House bill poses new threat to station trading. p21
Kennedy, Magnuson break through cigarette front. p26
Government, industry debate consumer protection. p32
FCC abandons its limit on TV station ownership. p40

"You will never know how many lives you saved."

Late in January last year came a snowfall that literally paralyzed western Michigan. People were stranded. Transportation was non-existent. All semblance of normal community activity ceased. The Fetzer radio station in Kalamazoo immediately switched its entire programming over to coordinating and broadcasting literally thousands of emergency messages. This continued around the clock for three straight days. The quote in the headline above was from one of the many, many letters received from thankful western Michigan residents.

The Fetzer Stations

WKZO WKZO-TV KOLN-TV KGIN-TV WJEF
Kalamazoo Kalamazoo Lincoln Grand Island Grand Rapids
WWTV WWUP-TV WJFM WWTW-FM
Cadillac Sault Ste. Marie Grand Rapids Cadillac
30 EXTRAORDINARY MOTION PICTURES
22 IN COLOR
ALL FIRST RUN OFF-NETWORK

WARNER BROS.-SEVEN ARTS
<table>
<thead>
<tr>
<th>Title</th>
<th>Year of Production/Release</th>
<th>Color or B/W</th>
<th>Running Time</th>
<th>Available On or Before</th>
<th>Cast</th>
</tr>
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<tbody>
<tr>
<td>ONE</td>
<td>1964</td>
<td>B/W</td>
<td>111</td>
<td>5/25/69</td>
<td>George Hamilton, Jason Robards, Eli Wallach, Jack Klugman, George Segal, Sam Levene, Ruth Ford</td>
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<tr>
<td>TIC'S CHOICE</td>
<td>1963</td>
<td>Color</td>
<td>100</td>
<td>10/2/68</td>
<td>Bob Hope, Lucille Ball, Marilyn Maxwell, Rip Torn, Jim Backus</td>
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<tr>
<td>UD RINGER</td>
<td>1964</td>
<td>B/W</td>
<td>116</td>
<td>8/31/68</td>
<td>Bette Davis, Karl Malden, Peter Lawford, Philip Carey, Jean Hagen, George Macready, Estelle Winwood</td>
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<tr>
<td>SR HEART</td>
<td>1965</td>
<td>B/W</td>
<td>114</td>
<td>10/15/70</td>
<td>Glenn Ford, Geraldine Page, Angela Lansbury, Barbara Nichols, Michael Anderson, Jr., Patricia Barry, Charles Drake</td>
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<tr>
<td>INSTANT TRUMPET</td>
<td>1964</td>
<td>Color</td>
<td>117</td>
<td>6/30/69</td>
<td>Troy Donahue, Suzanne Pleshette, Diane McBain, James Gregory</td>
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<tr>
<td>PURR-EE</td>
<td>1962</td>
<td>Color</td>
<td>85</td>
<td>NOW</td>
<td>Animated Feature with voices of Judy Garland, Robert Goulet, Red Buttons, Hermione Gingold</td>
</tr>
<tr>
<td>SY</td>
<td>1963</td>
<td>Color</td>
<td>143</td>
<td>10/2/69</td>
<td>Rosalind Russell, Natalie Wood, Karl Malden, Betty Bruce, Paul Wallace</td>
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<tr>
<td>INCREDIBLE MR. LIMPET</td>
<td>1964</td>
<td>Color</td>
<td>99</td>
<td>9/27/69</td>
<td>Don Knotts, Carole Cook, Jack Weston, Andrew Duggan, Larry Keating</td>
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<tr>
<td>AND OF LOVE</td>
<td>1963</td>
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<td>101</td>
<td>6/24/68</td>
<td>Robert Preston, Tony Randall, Walter Matthau, Georgia Moll</td>
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<tr>
<td>SES FOR MY PRESIDENT</td>
<td>1964</td>
<td>B/W</td>
<td>113</td>
<td>11/10/69</td>
<td>Fred MacMurray, Polly Bergen, Arlene Dahl, Eli Wallach, Edward Andrews</td>
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<tr>
<td>LION</td>
<td>1962</td>
<td>Color</td>
