-M. An advertiser can buy a line-up of 200 stations on any four of the nets for the same price he'll pay for two or three stations in the top markets."

Spillover. Another rep said he felt an increasing trend on the part of advertisers to buy into network radio if they could not get into television. "If an advertiser finds he has some money left over after his TV buys, he purchases network radio, then he'll buy spot radio. Spot radio—the sales I handle—is the last to be bought."

Independent reps generally agreed that network radio wouldn't present such a problem if it were simply a matter of sales aggressiveness. "We can hustle just as much as the network salesmen can," said one rep. But what does place the independent rep at a disadvantage, in this view, is the sheer size of the network sales effort.

"The nets can mount a presentation to media buyers and agency execs that most small radio reps can't, and larger rep firms often don't," said one agency buyer. "When the network guys come in, they bring all the data we may possibly need; when some other salesmen come in, they often bring scant information on the stations they're trying to sell."

In fact, the ability to mount a comprehensive—and perform, expensive—presentation backed by extensive data is considered by many reps and agency people to be one of the aspects of the business that may make or break a rep operation in the next few years. The sales back-up force is becoming increasingly important.

Said one agency executive: "We need..."
IN LOS ANGELES  the station with by far the greatest hold on the attention of sports fans is, without question, KTLA. The station's schedule of top sports events is the most impressive in the nation. On the collegiate side, KTLA is currently televising UCLA and Notre Dame football. Within a few weeks it will bring viewers the games of UCLA's NCAA championship basketball team plus key contests played by clubs of other outstanding western universities and, in 1968, the NCAA playoffs. KTLA's professional fare includes the Kings of the National Hockey League, basketball by the Los Angeles Lakers and National Football League highlights. In the spring, KTLA will again bring viewers major league baseball with the California Angels and the hotly competitive soccer of the Los Angeles Wolves. These and many other features give KTLA the largest sports audience in Southern California and, in fact, make KTLA the most-watched sports station in America.
Radio representation—a changing picture

Whatever happens next, 1967 has been a year of change in the radio rep field.

In January, Advertising Time Sales Inc., which grew from a company formed in 1936 and which represented five radio and seven TV stations, merged with H-R Television Inc. and H-R Representatives Inc. (Broadcasting, Jan. 23).

July saw consolidation of the television division of Venard, Torbet & McConnell Inc. with Adam Young Inc. to form Adam Young-VTM Inc. In the move, the radio division of VTM was reconstituted as Alan Torbet Associates Inc. to represent radio stations only; Adam Young-VTM concentrated on TV only (Broadcasting, July 3).

In August, Peters, Griffin, Woodward Inc., announced that it was transferring its list of radio stations to McGavren-Guild Co. to form McGavren-Guild-PGW Radio Inc. PGW henceforth represented TV stations only; McGavren-Guild-PGW repped radio only (Broadcasting, Aug. 21).

Last month, yet another pioneer station rep closed its doors to radio when the George P. Hollingbery Co. was sold by its founder and named to three company officials, who in turn transferred the firm's list of radio stations to the brand-new John C. Butler Co. The Hollingbery Co., as the new owners renamed the veteran organization, concentrates solely on TV; the Butler firm repped radio stations only (Broadcasting, Oct. 9).

Also last month, NBC Radio Spot Sales announced it was going out of the radio station representation business and appointed three independent rep firms to handle its seven stations (Broadcasting, Oct. 30).

more figures, more demographics. We no longer buy radio by the seat of our pants; our advertisers are too sophisticated for that; the brands are too numerous. We need information, and many of the small rep firms just don't have the facilities to provide us with it.

He denied the contention of several reps that buyers purchase on the basis of numbers; "That's still true to some extent," he said, "but radio is fractionalized and many products can't be sold on stations with the highest numbers. The rep is only as good as he is able to tell us which outlet is best for our purposes, and for this we need data."

More, More • A spokesman for a large television-radio rep firm, representing more than 50 radio outlets, said agencies have been demanding more information. "We have to provide more data. What information the rep doesn't get from the station, he has to produce himself if he is going to ease his selling job. This means that a rep firm has to have a fairly sophisticated and extensive research department, and this, in turn, implies bigness. What a large rep doesn't get from the station, he can produce himself," he said.

One small, but successful, station representative firm in New York with about 15 stations, said it kept five file drawers full of information—demographics, rate cards, success stories, promotion material—on each station it serves.

"Most radio reps keep very little information on the stations they sell, either because they can't afford to, or because the station can't give it to them. The days of the guy selling from material he can squeeze into his coat pocket are just about over," a company executive said.

A station rep's function as source of station information is further heightened by the noticeable increase, according to some reps, in what is called "closet buying," or a time purchase made by a buyer who simply looks at available information and makes his choice without listening to the rep's "pitch" or presentation. Buys made in this manner obviously depend on the quality and quantity of information available to the agency buyer.

Ironically, the increase in "closet buying" may result from the radio industry's own promotional efforts: For some time, industry promotion has been selling the medium's flexibility; its ability to handle an ad campaign on short notice. As it turns out, some agency executives have taken the medium's message to heart, and have been using radio for quick, "in-and-out" buys based solely on immediately available data. Quite often, buyers do not wait around for the station rep's pitch.

Hard Dollars • Station reps agreed that the demands of ad agencies were making the job of selling radio an increasingly tough chore. "They're caught in the same profit-cost squeeze we are," said one rep, "and they're working more heavily than ever at their radio dollar, making sure they get as much out of it as they can. If spot TV is soft, spot radio is even softer, demanding an extensive pitch which costs a lot of money."

Moreover, several station reps said they detected a trend on the part of some advertisers and agencies to "short-circuit" rep firms by providing ad material and money to local dealers or distributors to place as they saw fit.

"I've found myself by-passed on a number of accounts," said one rep with a short station list. "Several times I've found that local beer, tire, or soft-drink distributors have bought time on local stations with national money. The money passes hands, but it's non-commissionable."

While no exact figures are available on the amount of money being placed locally at local rates, reps generally affirmed that their share of radio spot was lowered by the practice. "The number of categories of what is considered 'national' business is declining," said one rep executive with a long list.

Miles David, president of RAB, alluded to the trend during a recent NBC Radio affiliates meeting at which he said auto dollars were becoming more locally oriented, and that Sears, Roebuck & Co. had sent its local stores a manual on the use of radio (Broadcasting, Nov. 6). One rep said that while such developments were fine for the local radio operator, "they sure don't help my profit picture any."

If the trend toward the "locally oriented radio dollar" spreads appreciably—and many reps and agency executives think it will—the narrowing profit picture of most radio reps could become even slimmer, a development that could force marginal operations out of business.

Other Side • Despite the future of consolidations and casualties forecast by many station reps, several indicated that the number of firms will stay more or less around the present number, which is estimated at slightly more than 150, including network and group operations.

"The average broadcaster doesn't like to be represented by a company that represents hundreds of other radio stations," said one rep who has a short list. "Psychologically, he gets a bad feeling, he wants personalized service. In any case, theories that the rep business is going to be in the hands of a small number of companies have been kicked around before this," he said.

Reps with long station lists say their clients get as much "personalized" attention as they would get if they were signed with a smaller broadcast rep. Large companies, it's known, have broken their station rosters into manageable portions and have assigned a certain number of stations to a salesman or sales team.

Observers who foresee a decline in
BROADCASTING, November 27, 1967

GOLDEN WEST BROADCASTERS
Four great radio stations covering 87% of the people on the rich Pacific Coast.

REPRESENTED BY MAJOR MARKET RADIO, INC.
And KTLA-TV, Los Angeles, serving 6 of So. California's metropolitan areas.

REPRESENTED BY PETERS, GRIFFIN, WOODWARD INC.
the number of reps acknowledge that "psychology" has something to do with the choice of a rep. One said: "Especially among radio men—who are an emotional lot when it comes to their business—personal acquaintance means something, as does long association. But just as in every other business, there's a new breed coming into radio and they are more interested in whether a rep can deliver than if he can talk knowingly about the pioneer days of broadcasting."

**Sponsor identification enforced by FCC order**

Broadcasters who carry commercial announcements that bear no sponsor identification other than a reference to the product being sold are in danger of violating FCC rules requiring the identification of sponsors.

The commission made this clear last week in ordering WABI-TV Bangor, Maine, to pay a $1,000 fine for "repeated violation of the sponsorship identification" rule.

The commission action resulted from the station's broadcast of the following announcement: "This is Milton Cross offering you the following from the station's broadcast identification" rule. The station acknowledged that the announcement was scheduled a total of 195 times from Jan. 7 through Feb. 5, 1967, and that payment was made on a per-inquiry basis by the Homestead Division of R.T.V. Sales Inc.

The station had argued, however, that the term "100 Paintings" constituted sufficient sponsorship identification since that was the product offered and that mere reference to the product is all that is required in certain circumstances. The station also said that the wording of the announcement was not likely to create the impression that Milton Cross was the sponsor.

The commission, however, rejected the argument. "We find no substantial difference between the reference to '100 paintings' and references to 'flower seeds,' 'real estate,' or 'the record man,' all of which constitute inadequate sponsorship identification."

The commission also noted that the station had logged the announcements as 'Homestead Art' rather than "100 paintings." "This indicates that for purposes of logging the licensee itself did not regard '100 paintings' as 'suitable,'" the commission said.

The commission vote was 6-0-1, with Chairman Rosel H. Hyde the lone dissenter.

14 go on code list, 31 others withdraw

A net loss of 17 stations was recorded by the National Association of Broadcasters radio code from Aug. 15 to Sept. 15. In that period the code gained 14 members and 31 stations withdrew. The TV code, in the same period, had one withdrawal, KIVA(TV) Yuma, Ariz.

Radio additions: KEAR(FM) San Francisco; KEBR(FM) Sacramento, Calif.; WMWW Meriden, Conn.; WGNR Perry, Fla.; WAXY Waycross, Ga.; WMCL McLeansboro, Ill.; WJFF Webster City and KLEM-FM Le Mars, both Iowa; KANS Larned, Kan.; WKTJ Farmington, Me.; KTNQ Falls City, Neb.; WPRB Princeton, N. J.; WQUS(FM) Geneseo, Ill., noncommercial; KLMF Laramie, Wyo.

Radio withdrawals: WJAM Montgomery, Ala.; WFPS Fort Smith, Ark.; WARW Barstow and WJPC Lake Wales, both Florida; WERD Atlanta, WIGG-AFM Brunswick, WOGA Sylvestre, WVDR Hazelhurst and WXPQ Eatonton, all Georgia; KNIA Knoxville, Iowa; KNIC Winfield, Kan.; KREB(FM) Monroe, La.; WPST-AM-FM Caribou, Me.; KLPM-AFM Union and KSBT-AFM Sedalia, both Missouri; KGMT Fairbury and KLOL Lincoln, both Nebraska; WACO-AFM Bucyrus, Ohio; KVLH Pauls Valley and KVSQ Ardmore, both Oklahoma; WDSG Dyersburg, Tenn.; KBOX-AFM Dallas, KSBT Breckenridge and KZNN Littlefield, all Texas; KREN Renton, Wash.

**Rep appointments**

- WCIF Springfield and WHV White River Junction, both Vermont: Eckels & Queen Inc., Boston.

**Also in advertising**

More TV commercials = ECA Inc., New York, a producer of industrial films, has announced a new TV commercial production division headed by Timothy Sheehan, former senior producer at Doyle Dane Bernbach, New York.

On his own = Joseph Harris, former vice president and director of media, Daniel and Charles, New York, has opened a sales promotion and public relations agency, Joseph A. Harris Advertising, with offices at 302 Route 70, Cherry Hill, N. J., and 24 West 40th Street, New York.
Fairness court test opens in Chicago

Briefs argue that First Amendment guarantees broadcasters freedom of press and speech

Broadcasters opposing the FCC's fairness regulations have taken an all-or-nothing stance on the First Amendment in briefs filed in federal court last week. On the outcome of the litigation, no doubt due to be carried to the U.S. Supreme Court before it's over, may well turn the future of electronic journalism—free and unfettered or circumscribed by government-imposed limits.

This was the thrust of the briefs filed by the three major petitioners and by one friend of the court in the federal appeals court in Chicago.

Filing were the Radio Television News Directors Association, eight licensees, CBS and NBC. The amicus brief was submitted by King Broadcasting Corp. (KING-AM-FM-TV Seattle).

Under attack is the FCC's July order establishing as regulation the decades-old fairness policy as it applies to personal attack and editorializing. In August the commission amended the rules to exempt bona fide newscasts and on-the-spot coverage of news events.

Unanimity • All the briefs attacked the FCC's action as a violation of freedom of the press and of speech. All also contended that even if this argument does not prevail, the commission has no power under the Communications Act to impose its determination of fairness on licensees.

RTNDA, which was first to appeal the commission's order (the CBS and NBC appeals were originally filed in the second circuit in New York but subsequently consolidated with the Chicago appeal) put it bluntly: The First Amendment precludes the commission from restricting the freedom of broadcasters to express controversial opinions on public issues.

Questioning the means the commission has selected to accomplish the goal of an informed electorate, RTNDA maintained that the First Amendment calls for public debate that should be "wide open and uninhibited" and should include biased and partisan speech.

"The commission cannot," RTNDA said, "substitute a different and conflicting standard in place of that selected by the First Amendment, even though it believes its own standard to be better."

Constraint • The FCC's fairness rules and doctrine in practice, RTNDA said, reduce the "vigor and scope" of public discussion on controversial issues by forcing broadcasters to be self censors and by imposing economic, administrative and other burdens on broadcasters.

Also, RTNDA contended, the rules permit the commission to enter day-to-day determination of individual fairness questions, leading to the scrutiny of particular programs.

In a sense, the rules tax the broadcaster, RTNDA said, by forcing broadcasters to give away free time for replies. It is, the news directors commented "in effect a tax on controversial speech—the more controversial the broadcaster is, the higher his 'tax.'"

Since most so-called personal attacks are made on public officials or public figures, the commission's requirement that reply time must be preferred conflicts with the Supreme Court's own rulings in the New York Times and Curtis Publishing cases, RTNDA stated. Both cases held that public officials or figures could be attacked and even libeled, and that the publications could not be held for damages, unless maliciousness was proven.

Anticipating the commission's arguments, the RTNDA brief maintained:

* Broadcasters may not be denied protection of the First Amendment on the alleged physical limitations on the number of stations that may operate in the spectrum. This cannot, the association added, "justify a constitutional distinction between broadcasting and print media." In fact, it went on, newspapers are "far more scarce" than broadcast stations.

* Broadcasters may not be denied their rights under the First Amendment

WUSN-TV Ch. 2, the ABC station in Charleston, covering the eastern half of South Carolina is represented by Edward Petry & Co.
Traditional fairness argument countered

Both the Radio-Television News Directors Association and NBC were down heavily in disputing the anticipated "scarcity" argument that is sure to be raised by the FCC in defense of its right to impose fairness requirements on broadcasters. Citing the relationship between broadcast stations and daily newspapers, RTNDA offered a half-dozen examples, all cities in the Seventh Circuit where the appeals are to be heard: In 1966, Chicago, 13 newspapers, 86 stations of all kinds; Milwaukee, three newspapers, 32 stations; Indianapolis, nine newspapers, 29 stations, etc.

NBC pointed out that by 1965 the number of commercial broadcast stations had soared to a total of 5,681, while in the same period the number of daily newspapers markedly declined to 1,751. For that year, the network reported, there were 128 newspapers but 373 stations in California, 47 newspapers and 239 stations in Florida, 83 newspapers and 197 stations in Illinois, etc. In five major U.S. cities, NBC showed, New York has 21 newspapers and 79 broadcast stations, Chicago 13 and 79, Los Angeles-Long Beach, 21 and 76, Philadelphia 17 and 52 and Detroit, 5 and 41.

because they are licensed. The U. S. Supreme Court has said that government cannot abridge freedom of expression by placing conditions on a grant of a benefit or a privilege.

- The FCC cannot abridge the First Amendment protection of broadcasters "in order to promote an asserted public interest in balanced debate.

- The only time perhaps that the First Amendment may be abridged is when there is "serious and imminent danger." There is no such danger now.

No Statutory Right: The FCC does not have the authority, RTNDA said, to impose the fairness requirement on broadcasters. Neither the Communications Act nor Congress has given the FCC this power. Even the 1959 amendment to Section 315 of the Communications Act, which calls on broadcasters to be mindful of their responsibility to be fair, is not "explicit" authority for this action, RTNDA said.

The RTNDA brief was filed by the Washington law firm of Pierson, Ball and Dowd. Also on the brief were Professor Archibald Cox, Harvard Law School and former Solicitor General of the U.S.; Professor Harry Kalven Jr., University of Chicago Law School, and Maurice Rosenfield, a Chicago attorney who is executive director of WART Chicago.

Joining RTNDA in the appeal were group broadcasters RKO General Inc., Time-Life Broadcast Inc., WINS-AM, WINS-TV New York, WOKY-AM-WOAK-TV Milwaukee, Ala.; WTVJ-AM-FM-TV Detroit (Detroit News); and the Lester G. Spencer stations (WBAT Marion, WBIW Bedford and WKBY-AM-FM Richmond, all Indiana).

Freedom: Calling the litigation perhaps the most important First Amendment issue yet raised in the broadcast medium, CBS said that the FCC rules are "fatally defective." The burdens imposed on the broadcasters by the personal-attack rule are if anything, CBS said, more severe than the burdens of the damage remedy for defamation held unconstitutional as applied to true or nonmalicious statements in the printed media.

CBS stressed the "practical burden" of arranging and clearing time on 400-odd affiliates for replies that may be required because of statements made by newsmen or commentators.

The FCC rules are vulnerable, CBS said, because the public interest they are meant to serve can be protected, and has been in the past, by "measures far less restrictive."

The personal-attack rules, CBS noted, seem to find undesirable any attack on honesty, character, integrity or other personal qualities. This is erroneous, CBS said. "Such attacks serve the public interest even though it may be and often is impracticable to grant the person or group affected an automatic right to a broadcast reply." Moreover, CBS added, the automatic-reply requirement may destroy the very balance it seeks to achieve.

Arguing that Congress gave the FCC the authority to conduct an over-all review of programing at application or renewal times only, CBS noted that Congress "has rejected any suggestion that the commission should have power to control the content of individual programs, or to deprive the broadcaster of editorial discretion." In fact, it said, Congress has consistently refused to expand the equal-time provisions of the Communications Act nor has today's Congress "embraced" the idea of adding a "broadcaster's red flag" to the list of "facts affecting the public interest" to be weighed in licensing decisions.

Citing the repeated statements made by network lawyers, CBS charged that both CBS and NBC "have been in the forefront of efforts to have the fairness rules nullified." Therefore, CBS said, "it was only proper that Congress should have taken prompt and resolute action in vindicating the right of broadcasters to resist the FCC's unwarranted "north to south" expansion of its authority."

Cities Examples: In an exhibit to show the extent of the problem, CBS reprinted 31 out of 134 commentaries delivered by Eric Sevareid in the year ended Oct. 12. In the 31, some 50 statements are made concerning individuals or groups that would call into play the fairness rules, the network said. In a similar manner, CBS cited 34 Face the Nation programs out of 84 broadcast from March 1966 to October this year, which contain 75 statements that "arguably" may be considered to fall within the personal consideration.

All three of the petitioners referred to the Red Lion case, where the District of Columbia appeals court upheld the legality of the FCC's fairness rules (Broadcasting, June 19), but only CBS was bold. It said it thought the case was "wrongly decided." The Red Lion decision might have been different, CBS said, if the station, "while not permitting [the complainant] to broadcast in person, had fairly presented opposing views."

The CBS brief was filed by the Washington law firm of Wilmer, Cutler & Pickering, and was joined by Newton N. Minow, Chicago lawyer and former FCC chairman, and Professor Herbert Wechsler, Columbia Law School.

Part of Press: Broadcasting, said NBC, is part of the press and thus entitled to the protection of the First Amendment. Since broadcasting has become the prime news source for the public, the network added, "it is vital that this . . . protection not be diluted." Attempts to justify more stringent

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COMMUNICATIONS DIVISION OF ERI 7979 Old Georgetown Road Washington, D. C. 20014

60 (PROGRAMING)
regulation of broadcasting on the theory of a scarcity of facilities and public ownership of the airwaves does not withstand analysis, NBC pointed out. The number of broadcast stations, it related, has increased from 30 in 1922 to 5,681 in 1965; in the same period, the number of daily newspapers has decreased from 2,033 to 1,751.

The commission's rules, therefore, are "constitutionally impermissible," NBC stated. They discourage broadcasters from taking stands on public issues, require them to censor programs, muzzle criticism of, or editorializing against, public figures, and "it places in the hands of the commission the power, by its day-to-day interpretations of a vaguely worded rule, to affect in more subtle ways the content of what is broadcast—to promote expression which it favors, and discourage expansion of which it disapproves." NBC's brief was filed by the New York law firm of Cahill, Gordon, Sonnett, Reindel & Ohl.

The King Broadcasting amicus brief called the rules "unlawfully vague . . . incapable of being administered properly." The rules, King said, will discourage use of the media to inform the public of broadcaster's views on political elections.

Withheld Rights * Because broadcasters are "clients" of the government, in that they require a license to operate, King said, they are at the mercy of the FCC in editorial decisions and thus are restrained in exercising their First Amendment rights.

King recounted its experiences in the recent Seattle city-council election, where it took an editorial position endorsing five of the nine candidates and offering the other four 20-second announcements to be broadcast six times over two days. One unendorsed candidate complained to the FCC, resulting in an FCC order to King to provide more exposure to that candidate. Failing to win a stay in the District of Columbia circuit court, King negotiated and gave the candidate one additional 20-second announcement (Broadcasting, Nov. 20, 13). King also said that a similar situation occurred during the primary campaign for city council last September. In this case, an unendorsed candidate complained to the FCC that King's offer of one one-minute response to be run twice was too little. The commission agreed, and because the primary election was only a day away, King agreed to give the complaining candidate six 20-second announcements. In both cases, King's editorial endorsements ran several times daily over a period of a week.

The King brief was submitted by the Washington law firm of Haley, Bader & Potts.

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**Build up of CBS-TV news**

**Ideas exchanged at affiliates meeting; 'eye' use restricted**

There'll be more news and information on CBS-TV in the future, but just when and in what form remain to be worked out. That was the nub of a wide-ranging discussion between CBS-TV and CBS News officials and members of the CBS-TV Affiliates Advisory Board as reported last week by both network and affiliate sources.

One form the news expansion will not take—at least in the immediate future—is extension of CBS-TV's half-hour Evening News with Walter Cronkite to a full hour. Affiliates were said to have received this word from CBS officials with some relief, since such an expansion would inevitably be into what for most stations is lucrative local time.

Among the ideas advanced and talked about in what participants described as a free-form discussion of long-range news possibilities were such departures as returning the 10:30-45 p.m. weekday period to stations for local news or other local programming, followed by a quarter hour or half hour of network news; network news feeds after 11 p.m. and whether they might eventually occupy as much as two hours of late-night time, and the possibilities of adding a Sunday counterpart to Saturday's early-evening news.

Not Definite * Network sources stressed that none of these—or any of the other ideas advanced—were put forth as "proposals," but rather were discussed primarily on a "what-would-happen-if?" basis in a general exploration of ways in which the network's news budget might be expanded over the long haul.

Affiliate sources confirmed the suppositive nature of the discussion and emphasized the absence of "any crash program" for any particular idea.

Station participants reported that there had been some "pretty violent" affiliate reaction to a recent CBS move to restrict affiliates' use of the CBS "eye," but said the network's agreement to "grandfather" the change—by allowing stations to use up stationery, slides, etc., on which the Eye is currently in conflict with the new
Johnson urges greater involvement in Negro, urban problems

Broadcasting's vast white land is a wall and not a bridge to better racial understanding. The rising tensions of the ghetto demand a higher commitment from radio-TV, especially at the local level. It is America's greatest single need.

Thus did FCC Commissioner Nicholas Johnson lay the race issue before a regional fall conference of the National Association of Broadcasters last Tuesday in Chicago. "Attitudes will have to change," he said, "you will have to go out of your way to effect change."

Example: Station owners personally should visit the ghetto and "stay there until you get sick enough to return to your office determined to do something about it."

The FCC official took special note of two other recent talks calling upon broadcasters to improve their Negro programming. One was that of the Department of Justice's Ben Holman, a former CBS-TV newsman, before the National Association of Education Broadcasters in Denver (BROADCASTING, Nov. 13). The other was an address by Bill Monroe, director of news, NBC News, Washington (BROADCASTING, Oct. 16). Mr. Monroe's speech was appended to the Johnson text. Copies were freely available.