<td>96</td>
<td>10/1/68</td>
<td>William Holden, Trevor Howard, Capucine, Pamela Franklin</td>
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<tr>
<td>MARRIAGE GO-ROUND</td>
<td>1961</td>
<td>Color</td>
<td>98</td>
<td>11/1/68</td>
<td>Susan Hayward, James Mason, Julie Newmar, Robert Paige</td>
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<tr>
<td>M SPRINGS WEEKEND</td>
<td>1963</td>
<td>Color</td>
<td>100</td>
<td>10/2/68</td>
<td>Troy Donahue, Connie Stevens, Ty Hardin, Stefanie Powers, Robert Conrad, Jack Weston, Jerry Van Dyke</td>
</tr>
<tr>
<td>ASTRAY OF A MOBSTER</td>
<td>1961</td>
<td>B/W</td>
<td>108</td>
<td>10/31/68</td>
<td>Vic Morrow, Leslie Parrish, Peter Breck, Ray Danton</td>
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<tr>
<td>109</td>
<td>1963</td>
<td>Color</td>
<td>140</td>
<td>2/22/68</td>
<td>Cliff Robertson, Ty Hardin, James Gregory, Robert Cup, Grant Williams</td>
</tr>
<tr>
<td>A PAGE</td>
<td>1963</td>
<td>Color</td>
<td>98</td>
<td>11/12/68</td>
<td>Robert Mitchum, Elsa Martinelli, Jack Hawkins, Sabu</td>
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<tr>
<td>ROMAN SPRING OF MRS. STONE</td>
<td>1961</td>
<td>Color</td>
<td>104</td>
<td>10/15/70</td>
<td>Vivien Leigh, Warren Beatty, Lotte Lenya, Jill St. John</td>
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<tr>
<td>SIN OF RACHEL CADE</td>
<td>1961</td>
<td>Color</td>
<td>123</td>
<td>10/2/68</td>
<td>Angie Dickinson, Peter Finch, Roger Moore, Woody Strode, Errol John, Juano Hernandez</td>
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<tr>
<td>UNNCER'S MOUNTAIN</td>
<td>1963</td>
<td>Color</td>
<td>118</td>
<td>8/5/68</td>
<td>Henry Fonda, Maureen O'Hara, James MacArthur, Donald Crisp, Wally Cox, Mimsy Farmer</td>
</tr>
<tr>
<td>SUMMER PLACE</td>
<td>1959</td>
<td>Color</td>
<td>130</td>
<td>NOW</td>
<td>Richard Egan, Dorothy McGuire, Sandra Dee, Arthur Kennedy, Troy Donahue, Constance Ford, Beulah Bondi</td>
</tr>
<tr>
<td>YSSES</td>
<td>1955</td>
<td>Color</td>
<td>104</td>
<td>NOW</td>
<td>Kirk Douglas, Anthony Quinn, Silvana Mangano, Rossana Podesta</td>
</tr>
<tr>
<td>LL OF NOISE</td>
<td>1963</td>
<td>B/W</td>
<td>112</td>
<td>10/2/68</td>
<td>Suzanne Pleshette, Ty Hardin, Dorothy Provine, Ralph Meeker</td>
</tr>
<tr>
<td>I'AT A WAY TO GO!</td>
<td>1964</td>
<td>Color</td>
<td>111</td>
<td>12/1/68</td>
<td>Shirley MacLaine, Paul Newman, Robert Mitchum, Dean Martin, Gene Kelly, Robert Cummings, Dick Van Dyke, Reginald Gardiner, Margaret Damont, Frits D'Orray</td>
</tr>
</tbody>
</table>
why gamble?

PLACE YOUR MONEY ON CHANNEL 4 AND HAVE A WINNER EVERY TIME

KRLD-TV continues to be the dominant station in the market — leading the second station by 26.5% more homes per average quarter-hour, 9:00 A.M. to midnight, Sunday thru Saturday.*

Contact your H-R representative for details and availabilities.

*ARB November 1967
Television Audience Estimates

KRLD-TV
The Dallas Times Herald Station

represented nationally by HR

CLYDE W. REMBERT, President
CLOSED CIRCUIT®

Downfield block

Block Drug reportedly is pushing drive, apparently without success so far, to establish precedent of TV station acceptance—at straight minute-rate—of 60-second piggyback featuring products made by unrelated companies. Products: Block’s B. C. remedy, and Ex-Lax. Stations report that so far, as they know nobody has accepted plan and that stations are insisting on payment by each advertiser at full 30-second rate. Block’s advertising VP is A. L. Plant, former head of Association of National Advertisers’ TV committee.