Examples * Commissioner Johnson punctuated his talk frequently with television-film and radio-tape excerpts from network and local programming he felt did a good job of exploring the problems of the Negro.

"I didn't come here with solutions," he admitted, "but I did come with your films and tapes" and the hope of engaging in a dialogue with those present to look for some answers. The question period following, however, turned out to be brief. It consisted mostly of inquiries by college-student guests.

Commissioner Johnson also presented Howard B. Woods, editor in chief of the Sengstacke group of Negro newspapers and recently with the U.S. Information Agency, to the NAB meeting. Mr. Woods observed that even Negro-oriented stations today are white-owned and urged the help of Negroes for a better purpose than mere image.

Mr. Woods felt that too much of the present programming and commercials "pulls the audience into false security" about the ghetto plight. He mentioned the continuous parade of beautiful beer-selling scenes like skiing, picnics at the beach, etc., as contributing.

Slick Fielding * Mr. Woods drew the largest applause of the day when he replied to a student's question of how the campus radio station can escape putting on the "extreme right" to answer Dick Gregory if it gives coverage to Mr. Gregory.

Mr. Woods thought the station should give time for the conservative as well as other points of view, noting it was the extremes of the liberals that forced the conservatives so far to the right. America's greatness, Mr. Woods explained, lies in "the right to be wrong."

Commissioner Johnson offered several proposals to broadcasters for helping to improve racial understanding:

- Employment—"Without passing moral judgment on the fact, we can simply note that the broadcasting industry employs very few Negroes compared with other industries." Of broadcast employees, 3.4% are Negro compared to 10.8% industrial average.

- Programming — "Report what's going on in the Negro community, the same things you report from the white community. Don't get it all from the police blotter and the rioters. Ask your new employees."

- Self-education — "Take a field trip.Visit that foreign land that is your city's ghetto. That's right, you. Not someone from your staff ... Negroes may not jump at the chance to work with you. They may hate you. They may even have reasons. So you'll have to keep trying."

- Coverage of demonstrations and disorders—"You must give more attention to the impact of your coverage ... As important as this subject is, however, it pales when compared with your capacity to program for better racial understanding and the avoidance of riots."

- The FCC — "The commission must offer encouragement and aid in the effort to put the power of broad-

rules—had made the move easier to take.

The restrictions, CBS reported, were imposed at the insistence of trademark attorneys who feared that use of the eye has become so widespread that, unless controls were imposed, CBS might lose its exclusive rights to the trademark, as has happened to other companies on such names as cellophane, linoleum and escalator.

The restrictions were spelled out in an affiliation contract amendment distributed last month. In general, they do not permit an affiliate to display its own call letters or channel number within the eye, require the CBS identification to be carried within or near the eye when used to promote CBS-TV programs, forbid use of the eye to promote non-CBS programs but permit its use to identify the station as an affiliate provided the words "a CBS affiliate" are carried immediately underneath.

Other Areas Covered * Discussions at the meeting, held Nov. 13-16 at Key Largo, Fla., also ranged from programming and ratings to sales.

Network officials were said to have indicated "guarded optimism" about business prospects for the first quarter of 1968 but also asserted belief that CBS's leadership in the ratings this season puts it in a position to make the most of any upturn in the economy, whenever it comes.

In a session of its own, the affiliates board elected Thomas C. Bostic, KIMA-TV Yakima, Wash., as chairman. He succeeds Stuart T. Martin of WCAX-TV Burlington, Vt. Robert F. Wright, WOKY-TV Meridian, Miss., succeeded Mr. Bostic as secretary.

Affiliates denied reports that they planned to institute a new economic study relating to compensation paid affiliates by the network. They said compensation was not mentioned.

Stations cautioned on possible payola

The FCC has reminded broadcast licensees of their obligation to guard against situations in which employees might use station facilities to promote their own outside interests.

The reminder came in the publication of a letter, on Nov. 17, in which the commission notified WAME Miami it was withholding a decision on whether to renew the station's license.

The station's difficulties with the commission grew out of a complaint the agency received about a possible conflict of interest on the part of WAME disk jockeys. Following an investigation, the commission last June wrote the station asking it to outline the policies it would adopt to prevent such
casting at the service of urban America. Recently I recommended ..., an office of urban communication” at the FCC.

“In training your cameras on the day-to-day life of the ghetto,” Mr. Johnson said, “it is vital that you let the people of the community and their conditions speak for themselves in their own idioms, not just through the ‘filter’ of a ‘responsible’ spokesman or reporter. Broadcasting from neighborhood studios, perhaps jointly financed and used by all the television stations in a city, may be a useful concept to consider.”

False News: Commissioner Johnson pointed out that alleged incidents of false coverage of riots or demonstrations are “a matter of great concern to the FCC as well as to all responsible broadcasters who are proud of their profession.” He cited reports that certain TV newsman encouraged demonstrators in Watts to throw rocks through windows in order to get better pictures. He also cited a report that TV newsmen supplied protest signs to students at a Vietnam policy debate because they thought the students might not have signs of their own.

Whatever America becomes next year, it will be in largest measure a nation of your own making,” the FCC official said, “for it is you who tell me and 200 million other Americans what to think, what to buy, what is stylish, what my problems are, who to vote for—and who I am.”

A riot, Mr. Johnson said in conclusion, is mostly misery, “but it is also a form of communication. A riot is somebody talking.” Yet, he pointed out, “this is an expensive way of communicating,” both in economic and social terms.

“There are other ways for the people of your city to talk to each other—cheaper ways, happier ways,” Commissioner Johnson said, “and those ways involve your microphones, your television cameras, your transmitters. The people of this country have a lot of talking to do to each other. They are going to need your help.”

Commissioner Johnson left the NAB meeting at noon to fly back to Washington. As his plane was rising over the city, hundreds of Negro students on the city’s North side were pouring out into the streets, throwing rocks, smashing windows, looting. It was late that night before order was restored, some 80 arrested.

What triggered it? A false rumor a white gang had shoved a Negro onto the elevated tracks where he was run over.

conflicts.

The letter noted that the station’s disk jockeys not only selected records being played on the air but were receiving compensation for participating in outside record hops at which record talent appeared, “sometimes . . . without monetary compensation.”

The commission, in the November letter, said it had been unable to determine from the station’s response to the earlier inquiry that management had fulfilled its obligation to exercise “special diligence to prevent improper use of its radio facilities when it has employees in a position to influence program content who are also engaged in outside activities which may create a conflict [of interest].”

Clarify Policy: The commission requested the station to submit a statement “as to your future policies” for effecting such insulation. The commission added that if complete insulation will not be achieved, the station should outline the measures it will take to assure that no material is aired as a result of such situations.

In the meantime, the commission said, decision on whether the station’s license should be renewed will be held in abeyance.

The commission, in rejecting the station’s response as inadequate, noted that the station didn’t indicate what steps were taken to prevent “collusion by employees” in preparing the play list.

The commission also pointed out that the station didn’t state what was done to make sure that the records played are those that have been requested by listeners, although the management has said it believes that the audience should determine the play list.

The commission in addition pressed the station on what procedures management uses to check record-store sales—or enforce a policy against playing of a record more than four times in a four-hour program.

In a separate action, the commission imposed a $1,000 forfeiture on WAME for violation of the FCC’s logging rules.

Church group hits WLBT(TV) findings

The United Church of Christ has attacked as “an incredible document” the decision of FCC Hearing Examiner Jay A. Kyle in the license renewal case of WLBT(TV) Jackson, Miss.

Last month Examiner Kyle issued an initial decision that would grant the station a full three-year renewal. In it he said the church and its co-complainants had “woefully” failed to support any of the serious programing
allegations made about the station (Broadcasting, Oct. 23). WLBT had been accused of failing to abide by the fairness doctrine in civil-rights matters and of ignoring the programming needs of the large local Negro population.

While the church assailed the examiner's decision, the FCC's Broadcast Bureau called it a "well-reasoned, cogent and concise analysis."

The church cited six areas in which it disagreed with the examiner's decision. It alleged that:

- Mr. Kyle failed to conclude that WLBT should be denied license renewal because it failed to adequately serve the Negro community during the 1961-64 license period.
- The church's monitoring study of the station should have been given the same evidentiary weight as would an FCC "composite week."
- Mr. Kyle did not consider the station's obligation under the fairness doctrine.
- Mr. Kyle erroneously based most of his conclusions on the equal-time provision of the Communications Act.
- Mr. Kyle failed to conclude that "the vast majority" of evidence introduced to disprove the church's allegations was based on WLBT's programming in the period following the filing of the church's petition.
- No evidence by any witness, white or Negro, tended to disprove any of the church's allegations.

The church also found fault with the Broadcast Bureau's role in last spring's 12-day hearing in Jackson. Out of 1,700 pages of transcript and more than 2,000 pages of exhibits, the church said, the Broadcast Bureau called none of its own witnesses and introduced only four one-page exhibits.

Hyde queried on fairness

Personal-attack rules

trouble congressmen who feel FCC was arbitrary

Five members of the House Commerce Committee have asked FCC Chairman Rosel Hyde for another reply to questions the congressmen have raised about the commission's personal-attack rules promulgated last summer. And in the process, the congressmen propose that the FCC take over the chore of notifying persons subject to attacks broadcast on large numbers of stations.

The congressmen, John Dingell (D-Mich.), John E. Moss (D-Calif.), Richard L. Ottinger (D-N.Y.), Lionel Van Deerlin (D-Calif.) and Brock Adams (D-Wash.), say that Mr. Hyde's answer to an earlier letter does not "satisfactorily explain" the FCC action. They also note in a letter mailed to Chairman Hyde just before the Thanksgiving recess that his comments were "not entirely responsive to the points raised in our letter."

The congressmen had originally challenged the FCC's personal-attack rules promulgated in July and August as illegal under the Communications Act (Broadcasting, July 10, Aug. 7). A letter to this effect was sent to Chairman Hyde on Aug. 15. It charged that the FCC action had abrogated the right of individuals to reply to personal attacks if the attacks took place on "bona fide newscasts" or during on-the-spot news coverage.

FCC Reply * Chairman Hyde, in his letter of Oct. 2 answering the congressmen, said these categories of programs were "two areas where the commission concluded that the broad requirements of the fairness doctrine, rather than the specifics of the personal-attack rule, are appropriate."

Last week's letter to Chairman Hyde said that "the elimination of the victim's right to reply to a given personal attack, based on the completely fortuitous circumstance that the attack is carried over a newscast, is an arbitrary action by the commission that is incompatible with the public interest and does violence to private rights."

The congressmen also add that they find no authority in Section 315 of the Communications Act that permits the FCC to make a distinction between "hard" news programs and "nonhard" or 'soft' news programs. Further, they say, victims of personal attacks have a court-upheld right to reply, and such a right is not to be withdrawn by FCC decisions to exempt certain types of programs.

Although Chairman Hyde's letter stressed that exemption from notification requirements for hard news programs was not intended as a convenience for broadcasters, the congressmen's letter insists that the reverse is true.

Vast Response * The FCC chairman had noted that, in the case of a personal attack being incorporated in, say, wire-service copy used by thousands of radio stations, a victim would be inundated by separate notifications—tapes or transcripts—from each of the stations that used the item and find it impractical to negotiate separately with each of the stations for reply time.

In their letter, the congressmen suggest the FCC act as a clearinghouse for attack notifications. Stations carrying personal attacks on any program would notify the FCC with the specifics of the case; then the victim need only be notified by the FCC that one or more licensees have reported the broadcast of an attack. He could then "make orderly arrangements" for reply time.

"Such a procedure would not add materially to the commission's workload," the congressmen continue. "On the contrary, it would eliminate completely any future disputes between victim and licensee as to whether proper notice was given."

LBJ's livelier image

An animated President Johnson—far more customary at formal, televised news conferences hitherto—appeared before the nation's TV public on Nov. 17, and he's been receiving rave notices by national affairs pundits as well as by more mortal TV critics.

The President's new image, TV-wise, is attributed to his use of a lavalier microphone at the news conference. This permitted him to move away from the lectern. The over-the-shoulder mike permitted Mr. Johnson to take a few steps toward his questioners at the last news conference in the East Room of the White House. The resulting lack of constraint was noticeable: the President used his hands in gestures to a more marked degree than before; even more voice inflections were noted. TV cameramen, covering the last conference, said they had no difficulty in framing the President as he moved about.

'Birthday House' goes to foreign markets

A daily, daytime children's program, Birthday House, which had completed a five-year cycle on WNBC-TV New York, is planned for overseas syndication by NBC International, with stations abroad supplied with formats and music and lyrics on a continuous basis.

The one-hour program, which spotlights actor-host Paul Tripp, will be assembled and sold on a basis similar to the highly successful Romper Room series, with local personalities trained to assume the role handled in New York by Mr. Tripp. An NBC International spokesman said last week that
Goldenson rebuts charges against networks’ feature-making

ABC Inc. President Leonard Goldenson beamed some apparent show-business opponents in their own den last week when he told The Foundation of the Motion Picture Pioneers that the film industry “should encourage, not oppose increased competition” in the movie business.

Mr. Goldenson’s remarks were made at a New York dinner attended by representatives of the nation’s feature film producers, some of whom have reportedly asked the Justice Department to investigate possible antitrust aspects of ABC and CBS plans to produce feature films for theatrical release and subsequent use on their respective networks (Broadcasting, Oct. 9).

Mr. Goldenson’s support for ABC’s—and by implication, CBS’s—plans to produce full-length movies, followed his acceptance of the foundation’s “Pioneer of the Year” award. Mr. Goldenson, associated with the film industry for 34 years, heads a corporation that controls more than 400 motion picture theaters, as well as radio and television stations and networks.

Sees No Violation • He said ABC’s plans to produce about 12 feature films before 1969 were not in violation of a 1949 federal order forbidding film producers from owning theaters. Moreover, Mr. Goldenson branded as “ridiculous” charges that ABC was interested in making movies primarily for television. “We want to get the last dollar out of theatrical billings before we—like any other producing company—offer a movie to television,” he said.

Mr. Goldenson also said the market for feature films is increasing each year, not only for use on television, but also for use in motion picture theaters, which he said grew at the rate of 350 houses per year, while feature film production has dropped 51% in 11 years.

“It is an incontestable fact that motion picture theaters throughout the nation still need more quality product,” the ABC president said. “I simply cannot believe that increased competition and a larger supply of feature films can be monopolistic . . .

Mr. Goldenson (c) accepts the award from H. H. Martin (l), president of The Motion Picture Pioneers. I would think that a freer market, a more competitive market, would be as welcomed by the federal authorities as it has been by the exhibitors,” Mr. Goldenson said.

Objections to the ABC and CBS plans, voiced by the Motion Picture Association on behalf of the giant movie makers, reportedly are based on a fear that the market for feature films will be depressed by network production of feature films; that talent and production costs will rise as a result of increased competition for such talent; and that there will be less of a television market for the films of the major movie producers as a result of the increased supply.

More pointedly, however, the Motion Picture Association has quietly asked the Justice Department to determine whether film production by ABC, CBS, and National General Corp., a large theater-chain owner that plans to produce films which will eventually end up on television, might be a violation of the 1949 federal consent judgment. This order forbade film producers from owning theaters and also separated Paramount Pictures from Paramount Theaters. The latter theater activity is now a subsidiary of ABC Inc.

Participated in ’49 Case • Commenting on the alleged antitrust aspect of ABC’s plans, Mr. Goldenson said that in the 1949 federal consent decree, “our [ABC’s] right to produce and distribute feature pictures was recognized. I know whereof I speak because I was the individual who participated in the negotiations with the federal authorities.

“Now we are exercising the right of production. And we have no doubt whatsoever of its validity. In order to avoid any possible controversy, particularly since we are large exhibitors, we do not intend to distribute. That will be done for most of our productions by the new Cinerama Releasing Corp., a wholly owned subsidiary of Cinerama Inc,” Mr. Goldenson said.

Motion Picture Association President Jack Valenti, in a statement released after Mr. Goldenson’s speech, said the ABC president “misses the vital issues. It is not a question of more or less production, it is a matter of fair or unfair competition,” Mr. Valenti said.

Film companies do not oppose production by anybody, he said, but “we do oppose distribution by those who own or control large numbers of theaters and who control television networks, when motion picture companies are excluded from both. This kind of multiple control has been declared illegal by our government,” Mr. Valenti said.

the first contract on Birthday House is expected to be signed shortly in Great Britain.

Mr. Tripp, who created the series in association with producer Alton Alexander, musical director Ray Carter and program packager Lester Lewis, commented last week that he “was naturally pleased that the program will be shown overseas.” But he said he is disappointed that for the first time in more than 15 years he is not conducting a children’s TV program in the U. S.

He noted that he had had earlier long runs with two other children’s series, Carousel and Mr. I-Magination, both on WCBS-TV New York.

He is keeping busy this fall and winter, he said, with personal appearances before children’s organizations; writing lyrics for music records; and awaiting the theatrical presentation of his first full-length movie, “The Christmas That Almost Wasn’t,” that stars Rossano

BROADCASTING, November 27, 1967
Brazzi.  
"But I feel there must be room on TV for a children's program that doesn't accentuate cartoons and still entertains and teaches youngsters in a fun manner," Mr. Tripp observed.

Special 'events' set on NBC-TV Dec. 1-16

NBC-TV has placed 15 color "events" in prime evening hours over a 16-day period starting Dec. 1. According to NBC, the schedule of "events", most of them specials, places two on Dec. 8 (Rudolph the Red-Nosed Reindeer at 7:30-8:30 p.m. and American Profile: The Forgotten Peninsula at 10-11 p.m.); two on Dec. 11 (Movin' with Nancy at 8-9 p.m. starring Nancy Sinatra, Frank Sinatra and Dean Martin, and "The Royal Follies of 1933" at 9-10 p.m. as a musical special in the Danny Thomas Hour series); two on Dec. 13 ("A Taste of Funny" with Groucho Marx in the regular Kraft Music Hall series at 9-10 p.m. and The Andy Williams Christmas Show at 10-11 p.m.); and two on Dec. 16 (Mr. Magoo's Christmas Carol at 7:30-8:30 p.m., and a Lorne Greene Christmas show at 8:30-9 p.m.).

Also slated in the two-week period: NBC News documentary Same Mud, Same Blood on Dec. 1, 10-11 p.m.; America and Americans on Dec. 3, 10-11 p.m.; "Saint Joan" (Hallmark Hall of Fame) on Dec. 4, 9-11 p.m.; a Jack Paar special on Dec. 6, 9-10 p.m.; Radio City Music Hall at Christmas Time on Dec. 10, 8-10 p.m.; a Bob Hope special on Dec. 14, 8:30-9:30; and "Profile of Zubin Menta" as a special in the Bell Telephone Hour series on Dec. 15 at 10-11 p.m.

NBC said this would be the "greatest concentration of color specials in television history."

Three feature syndicates hit in antitrust case

The government has filed an antitrust suit against three newspaper-feature syndicates.

The suits, filed by the Department of Justice in the Second Circuit Court of Appeals in New York last week, are against Hearst Corp. (King Features), Field Enterprises Inc. (Publishers-Hall Syndicate) and Chicago Tribune-New York News Syndicate. In each instance, the Justice Department contends, the size of the territory covered by the syndicates' exclusive sales of comic strips, political columns and features is "an arbitrary and unreasonably broad territory surrounding the contracting newspaper's city of publication." The complaints do not challenge the syndicates' rights to grant exclusive publication of their features.

Because of the size of the exclusive territory for each newspaper, the government suit said, other newspapers in surrounding areas cannot obtain the same features.

Scott, Goodman to meet with affiliates' board

The programing spectrum at NBC-TV and plans by NBC News for coverage of the political conventions next summer will concern the NBC-TV affiliates board of delegates and network executives in a semi-annual meeting next week (Dec. 4-5) at La Quinta hotel near Palm Springs, Calif.

Reports will be made on current nighttime and daytime programs including specials, along with a preview of programs now under development. Walter D. Scott and Julian Goodman, NBC's board chairman and president, respectively, will lead the NBC contingent, along with David C. Adams, executive vice president; Don Durgin, president of NBC-TV; William R. McAndrew, president of NBC News; Raymond W. Welsh, president of NBC-owned Television Stations Division, and Thomas W. Sarnoff, NBC staff executive vice president among others.

Plans for the meeting were announced last week by Donald J. Mercer, NBC vice president, station relations. Chairman of the delegates board is Harold Grams, general manager of KSD-TV St. Louis.

Radio series sales...


Dex Card Survey Show (Noyes, Moran & Co.): WXIO Champaign and WJOL Joliet, both Illinois, and WJVA South Bend, Ind.
General Electric adds 15 KW to their VHF transmitter line. That's important even if you need 30 KW output.

The new GE 15 KW VHF transmitter, TT-515, takes up only 24 square feet of floor space. The TT-515 combines economical operating characteristics with no-fight maintenance, and quality performance.

Need 30 KW output? Install two TT-515 transmitters in parallel operation. It's the ideal solution for power cutback flexibility, lower operating costs, and minimum floor space.

The TT-515 has remote control capability via required external landline and/or microwave terminal equipment.

Motorized controls are provided within the transmitter for aural and visual power output.

GE VHF Transmitters: 1 KW TT-49-A/B; 5 KW TT-50-A/B; 10 KW TT-510-A/B; 15 KW TT-515-A/B; 30 KW TT-530-A/B; A/B – Low Channel/High Channel

Write General Electric Co., Visual Communication Products Department, Electronics Park, Syracuse, New York 13201 GE-52

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BROADCASTING, November 27, 1967
W7 realigns its TV division

Klauber names Rich, Kotler, Mitchell and Hammer
to new departments under consolidation plan

The establishment of four major TV departments at the newly reorganized Warner Brothers-Seven Arts, including international sales, domestic sales, TV-program development and broadcast-station operations, is being announced today (Nov. 27) by Donald E. Klauber, executive vice president in charge of television activities for the company.

The announcement follows the appointment last week of Mr. Klauber to the top TV post at Warner Brothers-Seven Arts (BROADCASTING, Nov. 20) and is an outgrowth of the consolidation last summer of the long-established motion picture-TV company and Seven Arts.

Named as vice president, international television sales, was W. Robert Rich, who formerly was executive vice president and general manager of Seven Arts Television in charge of the company's production and distribution of series, cartoons and specials. In his new post, Mr. Rich will be responsible for all overseas TV sales of feature films, specials, series and cartoons. He has been with Seven Arts since its formation in 1960.

Big Supply of Features • Mr. Rich and his staff will have available for international sales more than 2,000 features, including Seven Arts product as well as Warner Brothers, Allied Artists and 20th Century-Fox motion pictures. In addition his department will sell abroad all product formerly handled by Warner Brothers TV Division, including 17 off-network series and a number of cartoon properties.

Joseph Kotler, who has been vice president of Warner Brothers TV Division, has been named vice president, programing and network sales. He will be responsible for the acquisition of new program properties for worldwide distribution and the planning of new productions and program sales to the TV networks. It will be the main task of Mr. Kotler and his unit to expand Warner Brothers-Seven Arts' representation on the TV networks with new series and specials.

Others Appointed • George Mitchell, who has been vice president, western division feature film sales, Seven Arts Associated since 1960, has been named vice president and general sales manager for Warner Brothers-Seven Arts. He will be responsible for all domestic TV sales, including...
feature films, specials, series and

toons.

Leonard E. Hamner, who has been
director of international sales for Seven
Arts Associated, has been appointed
executive vice president, Seven Arts
Broadcasting Co. He will be responsible
for the development of the company's
new broadcasting operations, which will
include the acquisition of radio and
television stations. W7 had bought the
construction permit for WGTI (ch. 23)
in Philadelphia but the award is being
contested by another applicant.

Warner Brothers-Seven Arts is
emerging as a top entertainment com-
plex, encompassing motion picture pro-
duction and distribution for theaters
and for television; a TV production-dis-
rubution organization on a worldwide
basis; several record companies; a music
publishing company, and a broadcast
station division. The company maintains
its own motion picture TV production
studies in Burbank, Calif.

Vietnam news injuries mount

Two NBC News film crews were
injured during an action in South Viet-
am Nov. 18. Their condition was re-
ported to be good last week while re-
covering from shock and concussion
suffered from a rocket explosion near
the spot they were filming. The injured
men, Gary Moore, a cameraman, and
Marvin White, a soundman, were with
U. S. paratrooper units and were film-
ing a North Vietnamese attack near
Dakto. NBC scheduled showings of
the film of the battle (near Hill 882)
on its news programs last week.

One-time series winds
up three times around

Can a small radio station afford to
do its own Vietnam coverage? In the
case of WEEF Highland Park, Ill., it has
been a matter of earning extra money
from such shows even though the
original intent was merely a public
service feature. WEEF is a 1-kw day-
timer on 1430 kc.

Lyell Davis, WEEF manager who
toured and taped the Vietnam battle
scenes earlier this year, reported last
week “we've made money in spite of
ourselves.” He said that as a result of
popular demand WEEF is lining up spon-
sors for a third play of the 120 inter-
view tapes and a second play of the
60 five-minute feature program series.

The material has been 100% spon-
sored on each previous airing, Mr.
Davis said. The new run will be during
the holiday season. All sponsors are
local merchants or services in the
suburb north of Chicago.

TV series sales...

The Mean Mr. Firecracker (Wolper
TV Sales): WBKB-TV Chicago; wkbs-
tv Burlington, N. J.; Philadelphia;
wkbd-tv Detroit; wirl-tv Peoria, Ill.;
wvtn(ttv) Fort Worth-Dallas; kplr-tv
St. Louis; wntys-tv Syracuse, N. Y.;
wews(tv) Cleveland; wabl-tv Albany,
Ga.; wlabw-tv Miami; kiro-tv Seattle;
wtmj-tv Milwaukee; wtcn-tv Colum-
bus, Ohio; wcfo-tv Cincinnati; wnhc-
tv New Haven, Conn., and ktrk-tv
Houston.

The Ray Conniff Christmas Special
(Wolper TV Sales): WFAA-tv Dallas-
Fort Worth; wave-tv Louisville, Ky.;
kmtv(tv) Omaha; kiro-tv Seattle;
wifv(ttv) Oklahoma City; whyn-tv
Springfield, Mass.; khq-tv Spokane,
Wash.; wirl-tv Peoria, Ill.; wabl-tv
Albany, Ga., and wtok-tv Meridian,
Miss.

Mahalia Jackson Sings (Wolper Bros-
Seven Arts): wbnr-tv Charlotte Amal-
ie, V.I.

The Nutcracker (Wolper Bros.-Sev-
en Arts): wbnr-tv Charlotte Amal-
ie, V.I. and wkaq-tv San Juan, P.R.
Musical chairs in bowl games?

ABC-TV to Sugar Bowl,

NBC-TV to Gator Bowl,

seen for 1969-70 season

No one in New York's network alley is admitting anything, but all indications point to ABC-TV picking up the Sugar Bowl and NBC-TV switching to the Gator Bowl effective with the 1969-70 football season.

The Sugar Bowl has been a fixture on NBC since 1958 and the network is currently paying $300,000 per game. It still has the Jan. 1, 1968, and Jan. 1, 1969 games under the current contract.

ABC, which gathered the Gator Bowl in 1964, has two more years to run under its contract at $140,000 per game. The unofficial word is that ABC has already signed a multiyear contract with the Sugar Bowl for about $300,000 a year although executives at the network refuse to breathe a public word. At NBC the only utterance is that it hasn't bid for a continuation of its Sugar Bowl contract.

The situation for the Gator Bowl is similar. ABC has shown no interest in continuing its association, while NBC wants the game and is expected to put in a strong $200,000-plus bid to get it.

Why the Switches • This musical-bowl game appears to have some logic. ABC, starting in 1968, is picking up the East-West game at $350,000 per year, a long-time fixture on NBC. The Gator Bowl and East-West game are usually played on the Saturday between Christmas and New Year's. Although there is a three-hour time difference between the Gator Bowl (Jacksonville, Fla.) and the East-West game (San Francisco), ABC is said to feel there could be a conflict between them. In addition the Gator Bowl, although gaining in stature in recent years, has still been considered by many to be a lesser light among bowl contests.

From NBC's point of view it should gain, rather than lose, any viewers in the trade. The Sugar Bowl, played on Jan. 1, is always a head-to-head contest with the Cotton Bowl on CBS. Thus NBC pulls out of the direct confrontation, leaving ABC and CBS to fight it out, while still having sole possession of the football audience for the Jan. 1 Rose Bowl and Orange Bowl games.

At the same time it will pick up a Saturday game to replace the East-West game. And by increasing the Gator Bowl's price from the $140,000 ABC is now paying, top teams may pay more attention to a bid from Jacksonville. Conceivably it could have the bowl game moved to Jan. 1, similar to its getting the Orange Bowl to shift to a night game two years ago.

The other argument being offered at NBC is that the Sugar Bowl's status has diminished in the past few years, in particular the paucity of eastern teams that play in the New Orleans game. The Gator Bowl, on the other hand, has made a point of going after eastern schools, and the TV audience in the densely populated Northeast corridor is a juicy carrot to offer a mulish time buyer.

BFA expects to add TV news

Broadcasting Foundation of America, a nonprofit organization that as an intermediary agency provides U. S. and overseas stations with radio programs, may soon offer U. S. subscribers a series of five-minute TV news reports compiled by stringers in Europe.

Eugene H. King, newly appointed BFA vice president and executive director, said his agency hopefully expects to start the TV service early next year. BFA, he added, is also investigating possible radio coverage of the Mexican Olympic games next summer for U. S. and foreign stations.

The agency, organized in 1955 as an educational institution under a charter drawn up by the Board of Regents of the State of New York, has a two-fold purpose: (1) to encourage an international exchange of radio programing, and (2) to establish a "two-way conversation" among nations. In the U. S., Mr. King said, BFA provides news reports, reviews, features, and musical events (festivals from Salzburg, Vienna, Switzerland, etc.) to some 400 radio stations. Included in this total, he noted, are 250 commercial and 150 educational stations.

Some Commercials • Mr. King remarked that although most U. S. commercial stations use BFA programing as a public service, some do insert spot commercials into the shows so long as they "are not identified with the program." One exception, he indicated, is with BFA's musical festival shows, where commercials are not allowed in

Tucson media told not to report defendant's history

A Tucson, Ariz. judge last week served all broadcast and print news media in the area with a temporary restraining order enjoining them from broadcasting or publishing any background information about a defendant in a murder case now pending in the local criminal court. The restraining order also prohibits the sheriff, police chief and county attorney from making any comments, verbal or written, about the defendant's background.

The action was taken by Pima County Superior Court Judge Robert O. Roylston. He acted on a motion of attorney Albert Morrow, who is handling the defense case for John William Yoder. Accused of beating and strangling his wife to death in their Tucson home, Mr. Yoder had a previous record in Wyoming, having been charged with murder there and sent to a state institution. He was released some six months later.

It was to prevent a rehash of Mr. Yoder's past life that his defense attorney pressed for a restraining order against news media and law officers. Judge Roylston has ordered all those effected by the information ban to appear before him today (Nov. 27) to show cause why they should not be prohibited from making comments about the case.

The Tucson market is covered by three commercial and one noncommercial TV stations, about 12 radio stations and two daily newspapers. Previously news media in Phoenix were barred from a hearing concerned with a different murder case.

It's still CBS-TV

CBS-TV maintained its rating lead in the Nielsen reports issued last week. In the fast weekly Nielsens for the week ended Nov. 12, out last Wednesday (Nov. 22), the average ratings covering 7:30-11 p.m. were: CBS-TV 20.2, NBC-TV 19.4 and ABC-TV 16.7. For two weeks ended Nov. 12: CBS 20.9, NBC 18.5, ABC 16.0.

Mr. King

70 (Programming)  

BROADCASTING, November 27, 1967
the body of the program.

Some 50 countries support BFA's operation with tapes and programs, he said. Its U. S. subscribers pay on a scale starting at $2.50 for members ($3 nonmembers) and pay 50 cents less per program than do nonsubscribers. Membership, he explained, for a commercial station cost $125 each year and $115 for educational outlets. The subscriber chooses between a half-hour program or two 15-minute shows, both received on a weekly basis at no cost to the station.

In half-hour programs, BFA offers Overseas Assignment (produced at the BBC), International Almanac, Literary Report, Science Report and Panorama of the Lively Arts. Its shows consist of news reviews, features and opinions.

Channing date slips again

A second rescheduling of ABC-TV's Carol Channing and 101 Men, which had been postponed from Nov. 16 to Nov. 30 because of the National Association of Broadcast Employees and Technicians strike against the network, was announced last week. ABC said the Channing show, sponsored by Monsanto Co., through Doyle Dane Bernbach, both New York, would be seen Thursday, Feb. 29, at 9-10 p.m. An ABC spokesman said the network would offer no explanation for the new change "but it is not related to the strike."

Program notes . . .

Series in syndication • Broadcast Sales Inc., New York, is syndicating 130 segments of a five-minute series, Law of the Land, in which outstanding lawyers and judges discuss every-day legal problems. The series is designed for use five times a week by stations. Another 13 weeks of the series will go into production next spring.

Profile GWTW producer • The late David O. Selznick, the man who produced "Gone With the Wind," will be the subject of an hour documentary out of Wolper Productions Inc. Entitled David O. Selznick: Memo From a Producer, the program will feature private film footage from the Selznick library and include reminiscences of some of the stars who worked for him. Air date and network for the special program are expected to be announced soon.

New Sullivan • CBS-TV will officially rename its studio 50 "The Ed Sullivan Theater," during the Ed Sullivan Show on Dec. 10. The studio, built in 1927 as the Hammerstein Theater, has been used for the production of the Sullivan show for 20 years.

Negro soldier study • NBC News will...
This weatherman’s back is strictly his own

Weathercasters don’t always have to show their backs or profiles as they doodle on their weather sets. A new display used by David Compton, weatherman at WWZM-TV Grand Rapids, Mich., permits manual control of pertinent weather information as well as a constant eye contact with viewers. The display, shaped like an open-faced prism, is seven feet long and four feet high with three double-faced magnetized oval panels that contain information and maps.

Daily weather data, temperatures and forecasts are shown on the panels by magnetized letters and numerals.

The display, present Same Mud, Same Blood, a study of the Negro soldier in Vietnam, on NBC-TV Friday, Dec. 1 (10-11 p.m. EST). Correspondent Frank McGee will be reporter and writer, with Eliot Frankel as producer.

California news • A new audio news service to California radio stations will begin next month. Radio News West will operate full time and offer actualities either by telephone or leased lines. Radio News West will be associated with City News Service of Los Angeles. It will maintain a bureau in Sacramento and make use of City News Service’s 26-man Los Angeles county staff to augment coverage.

Pirate radio issue • Radio New York Worldwide Inc., which produced a 30-minute documentary, British Pirate Radio—Dead Issue? is making the program available to other radio stations. The special deals with the history of British pirate radio, including the fight between government and commercial radio and the enactment of the Marine Broadcasting Act that silenced the pirate stations. Tape requests should be made to Morgan Skinner, Radio New York news director.

Movie rights • Brad Marks Enterprises Ltd., New York, has acquired U.S. distribution rights to the recently released “Sweet Love, Bitter” movie starring Don Murray, Diane Varsi, Dick Gregory and Robert Hooks. After release to theaters, it will become part of Marks’s TV movie package, which includes “The Great British Train Robbery” and “Mondo Cane.”

Nontheatrical pact • Sterling Movies USA Inc., New York, will distribute for one year NBC News documentaries for nontheatrical showings. Prints of programs will be offered on a free-loan basis to schools, clubs and other educational, industrial and social groups.

Round and round • Around the World with Mike Todd, a one-hour special produced by Mike Todd Jr.-Saul swimmer Productions Ltd. and narrated by Elizabeth Taylor, has been acquired by ABC-TV.

New radio series • Tactical Air Command’s radio and television section, Langley Air Force Base, Va., is offering a spot radio series entitled Almanac. The series features experimental era of flying during World War I including the first combat airplanes and the “daredevil aces” who flew them. Three more volumes will follow culminating with the jet and space age.

Production plans • Broadcast Sales Inc., New York, a TV syndication company, has formed an affiliate, Laureate Productions, to produce TV programming for network sale. George Lefferts, a director-producer-writer, has been named executive producer in charge of development and production. Three projects in development are Poet’s Journey, a half-hour series of narrative poetry and music; American Dreams, a group of four one-hour specials; and The Adventures of Huck Finn, a half-hour adventure series for children.

Maryland history • The Maryland Educational-Cultural Broadcasting Commission plans a series of 20 to 30 half-hour television programs on Maryland history to begin production next year for presentation when the state ETV network goes on the air early-in 1969. The commission last week appointed an advisory committee, headed by Rhoda M. Dorsey, Goucher College professor of history, to assist in planning the series, among the first productions wholly written and produced for the state network.

Series sold • Jack Douglas Productions, Hollywood, has finished the pilot film on a projected five-minute, daily color TV series that’s also adaptable for use on radio. The series, If I Were a Woman, already has been optioned by KTSA-TV Los Angeles, for presentation in that market. The Golden West Broadcasting-owned station also has first refusal locally on all future Douglas Productions programs. Distributor for the five-minute series has not yet been set.

F-I-R-E! • Before guards on the lot could do much about it, the western street set at Paramount Studios in Hollywood was ablaze. The fire broke out on the night of Nov. 11 and caused an estimated $50,000 damage to the set. Two feature films were shooting there at the time. The set is also leased for NBC-TV’s Bonanza and High Chaparral but, a studio spokesman said production on the two western series will not be affected by the fire.

Spanish FM • KCOR-FM San Antonio, Tex., inaugurated stereo operations on 101.9 mc at 9 a.m., Nov. 19. Entitled the “San Antonio Sound,” the broadcasts present Latin music, with English announcing. The programming complements KCOR’s Spanish-language format.

BROADCASTING, November 27, 1967
The Nation Will Breathe Easier
Because You...The Broadcaster.
Are "Airing The Matter"
"A Matter Of Life And Breath"

These stars have contributed their talent to make this public service material available to the broadcasting media.

LEE MARVIN, WALTER BRENNAN, ROBERT MORSE
(all available in 1-minute spots and 30-second variations, in color)
ELKE SOMMER (movie trailer)
TWO DOCUMENTARY SPOTS (1 minute, with 20-second variation) (in color)
PLUS SLIDES, TELOPS, FLIP CARDS AND POSTERS, GREYED AND COLOR.

Produced by
NOWAK ASSOCIATES, N.Y., N.Y.
NORMAN MAURER PRODUCTIONS at COLUMBIA STUDIOS, Hollywood
BCW PRODUCTIONS at METRO-GOLDWYN-MAYER STUDIOS, Culver City
EDWARD SMALL PRODUCTIONS at SAMUEL GOLDWYN STUDIOS, Hollywood
EVERETT FREEMAN AND MARTY MELCHOR at METRO-GOLDWYN-MAYER STUDIOS, Culver City

15-minute transcribed programs starring:
DAVID ROSE, MEL TORME, SERGIO MENDES,
MICHELE LEE, VIKKI CARR, RAY CHARLES,
KATE SMITH, LEROY VAN DYKE,
plus reminder show with MITCH MILLER.

5-minute transcribed programs starring:
CY COLEMAN, LENA HORNE, PETER DUCHIN, BUCK OWENS.

Transcription of All-Time Great Hits, featuring outstanding artists.
Transcription of 25 Celebrity Spot Announcements.
Transcription of 23 Recording Artists' Announcements for Disc Jockey Shows.
Transcription of 24 Celebrity Reminder Announcements.
Special Christmas Seal Theme Song featuring PERCY FAITH.

61st ANNUAL CHRISTMAS SEAL CAMPAIGN NOVEMBER 14th through DECEMBER 1967

For network use: Contact Milton Robertson
Director, Radio/Tv/Films
National Tuberculosis Association
1740 Broadway, New York, N.Y. 10019
Circle 5-8000

For local use: Contact your local Tuberculosis Association in your own community

Approved by Advertising Council of America
Separate FM studios have been constructed at 111 Martinez Street.

**JFK special** - A three-hour radio special on eve of the fourth anniversary of John F. Kennedy's assassination was presented by woy Schenectady, N. Y., noon to 5 p.m. "J.F.K.—The Man"; "The Presidential Years"; "The Four Days", and "Controversy and Reflection". Narrating voices include John F. Kennedy, Edward Kennedy, Adlai Stevenson, David Brinkley, Gregory Peck, Lee Oswald, Jack Ruby and assassination witnesses.

**Adventure for syndication** - Production nearing completion on 39 half-hour color filmed episodes of Trails to Adventure, series about scenic areas in the U. S. Trails Productions Inc. has been formed in Hollywood to produce the program. Radio-TV personality Jack Smith and TV producer Don Flocker are the principals.Kriston Productions, Hollywood, will distribute the series, which should be available by January.

**Understanding Asia** - A weekly, 25-minute program designed to promote a better understanding by Americans of the Far East will begin on New York City-owned WNYC this week and will be offered to other stations by the Broadcasting Foundation of America.


**TV movie activity** - Universal City Studios has announced two more "World Premiere" productions for NBC-TV. Burt Ives has been signed to star in one of the motion pictures for television and George Maharis has been signed for the other. The movie with Mr. Ives, called "The Adversaries," is now in production. The second movie, "Operation: Mindanao," will be shot in the Philippines, starting in January.

**Closing down** - Paramount Pictures Corp. is closing its Famous Studio cartoon division in New York, after completion of its present commitments. A spokesman noted that "increasingly high costs of production and distribution are no longer commensurate with film rentals." Paramount will continue in the theatrical distribution of cartoons.

**Designing a TV logo** - Pablo Ferro Filmmakers, New York, has received its first assignment to develop a television station identification logo from WAKQ-TV San Juan, P. R. The company has previously created product logo tags for use on television.

**Buckley renewed** - *Firing Line*, William F. Buckley Jr.'s talk show, has been renewed by RKO Pictures, New York, for another 13 weeks. Mr. Buckley began his TV interview shows April 9, 1966.

**New editorial policy** - *KBBR* Leadville, Colo., has discontinued mentioning any protest movements. The station, located near the ski resort of Aspen, which is sometimes associated with "hippie" activities, said it chose the new editorial policy because, "there is no correlation between heroic efforts (referring to the fact that protests were a basic reason for the original formation of this country) and the current craze of protest activities among a group of school boys and girls aided and abetted by a number of apparently retarded and unwashed pseudo-intellectuals." John East, president and general manager of *KBBR* said that the policy was "not intended to censor the news, but rather it is intended to bring current events into their proper perspective."

**Sacred music album released** - SESAC Recordings has released to broadcasters a three-LP album containing a new assortment of hymns, anthems and carols performed on the three-manual pipe organ of Christ Chapel, Riverside Church, New York. The "Trilogy" package was produced especially for programing during Christmas, Easter and other holidays, as well as for religious productions.

**UNICOM devotes** - United Communications Mission Inc., Orlando, Fla., is offering a new series of 60-second devotional spots to radio stations free of charge. Forrest Thompson, executive director, emphasizes that the series is "strictly a service of UNICOM and that there is no financial or denominational pitch." United Communications Mission Inc. is at Route 3, Box 399, Orlando 32811.

**Hot fluff in cold Chicago**

NBC-TV's Chicago air turned blue for an instant last week and some viewers promptly complained—but others found it refreshing—when the man who blew his line came through just a bit more like the Irishman they expected him to be. Len O'Connor, commentator for NBC-owned WMAQ-TV, had made repeated video tapes of his Tuesday 10 p.m. news-show insert trying to get it just right and finally let go with an exasperated "goddam." Somehow the fluff tape was used on the air. Later that evening during a break in the *Tonight* show an apology from WMAQ-TV Manager Robert Lemon was read, explaining how the tape was used mistakenly.
ABC and union finally agree

New pact with NABET permits $275 weekly maximum and other benefits; AFTRA says fines will stick

Members of the National Association of Broadcast Employees and Technicians voted overwhelmingly last Wednesday (Nov. 22) to accept a four-year contract with ABC, ending their nine-week strike against the company. The tally was 906 to accept the pact and 206 to reject it.

A NABET official said that the technicians and other employees covered under the contract were to return to their jobs at 12:01 a.m. Saturday (Nov. 25). The strike against ABC began Sept. 22.

The results of the balloting were announced late Wednesday (Nov. 22) by union officials in New York. Members of NABET in New York, Los Angeles, Chicago, Washington and San Francisco had voted earlier in the day on a contract proposal that had been reached on Nov. 19 by negotiators who had met four days in Washington under the auspices of the Federal Mediation and Conciliation Service.

Under the terms of the contract, retroactive to last April 1, the weekly pay scale of most technicians will rise from $218 under the expired pact to a maximum of $275 in the last six months of the agreement. The contract calls for $232 a week, effective last April 1, and $5 weekly increases every six months until April 1, 1970, when a $15 weekly boost becomes effective, and Oct. 1, 1970, when a $3 weekly boost will be granted.

Shorter Week in '69 • In other areas the approximately 1,400 employees covered by the pact will work a 40-hour week until April 1, 1969, when the schedule will be reduced to 37 1/2 hours and on April 1, 1970, to 36 3/4 hours. The union also was granted improvements in other fringe areas, including a paid lunch period, work scheduling and an additional paid holiday.

ABC had remained on the air throughout the strike by using supervisory and nonunion personnel as replacements.

In an action related to the strike, the American Federation of Television & Radio Artists, New York chapter, imposed another round of fines on members who were found to have violated a union ruling to respect the NABET picket lines. Those fined were Bruce Morrow, $7,600; Cindy Adams, $5,600; Anthony George, $3,200; Roger Sharpe $2,600 and Milton Lewis, $1,250. These latest fines, coupled with those lodged earlier, raises the total fines to more than $200,000 on members throughout the country.

"And there are still other cases pending," Donald Conaway, national executive secretary of AFTRA, stated last week.

Methods of Appeal • Mr. Conaway said the union's "disciplinary action will stick" even if an ABC-NABET settlement is reached. He said those fined and censured have indicated they will use the union's administrative channels open to them: appeals before the local membership; appeals before the national executive board and appeals before the national convention of AFTRA next summer.

Mr. Conaway reported that ABC made an offer last week to drop a $2-million law suit against AFTRA and a charge of unfair labor practice against the talent union if, in return, AFTRA would agree to withdraw all of its fines and disciplinary actions.

"We rejected this proposal firmly," Mr. Conaway asserted.

An ABC spokesman said the company would have "no comment" on this report.

Rochester TV grant upheld by FCC

The FCC has denied as "totally without merit" petitions for reconsideration of its decision to grant channel 13 in Rochester, N. Y., to Flower City Television Corp. (Broadcasting, Aug. 7.) The petitions had been filed by seven of the nine applicants that had been competing for the facility since 1961.

The commission, in its Aug. 3, 1967, decision, favored Flower City principally on the ground that it would provide Rochester with "an entirely new viewpoint in broadcasting not associated with any existing station." The appli-
cent closest to Flower, in the commission’s scale of judging, Federal Broadcasting System, owns Wsay Rochester and WNIA Cheektowaga, N. Y.

Some of the petitioners had charged that there had been no valid initial decision in the case.

In finding these arguments to be without merit, the commission said that the “initial decision complies with all of the requirements of the Administrative Procedure Act and of our regulations since it included a statement of findings and conclusions, as well as the reasons or basis therefore, upon all issues of law and fact . . .”

The commission action was on a 4-to-2 vote, with Chairman Rosel H. Hyde and Commissioners Robert E. Lee, Lee Loevinger and James J. Wadsorth in the majority and Commissioners Robert T. Bartley and Nicholas Johnson dissenting.

Besides Federal, petitions for reconsideration had been filed by Genesee Valley Television Co., Community Broadcasting Inc., Heritage Radio and Television Co., Main Broadcast Co., Citizens Television Corp. and Rochester Telecasters Inc. The remaining applicant, Star Television Inc., has appealed the decision to the U. S. Court of Appeals in Washington.

G. Bennett Larson will be executive vice president and general manager of the new Rochester station.

New Jersey TV loses plea for site shift

New Jersey Television Broadcasting Corp., which was once heir to a construction permit for channel 23, Philadelphia, has lost its bid before the FCC to realign the facility to Camden, N. J.

At issue is the CP held by permitee Bernard Rappaport since 1963. Mr. Rappaport filed for an assignment of the CP to New Jersey in 1963, though no action was taken. In 1966 he entered into an agreement to assign the permit to Seven Arts Broadcast Co., and the earlier application with New Jersey was dismissed.

In July 1967 the CP was assigned to Seven Arts and the permittee was given until Jan. 5, 1968 to construct the station. A petition by New Jersey opposing the grant was dismissed by the commission.

In denying New Jersey’s latest request the commission noted that while occupancy of a channel would not necessarily preclude consideration of a channel realignment, it was unable to find “on the facts of the case” that New Jersey had shown “sufficient warrant” for instituting a rulemaking realigning the channel to Camden.