Ex-Lax is represented by Grey Advertising, which also handles Block’s Poldent powders and tablets and Poligrip. B. C. is handled by Sullivan, Stauffer, Colwell & Bayles. Why these particular products were chosen for pairing is unclear; one rep noted that both had been buying 30’s independently and suggested it had simply occurred to someone that both could get better deal if they could place them back to back as one-minute unit. (Some agency sources close to project refer to them not as piggybacks but as “divided minutes.”) Markets being solicited reportedly include Albany, Ga.; Hattiesburg, Miss.; Montgomery and Mobile, Ala., and Charleston, S. C.

Mirage

Hershey Chocolate Corp., which has managed to dominate its field without consumer advertising, is charged of trade, isn’t altering its policies for present, anyway. Fortnight ago, Hershey ran full-page in Wall Street Journal announcing change in name to Hershey Foods Corp., along with new trademark, that caused rumbles along Madison Avenue.

But spokesman for company advised Broadcasting last week that marketing program at present in U. S. “does not include advertising” but that “we are always reviewing and evaluating what effects an advertising program might have on sales-profit picture.” He added that one-shot PR ad “is not to be construed that Hershey will be entering the era of advertising, however.”

Maybe

There’s outside chance that CBS Laboratories will demonstrate broadcast version of its radical new Electronic Video Recording at National Association of Broadcasters convention March 31–April 3. Decision hinges on speed with which lab technicians can assemble demonstration model from lab model that reportedly was taken apart some time ago during design of production prototype. Also some officials think it would serve company’s station relations better to give first showing at CBS-TV affiliates convention next May.

First public demonstration of CBS’s EVR system of playback through TV sets awaits building of prototypes in England, and probably won’t come until midyear. CBS officials are now talking more enthusiastically than ever about market potential of in-home EVR, though they’re still saying first market will be for educational use in England.

Advance planning

One of television’s most successful producers of quality drama, George Schaefer of Compass Productions (Hallmark Hall of Fame, CBS Playhouse) is seeking support for pet project: stockpiling of serious dramas to be produced over next few years and offered to public in five years or more when in-home playback of TV programs becomes possible. His conviction is there must be satisfactory supply of programable material available at time home playback equipment comes on market. He hopes to interest large company or other well-financed organization that is willing to invest now for potentially high return in five years or more.

New partners

National representation changes coming up: WOAM-TV Omaha (Meredith) to Katz Agency effective April 1; WICS-TV Springfield, Ill., to Katz effective March 1; KCMT-TV Kansas City (Meredith) to Blair Television effective March 1.

Two for one

If, as previously reported (Closed Circuit, Sept. 25, 1967) David C. Adams leaves NBC this year (possibly on trial sabbatical), prospects are he will be succeeded by two staff executives. To handle matters related to corporate affairs, law and affiliate relations veteran NBC vice president and general attorney, Thomas E. Ervin, would move into sixth-floor executive suite. Mr. Adams’ other duties (advertising, promotion, press information, standards and practices) would go to Robert D. Kasnir, vice president, corporate information in executive suite.

While Mr. Adams states he hasn’t yet made up his mind whether to take early retirement at age 55, take sabbatical year on leave basis or stay on job, inside speculation is that he won’t in any event reach decision in June as expected. Rather action might come after November elections, and odds still favor his voluntary retirement despite top-level pressure to stick with it.

Shaky

Whether Donald Conaway, national executive secretary of American Federation of Television and Radio Artists, will be leaving post he has held for past 12 years may have been decided at meeting of union’s national executive board scheduled for last Saturday (Feb. 10) in New York. Mr. Conaway has encountered vigorous opposition from members in recent years, particularly from newsmen corps, which was instrumental in rejecting contract proposal last spring that led to union’s first national strike. Also ranking are fines levied by AFTRA against network newsmen who crossed National Association of Broadcast Employees and Technicians’ picket lines—which AFTRA leaders had agreed to honor—last fall.

Together again

After lapse of three years National Association of Broadcasters and National Cable Television Association will meet on CATV copyright issue. Committees of two groups have set March 4 for session in place still undesignated. Last time NAB and NCTA held talks was in February 1965.