Sweetening the FCC pot

FCC commissioners will be among government employees taking home bigger paychecks if the government pay raise bill is enacted, as now seems likely.

Under the bill passed by the House and facing Senate debate this week, commissioners’ annual salaries will be $28,750 as against the $27,000 they now receive. The chairman’s pay, now $28,500, will be upped to $29,500.

Remaining close on their heels, in terms of annual pay, however, will be the top-rated government employees, those holding GS-18 ratings. They now receive $25,890, but will get $27,055 under the bill. The commission has four GS-18’s—Chief Engineer Ralph J. Renton, General Counsel Henry Geller, Broadcast Bureau Chief George S. Smith and Common Carrier Chief Bernard Strassburg.

NLRB examiner backs union against WISN

A National Labor Relations Board trial examiner, in a recommended order, has asked WISN-AM-FM, Hearst Corp. stations in Milwaukee, to cease and desist from discouraging union activities among its employes.

Samuel Singer, the NLRB trial examiner in the case, told the stations to refrain from discouraging membership and activities of the Milwaukee local of the American Federation of Television and Radio Artists and to also refrain from urging employes to withdraw from union affiliation and activity.

A staff announcer, who the trial examiner said had been discharged in June in order to discourage union activities, was ordered to be reinstated by WISN. Hearst’s WISN-TV Milwaukee is not involved in the dispute.

The examiner’s order may be adopted or rejected by the NLRB.

Changing hands...

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

• WTVB and WANG(FM) Coldwater, Mich.: Sold by E. Harold Munn Sr. to ZARC Inc., a Michigan corporation, headed by Harold W. Shepard, for $290,000. Mr. Shepard is senior vice president of Edward H. Weiss and Co., advertising agency, and is former manager of WJAS-AM-FM Pittsburgh. Buying group also includes Harry Wilber, vice

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Bank of America Bldg.
9465 Wilshire Blvd.
276-8151

THE MEDIA
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BROADCASTING, November 27, 1967
Technicians bought this broadcast union striking before joining the rep firm. WPVB operates fulltime on 1590 kc with 5 kw days, 1 kw nights. WANG operates on 98.5 mc with 50 kw. Broker: Hamilton-Landis & Associates.

- WPAS Zephyrhills, Fla.: Sold by Paul Lasobik of Toledo, Ohio, to Robert A. Artabasby for $49,000. Mr. Artabasby is president of Art Advertising Co. Inc., Plymouth, Wis. WPAS operates fulltime on 1400 kc with 250 w. Broker: Hamilton-Landis & Associates.

- KONO-TV San Antonio: Sold by Eugene J. Roth and family to the Outlet Co., Provident, R. I., multiple broadcaster and department store enterprise for $10.5 million (see page 80).

- KHBC(TV) Denver: CP sold by Harcourt, Brace & World Inc. to Denver Post for $12,000 (see page 80).

KLAC got caught in NABET-ABC squeeze

A radio station's sale of its time to a broadcast union striking against a broadcast network has given Southern California its most unusual ramification of the fairness doctrine. It began earlier this month when the striking National Association of Broadcast Employees and Technicians bought a schedule of 30- and 60-second spots on KLAC Los Angeles to call ABC "primitive" in its labor relations, among other things. The Metromedia-owned station accepted the business even though other stations in the market, such as KMPC and KFWB, reportedly turned it down. After running a week, the NABET spots were challenged by ABC. The network asked for and received free time to answer the union's charges.

In a 20-second spot, run six times on the station last week, the network pointed out that it was offering strikers substantial salary increases so its labor outlook couldn't be all that primitive. Joe Pyne, KLAC personality, got into the fray by suggesting on the air that he might be eligible for free time from ABC for all the unfavorable mentions the network has made of him.

The battle between NABET and ABC came to a close last Wednesday (Nov. 22) when the technicians voted overwhelmingly to accept a new contract and returned to work last Saturday. The strike began Sept. 22. (See story, page 75.)

University asks assignment of disputed CP

SAN DIEGO UHF SELLER WANTS ANOTHER BUYER

The case of the would-be construction-permit buyer has taken some strange twists in the past two weeks.

At issue is the effort of the United States International University of San Diego to acquire the permit of KJOO-TV (ch. 51) San Diego, now held by Jack O. Gross. The university earlier this month filed an application for assignment of the permit — but without the section normally completed by the seller. The consideration was listed as $16,174, said to be Mr. Gross's out-of-pocket expenses (Broadcasting, Nov. 13).

This unusual filing has now been followed by the submission of an agreement and an accompanying letter notifying the commission that Mr. Gross intends to assign the permit not to the university but to Broadmoor Corp. for $18,000.

What's more, the agreement, dated Nov. 1, states that Broadmoor will honor an agreement Mr. Gross reached with the university on April 22, 1965, to grant it an option to acquire 50% of the permit. (If the university doesn't exercise its option, the agreement provides that Mr. Gross will be given an option to acquire 15% of the corporation.)

But the university made it clear last week it wasn't a party to that agreement. Benito Gaguine, counsel for the university, wrote the commission last week suggesting that it ask Mr. Gross "what motivates his attempted manipulation of the construction permit, and why he is refusing" to abide by the terms of the contract to assign 50% of the permit to the university.

Mr. Gaguine, in filing the assignment application without the assignor's section, told the commission that Mr. Gross had refused to cooperate in the matter. The attorney said it had been "ascertained" that Mr. Gross was seeking another buyer.

Mr. Gaguine also related that an April 1, 1967, letter of intent had been executed by Mr. Gross and the university providing for the university's acquisition of 100% of the permit for the amount of Mr. Gross's out-of-pocket expenses, subject to commission approval.

The terms of this letter, Mr. Gaguine...

EXCLUSIVE BROADCAST PROPERTIES!

KANSAS —Daytimer in single station market in excess 11,000. Retail sales are a strong 25 million, indicating excellent potential for new buyer. Price is $105,000 with $30,000 down. Balance seven to ten years at 6% per cent interest. Here is an excellent investment opportunity.

Contact Richard A. Shaheen in our Chicago office.

EAST —Well established AM daytimer and FM that has been a good profit maker. Has strong dominant signal in market of 106,000 that generates retail sales of 135 million. Price $170,000 including some real estate. Terms $50,000 down, balance over reasonable period.

Contact John F. Meagher in our Washington, D. C. office.

Hamilton-Landis & Associates, Inc.
Brokers of Radio, TV, CATV & Newspaper Properties
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AMERICA'S MOST EXPERIENCED MEDIA BROKERS

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SAN FRANCISCO 111 Sutter St. 94104 415/392-5671
said, plus those of the earlier agreement providing for the option to acquire 50% of the permit, constitute an appropriate substitute for the assignor's portion of the assignment application. Attorney for Mr. Gross and Broadmoor, Norman E. Jorgensen and Paul Dobin, respectively, dispute this. In the letter accompanying the Gross-Broadmoor agreement, they say that "no valid agreement setting forth a meeting of the minds exists, and a letter of intent cannot substitute for one." They suggested that the application be returned.

Mr. Gaguine, however, in his letter to the commission last week, insisted "there is a valid contract between Gross and the university, which is undisputed by Gross, for the university to acquire 50% of the construction permit."

He said that instead of returning the application, the commission should approve it, after obtaining "such additional information as it feels may be required under the circumstances."

Mr. Gaguine said that Mr. Gross "is attempting to impose" on the university a new partner in the television-station undertaking. "Nor is any reason advanced why Broadmoor... may be required... to disgorge a 50% interest in accord with the agreement between Gross and the university, while prior to an assignment to Broadmoor, Gross refuses to honor the same contract."

He also said Mr. Gross's "efforts to avoid" contractual responsibilities raises the question as to whether Mr. Gross is "traffic[ing]" in CP's or expects to be paid "in excess of the sums expended, and in violation of the commission's policy."

Broadmoor is now owned 50% each by Michael McKinnon and Clinton Dan McKinnon, brothers who own KSAN and KEA(FM) San Diego. With their father, Clinton D. McKinnon, a director of the San Diego stations, they control KIHI-TV Corpus Christie, Tex.

**KUHI-TV to CBS**

CBS-TV last week announced that KUHI-TV Joplin, Mo., will affiliate with the network, effective Jan. 1. KUHI-TV (channel 16) is owned by Caldwell & Associates Inc., with Melvin B. Caldwell as president and general manager. Currently an independent station, KUHI-TV replaces CBS-TV's former affiliate, KODE-TV Joplin, which affiliated with ABC-TV on Oct. 1 (BROADCASTING, Oct. 9).

**Churchmen reminded of communications needs**

Churchmen last week received a prompting by Robert W. Sarnoff, RCA president, to participate more fully in modern communications in order to keep up with generations being brought up increasingly on electronic information.

Mr. Sarnoff, an address before the Greater Philadelphia Council of Churches, urged the churches to use both commercial and public broadcasting and the technological systems of video tape and closed-circuit TV, all of which along with other communications developments "offer [in home entertainment centers] greater capabilities to reach the audience."

"In religion," he said, "the message transcends the medium, but without the medium, the message cannot be effectively disseminated or received. Today the medium is becoming totally comprehensive. It is essential that it be employed to its full potential."

Mr. Sarnoff was awarded a special radio-TV citation, the first granted by the council for "pioneering leadership in the field of communications."

### A gray-flannel image for the FCC

The big corporations it regulates do it, so why not the FCC? Put out a kind of year-end report to stockholders, that is. The commission annually submits to Congress a report of its activities. But it is a forbidding document, in the number of its pages and in the opaqueness of its prose style.

Last week, the commission's chief of the office of information, Leonard Weinle, unveiled something new. It was entitled "The FCC in Fiscal 1967—A Summary of Activities."

It is only eight pages, in a 9-by-5½-inch booklet, done up in what, for a government document, was sprightly fashion—with the cover printed in white letters shading off into darker tones on a black background, the text printed in a san serif type and a gray graphline running through the pages, presumably reflective of the degree of activities at the commission.

And the content, while merely a boiled-down version of what will be spread over some 200 gray pages within the next several weeks in the commission's official report to Congress, has a tone reminiscent of corporate reports that are designed to encourage stockholders in the belief their money is invested in a dynamic company.

Impressive is "The vast expansion of communications facilities and the range of FCC regulatory responsibilities are best illustrated by cold statistics," the booklet begins, and proceeds to list them: "At the end of June 1967, there were 6,519 authorized and operating AM and FM radio, almost 1,000 television stations... more than 1.6-million stations and 6-million licensed transmitters in the Safety and Special Radio Services. "...

"By way of contrast," the reader is told, there were almost 3,000 fewer radio stations in 1957, a third less television stations, 1 million fewer Safety and Special Radio Services radios and 40 million less telephones.

The report notes also that the commission acted on AT&T inter- national Telephone & Telegraph Corp. merger case [approved it, and was then taken to court by the Department of Justice in an effort to overturn that decision], set studies aimed at relieving the spectrum shortage problem of land-mobile radio users, made policy decisions under the fairness doctrine [including the hotly controversial one holding that the doctrine applies to cigarette advertising], and provided testimony on numerous legislative matters, including the Public Broadcasting Act.

Despite the upbeat style, problems are evident. In CATV regulation, for instance, the report reflects the difficulty the commission has had in keeping up with petitions for waivers of the rules (BROADCASTING, Sept. 11). It notes that 276 requests for authority to bring in distant signals have been received—176 in the past fiscal year—and that 90 have been acted on. And of the 398 petitions it has received dealing with the carriage and nonduplication rules, the commission has acted on 176.

But on balance, the image is positive. Who said the FCC is dead—or even obsolete?
WHAS, KWKH back to CBS

End ABC Radio ties
Jan. 1 when network's new format gets underway

The CBS Radio network on Jan. 1 will regain two 50-kw affiliates it lost more than eight years ago.

The stations—WHAS Louisville, Ky., and KWKH Shreveport, La.—are now ABC Radio affiliates. Both left CBS Radio on July 4, 1959, in disagreement with network's move to eliminate dollar compensation of affiliates. Dollar compensation has since been resumed by CBS Radio.

WHAS and KWKH have declined to affiliate with any of the four services ABC will provide under its new quadripartite networking concept (Broadcasting, Aug. 28). All current affiliation contracts with one of ABC's four new radio services—the American personality/entertainment, information, contemporary, and FM networks—go into effect Jan. 1, the same day the new networks swing into operation.

Victor A. Sholis, WHAS president, told Broadcasting that while his station's association with ABC Radio has been an extremely happy one, there are various aspects of the network's new plan that "do not fit in with our format." He noted that WHAS-TV, has been affiliated with the CBS-TV network for some time.

Others leaving • Absence of WHAS and KWKH from the ABC lineup on Jan. 1 brings to five the number of 50-kw radio stations which will allow their present ABC contracts to expire at year's end. WHAM Rochester, N. Y., WCKY Cincinnati, and WQXR Cleveland also confirmed reports they would not sign for any of the four services.

All three stations indicated they would operate independently of any network affiliation and would beef up their respective news operations.

A spokesman for a sixth 50-kw outlet—WWVA Wheeling, W. Va.—indicated that no decision has yet been reached on renegotiating that station's present affiliation with ABC.

ABC sources said failure of the five 50,000-watters to sign up does not auger a mass "defection" from the new set-up. In fact, they say, a number of present ABC affiliates signing up for one of the four services has been encouraging.

So far, they say, about 300 stations have signed or are in various stages of negotiation for one of the four new services.

Media reports ...

WQXR picks agency • Advertising and promotion for WQXR-AM-FM New York is being handled by a newly formed agency, Ringen Feleppa O'Dell, New York.

FM publications • The National Association of FM Broadcasters, to keep members abreast of developments in FM, has begun a series of five monthly publications, including a Washington Report. The trade association is also publishing newsletters on management, engineering, promotion and programming. NAFMB headquarters are in New York.

Parting is sweet sorrow for KVOR

Construction is about to begin on a new $80,000 studio-business office for KVOR-AM-FM Colorado Springs.

Jim Vinall, president and general manager of Wolverine Broadcasting Corp., announced that the 3,000-square-foot building will be located at the present transmitter site at 600 East Brookside.

KVOR is moving from the Broadmoor hotel, reports Mr. Vinall, so that the "Voice of the Rockies" will, after 47 years, have a permanent home.

Plans for the building include the separation of the broadcast-production facilities from the remainder of the operation.

Wolverine reported that its capital improvements will total $150,000 since February 1964 when KVOR was purchased.
KONO-TV transfer to Outlet okayed

The $10.5-million sale of kono-tv in San Antonio, Tex., to the Outlet Co., Providence, R. I., was approved last week by the FCC. The vote was 4 to 3.

The Outlet Co. is a diversified firm, owning broadcasting stations, retail department store enterprises and aviation interests. Outlet's broadcasting holdings are WJAR-TV Providence and WYDB-AM/FM-TV Orlando, Fla. It is also half-owner of Salt City Broadcasting Co., 2% owner of WNYT TV Syracuse N. Y., which holds an option to acquire 18% more of the upstate New York channel 9 station. Earlier in the year, it formed a joint CATV venture with Blonder-Tongue Laboratories, Newark, N. J., under the name Com-Tel Inc. Com-Tel holds a franchise for the Groton-Stonington area in Connecticut, and during the summer bought a group of CATV systems in California (Broadcasting, July 3).

The ABC-affiliated, channel-12 station in San Antonio is principally owned by Eugene J. Roth and family, who also own kono there. The radio station is being retained by the Roths. KONO-TV began broadcasting in 1957 and is one of six TV stations in that city—one other VHF (one a noncommercial, educational outlet) and two UHF stations, one specializing in Spanish-language programs.

No Personnel Changes • Joseph S. Sinclair, president of the Outlet Co., said that James M. Brown will be retained as general manager of the San Antonio TV station and that no staff changes are contemplated.

Also approved by the FCC last week was the transfer of the construction permit for channel 20 in Denver (KWBK(TV)) from Harcourt Brace & World Inc. to the Denver Post for $12,320 considered the out-of-pocket sums expanded by Harcourt, Brace & World in securing the construction permit. The vote was also 4 to 3.

The Denver Post is 20% owned by S. I. Newhouse and family (Newhouse Newspapers—group broadcaster and CATV operator).

Originally, Harcourt, Brace & World was selling 50% of the Denver permit to the Post. Last summer, however, William J. Jovanovich, president of the publishing firm, announced that the company was dropping all its applications for TV, and was amending the transfer application for Denver into an outright sale to the newspaper there. The CP for Denver was granted last December.

New York City renews 3 CATV franchises

It was renewal time for CATV franchises in New York City last week with Teleprompter and Manhattan Cable getting two-year extensions, but CATV Enterprises getting only a nine-month extension.

Under the original two-year franchises, granted in December 1965, Teleprompter has Manhattan north of 86th Street, Manhattan Cable has Manhattan south of 86th, and CATV Enterprises

FINANCIAL REPORTS

Multiple-CATV owners join in new firm

UNITED, COMMUNITY FORM CYPRESS COMMUNICATIONS

Formation of a new, giant-sized CATV combine, with a portion of its stock to be publicly owned, became known last week when Cypress Communications Corp., Stamford, Conn., filed a registration statement with the Securities and Exchange Commission in Washington.

Cypress, which is an amalgamation of United Cablevision Inc. and Community Cablecasting Corp., both multiple-CATV owners, proposes to offer 208,333 shares to the public at what is understood to be not more than $14 per share to realize almost $3 million. The new firm will hold 600,000 shares of common.

The offering will be handled by Hornblower & Weeks-Hemphil, Noyes, which is one of the stockholders of the new CATV company.

The new CATV firm will own cable systems in Florida, New Hampshire, Ohio, Pennsylvania, Vermont and Washington with a total subscriber list of 38,500. This is 58% of all homes along the total 750 miles of trunk coaxial cable, the prospectus said.

It will also own 60% of Garden State Microwave Inc., a common-carrier relay serving CATV systems in southern New Jersey with New York signals; and 70% of ktxl(TV) (ch. 40) Sacramento, Calif., not yet on the air, if the FCC approves the transfer application. The application was filed last year, with Community Cablecasting paying $250,000 for the permit.

New CATV Interests • Cypress is also buying the 20,000-subscriber Altoona, Pa., cable system, paying almost $4.4 million, the registration disclosed.

The new firm is capitalized at over $9.5 million, with long-term debt set at almost $6.5 million. Principal owners are Electronics Capital Corp., 41.6%; Hornblower firm, 16.2%; W. Randolph Tucker, 10.6% and Leon N. Papernow, 10.4%. ECC was the principal owner of Community Cablecasting, of which Mr. Papernow was president and a stockholder. The Hornblower firm was the principal of United Cablevision Inc., with Mr. Tucker as president and a stockholder. Charles E. Salik is president of ECC; Mr. Salik at one time was owner of KCBQ San Diego and held an option to buy 50% of KPSD-TV San Diego (now KONO-TV).

Mr. Tucker will be chairman of Cypress; Mr. Papernow, president. Each will receive an annual salary of $35,000 plus options on 16,062 shares of common stock.

Merger • Cypress acquired all the outstanding stock of Community Cablecasting for 312,000 shares of Cypress common, valued at $1.60 per share. ECC received 249,673 shares; Mr. Papernow, 62,417. Cypress also sold 190,000 shares of preferred, convertible stock to ECC for $1.9 million.

In addition to the Altoona cable system, Cypress has Berlin, N.H., with 4,550 subscribers; Brattleboro, Va., 2,950; Fort Walton Beach, 8,000 and Lake City, 1,100, both Florida; Delphos, 450, and Wapakoneta, 1,150, both Ohio; Renton, Wash., 700. Under construction are systems in St. Mary's, Ohio, and in the Minier farm section of Seattle and adjoining communities in King county.

Stockholders approve Jerrold-Gl merger

The merger of Jerrold Corp., Philadelphia, into General Instrument Corp., Newark, N. J., was ratified by stockholders of both corporations last week.

Under the terms of the agreement (Broadcasting, Sept. 4), General Instrument will issue seven-tenths of a share of its common stock for each of the 2,392,667 shares of Jerrold common presently outstanding. This will amount to 1,667,099 shares of GI. GI had as of last August 3,816,000 shares of common and 520,000 shares of preferred outstanding.

General Instrument is a diversified electronics company, which through subsidiaries manufactures VHF and UHF tuners and deflection yokes for TV receivers. Early this fall it acquired Universal Controls Inc., Towson, Md. Jerrold is a major manufacturer of CATV equipment. It also owns and op-
has the Riverdale section of the Bronx.

The short-term extension for CATV Enterprises was to give the operation time to "prove" itself, according to Seymour Siegel of the mayor's CATV commission. That system has laid its cable, but has no subscribers.

All three systems were ordered to cut their initial installation fees from the present $19.95 to $9.95 to "induce more people to subscribe."

Feeling on the part of the city, but especially of Mr. Morris Tarshis, director of the bureau of franchises, was said to be that "not enough people are being hooked up."

The city collects 5% of the operators' gross revenues (subscribers pay $5 a month), but, according to Mr. Siegel, the fee cut was also motivated by "social considerations, and the whole concept of the wired city."

All three systems must also lay and "energize" substantial additional lengths of cable. Manhattan Cable must lay an additional 45 miles, CATV Enterprises eight miles, both by June 30, 1968, and Telepromter must lay an additional 45 miles by July 1, 1969.

The requirement that the additional cable be "energized" is a new element in the franchise extensions. "The obvious intent in all these extensions," Mr. Siegel said, "is to get more people on-line faster. And it should be pointed out that all these renewals are on a 'test' basis; they can be terminated at any time within the next two years."

An advisory report to the mayor, prepared by his communications task force, is due in March.

Palm Springs withdrawal sought by Hope firm

A broadcast entity, headed by entertainer Bob Hope, has asked the FCC to dismiss its construction permit application for channel 36, Palm Springs, Calif. In an affidavit signed by James L. Saphier, director of Oasis Broadcasting Corp., the broadcaster said it was interested in expediting local television service and it was "satisfied" that competing applicant, Desert Empire Television Corp., would provide the community with "an excellent station."

Oasis is principally owned by Mr. Hope who also has a 40% interest in Mid-Ocean Broadcasting Corp. (WBMJ Rio Piedras, P. R.) and a 25% interest in Western Broadcast Corp., applicant for an AM station in Pasadena, Calif.

Mr. Saphier, in addition to 15% of Oasis, has a controlling interest in KXSA San Luis Obispo, Calif., plus interests in Mid-Ocean and Western.

Desert is owned by John and Sirpuhe Conte (70% jointly) and Charles David Farrell (30%). Mr. Farrell is a radio-TV actor and managing director of the Racquet Club of Palm Springs.

Oasis noted that since the two applications had been designated for hearing, principals of both groups had held discussions to resolve the proceeding. Talks included a proposed merger of the two entities on a 50-50 basis, the broadcaster said. And though such a merger was acceptable to Desert, Oasis claimed that a UHF station "would not be an economically feasible undertaking for a merged group."

Sandy Frank expects gross to double

An expansion in sales and its acquisition of new products will contribute toward the doubling, to the $1 million mark, of the gross volume of Sandy Frank Program Sales Inc., New York, this year.

This bright picture was outlined last week by Sandy Frank, president, who noted that during the year his company had acquired the TV distribution rights to Americal (65 half-hour episodes in color); Comedy Capers classic films of the silent era, and Mischief Makers, 70 episodes featuring the original "Our Gang Comedy" cast. These offerings bolstered Frank's six other packages. He added that he expects to announce additional new programing shortly.

Rollins reports rises across the board

Rollins Inc., Atlanta-based diversified company with group broadcast holdings, reported increases of 9% in revenues, 23% in earnings and 18% in cash flow for the six-month period ended Oct. 31.

The firm's second quarter earnings rose 38% to bring earnings per share to 47 cents, from 34 cents per share the previous year.

Rollins reported that the outlook for the second half of the fiscal year appears "excellent."

For the six months ended Oct. 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
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<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.47</td>
<td>$0.47</td>
</tr>
<tr>
<td>Revenues</td>
<td>42,853,482</td>
<td>39,399,278</td>
</tr>
<tr>
<td>Cash Flow</td>
<td>7,918,592</td>
<td>6,751,075</td>
</tr>
<tr>
<td>Net earnings</td>
<td>3,250,239</td>
<td>2,643,949</td>
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Amplex sets records in sales, earnings

The best sales and earnings for any second quarter and first six months in the company's history have been announced by Amplex Corp., Redwood City, Calif.

Sales for the second quarter ended Oct. 28 were up 8% from the corresponding figure a year ago. Net earnings for the period rose 17%. Sales for the first six months of fiscal 1968 were up 11% from a year earlier, while net earnings were up 14% over fiscal 1967's first half year performance.