New round has been generated by last year’s meetings of Hatch-Stern ad hoc committee. That group attempted to narrow areas in which broadcasters and CATV operators had strong differences and areas in which possibility of agreement was apparent. Main issue was to break NAB-NCTA impasse on copyright legislation. Robert W. Ferguson, WTRF-TV Wheeling, W. Va., heads NAB delegation, Alfred R. Stern, TV Communications, heads NCTA team.
Nobody we know at Channel 7, but figures make latches their dial these audience 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>515,000</td>
<td>425,000</td>
<td>90,000</td>
</tr>
<tr>
<td>EARLY EVENING</td>
<td>338,000</td>
<td>285,000</td>
<td>53,000</td>
</tr>
<tr>
<td>PRIME TIME</td>
<td>442,000</td>
<td>371,000</td>
<td>71,000</td>
</tr>
<tr>
<td>LATE EVENING</td>
<td>155,000</td>
<td>117,000</td>
<td>38,000</td>
</tr>
</tbody>
</table>

Source: NSI-TV Weekly Cumulative Audiences—October-November 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.
WEEK IN BRIEF

Representatives Dingell and Moss propose strong anti-trafficking bill, would give FCC power to determine "fair market value" of stations' assets, require full hearing for every transfer of station license. See . . .

STATION TRADING THREAT . . . 21

Tough network-regulation bill offered last year is expanded, would put nets out of any other types of business, ban network syndication of TV programs, prohibit any network ownership of programs. See . . .

REVISED NETWORK BILL . . . 22

FCC Commissioner Nicholas Johnson doesn't approve of his performance in NCTA promotional film, says he thought it was to be "serious study" on CATV, attempts to put his segments on cutting-room floor. See . . .

NICK'S CATV PITCH . . . 23

Disclosure that P. Lorillard Co. has agreed to abandon professional sports on TV next season marks TV's $200 million-a-year cigarette business. Other firms noncommittal; radio hopes for tobacco spending revival. See . . .

CIGARETTE FRONT BREACH . . . 26


ADVERTISER SHIFTS . . . 30

Government, industry representatives meet at AAF's Washington conference, draw battle positions on consumer protectionism; business-advertising forces say "don't overlegislate." See . . .

HOW TO PROTECT CONSUMER? . . . 32

FCC formally buries interim policy that would limit spread of multiple -station ownerships into top-50 markets. Commissioner Loevinger provides swing vote. FCC says it will now look hard at individual cases. See . . .

BRAKE RELEASED . . . 40

Networks are rushing plans for 1968-1959 show lineup to present it to advertisers by end of February. Longer program trend continues; reduction seen in pilot programs especially one-hour productions. See . . .

TV NETWORKS HURRY . . . 50

NAB President Vincent Wasilewski in New York speech calls on broadcasters to campaign to preserve present system of communications, but also to be prepared to "accept constructive change." See . . .

FIGHT FOR SPACE . . . 60

FCC begins review of staff studies on implications of various approaches to land-mobile radio's expressed need for spectrum space with frequencies now assigned to UHF. See . . .

FCC SEARCHES . . . 62

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BROADCASTING, February 12, 1968

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

Wes Bowen of KSL confers on traffic with Utah Highway Patrolman Richard J. Brown.

KSL Got Tough - - So Did The Law!

As in many states, Utah's traffic deaths were climbing.

Wes Bowen, KSL's public affairs director, moved into action. He was joined by representatives of the state's judiciary, law enforcement agencies, safety council, and medical association.

Sobriety tests, financed by KSL, were conducted at University of Utah medical school. KSL produced a 30-minute documentary, showed it to the state legislature. Bowen addressed the combined houses on the subject. There was opposition. Bowen and KSL kept swinging.

A new bill, virtually as Bowen and KSL proposed, passed. The governor signed it. That was early in 1967. KSL then turned to informing the public of the law, one of the nation's toughest on drunk driving. KSL called for enforcement.

It just may be that the tougher drunk driving law had something to do with these figures; in 1967 Utah's highway deaths totaled 274, down 17% from 1966.

The BONNEVILLE Group
Bonneville International Corp.

International Shortwave Radio

<table>
<thead>
<tr>
<th>City Location</th>
<th>FM Radio</th>
<th>AM Radio</th>
<th>Television</th>
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</thead>
<tbody>
<tr>
<td>New York, N.Y.</td>
<td>KIRO 50,000 Watts</td>
<td>KIRO 50,000 Watts</td>
<td>KIRO No. 1</td>
</tr>
<tr>
<td>Seattle, Wash.</td>
<td>WNYW No. 2</td>
<td>WNYW No. 3</td>
<td>WNYW No. 4</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>KMBZ 5,000 Watts</td>
<td>KMBZ 5,000 Watts</td>
<td>WNYW No. 5</td>
</tr>
<tr>
<td>Salt Lake City, Utah</td>
<td>KSL 50,000 Watts</td>
<td>KSL 50,000 Watts</td>
<td>KBOI 50,000 Watts</td>
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<tr>
<td>Boise, Idaho</td>
<td>KID 5,000 Watts</td>
<td>KID 5,000 Watts</td>
<td>KID 5,000 Watts</td>
</tr>
<tr>
<td>Idaho Falls, Idaho</td>
<td>KBOI 50,000 Watts</td>
<td>KBOI 50,000 Watts</td>
<td>KID 5,000 Watts</td>
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<tr>
<td>&quot;Affiliated With&quot;</td>
<td>&quot;C.P.&quot;</td>
<td>&quot;C.P.&quot;</td>
<td>&quot;C.P.&quot;</td>
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</table>
Spectrum siege is escalated
Use of UHF's for satellites is proposed; FCC picks up steam on land mobile

Late moves for UHF spectrum space came from two directions in Washington Friday (Feb. 9). While in New York, Vincent Wasilewski, president of National Association of Broadcasters, was urging defense of broadcast spectrum (see page 60).

Recommendation that FCC reserve "some of the unassigned UHF channels" for future networking use by domestic broadcast satellites was made by central review committee of prestigious National Research Council of National Academy of Sciences.

FCC Chairman Rosel Hyde said industry will be asked to participate in studies of how television's share of spectrum could be made available to land-mobile users. He said FCC was reviewing staff studies of approaches that might be taken to meet land-mobile radio's spectrum needs with frequencies now allocated to UHF.

In view of "scope and complexities" of problem, he said, commission's next step would be notice of inquiry, possibly in "a few months," to get industry comments before moving to rulemaking stage.

Woods Hole Study • National Research Council's recommendation came in first volume of results of study on satellite applications held last summer at Woods Hole, Mass.

It contains panel recommendation that domestic satellite system for TV networking be instituted to take place of microwave relay terrestrial system now in use, and also suggests similar system be used for educational and instruction TV in conjunction with ground cable TV systems.

Broadcasting panel was headed by Wilbur L. Pritchard, director, Comsat Laboratories, and included Peter C. Goldmark, CBS Laboratories. Panel found direct broadcasting at present time too expensive and difficult.

Extra Frequencies • Chairman Hyde's remarks came at news conference where commission announced it was doubling number of frequencies available in 450-470 mc band (by reducing band width from 50 kc to 25 kc) to meet needs of police and other emergency services as well as industrial services.

Mr. Hyde said that action provides "significant and immediate relief—but it is not the final answer." He said it would provide "respite" while commission gives attention "to more comprehensive relief."

He referred to commission's two-day review last week of staff studies dealing with UHF share of spectrum, then added: "The first step will be to indicate where we think industry should direct their study" of problem.

Channel-splitting order adds some 165 channels to public safety, industrial and land transportation. Police agencies are given access to 36 new channels, with 20 of them earmarked exclusively for police use. Five are allocated to use by fire departments.

Commission action—in works two years—came after President's Advisory Commission on Civil Disorders requested that more channels be made available to police.

Two More Speakers • On Capitol Hill Friday, House Small Business Subcommittee received confirmations from two more prospective participants in spectrum hearing tentatively set for Feb. 20 (see page 63).

Agreeing to take part were General Electric's Richard P. Gifford, chairman of Joint Technical Advisory Committee, and Seymour Siegel, WNYC-AM-FM-TV New York.

Counsel for subcommittee of Representative John Dingell (D-Mich.) indicated that Commerce Department spokesman would be Kenneth Norton of radio propagation laboratory in Boulder, Colo. Mr. Norton is regarded as one of Commerce's top spectrum experts, it was noted, having played leading and sometimes controversial role in television and FM allocations considerations since 1945.