For six months ended Oct. 28:

<table>
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<tr>
<th></th>
<th>1968</th>
<th>1967</th>
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<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.53</td>
<td>$0.47</td>
</tr>
<tr>
<td>Sales</td>
<td>112,098,000</td>
<td>101,268,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>5,074,000</td>
<td>4,453,000</td>
</tr>
</tbody>
</table>

Financial notes...

- Chris-Craft Industries Inc., Oakland, Calif., has declared a quarterly cash dividend of 25 cents a share. Both are payable Dec. 29 to stockholders of record Dec. 15.
- Storer Broadcasting Co. has declared a regular quarterly dividend of 25 cents per share, payable Dec. 8 to stockholders of record Nov. 24.
Canadians split on commercials

A majority of Canadian viewers do not mind television commercials, as long as there are not too many of them on a single program. That was the conclusion reached in a Canadian Broadcasting Corp. survey conducted over a two-week period using 2,000 viewers of the CBC's English TV network.

Of the 1,700 who replied to the survey, 51% said they were not annoyed or bothered by TV commercials. The remaining 49% disliked them, but only 15% described themselves as "very annoyed and bothered" by the ads.

The survey found that only 1% of the viewers objected to commercials for toilet paper, false teeth and women's underwear. Thus viewers did not agree with the assumption in the survey that "there are certain products which, because of their personal and intimate nature, should not be advertised on radio or television." For many years the CBC has rejected advertising for such products.

The survey concluded: "The viewing public seems to be barely conscious at all of commercials as a vehicle for excessively intimate subjects and hence as a source of personal embarrassment."

What did bother the watchers were too many interruptions in a single program (60%), too many repetitions of the same commercials (14%), and commercials that are misleading or dishonest (6%). It remains to be seen what, if any, effects the survey will have on CBC advertising policies.

Abroad in brief...

Gasoline account • Aral AG Bochum West German gasoline station chain, has named Doyle Dane Bernbach-Dusseldorf to handle its advertising. Estimated budget is $1.5-million.

Down Mexico way • Television Independiente de Mexico, S.A., a new network with stations throughout Mexico, has named Charles Michelson Inc., New York as exclusive U.S. program purchasing representative and consultant.

Mexican color-TV market seems slight

Manufacturers of color television sets in Mexico aren't too optimistic over a significant market or even the growth of public interest in their product, although Telesistema Mexicano S. A., a major Mexican television network, has been broadcasting with the U.S. color system since last spring (BROADCASTING, Feb. 27).

A Telesistema executive said that the market for color receivers could possibly reach 20,000 sets for all manufacturers by the end of 1968. However, manufacturers failed to forecast any major shift in sales from black-and-white receivers due to the high cost of color sets, inferior local color programming and the current slow penetration of black-and-white sets throughout Mexico.

Although over 280,000 black-and-white receivers were sold in the country last year, only three of the 32 stations—all in Mexico City—broadcast in color. Future plans call for furnishing Monterrey and Guadalajara with color equipment but Telesistema is finding favorable credit terms in England. Telesistema is now operating with seven Marconi color cameras, RCA transmitters and two color-film projectors.

The government guidelines for manufacture of color sets in Mexico (to protect local industry) include a Dec. 1 deadline for a 55% Mexican-produced makeup. Dec. 1, 1968, is the target date for a Mexican color receiver containing 95% Mexican parts, including the picture tube.

Quality Control • However, manufacturers fear that the quality of Mexican-made parts may hinder the market until local producers learn, with assistance of American manufacturing branches, how to control quality that is now considered lower than minimum standards required for a color set.

There are an estimated 10,000 color receivers in Mexico today, most of them imported—legally or illegally—from the U.S. Many are in use in the border areas where U.S. color signals can be readily received.

One manufacturer estimated it would cost $2 million to install a complete picture-tube operation in Mexico and that profits wouldn't be realized for 20 years. Others have said that the Mexican parts law was unrealistic because of the small market potential.

Mexican television began live color transmissions with the president's state of the union message Sept. 1. The Mexico City channels colorcast 12 American film series and hope to raise the total to 20 by the end of the year.

Telesistema occasionally airs American programs live and in color, bringing in the signals from Texas via telephone lines. All National Football League games will be aired live and in color through an agreement with CBS. The 1967 World Series was carried in color. The 1968 Summer Olympics, to be held in Mexico City, will be aired worldwide in color in October 1968 through a pool of ABC, Eurovision, NHK (Japan) and possibly Telesistema, with ABC, Eurovision and NHK providing the bulk of equipment and satellite links. However, rights for color transmission in Mexico have not yet been sold by the Olympic committee.

Bamboo Curtain pierced by radio

Radio broadcasts penetrating the Bamboo Curtain are proving effective in reaching the people of China and North Korea. That was the message from Dr. You Chan Yang, ambassador-at-large from the Republic of Korea, last week.

At a special meeting in Washington of the Radio Free Asia directors and advisers, Dr. Yang said that ROFA has increased its broadcasting schedule four-fold from four hours to more than 16 hours per week."

At the meeting a new communications advisory committee was selected. Members are Sig Mickelson, vice president, Time-Life Broadcast Inc.; Lowell Thomas, veteran news broadcaster; Mark Evans, vice president and director of public affairs, Metromedia Inc.; Vincent T. Wasielowski, president, National Association of Broadcasters; William G. Harley, president, National Associa-
tion of Educational Broadcasters, and
Krin Holzhauser, president, American
Women in Radio and Television.
ROFA broadcasts from a 500 kw
transmitter in Seoul, Korea. It
was estimated that broadcasts in
Chinese and Korean are beamed at six-
million radios in Asia. ROFA is a proj-
et of the Korean Cultural and Free-
dom Foundation in Washington.

International film sales...

Meet the Press (NBC International):
British Broadcasting Corp.; WDR, Co-
logne, West Germany; Swedish Tele-
vision Network.
The Egyptians (Freemantle Interna-
tional): Canadian Broadcasting Corp.
French Network.
Wide Wide World (Freemantle Inter-
national): Canadian Broadcasting
English Network.
Homicide (Freemantle International):
CJON-TV St. John's, NFd; CHCH-TV
Hamilton, Ont.
Consider Your Verdict (Freemantle Inter-
national): CKC-W-TV Moncton, N.B.
It's Fun to Be Fooled (Freemantle Inter-
national): CJON-TV Ottawa.
Flying Doctor (Freemantle Interna-
tional): CFTO-TV Toronto.
Magic Boomerang (Freemantle Inter-
national): CHCT-TV Calgary, Alberta.
Auto Racing Specials (Triangle Pub-
llications Inc.): TV Ltd., London.
The Six-Day War (Warner Bros-
Seven Arts): Continental Tele S.A.
Argentina; TV Globo Brazil; CHCT-
TV Calgary, Alberta, CBNT-TV St. Johns,
NFd., and CHHT-TV Halifax, N. S.

Gentle Ben (CBS Films): Redifusion
Television, London; Tokyo Broadcast-
ing System; Telerama, S.R.L.; Argent-
tina; Teleonce, S.A., Guatemala; Tele-
vicente de Nicaragua; Cia. Televisora
Hondurena; Corporacion Panamena de
Radio, S.A.; Bego Television, S.A.,
Peru; Producciones Venezolanes de Tele-
vision; Corpororcion Costarricense de
Television; Catesa, Uruguay; Refinanciers
de Miho, Brasil Ltd.; Avazeh Advertis-
ing, Iran; ABC, the Philippines; Degeto-
Film GmbH, Munich, Germany.

Custer (20th Century-Fox Televi-
ion): Redifusion Television Ltd., Lon-
don.
Perry Mason, I Love Lucy (CBS
Films): Sudan Television Service, Om-
durman.

Wanted—Dead or Alive (CBS Films):
Radiodiffusion Television Tunisienne,
Tunis.
He & She (CBS Films): BBC, Lon-
don.
The Mothers-in-Law (United Artists
Television International): BBC, Lon-
don.
The Professionals (Warner Bros-
Seven Arts): CSDK-TV Brandon and
dcsm-TV Thompson, both Manitoba;
ckos-tv Yorkton, Sask.; Channel 11
Lima, Peru, and K. Fujiitsu Associates
Inc., Japan and Okinawa.

Marine Boy (Warner Bros-Seven Arts):
ckck-WV Regina, Sask.; Channel
11, Lima, Peru, and Rhodesia Televi-
sion Ltd., Rhodesia.

Boston Symphony Orchestra Series I
and II (Warner Bros-Seven Arts): TV
Luxembourg; Channel 10, Lagos, Nige-
ria; Radiodiffusion Television, Maroc-
caine, Morocco; Telerama, Argentina;
United Arab Republic TV, Cairo,
Egypt; Rediffusion, Hong Kong; T. I. E.,
Trinidad; Channel 11, Lima, Peru, and
Channel 8, Mexico.

Night Train (Warner Bros-Seven Arts):
Librarian Broadcasting Corp.,
Libria; Channel 10, Lagos, Nigeria;
Radiodiffusion Television, Maroc-
caine, Morocco; Uganda Broadcasting
Corp., Kampala, Uganda; United Arab
Republic TV, Cairo, Egypt; Channel
11, Lima, Peru; Ocora, Africa, and
Channel 8, Mexico.

Bonsor (Warner Bros-Seven Arts):
Channel 8, Mexico.

Man in Space (Warner Bros-Seven Arts):
Rhodesia Television Ltd., Rhode-
sia; Radio Television Italiana, Rome;
ccfn-TV Calgary, Alberta; CKGW-
TV Moncton, N. B.; cftx-TV Terrace,
B. C., and Channel 8, Mexico.

Behind the Scenes at the Royal Bal-
let (Warner Bros-Seven Arts): NxBC-
TV New Zealand; Sveriges Radio, Swed-
en.

Big Night Out (Warner Bros-Seven Arts):
cfcn-tv North Bay, Ont., and
cftx-tv Terrace, B. C.

Dylan Thomas (Warner Bros-Seven Arts):
Redifusion International, Malta.

Johnny Cypher in Dimension Zero
(Warner Bros-Seven Arts): Channel
11, Lima, Peru and Television Organ-
ization Professional, Mexico.

Popeye and Warner Bros. Cartoons
(Warner Bros-Seven Arts): CHLT-
tv Sherbrooke, cjam-tv Chicoutimi,
cfcn-tv Quebec City and cfcf-tv
Montreal, all Quebec.

Dramatize TV Weather

Show viewers impending weather—before
it happens.

Orbiting weather satellites, such as ESSA
11, are now transmitting pictures of daily
weather conditions over your entire cov-
erage area.

You can receive these pictures directly
with AFT facsimile recording equip-
ment—same type now in production for
U.S.W.B., U.S.A.F., U.S.N. and others.

Viewers will see... storms... hurri-
canes... and other weather conditions...
...before they happen. TRULY DRAC-
MATICAL!

Be the first TV station in your market
to capture the weather audience with
AFT (Automatic Picture Transmission)
based on your own AFT Facsimile Recorder. Same equipment can
receive standard U.S. Weather charts, or
any other type of graphic information,
such as TV scripts of commercials sent
via an AFT Facsimile Scanner over any
existing communication link.

Systems from $10,819. Basic recorder only
$3,417. Component units also available for
use with existing electronics and antenna.
Sale and lease plans. Write today for full
details.

IRVING R. TATRO, Manager, Meteor-
ological TV Systems. ALDEN ELEC.
TRONIC & IMPULSE RECORDING
EQUIPMENT CO., INC., Dept. CG-11,

"I'll Sue You!"

Maybe you thought he was “just bluff-
ing,” when he stormed out of your
office. But when you are hauled into court
in a time-wasting suit, you find he
meant it. And if the verdict goes against
you, it can cost you thousands. Remem-
ber, many juries just don’t understand.
You can avoid these excessive and need-
less losses — and at surprisingly low
rates. All you need do is agree on an
amount you will carry yourself, and let
Employers Reinsurance Corporation
handle the excess. This specially de-
dsigned coverage provides economical
protection against excessive loss due to
libel, slander, invasion of privacy, piracy,
violation of copyright, or plagiar-
ism. Write for details and rates, without
obligation:

EMPLOYERS REINSURANCE CORP.
21 West 10th, Kansas City, Mo. 64105
New York, 111 John • San Francisco, 201 Montgomery
Chicago, 708 W. Jackson • Atlanta, 34 Peachtree, N. L.
Presunrise rule draws retorts

Clear-channel stations oppose further softening of rules governing class-II morning operations

The FCC's further rulemaking dealing with presunrise operations by class-II stations has drawn an expected response—those broadcasters with something to gain have urged further liberalization of the new rules, while clear-channel-station licensees took a thus-far-and-no-farther stand.

At issue in the rulemaking is the early-morning operations of class-II stations operating on I-A clear channels. The commission in June, in permitting class-II and class-III stations to begin operating at 6 a.m. standard time with 500 w, left open the question as to whether class-II stations to the west of class-I-A stations should be limited to 500 w before sunrise. These class II's begin operating at 6 a.m. standard time or sunrise at the dominant station, whichever is later.

A second question is whether class-II daytimers which are located to the east of a co-channel I-A station in October, would be eligible to begin operations at 6 a.m. local standard time—or before the sun rises over the dominant station. The rules, adopted in June, would prohibit such early morning operations, on the ground they would interfere with the nighttime skywave service of the I-A station. But the commission in October reopened the issue after determining that the rule would affect the operations of only two stations: WHCU Ithaca, N. Y., which is licensed to Cornell University, and WHLO Akron, Ohio.

Some half-dozen licensees filed comments last week. But the deadline for comments had been extended on Nov. 17 from Nov. 20 until Dec. 4, so additional views are expected. The deadline for reply comments was extended from Nov. 30 until Dec. 14.

Network News • CBS, with four clear-channel I-A stations (WCBS New York, WCAU Philadelphia, WBMM Chicago, and KMOX St. Louis) and NBC with three (WNBC New York, WKVE Cleveland, and WMAQ Chicago), urged the commission to limit presunrise power of class II's to the west of co-channel I-A stations to 500 w. (CBS would restrict presunrise authorizations to class II's already providing it.) And they said that no presunrise authorizations should be granted to class-II stations to the east of a channel.

They both said class-II stations west or east of their clear-channel stations would cause serious interference to them. But "it is most clear," NBC said, that no presunrise operation should be permitted class II's to the east of a co-channel I-A. Any such general authorization, CBS said, would be inconsistent with the commission's allocations goal for clear-channel stations.

The two stations whose plight moved the commission to reopen the question of eastern class II's asked for modifications of the new rule that would at the least help their respective causes.

WHCU had long been operating presunrise under the terms of an agreement with the co-channel I-A to the west of it. WHOL New Orleans, and Cornell said the commission should either waive the rule to permit WHCU's continued presunrise operation or else amend the rule to permit continued presunrise operations by stations like WHCU which "will not affect" the dominant stations unlimited-time skywave service. Cornell said WACU is relatively close, longitudinally, to WWH, and that its presunrise operations fall within the period when WWH's skywave service is rapidly diminishing.

Past Service • WHLO urged the commission to adopt a rule under which it could consider granting presunrise authorizations to class-II stations to the east of co-channel I-A stations if they had been providing presunrise service in the past. The class-II station would have to meet two other conditions, under WHLO's proposal—that it operate presunrise with 500 w or less and not cause interference to the dominant domestic station to foreign stations whose service is protected by treaty.

WKY Evansville, Ind., a class-II station on a clear channel (820 kc) located to the east of a co-channel I-A station, said there were so few stations in its situation—29—that a broadbrush disposal of the issue would have only a slight impact on the nation's clear-channel service. Furthermore, WKY said, the class II's would be on the air only a limited time during the dominant station's nighttime operation—for up to an hour during midterm.

One vote of confidence in the commission's actions to date came from the William Rust stations, which includes both a I-A clear channel outlet, WMAQ Rochester, N. Y., and two class-II's that have presunrise authorizations from the commission, WNOW York (a daytime) and WABR Allentown (a fulltimer with different operating facilities day and night), both Pennsylvania. The Rust stations also include WRAW Reading, Pa., and WPTR Elizabeth, N. Y. Rust said the decision to permit operations at 6 a.m. local standard time by class II's with 500 w presents a practical compromise between the needs of the stations involved, and would extend the 500 w limitation to the class II's operating to the west of the dominant's stations. Rust took no position on the question of class II's to the east of co-channel I-A's.

KREV Glendale, Calif., a class II of a co-channel I-A, said there is no need for a 500-w power limitation on its operations. The class-II station on a class I-A clear channel represents a unique station, KREV said. It added that the chief obstacle to interference problems present in the general presunrise rulemaking are not present in the current proceeding.

FCC adjusts for presunrise stay

The FCC has announced the procedure it will follow in issuing temporary presunrise authorizations to full-time stations to meet the terms of a U. S. Court of Appeals stay order issued on Nov. 13 in an appeal from the commission's order adopting the presunrise rules. The stay meets in part a request of the Association on Broadcast Standards, which represents some 75 regional full-time stations, and directs the commission to authorize full-time operation at 6 a.m. with full power, provided no interference to Canadian stations would result (BROADCASTING, Nov. 20). The stay is in effect while the appeal is pending.

The commission's new rules permit presunrise operation at 6 a.m. with 500-w limit by class III daytimers and full-timers operating with different day and night facilities, and by certain class II daytimers, limited-time and full-time outlets.

The commission said that full-time class II and class III stations which already have presunrise authorizations from the commission, or have applied for them, may request temporary authority to use daytime facilities with more than 500-w power if they can show that no interference will result to foreign co-channel stations. The additional power may be used only after
New holographs from CBS Labs

Laser technique produces
3-D color images for use in lensless photography

A holographic technique said to produce three-dimensional color images with "unlimited depth to give small or large structures life-size appearance" has been developed by CBS Labs, officials reported last week.

The announcement made no references to TV uses, but Dr. Peter C. Goldmark, president and research director of CBS Labs, suggested in an interview two weeks ago that three-dimensional TV may be available on special channels or by closed circuit by 1980 and almost certainly will be a home fixture by the year 2000 (BROADCASTING, Nov. 20).

Details of the new holographic technique were revealed by Dr. Dennis Gabor, CBS Labs staff scientist credited with inventing holography in 1948, at a St. Louis meeting of the Council for the Advancement of Science Writing on Nov. 7.

He said the new system, called "panoramic holography," is expected to open up several areas in the expanding field of "lensless" photography.

Applications CBS Labs authorities said it is expected, for instance, that architects and designers of automobiles, planes and ships will be able to build small models that, when looked at through panoramic (or picture-window) holograms, will appear to be the actual size of the completed product. The system's first uses, according to CBS Labs, may be best suited for industrial uses such as these, but officials thought it might also become the basis for "a new art form to extend painting and sculpture."

Holography employs lasers in combination with a special lens. Since the coherence length of lasers is only a few feet and their intensity is too small for illuminating a whole landscape with laser light, small specially designed models are used.

In the case of a landscape, for example, Dr. Gabor said a model a foot high and a few feet deep may be used. A photographic plate is used to record a hologram of the model through a special lens, which is designed to make the landscape appear to extend to infinity. Simultaneously, the photographic plate is illuminated directly by a fraction of the laser light from the opposite side through a point of focus, resulting in a "reflecting" type of hologram in natural colors.

When the hologram is developed and illuminated by a white-point source (a small incandescent lamp) from the point previously occupied by the point of consumer electronics amounted to $27.4 million in the January-August period, up 6.5% from exports of $25.7 million in the same period last year. This was part of total U.S. exports of selected electronic products totaling $1.1 billion, up 28.9% from the $884 million exported in the 1966 eight-month period.

Color-TV sets sales blossom in September

Sale of color-television sets by distributors to dealers zoomed up to its highest peak this year in September, almost doubling August's sales and 33% above September last year. In units, 818,850 color-TV sets were sold in September. Black-and-white TV sales also moved upward to 630,685, also its peak for the year, but almost 200,000 below the 815,420 sold in the same month in 1966.

For the nine months to Sept. 30, color-TV sales were up 14.4% over the same period last year, but total TV sales were off by 11.5%.

FM radio sets continued an upward swing. For September sets with FM capability increased 36.3% over the same month last year, with the year-to-date figure up 28.5% over the same nine months of 1966. FM auto radios moved up by 37.7% in September over the same month last year, and are running 29.8% ahead of 1966 for the first nine months of this year.

Distributor sales as reported by Electronic Industries Association last week:

<table>
<thead>
<tr>
<th>Period</th>
<th>Color Monochrome Total</th>
<th>Color Monochrome Home</th>
<th>Home (with FM) Auto</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 1968</td>
<td>3,103,043</td>
<td>5,306,485</td>
<td>8,409,528</td>
</tr>
<tr>
<td>Jan. 1969</td>
<td>2,770,801</td>
<td>6,289,806</td>
<td>9,069,614</td>
</tr>
<tr>
<td>Jan. 1970</td>
<td>2,593,358</td>
<td>7,478,320</td>
<td>10,071,674</td>
</tr>
</tbody>
</table>

* Excludes auto radios with FM.
focus, Dr. Gabor said, the viewer sees exactly the same scene the plate picked up through the lens—extending to infinity.

Technical topics...

Audio replacement • Ampex Corp. has put out an advanced version of its 600 series of portable audio tape recorders. The new generation units include a two-speed transport, a new cooling system, and an improved clutch assembly. Also, a three-digit counter has been added. The new 600 series will be available in December at prices ranging from $660 to $1,010.

Portable processor • Houston Fearless Corp., Los Angeles, has developed a new portable film processor, the 79PP, that incorporates design improvements in a 110-pound unit. The processor will accommodate roll film in widths of 70mm, five inches, seven inches and nine inches, and lengths of from five to 500 feet.

New tape recorders • TEAC Corp. of America, Santa Monica, Calif., has introduced the R-310 series of tape recorders, with retail prices of $1,275 for monaural and $1,575 for stereo, and the A-4020 stereo tape recorder and portable case, with a retail price of $599.50.

Versatile screen splitter • Telemation Inc., Salt Lake City, is offering a special effects generator designed primarily for ETV, CATV and industrial television systems. The TSE-100 Screen Spliter mats pictures from two synchronous sources into a single video image.

New tape office • Memorex Corp., the Santa Clara, Calif.-based manufacturer of magnetic tape, has opened a new regional office in Minneapolis to serve Minnesota, North and South Dakota and portions of Iowa and Wisconsin. Larry L. Lindsey, with the Memorex's Chicago office, has been named to head the new office.

CATV runs telethon for Community Fund

An old broadcasting standby—the telethon—has found its way into CATV. High Fidelity Cable Television Inc., serving the Massachusetts towns of Great Barrington, Stockbridge, Lee and Lenox, presented a three-hour telethon that netted $1,830 from the system's 2,100 customers for the Community Fund. The program featured local entertainment including three bands, folk and semiclassical singers, folk dances and singalong.

The system, which began operations only six months ago, originates about 4 hours and 15 minutes of local programming weekly, including a nightly 10-minute news wrap-up and a video-taped weekend program featuring local news and interviews. The cable firm also plans by next month to televise a children's program, a women's program and a news panel show featuring local newsmen interviewing local personalities.

According to the National Cable Television Association, approximately 180 CATV systems of the 1,800 systems throughout the country are now originating their own programs—an increase of 120 over last year.

Drumbeats...

Hill telethon • WTTG-TV Washington will turn over five hours of prime time to a telethon sponsored by a group of Capitol Hill wives, headed by Mrs. Robert Kennedy. On Feb. 17, 1968, from 8 p.m. to 1 a.m., the group is expected to answer calls for donations for the benefit of Junior Village and Laurel Children's Center, 2,200 family-less Washington children, orphans, abandons, delinquents and mentally retarded youngsters. Jack Paar will be master of ceremonies and the guest list will range from senators and congressmen to top names in radio, television and the theater.

A year in sound • Associated Press will mail in early December a long-playing record reviewing the news highlights of the year. Entitled "The World in Sound—1967," it is narrated by Morgan Beatty, who retired last September as NBC commentator. Records will be sent to member broadcast stations, which in turn can make them available to listeners, by sale or by distribution as a promotion.

Promotion for "Latinos" • KMEX-TV Los Angeles, a Spanish-language UHF station, is sponsoring what it thinks will be the "biggest and most spectacular" Latin-American community show and exhibition ever staged in this country. Called "Festival Latino," it will be held at the Great Western Exhibit Center in Los Angeles for three days next month (Dec. 8-10). The event is designed to recognize contributions of the 1.5 million Latin-American community to Southern California. KMEX-TV is backing the promotion with more than 100 announcements over its own facilities and with saturation schedules on Spanish-language radio stations in the market.

CINE's Golden Eagles awarded in Washington

American nonfeature films that appeared in film festivals abroad—many of them made for or shown on television—have received Golden Eagle awards presented by the Council on International Nontheatrical Events (CINE). The awards were made at CINE's 10th anniversary program, held in Washington.

A film that captured the largest number of foreign awards, "Skaterdazer," coproduced by Marshal Backlar and Noel Black, was shown last spring by ABC. The film took four overseas awards.

BROADCAST ADVERTISING

John F. Held, Milton M. Schwartz, William Suchman, all New York; Robert G. Pride, Chicago, and Jack Kuper, Toronto, creative staff members of Kenyon & Eckhardt, elected VP's.

Kay Jorgensen, manager, production and traffic, Hixson & Jorgensen Inc., Los Angeles, named to newly created post, VP, internal operations.

Victor G. Kenyon, associate creative supervisor, and Fred G. Ronal, account supervisor, with J. Walter Thompson Co., New York, elected VP's.

John V. Quackenbush, president and board chairman of Strauchen & McKim Inc., Cincinnati, re-elected chairman of board. Thomas G. Lohre, VP of Strauchen & McKim, Cincinnati, elected president. Mr. Quackenbush continues as agency's chief executive officer.

Dennis Altman, senior VP in charge of creative strategy, and Dr. Donald Bratrude, VP and account management supervisor, with Earle Ludgin & Co., Chicago, form new advertising agency called Altman, Bratrude & Soforth Inc. at 35 E. Wacker Drive, Chicago.

Wayne H. Ross, senior VP of Galvin/Lane/Farris, Kansas City, Mo., recognized for his contributions to agency in change of firm's name to Galvin/Farris/Ross.

F. William Lacey Jr., with McCann-Erickson, Chicago, rejoins Young & Rubicam there as VP and creative director.

Emil M. Cohen, executive art director of Geyer-Oswald Inc., Chicago, elected VP.

Robert L. Eskridge, VP of marketing for Van Camp Sea Food division ofRalston Purina Co., Long Beach, Calif., named VP and director of marketing for General Milk Co., international division of Carnation Co., Los Angeles.

Corey Allen, account executive with CBS-TV network sales department, New York, appointed to newly created post of director of sales-eastern division. Irv Wilson, television packaging agent for General Artists Corp., New York, named account executive in CBS-TV network sales department, that city.

Charles W. Collier, director of American Advertising Federation western region, retires, effective next year. Successor has not been named.

John A. Privett, principal in Atherton-Privett Inc., Los Angeles, agency recently acquired by MacManus, John & Adams, named general manager of merged operation's Los Angeles office.

Windsor A. Mallett, art director of BBDO, Boston, named head art director.

William C. Stakenburg, with The Griswold-Eshleman Co., Cleveland, joins N. W. Ayer & Son, Philadelphia, as head of new international media section.


James F. Calvano, general sales manager of branch division of Olivetti Underwood Corp., New York, appointed director of marketing services division. Mr. Calvano will direct and coordinate marketing activities, including advertising, publicity and sales promotion.

Lawrence E. March and Peter B. Turk, media supervisors with Ketcham, MacLeod & Grove, New York, appointed associate media directors.

James A. Tandy, sales engineer with magnetic projects division, Minnesota Mining & Manufacturing Co., Kansas City, Mo., joins KMOX-TV St. Louis as national sales service manager.

James L. Stirton, VP-sales, central division, MCA-TV, since 1954, joins WFIL(TV) Chicago as sales manager-sports. Arthur H. Barnes, with WBBM Chicago, joins WFIL as advertising and sales promotion manager.

Louise Weir, in media department at Hixson & Jorgensen, Los Angeles, named media supervisor for MacManus, John & Adams, same city.

Phillips Fewsmith, account executive with Ted Bates & Co., New York, joins Borden Co. there as publicity supervisor.

Robert H. Spencer, with Wells, Rich, Greene, New York, joins Ogilvy & Mather there as senior account executive.

Larry Gersham, account executive, WCBS-TV New York, appointed to similar post at NBC Television Spot Sales, that city.

John F. Fenwick, account executive with NBC Spot Sales, New York, joins Harrington, Righter & Parsons there as account executive.

Joseph Milso, with WRNL Richmond, Va., named regional sales manager for Laurel Radio Group (WMJW State College, WDAD Indiana, WCPA Clearfield, all Pennsylvania).

James Austin, account executive at WFUN South Miami, Fla., appointed local sales manager.

Sid Feilstein, named account supervisor at Knox Reeves Advertising, Minneapolis.

Richard Kelly joins Bauer-Tripp-Hening & Bressler, Philadelphia, as account executive.

Leonard Allen Goldman, with sales department of WFIL Philadelphia, named television account executive for WFIL-TV.

James E. Olerich, account executive for KPRO Riverside, Calif., appointed account executive for KNX Los Angeles.

Charles Cell, with KFRC San Francisco, joins KFST St. Louis Park, Minn., as account executive.


Norman Hawkins, general sales manager of WDKA-TV Washington, appointed general sales manager of WBFY-TV Philadelphia.

Kenneth Pletz, account executive with WDKA-TV Washington, named local sales manager.

Michael R. Cooper, with EUE/Screen Gems, New York, joins Elektra Film Productions there as director.


James A. Johnson joins Los Angeles sales staff of Katz Radio, replacing Edward Boyd, who resigns.

Sidney Carter, salesman, Peters, Griffin, Woodward, Chicago, replaces John Laske, who has resigned from Katz Television's east/south sales staff, Chicago.

MEDIA

William F. MacCracken, station manager for KHOL Honolulu, named VP and general manager for sister station, KHVL-TV. William O. Palme, president
and general manager for KSGO Honolulu, named VP and general manager of KKNV, replacing Mr. MacCrystal.

William A. Stewart, with KTSA San Antonio, Tex., appointed general manager.

Harry Kaplan, account executive with WMIN St. Paul, appointed station manager.

PROGRAMING

Robert F. Lewine, VP in charge of production for Warner Bros.-Seven Arts, Burbank, Calif., separated from company. WB-7, with only one co-produced series on networks, had de-emphasized TV production ever since two companies merged. Mr. Lewine was programming VP for all three networks and VP for Creative Management Associates Ltd. before joining Warner Bros.

Lennart Ringquist, with Samuel Goldwyn Productions, New York, joins General Artists Corp., that city, as VP of TV division.


Robert Hammer, writer for Run For Your Life series, named producer of NBC-TV-Universal-TV-Public Arts Inc. show. He replaces Jo Swerling Jr., who becomes supervising producer of series.

Barry Wood, for eight years executive producer of NBC-TV’s Bell Telephone Hour, named VP of Wolper Productions subsidiary of Metromedia Inc.

Herbert F. Solow, VP in charge of programing for Paramount TV Productions, Hollywood, resigns, effective when this season’s production plans and pilot projects are completed. Mr. Solow was VP in charge of production for Desilu Productions Inc., when company was acquired by Gulf & Western Industries, and merged with Paramount TV Productions, previous G&W acquisition.

Jackie Barnett, writer, producer, director of specials, signed to long-term production development contract with Screen Gems, Hollywood.

Joseph J. M. Saleh, assistant director of office of social research for CBS, New York, named director of research for Columbia Pictures Corp., that city.


Martin J. Neub Jr. appointed executive director of Lutheran Television Productions, St. Louis.

Arturo Velazquez, news director of KIFN Phoenix, named program director, succeeding Pepe Acosta, who transfers to KGBT Harlingen, Tex.

Derk Zimmerman, formerly with KPIX (TV) San Francisco and KDRA-TV Pittsburgh, appointed program manager of WLWT (TV) Cincinnati. William H. Spiegel, production manager of WLWT (TV) Cincinnati, transferred to newly created post of assistant program director. Tom Storey appointed film and syndication director of WLWT, and Warren Baker named station’s production manager.

Bill Baist, acting program manager of KGO Honolulu, named program manager.

Thomas L. Brown, producer-director at KDRA Pittsburgh, appointed assistant program manager at WOFO Fort Wayne, Ind.

Curran Wade, production manager, WTVO (TV) Rockford, Ill., joins Trend Broadcasting Inc., which has permit for WNYT (TV) Tamestown, N. Y., as operations manager. Ed Walker, with WLWT (TV) Cincinnati, joins WNYT as film director.

Jim Critchfield, head writer for The Woody Woodbury syndicated series, named producer.

Don Bethmann appointed sports director for WWTY (TV) Cadillac- Traverse City, Mich.

Leonard Schecter, sports reporter, newspaper columnist and magazine writer, joins Westinghouse Broadcasting Co., New York, as sports commentator on Westinghouse radio stations.

NEWS

John C. Eddy, with KOMO-TV Seattle, named director of news.

Robert C. Gatty of UP! bureau in Harrisburg, Pa., named bureau manager in Trenton, N. J., succeeding Martin Sikora, who joined financial staff of Philadelphia Inquirer.

Ed Deverill, news director for KCBQ San Diego, joins news staff of KQGO-AM-FM-TV San Diego.


Paul Cunningham takes leave of absence from NBC-TV’s Today show to join NBC News bureau in Saigon for six months. He will return to Today in May 1968.


Julian Goodman, president of NBC, and Eugene C. Pulliam, one of nine founders of Sigma Delta Chi, president of Phoenix and Indianapolis newspapers, and former station owner, named Sigma Delta Chi fellows for outstanding service to journalism.

FANFARE


Rudy Bergman, with corporate affairs staff of CBS Inc., New York, appointed manager of press relations for WCBS-TV, that city.

Bob Connolly, promotion manager, WSM-AM-TV Nashville, named to similar position at KFRE-AM-FM-TV Fresno, Calif.

Kathleen O’Brien, with WBBM Chicago, joins WFLD (TV) there as director of press information.

Don E. Whiteley, formerly with KTVI (TV) St. Louis, and noncommercial KUHT (TV) Houston, appointed director of promotion for WDMA Hollywood, Fla.

Dana J. Cooke, with WFIL Philadelphia, named creative director. He will work in areas of audience and sales promotion and public relations.


Taylor G. Cusmore, production associate and assistant director at WCAG-TV Philadelphia, appointed assistant to director of public information for non-commercial WHTV-TV Wilmington, Del.

Arthur J. Singer, with Boston University, named assistant director of development for non-commercial WETA-TV Washington.

Arch L. Madsen, president of Bonneville International Corp. (group own-
MEMO TO MARKETERS OF BROADCAST MEDIA

TIMING...

is one of the problems confronting your sales representatives. Here, they need all the help you can give them.

Through consistent tradepaper advertising you can expose your sales message to prospects during every stage of planning and buying. In the earliest stages...when buyers aren't revealing any interest in your medium! In the middle stages...when they're discussing their plans but your reps might be listening elsewhere! In the final stages...when availabilities dominate the scene and station switches are faster than the fastest salesman!

Through consistent tradepaper advertising you can help your reps solve this critical problem of timing. You can make sure buyers have your FACTS and FIGURES when they have an interest in them...have a need for them...are prepared to do something with them.

Through consistent tradepaper advertising you can give your representatives an edge in timing...help them get more business by avoiding "being considered for the next campaign."

By advertising in MEDIA/SCOPE...you can assure consideration at all stages...no matter what media is under consideration!

Tom W. Carr, Publisher

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EQUIPMENT & ENGINEERING


Edgar L. Simpler, regional sales manager for Ampex Corp., Arlington, Va., named eastern regional manager for company's magnetic tape division.

Other magnetic tape division appointments: Donald C. Creswell, regional sales manager at Dayton, Ohio, named Midwest regional manager in Elk Grove Village, Ill.; Robert W. Beene, regional sales manager at Albuquerque, N.M., named southern regional manager in Dallas; and Robert C. Kane, with Ampex at Culver City, Calif., named manager of western sales region at Los Angeles. William D. Collins, at Ampex's Arlington office, named international sales liaison manager.


ALLIED FIELDS


Henry G. Fischer, Washington attorney, received one of three authorship awards by Federal Bar Association for "his contribution to the field of radio regulations," represented by Pike and Fischer Radio Regulation service.

INTERNATIONAL

Rev. Peter Meggs, former regional broadcasting director for Canadian Broadcasting Corp., appointed director of new communications division of Anglican Church, Toronto.


Richard Thiele, who has done research in color television, appointed head of television department at Munich
DEATHS

Charles L. Miller, 66, advertising con-
sultant who in 1958 merged his C. L.
Miller Co., New York, into Lennen &
Newel, that city, died Nov. 14 of heart
attack at his home in Greenwich, Conn.
He was serving as consultant of L&N
until his death. Surviving are his wife,
Anne, and two sons.

Ben Hersh, 63, production manager for
CBS Theatrical Films Inc., North
Hollywood, Calif., died at his home in
Los Angeles Nov. 12. Mr. Hersh had
worked in film industry for some 40
years. He is survived by his wife,
Alicya, and son.

Tom Sweet, 34, actor who appeared in
Ajax TV commercial as “White
Knight,” died Nov. 21 in crash of
private plane in California’s Sierra Ne-
vada mountains. His 10-year-old daugh-
ter died in same crash and his wife
and another daughter were injured.
Plane hit 7,000-foot peak en route from
Bishop to Van Nuys, Calif.

Diana Pickett, broadcaster at WUIC
(FM) Winchester, Ind., died in car-
truck crash Nov. 15 in Deerfield, Ind.

George M. Koganowsky, 63, radio
script writer in German-language serv-
ice of Voice of America, died Nov. 15
at Georgetown University hospital in
Washington after heart attack. Sur-
viving are his wife, Vinzenzia, and
daughter.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Nov.
16 through Nov. 21, and based on fil-
ing of authorizations and other ac-
tions of the FCC.

Abbreviations: Ann. announced; ant.-
antenna; as-as; aud.-audience; CATV-
community antenna television; Chr.-
critical hours; CP-communication per-
mits; DA-decisional authority; ER-
emergency radiated power; FM-
frequency modulated; HSF-high speed
services; kw-kilowatts; local-
local; LP-Low power; Mag.
magazines; mod.-modifications;
N.-not; NIA-non-interactive audio;
Noise-P-Network; P-APacific Time;
PHF-power handling factor; RAI-
radio and television audience in-
terest; R-Radio; SEMO-see below
set, me-megacycles; mod.-modifica-
tion; N.-not; SCA-sub-community
communication authorization; SH-
short-held services; SSA-
station-specific temporary authorization;
STA-special temporary authorization;
Trans.-transmitting. UHF-ultra high
frequency. VHF—very high frequency; vi-
visual; w.-watts; —ed. - educational.

New TV stations

APPLICATIONS

Frank G. Kear and Robert E. Kennedy
d/b as Kear and Kennedy—Seek CP for
new experimental television to use vari-
16.

Marquette, Mich.—Northland Tele-
vision Inc. Seeks VHF ch. 13 (216-216 mc);
ERP 316 kw vis. 0.6 kw aur. Ant. height above
average terrain 1,157 ft.; ant. height above
ground 849 ft.; P. O. address: 315 12th Ave.
W., Racine, Wis. 53405. Estimated construction
cost $333,552.61; first-year operation cost
$160,000. Geographic coordinates 42° 40' N
47° 47' W. Earth diam. 70 ft. and west long. Type
trans. RCA T-VU-10A; type ant. RCA T-VU-300J.
Legal counsel Mike Shepard, Northbrook, Ill.:

Williston, N. D.—Williston Enterprises Inc.
Seeks VHF ch. 11 (180-204 mc); ERP 130
kw vis. 13.0 kw aur. Ant. height above
average terrain 579 ft.; ant. height above
ground 842 ft. P. O. address: KDTC-TV
Broadcasting Co., Williston, N. D. 58702.
Estimated construction cost $105,186; first-year oper-
ating cost $56,000; revenue $108,000. Geo-
graphic coordinates 46° 59' 60" N; lat., 109° 19'
19" W; longitude. Type trans. RCA T-VU-942;
type ant. RCA T-VU-301J. Legal counsel Earl
F. Creutz, Williston, N. D. Malek & Company,

2700 State Road, Cuyahoga Falls, Ohio 44225.
Estimated construction cost $344,700; first-
year operating cost $164,000; revenue $180-
800. Geographic coordinates 41° 49' 40" N
lat., 80° 30' 38" W; west long. Type trans. RCA
T-VU-10A; type ant. RCA T-VU-300J. Legal
attorney, Cottage, Payway, Duvall and South-
side, consulting engineer Commercial
Radio and Equipment Co., both Washing-
ton, D. C. Primo, Alvin J. Herrman, president,
et al. Mr. Hument is pastor. Action Nov.
17.

Memphis—Victor Muscat, Cliff B. Ford
and Edward W. Cook d/b as Memphis Broadcast-
Inig Associates. Review board granted UHF
channel 24 (530-526 mc); ERP 820 kw vis.
127.9 kw aur. Ant. height above average
terrain 960 ft.; above ground 468 ft. P. O. ad-
ress: c/o Cliff B. Ford, 4015 W. Capitol,
Little Rock, Ark. Estimated construction
cost $860,000; first-year operation cost
$400,000; revenue $800,000. Studio and trans. to
be located in Memphis. Geographic coor-
dinates 35° 15' 31" north lat. 89° 49' 31" W;
west long. Type trans. RCA T-VU-508; type
ant. RCA T-VU-300J. Legal counsel Bill
Shuebfick, Blume and Gagnon, consulting
engineer Stillman, Moffet and Kowalski,
both Washington, Principals: Victor Muscat
(50%), Cliff B. Ford (10%) and Edward W.
Cook (40%). Mr. Cook is in cotton, grain
and insurance business. Victor Muscat Sta-
tions are KIKS-TV (CP) Lake Charles and
KIKS-AM-FM Sulphur, both Louisiana.
WTVU-TV (UHF) Little Rock, Ark.;
WTVU-FM Sulphur, both Louisiana.
WTVU-TV (CP) Little Rock, Ark.;
WTVU-FM Sulphur, both Louisiana.
Tutus (ch. 29) and (new) Memphis (ch. 24).
Action Nov. 17.

OTHER ACTION

Review board in Medford, Ore., TV
broadcasting, 14-day granted motion for
extension of time filed by filed.

The Pennsylvania Independent Television
Inc. Seeks UHF ch. 25 (530-526 mc); ERP 450
kw vis. 45 kw aur. Ant. height above average
terrain 1,258 ft.; above ground 458 ft. P. O.
address: Woodlands, TV Corporation,
17659, Ore. Estimated construction
cost $400,000; first-year operation cost
$200,000; revenue $400,000. Studio and trans. to
be located in Medford. Geographic coor-
dinates 42° 11' 24" N; lat., 122° 22' 13" W;
west long. Type trans. RCA T-VU-300J; type
ant. RCA T-VU-508. Legal counsel for
Peck, Fletcher, Hald, Rowell, Ker-
nington & Swaine, Portland. John F. Creutz,
both Washington. Principals: Alvin E. O'Reilly, president. Mr. O'Reilly is
Wisconsin congressman, and is 68% stock-
21.

Akonc, Ohio—Cathedral of Tomorrow Inc.
Seeks VHF ch. 38 (135-135 mc); ERP 120
kw vis. 45 kw aur. Ant. height above
average terrain 311 ft.; ant. height above
ground 442 ft. P. O. address:

EDWIN TORNBERG & COMPANY, INC.
Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors
New York—60 East 42nd St, New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 3-3164
Washington—711 14th St., N.W., Washington, D. C. • DI 7-5851

BROADCASTING, November 27, 1957
<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Location</th>
<th>Phone/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>1812 K St., N.W. Washington, D.C. 20006</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phone Kansas City, Laclede 4-3777</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg. Wash. 4, D. C.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Telephone District 7-1205 Member AFOCB</td>
</tr>
<tr>
<td>—Established 1926—</td>
<td>PAUL GODLEY CO. Consulting Engineers</td>
<td>Box 798, Upper Montclair, N.J. 07043</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phone: (201) 746-5800 Member AFOCB</td>
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<tr>
<td>GEO. C. DAVIS</td>
<td>Consulting Engineers &amp; Television</td>
<td>5273 Munsey Bldg. Sterling 2-0111</td>
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<tr>
<td></td>
<td></td>
<td>Washington 4, D. C. Member AFOCB</td>
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<tr>
<td>COMMERICAL RADIO</td>
<td>Consulting Engineers &amp; Electronics</td>
<td>901 20th St., N.W. Washington, D.C.</td>
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<tr>
<td></td>
<td></td>
<td>(A Chicago suburb) Phone 312-946-1240 Member AFOCB</td>
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<tr>
<td>COMMERCIAL RADIO</td>
<td>Consulting Engineers &amp; Electronics</td>
<td>19 E. Quincy Street Riverside, Illinois 60546</td>
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<td></td>
<td></td>
<td>Phone: (Area Code 303) 333-5626 Member AFOCB</td>
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<td>A. EARL CULLUM, JR. Consulting Engineers</td>
<td>INWOOD POST OFFICE DALLAS 9, TEXAS 1-8560 Member AFOCB</td>
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<td>GUY C. HUTCHESON</td>
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<td>817 Crestview 4-8721 P. O. Box 908</td>
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<td>1100 W. Abram Arlington, Texas 76010</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>Consulting Engineers</td>
<td>1032 18th St., N.W. Hudson 3-9000</td>
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<td>Washington 6, D.C. Member AFOCB</td>
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<tr>
<td>GEO. P. ADAIR ENG. CO.</td>
<td>Consulting Engineers &amp; Electronics</td>
<td>Radio-Television Communications Bldg., 901 20th St., N.W. Washington, D.C.</td>
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<td>Federal 3-1116</td>
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<td>Member AFOCB</td>
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<tr>
<td>JULES COHEN &amp;</td>
<td>Consulting Engineers</td>
<td>9th Floor, Securities Bldg. 729 15th St., N.W.</td>
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<tr>
<td>ASSOCIATES</td>
<td></td>
<td>393-4816 Washington, D.C. Member AFOCB</td>
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<tr>
<td>PETE JOHNSON &amp;</td>
<td>Consulting Engineers &amp; Associates</td>
<td>304-925-6281</td>
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<tr>
<td>Associates</td>
<td></td>
<td>Charleston, West Virginia</td>
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<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>Broadcast Engineering &amp; Associates</td>
<td>Box 220 Coldwater, Michigan 49036</td>
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<tr>
<td></td>
<td></td>
<td>Phone: 517-278-6733</td>
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<tr>
<td>JOHN H. MULLANEY</td>
<td>Consulting Engineers &amp; Associates</td>
<td>Suite 71, 1150 Connecticut Ave., N.W.</td>
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<td>Washington, D.C. 20036 Phone 202-223-1180 Member AFOCB</td>
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<td>Box 220 Coldwater, Michigan 49036</td>
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<td>Phone: 517-278-6733</td>
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<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>Precision Frequency Measuring Service</td>
<td>425 Concord Ave. Cambridge, Mass. Phone 207-6821</td>
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<td>Box 220 Coldwater, Michigan 49036</td>
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<td>Phone: 517-278-6733</td>
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**Service Directory**

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</tbody>
</table>
| SPOT YOUR FIRM’S NAME HERE To Be Seen by 100,000+ Readers —among them, the decision-making station owners and managers, chief engineers and technicians—are applicants for am, fm, tv and facsimile facilities. *ARR Continuing Readership Study

**Contact**

BROADCASTING, November 27, 1967

91
did not want to become involved in a "two or three year hearing." Commission in its action of Aug. 24 denied requested assign- ment applications that adding an assignment at Raleigh would not guarantee there would be no hearing, and it has more in public interest to press for early inauguration of TV service than to authorize a two-year date. Attempting to decide whether an additional assignment was justified. In denying peti- tion for reconsideration, commission stated that experience has shown that more fair and equitable apportionment of the service area is likely to result if commission proceeds cau- tiously in making additional assignments so that developing needs can be met. It stated that ultimately, add of any available channels may be exhausted but it would be "irre- sponsible" to do so at this time by thoughtlessly adding new assignments to places where channels have not been assigned in this area. Action by commission Nov. 15, by memorandum opinion and order. Commis- sioners Hyde (chairman), Cox, Loevinger and Wadsworth, with Commissioner Johnson not participating.

**CALL LETTER APPLICATIONS**

Commission decisions, Denver. Re- quests KMZL-TV.

**Augusta Television Inc., Augusta, Ga.** Re- quests WGAU-TV.

**WBLQ-TV Inc., Lexington, Ky.** Requests WBLQ-2TV.

**CALL LETTER ACTION**

Charles W. Dowdy, Gulfport, Miss. Re- quests WROA-TV.

Existing TV stations

**FINAL ACTION**

WNCI-TV Columbus, Ohio—Broadcast Bu- reau granted request to Nationwide Communications Inc. Action Nov. 15.

**NEW AM stations**

**APPLICATIONS**

Prairieville, Ala. Prattvile Radio Inc.—Seeks amendment to CP for new AM to change station to Nationwide Communications Inc. Action Nov. 15.

**ACTION**

Review board in New Castle, Pa., AM broadcasting proceeding, Doc. 17118-80, granted petition to reject proposal for agreement, filed June 12, by Lawrence County Broadcast- ing Corp., Brownsville Radio Inc., and Shaw Brothers Broadcasting Corp. CP in agreement sub- mitted therewith is approved: application of Shaw Brothers for additional time on air granted; and pending separations are removed from this proceeding. The commission granted an amendment application, that applications of Lawrence County Broadcasting Corp. and Brownsville Radio Inc. are granted subject to condition stated; and that application is terminated. Board member Berkemeyer issuing additional statement. Board member Nelson absent. Action Nov. 15.

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American Media Associates, Incorporated
Media Brokers
WHY?
Because its owners have in excess of 25 years of combined successful ownership and management in the broadcasting industry. All are still active in the broadcasting industry. All know the problems of both buyer and seller and are ready to help you when you give the word! That's the WHY of the Company. Call or write:

305 Degree of Honor Building
St. Paul, Minnesota 55101
Area Code 612 227-7757

BROADCASTING, November 27, 1967
CLASSIFIED ADVERTISING

DEADLINE: Monday Preceding Publication Date

- SITUATIONS WANTED 25¢ per word—$2.00 minimum, payable in advance. Checks and money orders only. Applicants: If tapes are submitted, please supply $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- WANTED 30¢ per word—$2.00 minimum.

BROADCASTING

RADIO

Help Wanted Management

Manager—Sales ability, small radio market. New York State, with salary. Box K-589, BROADCASTING.

East coast daylight radio station needs an aggressive Station-Sales Manager combination. Unlimited opportunities. Contact manager. Box L-91, BROADCASTING.

Excellent opportunity for commercial managers of descriptive, direct sales type work. Contact manager. Box M-148, BROADCASTING.

Branch studio manager, salesmen, announcing, copy, news, possibly sports, etc. Excellent salary and commission. Details plus phone number. Box L-215, BROADCASTING.

Manager to take over full time radio station. Small town. Salary - percent of gross. Write: Warren G. Gilpin, P. O. Box 9, Monroe, Ga. No phone calls.

Manager—New FM station, Ocean County, New Jersey. Grow with us. Submit summary and/or full resume. Box E-50, Riverton, Wisconsin 53221.

Immediate opening for salesman-announcer for small market. Box K-278, BROADCASTING.

Executive type salesman. Draw against sales. Box L-184, BROADCASTING.

Self starter—thick skin—can sell MOR FM? We have a good paying start, unlimited potential. Mid-south 100 kw stereo. Pros only please. Box E-122, BROADCASTING.


Central California contemporary format. Local, sales, sales manager, plus commissions. Send resume, Sam Schwan, KIRV Radio, P.O. Box 33, Santa Maria, California.

Young, aggressive, professional salesmen with ability and desire. Opportunity with top management. Avoid the conventional. Send complete information including experience and ability to: Ben Becker, WDAM, Columbus, Georgia.

Philadelphia—Building a sales team. Need self-starters anxious to cash in on highest commission rate in the market. Contact Norby Blaske, KTIP-TV, Benson-East, Jenkintown, Pennsylvania 19046.

Sales—(Cont'd)

Central Florida, unlimited AM & FM, good opportunity for low-pressure hard working salesman. Salary and commission also announcing if experienced. Box L-83, BROADCASTING.

Part-time or full-time "Independent Agent." Up to $500 per week selling exclusive promotion package to Cable TV industry! 25% straight commission. Nothing else like it! Travel necessary. Radio production, promotion and sales responsibilities. Box L-17391, Memphis, Tennessee, 38117.

Announcers

Restating station in suburban New York metro market. Need 1 combo man with first class phone. No experience is necessary. M. O. R. Top pay. Top opportunity. Send resume and tapes to Box L-83, BROADCASTING.

Announcer wanted: I need a stable adult announcer for WLNP Radio for sunny south Florida. Salary open. Snow birds need not apply. Program Director, Box L-148, BROADCASTING.

Fabulous southern Florida 5 kw full-time major market. Middle-of-road format station offers golden opportunity. Must be experienced in competitive major market radio. Requires strong production, first or third phone. Enclose recent photo with resume, references and 30 minute air check. No tapes returned. Box L-168, BROADCASTING.

Combino-announcer-salesman; 1st class license preferred. Chicago. Complete experience and requirements first letter. All audition tapes will be returned, Box L-231, BROADCASTING.

Dependable announcer wanted for long established radio-TV station. Night shift is now open for some one who can qualify. If you are interested, let us know. Phone for appointment. Box L-211, Shelby, North Carolina.

KOB Albuquerque needs happy, friendly personality for MOR. Go with a winner. Tape, resume to Tom Dunn, Operations Manager.

MOR announcer, able to write copy, do production. Peaceful spot to live, near Sequoia National Park. Top pay and resume required. KONG AM & FM, Visalia, California.

Mild winters-cool summers. Wanted: Play-by-play sports. Outstanding announcer. Excellent AM and FM stereo facilities. ABC Network. Good opportunity in the west. Send tape and full details air mail to station KSNR, Los Alamos, New Mexico.

Immediate opening for experienced, mature professional announcer with good news sense. Background preferred. Call WABJ, Adrian, Michigan, 313-385-7125.

Announcers—(Cont'd)

Announcer/salesman, college town, immediate opening. 2 hours A.M. DJ show then take over active account. List salary, mileage plus commission. Write General Manager, WCIE, West Chester, Pennsylvania.

Mature announcer wanted for night shift on MOR Radio. Also chance for some TV work. $115 for 4 1/2 hour week to start. Send tape, resume and picture to WCOW, Box 585, Montgomery, Alabama.

First phone anunciassa; Expereince in early morning program helpful. Mature voice. Good pay and fringe benefits. Call or write Robert F. Wolfe, Radio WFRQ, Fremont, Ohio.

New Jersey metropolitan area station needs experienced announcer/newman. Good pay for proven utilities. Detailed position at good music adult station. Interview required. WHTG Eatontown, N. J.

Wanted: Staff announcer for one of midwest’s major radio and television stations. Great opportunity for young man with ambitions. Radio and television experience. Send complete resume and/or air check to: Peter A. Krier, Program Director, Time-Life Inc., WOOD-TV, 120 College S.E., Grand Rapids, Michigan 49506.

A stone’s throw from N.Y.C. Immediate opening for experienced first phone announcer for opening shot, above average pay. WRAN, 201-365-1519.

Immediate opening due to staff expansion for 1 newsman and 1 staff announcer. Experienced only. Very pleasant working conditions in lighty formatted good music station. Send tape and resume to WRJH, Box 910, Hartford, Connecticut.

Announcer for successful newspaper owned AM-FM stations in Indiana’s Lake region. Emphasis on commercial announcing. Opportunity to be the 100,000 watt stereo. First phone necessary. Call for complete tape, resume to WRIS, Warsaw, Indiana.


Wanted immediately... Announcer for Missouri AM & FM. Better pay if you can do play-by-play. Phone 314-907-3368, Manager. No collect calls.

Technical


Chief Engineer, East of the Mississippi. Direct salary, $2500 to start with scheduled increases. Box L-548, BROADCASTING.

Man qualified for studio maintenance and transmitter switching in northeast capital city. Large group operation. Good opportunity for advancement. Box L-224, BROADCASTING.

Massachusetts 1 kw station has opening for chief engineer. No announcing. Take full control of technical operations. WAMJ, Fall River, Mass. 1-617- 273-5400.

First phone man for transmitter. Will train beginner. WMAM, Aberdeen, Maryland.
Technical—(cont'd)

Maintenance engineer: AM-FM-MX, announcing not required. All details and requirements see first letter. WEAW, Evanston, Illinois 60202.


Immediate opening for a Radio Studio Engineer. Applicants should be experienced in maintenance and operation of studio equipment. Opportunity to enroll in University courses. Starting salary is $2,500 and benefits are liberal. Liberal fringe. Send resumes to Personnel Director, WPGB, 1200 Administration Bldg., Ann Arbor, Michigan. An Equal Opportunity Employer.

NEWS

We are looking for two exceptional radio newsmen. These two men would have to do everything well. Very well. Each would have to have at least six years of good heavy pure news experience. They must consider the tape recorder indispensable. They must know how to use tape effectively. We want men, who have covered all kinds of news, responsibly. We want men who can go to the scene of a story and take their listeners there. We want two brainy newsmen who can put their own honest stamp on everything they deliver. They should work for a large radio news organization. They must have very hard work and deserve very well minimum of $300 per week. Send detailed resume and samples of on-scene reporting or writing. Send to Box K-673, BROADCASTING.

News director—major radio station in top eastern market. Self-starting, take charge, man some air work, Salary open. Send tape & resume. Box L-194, BROADCASTING.

Program director—operations manager: Complete responsibility for air operations. 1st class license required. Contact Mr. or Mrs. Marcia Deschamps, 17715 Pinto Road, San Diego, California 92123; (619) 723-3452.

Production Program—Programmers, Others

Program director—operations manager: Complete responsibility for air operations. 1st class license required. Contact Mr. or Mrs. Marcia Deschamps, 17715 Pinto Road, San Diego, California 92123; (619) 723-3452.

Announcers—(cont'd)

On the outskirts of the number 1 market, I’m successful. Have Pulse, Hooper to prove it. We’re recruiting the 20-30 thousand wave. If you’re interested in other than time, temperature, location, if you want to entertain, if you want a stable, married, college degree, experience, major market, and if you’re not top 40 Box L-229, BROADCASTING.

Immediate need for program director, announcers and sales. Sales manager: good voice, bright, energetic. Good ratings. Top 40 market. Will start in sales to do. Brains enough to do it my way? Send your resume. Box L-217, BROADCASTING.

Mager—sales manager—Young, aggressive, with heavy background and solid knowledge of business, programming and engineering. Must work long and hard for responsible owner in market of 106,000 or over. Box L-216, BROADCASTING.

Manager in 160,000 market and (a good salesman) wanted to announce and sell market. Will start in sales to do. Brains enough to do it my way? Send your resume. Box L-217, BROADCASTING.

Age 41, non-drinking, family man, 12 years radio sales experience. Bachelor degree, general manager in large Rocky Mountain location. Successful experience in managing sick station well. Spearheaded drive of local stations in raising rates, despite low ratings. Have reached top of ladder, must move to better myself, interested in large market, management and part ownership. Can furnish nationally known references. Box L-235, BROADCASTING.

35 year old professional salesman with lots of sales background seeks sales manager position in small market. Wants position with a future. $15,000, minimum. Box L-251, BROADCASTING.

Sales

Have capital—will invest in radio station. Experience and equipment for last stop. Box L-139, BROADCASTING.

Fifteen years experience, all phases, college degree. First class, good announcer. Prefer major market sales in West. Anywhere OK. Box L-214, BROADCASTING.

Announcers

Sportscaster, 5 years experience. Same TV, College graduate. First phone. Box L-52, BROADCASTING.

Talented phone DJ, tight board, solid news commercials. Box L-79, BROADCASTING.

Announcer, DJ, bright swinging sound. Experienced; sales wants to settle. Authoritative newscaster ready. Box L-117, BROADCASTING.

Announcer D. J. Experience, Sales. third class, endorsement. Bright swinging sound. Want to settle. Not a floater. Box L-133, BROADCASTING.

DJ announcer, bright swinging sound experience. Experienced; sales wants to settle. Authoritative newscaster, personalable not floater. Box L-79, BROADCASTING.

BROADCASTING.

BROADCASTING.

BROADCASTING.

Announcer's-(Cont'd)

Top 49 program director desires big break. Box L-236, BROADCASTING.

NFL and college football; college basketball, hockey and golf AA baseball. TV and radio studio background. Top 25 market. College grad. Family man, excellent references. Box L-233, BROADCASTING.

Top 40 swinger with first class license and first class skills. Box L-254, BROADCASTING.

1st phone, experienced engineering and production. Must be draft elig. preferred. Box L-239, BROADCASTING.


Announcing graduate. 28, some experience. Top 40 sales, TV. Box L-244, BROADCASTING.

Authoritative newscaster DJ announcer. Recent weel, Family man. No floaters. Box L-246, BROADCASTING.

Great Top 40 jock ready for big break. Box L-256, BROADCASTING.

Female DJ 3rd phone endorsed announcer, co-producer, co-host; we have a very skilled announcer in New York City. Will relocate. Box L-259, BROADCASTING.

R'n' B, jazz specialist, 3rd endorsed. College and broadcast school grad., beginner, unqualified knowledge of music, witty, articulate, well read, very creative, want to relocate. Prefer south. Vaughn, C. Blanding, 1124 E. 72nd St., Fayetteville, N. Y. 13066. (315) 446-1355.

Former ABC news staff Chicago, desires position with all talk or MOR music station. Prefer late afternoons or Saturday night. Have work. 13 years in Radio-TV. Age 35. Family. Excellent references. Box L-263, BROADCASTING.

First phone, married. Straight jock, five years experience. Medium, metro, market study. Excellent references. Call Bill. 219-722-8888, or 741-2251.

1st phone personality, Broadcast-engr, school grad. (family man). Strong voice-mature 4 years radio all phases including technical. Want MOR, county TV job Wls. and west. 219-323-2713.

Lively, young beginner—Will do tape show for any rock or C&W station. Have good equipment and records. Writes—Mickey Mulhern, 1151 Gravelly Lake Dr., Tacoma, WA 98409.

Top graduate of N. Y. broadcasting school, 94, mature, draft deferred. College grad. 3rd phone, broadcast endorsed. Prefer MOR '67. Box L-268, BROADCASTING.

Technical—(cont'd)

First phone available January. Box L-191, BROADCASTING.

First phone engineer, experienced in production—Now in top 10 market—Prefer Top 40. Box L-943, BROADCASTING.
NEWS

Professional radio newcomer seeking position at established MG station, College, six-years radio-news experience. $6000. Write Box L-150, BROADCASTING.

Production—Programming, Others

Production supervisor medium market—or Producer-Director top market. All phase knowledge in production since 1951. Strong supervisory background. Age-mid-forty-min. salary-$6000. Box L-189, BROADCASTING.

Medium market personality. Loves programming duties too. Ability and desire awaiting you. Box L-208, BROADCASTING.

TELEVISION—Help Wanted

Management

Top flight manager for profitable well-equipped Mid-Atlantic VHF station small ($16 Million) station multiple station network. Excellent opportunity for creative sales oriented manager. Experienced in all administrative phases of small market operation. Prefer man under 40; salary-$20,000 plus. Ideal living area. Reply in confidence. Must have excellent references for future check with your key. Box L-209, BROADCASTING.

Sales

Wanted, aggressive local salesmen WDAF-TV, Kansas City, Missouri. Contact Earl Basil, No calls.

Announcers

If you're a young radio announcer with a good voice and a pleasing appearance, here's your chance to get into television. Group owned VHF in Midwest has opening for TV station to take over, produce and audio tape to Box L-200, BROADCASTING.

Experienced commercial announcer, some new equipment, expanding northern VHF. Resumes or types to Production Manager, WDDO-TV, 1 South 11 Place, Idaho Falls, Idaho. Will consider radio background.

Wanted: Staff announcer for one of Midwest's finest radio and television stations. Great opportunity for young man with smaller market radio and television experience. Send complete resume and/or air check to: Peter A. Kizer, Program Director, Chile Life Insurance, WDDO-TV 110 College S.E., Grand Rapids, Michigan 49502.

Puerto Rico Cablevision needs two announcers. Let's hear about you. Write: George Goldtrap, Box L-141, Beardstown, Illinois.

Technical

First phone engineer for television station. No announcements. Location: Northern Lower Michigan. Box L-59, BROADCASTING.

Immediate openings for TV transmitter engineer with fast growing concern in South Texas. Write Box L-98, BROADCASTING.

Southern VHF network affiliate with expanded facilities, needs two qualified engineers. VTR, color film operation, maintenance experience helpful, but will train. Top pay and liberal fringe benefits. Send full details to Chief Engineer, Box L-144, BROADCASTING.

First class staff engineer wanted for operations & light maintenance. Excellent college graduate. Union scale, two weeks paid vacation after one year. Send resumes to Box L-149, BROADCASTING.

Four television broadcast technicians needed, strong on maintenance, four years experience in top 20 markets, union shop, equal opportunity employer. Box L-228, BROADCASTING.

First class engineer for TV-radio operation in medium size Northern Central market. One year experience preferred, but will train two for productivity and attitude more important than experience. Latest RCA equipment and fringe benefits. Please send photograph and resume to Box L-240, BROADCASTING.

Technical—cont'd

Wisconsin television station has excellent opportunity for three trainees, first phone, maintenance, engineering. No announcements. Good salary. Fringe benefits. Box L-226, BROADCASTING.

Maintenance man to take full charge of studio maintenance including VTR & Color cameras. Winter in Florida with good pay. Box L-226, BROADCASTING.

Transmitter supervisor for VHF station in Southeast. Pay commensurate with experience and opportunity is not an operator's job. Box L-297, BROADCASTING.


Opportunity for engineer with black and white television experience to learn color in a medium sized market using new plumbicon cameras and high band VTR's. Chief Engineer collect today. 315-268-6611.


NEWS

Qualified newcomer with sports knowledge. Immediate resume or tape to Bob Davies, KTOO-TV, Phoenix, Arizona.

Production—Programming, Others

We have a brand new million dollar color facility in one of the top 50 markets and need--you. Your chance to join us in all phases of operation. If you are looking for a good future and a good income with a growing radio-television operation, send complete resume to Box L-185, BROADCASTING.

Film supervisor--Produce motion pictures, video tape features and news. Must be strong writer, salary.$9000. Call Personnel Office, University of Maryland, College Park, Maryland or phone Mrs. Clegat, 301-844-3311.

Radio/TV coordinator -- University public service program for Washington, Baltimore station. Coordinate on-campus news with local and network outlets. Salary $7,000 plus. University of Maryland College Park, Maryland, or phone Mrs. Clegat—301-844-3311.

TV Situations Wanted

Management

Trouble shooter—8 years television experience—includes sales and general management of small ABC affiliate. Unique ability to recover lost business, improve community relations and station image. Box L-185, BROADCASTING.

Due to expiration of a television consulting contract our station manager becomes available in January. His valuable years of television experience in design, construction, and operation of both VHF and UHF properties can be an asset to any new or established television facility. He has been completely responsible for all management, sales, programming, production, and personnel training. For complete resume, references, and personal interview write Box L-231, BROADCASTING.

Television program manager available soon. Experienced in programming, production, and film buying. Box L-204, BROADCASTING.

Technical

Chief engineer seeks employment near Sarasota, Florida. Five years TV experience, A.A. Electronics Degree. Available for interview at 8:30 a.m. through 5:00 p.m. Box L-297, BROADCASTING.

Technical—cont'd

Looking for a young technician who is a RCA-TV school grad? Has a 3rd with electronics experience? If you are in the New York area, is willing to learn, and is draft exempt, I would like to talk to you. I work for a company that is $13.25 an hour. Please write to me. Box L-253, BROADCASTING.

NEWS

Newsmen—sold, experienced professional on air and as reporter. Change needed January. Box L-222, BROADCASTING.

Production—Programming, Others

Broadcasting degree. Seeking challenging position as producer/director/imaginative producer during December. Box L-265, BROADCASTING.

TV production or documentary film work, sought by aspiring B.F.A. candidate. Age 25. 5 years experience TV production with network O&O and ETV. Box L-190, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No Junk Guarantee Radio Supply Corp., 1314 Ifurube St., Laredo, Texas 78040.

Wanted: Used FM broadcast equipment. No junk. Box L-201, BROADCASTING.

1 used 5000 watt transmitter in good condition. Specify make, model and dimensions. Chuck Delpertier, Chief Engineer, KOLY, Mobergide, S. D. 71601

Wanted to buy: Used UHF Channel 21 transmitter. Also for Sale, Channel 62 antennas. Contact WANC-TV, 75 Seneic Highway, Nashville, North Carolina.


FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cables, antenna, Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial switch-3/4" Andrews #7270, 50 ohm 4 pole pressurized, mounted. Second automatic switching. Unused. $400.00 each. Sierra Western, Box 6068, Oakland, Calif. 94602.

Phone 415-632-3327.

Equipment—Top brands, buy, sell trade. Special offers. Audiovox, Box 7067-55, Miami, Florida 33155.

One RCA TK-41C used less than six months, excellent condition. Box L-141, BROADCASTING.

2-RCA color camera chains. TK-40A's in working order and in color, ready to relocate. Then your opportunity to be color competitive for $6000. Inspection invited. Call Jim in Des Moines, 515-253-0447 or write P.O. Box 18131, Tampa, Florida 33609.

Complete Motorolas two-way system. Base, station, base mike, antenna, (two) two-way car units. Base 15 watts, frequency 170.15. Also includes 200 feet copper cable. Was purchased new 1964. In excellent condition. Total price-$900.00. Write: KLBS Radio, P.O. Box 872, Los Banos, California.

Spotmaster, Russco, QRK. Get the best deal on Audiovox, Box 7067-55, Miami, Florida, 33155.


2-RCA TK-41C color camera chains one year old. $1000 each. Box L-204, BROADCASTING.

Anmpex 300 C recorder, excellent condition. First $750.00. The Maze Corporation. P. O. Box 1, Committee 101A, Birmingham, Alabama.

FOR SALE—Clearance prices. Anmpex VR-1000 A & B components. Perfect condition. Write for list, Chief Engineer, WRVA-TV, P. O. Box 2570, Richmond, Virginia 23218.
FOR SALE—Equipment

Continued

AmpeX 350, 350, 352, 400, 450 users, for great Re- condition, replace first playback stage 1254T with our plug-in transistor plate. $135.00. Int., P. O. Box 1555, Min. View, Cal., 94907.

Recording studio complete. AmpeX recorders, channel console. All pro. Bought new studio—liquidating. $8500.00 FOB. Contact The Music Corporation, Box 6668, Birmingham, Ala.

Andrew 8-bay Multi-V antenna, 1037 but will accommodate any size. 13-foot sections Andrew rigid 3x4 coil, stellite in- suitable sections or $75 for 12% discount above if bought together. Bendix Station Guardian Model 5252-46 like new $85. Directional coupler for above, Model 4452, has in 20 kw like new $140. Concertone Model 20/20, 7/15-18, good condition $175. Ken Freeman, CE, W3HBD, Box 1439, Augusta, Ga. 30903. 803-524-5441.

MISCELLANEOUS

J666 Professional Comedy Lines. Topical laugh service featuring deejay comment into your program. Catalogue, Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 5960 classified gag lines. 45-R. Comedy catalog free. Ed Orlin, Boyer Rd., Madison, Wis. 53703.

Instant humor. Throw away that jokebook. Professional humor secrets revealed to give your spark more personality. Simple techniques, no money work. Guaranteed. Details free. Innovations Through Research Inc., Dept. 47, P.O. Box 1111, Lake Grove, Oregon 97034.

Instant gags for deejays—Thousands of one-liners, gags, TV, radio stations, etc. Listed in Free "Broadcast Comedy" catalog. Write: Show Biz Comedy Service—1735 East 39th St., Brooklyn, N. Y. 11209.


"365 Days of Laughs!"—daily radio gag service—may be available in your market. Sample a month! $3.00. Box 3736, Merchandise Mart Sta., Chicago, 60604.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree. Complete correspondence courses, resident classes, Schools located in Washington, D.C., and Washington, D.C. For Information, write: Grantham School of Electronics, Desk J-B, 1920 N. Western Ave., Chicago, III. 60622.

Elkins is the nation's largest and most re- spected name in First Class FCC licensing. Complete courses in six weeks. Fully approved for Veterans' Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.


The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 119 Spring Street, Atlanta, Georgia 30309.


ANNOUNCING (Cont'd)

Announcing, programming, production, newscasting, aper- ture, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEXR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946, original course for FCC Class radio technicians operates license in six weeks. Approved for veterans. Low-cost dormitory facilities for all school. Reservations required. Enrolling now until January 16, 1968. For information, references and reservations write William B. Ogden Radio Operational Engineer, Box 9037, Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California.)


R.E.I. in the center of the U.S. can teach you for the First Class Radio Telephone license in only (3) weeks. Total tuition $350.00. Job placement free. Rooms & apartments $10-15 per week. Classes begin Jan. 2, Feb. 5, Mar. 11. Call WE-11-5444 or write 3123 Gillham Road, Kansas City, Missouri.

Be sure to write, BROADCASTING INSTITUTE, Box 6671, New Orleans, for radio announcing careers.

Earnings up to $300 weekly, 1st class FCC graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class FCC technicians and announcers. DJ-2's, newscaster's production personnel, Announcers Training School, 25 W. 43 St., New York 1668. Veteran approved, licensed by N.Y. State. Phone OX-3-9245.


First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Memphis, Seattle, Hollywood, or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 98% passing. Bob Johnson Radio License Instruction, 1060D Duncan Place, Manhattan Beach, Calif. 90265.

F.C.C. First phone quickly and easily via new concept in correspondence training, Easy slices, Mid-Western Broadcasting Service. P.O. Box 7588, Milwaukee, Wisconsin 53201.


RADIO—Help Wanted

Availabilities needed now for some of today's Top Pros—Management, Sales, Air Personalities ...

Bob Jordon
Anchor East Associates
701 Madison Ave., N. Y. 17, N. Y.

ANNOUNCERS (Cont'd)

Announcers

Major Market Network O & O
Send tape, photo and resume to Box L-249, Broadcasting.

FLORIDA BECKONS

TRANSMITTER AND STUDIO ENGINEERS NEEDED!
Wonderful Opportunity
Send Resume to:
Box L-255 BROADCASTING, Tele

QUALIFIED NEWSMAN

Major Market Network O & O
Send tape, photo and resume to
Box L-250, Broadcasting.

NEWS DIRECTOR

WWOC Radio has an immediate opening for a creative, well-organized and mature news director who is able to do his own air work, and can efficiently manage a fast moving Washington news room that prides itself in its coverage of the region and Capitol Hill. We are an independent station operated by AVCO Broadcasting. Excellent compensation and fringe benefits programs will be offered the person selected. Send an audio tape and confidential resume to Mr. Perry Samuels, Vice President and General Manager, WWOC, P. O. Box 4668, Washington, D. C. 20015.

An Equal Opportunity Employer

Situations Wanted—Announcers

Available Now Top Morning Personality
mature air salesman with unique humor act-rating proved. write now.

Box L-240, Broadcasting

97
OVERSEAS ASSIGNMENTS

Leading U.S. Broadcasting Organization is seeking qualified Television Engineers for assignment in the Middle East.

POSITIONS AVAILABLE:

CHIEF ENGINEER/MANAGER—Applicants must combine technical know-how with management and administrative abilities.

VTR ELECTRONIC ENGINEERS—Minimum of five years maintenance experience.

Separation from dependents is required, however, salary and allowances commensurate with positions.

Box L-241, Broadcasting

BROADCAST FIELD ENGINEERS

RCA

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, eight paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC, Bldg. 225 Cherry Hill, Camden, N. J. 08101

An Equal Opportunity Employer

RADIO CORPORATION OF AMERICA

Network owned VHF

In top 10 market is looking for Asst. Promotion Manager capable of moving into top spot. Will work in all areas of audience and sales promotion. Put some sell in your resume and send to:

Box L-198, Broadcasting

INSTRUCTIONS

Obtain YOUR FCC 1ST CLASS LICENSE IN 6 WEEKS at the

DON MARTIN SCHOOL OF RADIO & TV
(America's Foremost School of Broadcasting) est. 1937

* Individualized Instruction
* Most Comprehensive Methods
* Utilization of Visual Aids
* Highly qualified instructors
* One Low cost until completion
* Inexpensive accommodations nearby

Next Class Scheduled to Start January 9th

Register Now—Classes Limited

For additional information call or write:

DON MARTIN SCHOOL OF RADIO & TELEVISION ARTS & SCIENCES
1633 N. Cherokee
Hollywood, Calif. 90028

For Best Results

You Can't Top A CLASSIFIED AD

RON BAILIE

School of Broadcast

Announcing

Electronics

Copywriting

Where We Produce Professional Quality Announcers

170 Denny Way
Seattle, Wash. 98109
Phone: 206-MU. 2-3696

MISCELLANEOUS

LIVE PLAY BY PLAY RADIO COVERAGE of the
23RD ANNUAL GATOR BOWL GAME
from JACKSONVILLE, FLORIDA
Saturday, December 30, 1967, at 2:00 P.M., E.S.T.

For details... Write or wire:
Robert K. Lynch, Box 45, Atlantic Beach, Florida 32203
Area Code 904 249-4602

ATTENTION:
Station managers and news directors Gold Coast News Bureau is offering you personalized, national, newsworthy reports to round out your daily newscasts. The Miami-Fort Lauderdale, Florida area is preparing for its biggest news year yet. Area protected. On the spot actualities. Full coverage of conventions and other events by professional newsmen.

For complete details, write:
Gold Coast News Bureau
1648 N. Dixie Highway #2
Fort Lauderdale, Florida 33305

TELEVISION—Situations Wanted—Management

MANAGER/GENERAL MANAGER/TV
Mature broadcaster with distinguished credits
Availability Negotiable.
Box L-192, Broadcasting.

TELEVISION—Help Wanted

Financial

TELEVISION STATION MANAGER
Large and small market experience in television sales, programing, production, and daily operations. Marital, degrees available soon. Prefer Southwest TV Station, Ad Agency, CATV, or Production Firm.

Box L-206, Broadcasting.
Continued from page 93

amend its application in certain respects including
an affidavit by Messrs. Palmer and Dykes verifying bank loans
made to applicant; submission of financial statements by
Messrs. Palmer and Dykes, letter from Collins Radio Corp. containing certain
financial statements to applicant; revisions
to certain portions of application to reflect use
of certain equipment as contained in Collins
proposal and clarifying nature of tower
contemplated, a statement from Clarence
Hensen, applicant's consulting engineer, relating
to certain proposed equipment at specified site. A petition of
Nov. 15, rescheduled Nov. 27 prehearing confer-
ence to 10 a.m. Nov. 16 in Gate City, Va.-Kingsport, Tenn. (Tri-Cities
Broadcasting Company, Palmer-Dykes Broadcasting Co.) FM proceeding, cancelled
and set against Nego. Nov. 15 granting Palmer-Dykes leave to amend its application
and order oral argument on petition for Nov. 27 (Docs. 1791-4).

Hearing Examiner Forest I. McClearning on Nov. 16 in Waukegan-Des Plaines, Ill.
(News-Sun Broadcasting Co., Edward Walter
Pizczek and Jerome K. Westerfield, and Maine Township FM, Inc.) FM proceeding,
granting motions by News-Sun Broadcasting Co. and Pizczek and Westerfield to quash
notice to take deposition; and further ordered that the hearing shall resume on
1 Jan. 1966 (Docs. 1793, 1794, 1796).

CALL LETTER APPLICATIONS

* KATO Radio Inc., Texarkana, Tex. Re-
quest RADI0-424. Letter Applications
* Lee Enterprises Inc., Moline, Ill. Re-
quests WMSM-FM, Dubuque, and
* Bushland Radio Specialties, Chippewa
Falls, Wis. Letter Application

CALL LETTER ACTIONS

* "St. Olaf College, Northfield, Minn.
Granted WCAF-AM.*
* Shurtliff Broadcasting Corp., Lincoln, Neb. Granted KLHN-FM, La
* Jonesborough, Martin, Tenn. Granted WCMY-FM.
* Smith Broadcasting Inc., New Richmond, Wis. Granted WXK-FM.

DETERMINED FOR HEARING

Thomasville Ga., Triple C Broadcasting Corp., Boulder, Colo., designated for
 consolidated hearing applications for new FM stations to operate on ch. 305 and 306
(Triple C Broadcasting Co., with ERP of 1.5 kW, WEMF-AM, with ERP of 1 kW.
Collins Broadcasting Co., with ERP of 3 kW.

Existing FM Stations

KWPW-FM West Plains, Mo. - Broadcast
Bureau granting use of former main trans.

NEW ACTIONS

UWGM-FM West Plains, Mo. - Broadcast
Bureau granting use of former main trans.

ACTION ON MOTION

* Hearing Examiner Irwin A. Honig on Nov.
* 20 in Albany, Ore. (KNND and KRRK
and Albany Radio Corp.) FM proceeding,
denied nunc pro tunc Nov. 16 motion by
Albany Radio Corp. for extension of time
to respond to petition of KNND and KRRK
for leave to amend application, and on
examiner's own motion extended from Nov.
16 to Dec. 7 for filing response by Al-
* Albany to KNND-KRRK petition to amend.

CALL LETTER APPLICATIONS

* WREE(FM), Angelo Joseph Salvi, Wood-
stock, Ill. Request WSMF-FM.
* WSMF-FM, WSM Inc., Nashville. Re-
quests WSMF-FM.

CALL LETTER ACTION

* WJHJ(FM), Both American Co., Jack-

RENEWAL OF LICENSES, ALL STATIONS

* Broadcaster licensed to operate in

* Broadcast Bureau granted renewal of licenses for

gives you nationwide display
For Rates Contact:

NEED HELP?

Your ad here . . .
on Nov. 14 in Buckhannon, W. Va. (Bettervision Systems Inc.). CATV, preconstruction, reserves 13保证金 in preference to Dec. 6, and cancelled Dec. 8, hearing date

- Hearing Examiner Jay A. Kyle on Nov. 15 in Kalama, Wash. (CableVision Inc.) preconstruction, scheduled certain certain procedures and rescinded hearing date Dec. 13 to Feb. 1, 1968 (DSC 17817). On Nov. 20 in Rockford, Illinois (CATV of Rockford Inc. et al.), CATV preconstruction, on request by applicant and grantee, both with prejudice, joint participation as party in proceeding (Docs. 17200 et al.).


Ownership changes

APPLICATIONS


KQCY Quincy, Calif. — Seeks assignment of license from E. A. Miller, trustee in bankruptcy of Roger L. Endicott (Mr. Miller is trustee in bankruptcy for original assignee) John H. Yarborough, trustee in bankruptcy of Earl E. Sloan, trustee in bankruptcy of Herb Neill and Edward L. Nel (each 25%). Ann. Nov. 16.


WTBY Milford, Del. — Seeks transfer of control from Edwin L. Fisher and Raymond W. Thompson, owners, to Joseph A. Drake (both before, 74.6% after) and Edward S. Shaw (25.4% before, 25.4% after). Mr. Drake’s obligation under stock purchase options totals slightly under $2,500 during first year of control, increasing during each ensuing year. Ann. Nov. 16.


WOLFM Omaha, Neb. — Seeks assignment of license from Telesis Inc. to WOLI Broadcasting Corp. for $50,000 and $48,250 for land and improvements, $1 for lease. Principals: Dolph Hewitt and Norbert A. Drake. Notice: Mr. Hewitt is under contract with WOCH Chicago as producer, director, and consultant; Mr. Drake is attorney, college administrator, director of WIXN-AM-FM, production and secretary-director of Dolph Hewitt and Associates Inc. Notice: Hewitt and Drake have interest in WOGB Georgia (Il). Nov. 16.

WXTM-FM Greenacres and WNOF-FM Seaview, both in communications, seek assignment of license of banks and Freeland Broadcasters Inc., Charles R. Banks (50%, before) for $23,000. Ann. Nov. 16.

KJFC Forest, Minn. — Seeks assignment of license from Donald M. Denne to United Broadcasting Co. for $75,000. Principals: G. J. Rice, president (16%), M. C. Dunford, third vice president (7.73%) and Donald A. Humm et al. Mr. Rice is founder and 51% owner of KTUI Sullivan, Mo. Mr. Dunford is plant manager.

RIBQ-FM Utica, N. Y. — Seeks transfer of control from John T. Dowdell, Ralph C. Allinger, and Robert A. Riddley to WIBE Inc. Principals: Margaret R. Stovall, president and treasurer (38.1%). Frederick C. Bowen, vice president (7.73%) et al. WIBE Inc. will, in effect, become 100% stockholder of permitting corporation, Mohawk Valley F. M. Inc. Consideration $1,600. Ann. Nov. 16.

ACTIONS

WACT-AM-FM Tuscaloosa, Ala. — Broadcast Bureau granted transfer of control from Frank E. Gassman to WAVE, Waterloo, Iowa, for $23,000. Ann. Nov. 16.

WJCN-FM Bellingham, Wash. — Hearing Examiner Seeks transfer of control from John T. Dowdell, Ralph C. Allinger, and Robert A. Riddley to WIBE Inc. Principals: Margaret R. Stovall, president and treasurer (38.1%). Frederick C. Bowen, vice president (7.73%) et al. WIBE Inc. will, in effect, become 100% stockholder of permitting corporation, Mohawk Valley F. M. Inc. Consideration $1,600. Ann. Nov. 16.

- Commission granted assignment of licenses of KKHJ-TV Honolulu, and its satellites, KAIL-TV Waikiki and KHAW-TV Hilo, both Hawaii, to the principals of TCI Hawaii Inc. Notice: change of control from corporation to partnership. Ann. Nov. 16.

WTHD Milford, Del. — Seeks transfer of control from Edwin L. Fisher and Raymond W. Thompson, owners, to Joseph A. Drake (both before, 74.6% after) and Edward S. Shaw (25.4% before, 25.4% after). Mr. Drake’s obligation under stock purchase options totals slightly under $2,500 during first year of control, increasing during each ensuing year. Ann. Nov. 16.


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COME on words, get warm and loose. This is a challenging guy you have to describe. He’s an original, a throwback to a time when a man was a man for his path of sense, pride of worth, independent mind and who, by honest, two-fisted toil, could rise above the trite stamp of rank and education.

How do you give full dimension to this big-bear personality? How do you report the pell-mell way he tells of tough and tumble days without diluting the flavor? He brought to the gray-flannel business of corporate public relations open, friendliness of the saloon hangout and newspaper row.

Remember the time Casey had been warm and generous with a new reporter in town? His hospitality had somewhat dispelled the visitor’s initial wariness, a reaction brought on by Casey’s resemblance to a long line of intimidating city editors. The goodbyes had been said and the visitor already was in the lobby of NBC’s Burbank offices when down the hall charged Casey.

“What do you drink?” he asked.

“Scotch,” was the confused reply. Off hurried Casey, only to reappear with a manila envelope that obviously contained a bottle.

The reporter didn’t know whether to say thank you, or no, thank you, or to be angry because it might be a compromising offering. Finally, he recognized that it was the way of a man used to doing things without shame or shame—just wanted to make a stranger feel welcome.

Grass Roots • Casey picked up his nickname in Watertown, S. D.

That’s just a blizzard away from Dawson, the town of less than 1,000 in the southeast corner of Nebraska where he was born. He went to grade school in North Dakota where his father owned a grain farm. Then one day he passed the state exams to go to high school, which was in a town called Ellendale, six miles away. He had to ride a pony to get there. remembers one night coming home when it was 46 degrees below zero.

His grandparents were from Bourbon county in Kentucky and there’s a little Shawhan crossroads where they make the King of Nelson brand whiskey. Down the road a piece is Fleming county and his grandfather Shawhan married a Fleming so the child of the marriage became Ralph Fleming Shawhan.

Then some years later, the youngster got into a scuffle in a basketball game in Watertown. The next day a kid from school said to him: “God, you got a temper as bad as those Caseys.” There was a big family named Casey in town and they were railroadmen, always getting into battles. So the Casey stuck.

After high school Casey went on the railroad to earn some money for college. He worked as a fireman, saving enough to go to Iowa State University in Ames. He started in engineering, switched to forestry, before finding himself broke one day. And a friend bumbled their way to California, where Casey caught on as campus stringer for the Los Angeles Herald while attending the University of Southern California.

He quit school to go full time with the paper as a reporter earning $25 a week.

Starting in the sports department, he soon switched to cityside because the new assignment included a $10 weekly raise. From the Herald he went on to the Los Angeles Examiner and then to the Los Angeles Times. After a five-year stint in movie publicity for David Selznick and then 20th Century-Fox, he wound up back in the Times family, as city editor of the new Los Angeles Mirror.

As a reporter, he was mostly on general assignment and covered many of the town’s big criminal trials. “We had a lot of stuff going,” Casey recalls. “LA was a raucous bang town, full of bootleggers and shootings. The North side was Italian—the East side was Jewish. And all the gangs were fighting.”

He has been 14 years at NBC, in charge of publicity on the West Coast. But before that there had been more than 20 hard, but action-packed, proud years as a newspaper reporter and editor. He’s still largely printer’s ink all the way. It was difficult for him to make the switch from one side of the street to the other. Yet the thing that helped him most was knowing how newspapermen worked.

Unresponsive • When Casey came to work at NBC, the network had an indefinite image on the West Coast. There was a thing about NBC—people there seldom returned calls.

Casey gathered his publicity staff and laid down a few simple commandments.

“When newspapermen call, you must call them back.” If you don’t have the information, say I’m trying to find it, but call them back and let them know. And if something comes up and it’s really tough to answer, say I just can’t make any comment. But don’t lie to them.” The last was a rule never to be broken.

“I found out early,” he explains, “that newspapermen and columnists are looking for good, honest news and they don’t want it exaggerated. I tell the boys we’re just a great big news machine, turning out this copy. Hold down the adjectives and don’t fake news. It isn’t necessary.”

He got to know cops and judges and movie stars and studio grips during his years on the news and publicity beats. “People are really the greatest things in the world,” he says. “I think if you stay with people long enough you’ll find something about them you’ll like.”

And people have found many things about Casey to like and respect. They’ll be gathered Dec. 6 at a testimonial dinner for him at the Biltmore hotel in Los Angeles. Casey Shawhan, after 41 years in the harness, is retiring. It’s doubtful that the broadcast industry—an industry—can afford to give up so sound and colorful an original without being poorer for the loss.

A Casey who struck it big through honesty


WEEK’S PROFILE

BROADCASTING, November 27, 1967
EDITORIALS

The new LBJ-TV

President Johnson has found the key to success on television. It was no trick at all. It was just being himself.

The President's prescheduled news conference 10 days ago deservedly won widespread acclaim—even rave notices in some GOP newspapers. Mr. Johnson's performance, rather than the substance of his remarks, made the page-one news, with pictures.

This is not the first time the President has returned to what comes naturally to him, because he is basically a free swinger with exhaustive knowledge, whose persuasive force during three decades in Congress is legendary. Two years ago, after some vexing experimentation, he initiated a wide-open televised news conference. He had never shown to a better advantage. But later he shied away from that format until his innovation of 10 days ago.

The burdens of the Presidency were greater. Mr. Johnson knows that a slip of the tongue might bring global repercussions. Mr. Johnson has shown, however, that he at all times is in full command.

The President is said to be at his best in dealing with people in small groups—preferably one at a time. On TV, with no script and with a cavalier mike to give him roving room, he has demonstrated that he can talk with millions of Americans—one at a time.

We hope the President sticks to his wide-open format. It is LBJ at his TV best.

Branded

Advertisers, agencies and their trade associations have made a persuasive case against the Federal Trade Commission's proposed adoption of trade rules governing the advertising of pain-relief remedies (Broadcasting, Nov. 20). These rules could be the forerunners of others.

If the FTC is to adopt general rules restricting the advertising of various pain relievers, on the assumption that differences among them are slight, what is to stop it from doing the same to restrict advertising for detergents, soaps, canned peas or any other class of products? In that direction lies the suppression of all advertising and of the private incentive to produce new products and improve old ones. What that would mean would be destruction of the American marketplace. Or is that exactly what some civil servants have in mind?

Creative calls

When radio salesmen take agency buyers to lunch, are they buying lunch for the wrong people?

Richard J. Mercer of BBDO, whose gifts as a public speaker make him a popular man on the rubber-chicken luncheon circuit, doesn't go that far. But he does feel, and has been telling radio gatherings for some time, that radio salesmen ought to pay more attention to agency creative people. His message is simple: Let the creative types know about radio, get them excited about it, and they'll create better commercials and swing more money into radio.

There is a great deal of merit in this reasoning, of course. But Mr. Mercer has to be exaggerating—exercising creative license, no doubt—when he leaves the impression that radio treats creative people like a race of pariahs. The Radio Advertising Bureau, for one, makes creative presentations to creative people regularly and also, among other things, distributes a "creative newsletter," including recordings of radio commercials, to some 2,000 creative types 10 times a year. Earlier this month, for another example, the International Radio and Television Society held its third annual radio commercials workshop in New York with some 400 creative people on hand.

As one measure of the communications gulf between radio salesmen and agency creative people Mr. Mercer cites a BBDO survey. He told the Southern California Broadcasters Association about it in a speech a couple of weeks ago (Broadcasting, Nov. 20). He said the agency asked its key creative people—of whom Mr. Mercer has to be one, being vice president and associate creative director—how many media representatives they knew. In response, he reported, 287 magazine reps were listed—and only seven radio salesmen. That's pretty frightening stuff. But it becomes just a little less startling when it is recalled that Mr. Mercer cited the very same figures, apparently from the very same survey, in support of the very same argument in another speech more than two years ago (Broadcasting, Sept. 20, 1965).

It is good, obviously, to have a man of Mr. Mercer's talents and stature worrying about radio and, hopefully, goading it into better performance. No doubt radio would gain if its salesmen called on agency creative people more often. But we keep wondering about that survey and whether it really shouldn't be updated. By this time Mr. Mercer alone must know more than seven radio salesmen—even if you count only the program chairmen at meetings he's addressed since 1965.

Bench strength

Neither side really wins a strike that goes on as long as the National Association of Broadcast Employees and Technicians' against ABC. It can, however, be firmly stated that ABC would have lost it if it had not had the forethought to train nonunion personnel in technical operations.

So far as can be determined the network lost little revenue and few programs in the two months that its regular technicians were on the picket lines. The company was able to continue service with little dislocation discernible to the audience.

The lesson is clear for all employers in broadcasting. If a union can shut down a broadcast operation by strike, it has a weapon of decisive power, and in such circumstances bargaining becomes meaningless. At the ABC-NABET negotiating table the weight was not all on one side.
KSTP OFFERS NEW IN-STORE MERCHANDISING SERVICES

For more than 12 years, KSTP TV and Radio have provided their FEATURE MERCHANDISING SERVICE to thousands of advertisers. Now this successful service has been improved to do an even more effective merchandising job for grocery product advertisers where it counts...in the store.

In the 5-county metropolitan Twin Cities area (where more than half of all retail food sales in Minnesota are made) KSTP offers a variety of services in 200 top-volume chain and independent supermarkets to help sell your product. Here's what it offers:

- 72 days of guaranteed special end-of-aisle dump or bin displays set up, checked and photographed (for proof of performance) by the KSTP staff.
- A KSTP Merchandising Hostess to sample or display your product for 12 days during a 13-week cycle. The product may also be couponed at no service cost to you.
- Promotion of your product to key personnel at store level in 75 stores during a 13-week cycle.
- Pre-survey reports for your product to determine the most effective merchandising services.
- As always, FEATURE MERCHANDISING continues to check prices, facings, levels, competitive information, floor displays, label deals and other pertinent information, providing you with a check-sheet report every 6½ weeks.

You may use 100% of one of the above services, or a percentage of each of the above services as suits you best during any period in which you qualify for this outstanding merchandising program. Also, couponing, shelf-talkers, channel strips and other activities are still a part of this FEATURE MERCHANDISING plan designed to add impact to your advertising on KSTP Radio and Color TV.

For further details or testimonials call Juanita Johnson or Promotion Manager Bill Davey at 645-2724, Minneapolis-St. Paul.

KSTP TELEVISION 5
RADIO 15
MINNEAPOLIS • SAINT PAUL
For the Best Color from Your RCA TK-42 and TK-43 Cameras

USE THE RCA-4536 IMAGE ORTHICON

The RCA-4536 Image Orthicon in the luminance channel of your TK-42 and TK-43 color cameras is the perfect companion tube for the RCA-4493, -4494 and -4495 Vidicons...designed specifically for RCA cameras and carefully quality-tested in the actual camera components.

The RCA-4536 gives a signal-to-noise-ratio 25% greater than the previous standard, 4492 Image Orthicon. The electronically-conducting glass target assures non-stick and anti-burn operation over a long operating life.

Improved over the 4492, the RCA-4536 Image Orthicon assures the best color...the best in-studio service. Ask your RCA Broadcast Tube Representative for full details about the RCA 4½” Image Orthicon that's "tailored" for your TK-42 and TK-43 cameras.

Available from your RCA Broadcast Tube Distributor