In preparation for next week's hearing on Capitol Hill, Mr. Norton has distributed to committee staff and to panel invitees manuscript entitled "The Silent Crisis Screams," written in 1963 and submitted to telecommunications science panel of Commerce Department's Technical Advisory Committee.

Presentation was one of working papers used by panel in its 1966 report on electromagnetic spectrum problems (Broadcasting, Oct. 24, 1966).

Included in present distribution are three appendices suggesting radical plan for TV allocations to permit more TV channels to be allocated through narrower separations. Basic approach, Mr. Norton said last Friday is use of interference, rather than noise, as limiting factor in TV channel separations.

Reynolds signs up for more NFL on CBS

R. J. Reynolds Tobacco Co. has renewed contract with CBS-TV for sponsorship of National Football League games next season.

Reynolds decision to go ahead, despite requests from Senators Robert F. Kennedy (D-N. Y.) and Warren Magnuson (D-Wash.) to reconsider sports sponsorship, was made because sports events have "unusually large male adult audience," Reynolds spokesman told Broadcasting Friday (Feb. 9). Tobacco industry has been subject to mounting criticism from antigarette interests which claim ads during athletic events unduly influence minors.

Reynolds announcement of contract renewal closely followed confirmation by P. Lorillard Co. that it would not sponsor sports events or programs beginning before 9 p.m. this year (see page 26).

Reynolds reportedly bought two minutes in 20 NFL games at "about $70,000 per minute."

Johnston: no ill will; Ford: do what we can

FCC Commissioner Nicholas Johnston's dander began subsiding as week drew to close, following his publicly proclaimed vexation at role given him in cable TV film (see page 23). Among Friday's developments:

• Reports that Mr. Johnston had "volunteered" for appearance were said by commissioner to be incorrect. He acknowledged he had written Irving Gitlin, producer of film, expressing "delight" that Gitlin firm was doing film, offering to discuss ideas. He says he was contacted by either Mr. Gitlin's office or National Cable TV Association to do clip for film, and accepted on proviso he could review film. Because of Mr. Gitlin's death, however, and rush to get film out, this was never done, he said. "I have no ill will toward anyone," he said.

• Mr. Johnston's call for revision of film to play down his role received no encouragement from NCTA. Frederick Ford, NCTA president, said film was put together by Gitlin firm which had complete editorial con-
Ellis J. Veech Jr., media supervisor for advertising and marketing services at General Mills, Minneapolis, named manager of broadcast media, responsible for all broadcast activity. Mr. Veech joined General Mills last summer. Earlier he was media supervisor at Knox Reeves Advertising and, prior to that, with Gardner Advertising, St. Louis. James R. Barker, broadcast media assistant since joining GM in 1966, appointed broadcast media supervisor to assist Mr. Veech.

**WEEK’S HEADLINERS**

Mr. Swartley, area VP, Westinghouse Broadcasting Co., named VP, New England region. WBC owns and operates WBZ-AM-FM-TV Boston. Lamont L. (Tommy) Thompson, WBZ-TV’s general manager since 1964, succeeds Mr. Swartley as area VP, Win Baker, assistant general manager of KDKA-TV, WBC station in Pittsburgh, succeeds Mr. Thompson in WBZ-TV post.

Mr. Swartley began in WBC management in 1938 at wowo Fort Wayne, Ind., and was moved to Boston 10 years later. In his new post, he will operate on corporate staff level. Mr. Thompson’s association with WBC includes executive VP of Television Advertising Representatives, WBC’s rep firm, and acting general manager and sales manager, KPIX TV San Francisco. Mr. Baker joined WBC in 1960 as assistant program manager, WBB-TV, and served as program manager at WJZ-TV Baltimore and later KYW-TV Philadelphia. He went to KDKA-TV post last year.

Mr. Swartley

Philip S. Boone, senior VP for Dancer-Fitzgerald-Sample, San Francisco, named general manager of western operations. Mr. Boone, with D-F-S since 1958 and senior VP since last year, will continue as chairman of agency’s West Coast executive committee. Maxwell Arnold, VP and western creative director, named vice chairman of that committee, which was expanded from four to eight members. Others appointed to committee: Robert McMillin, VP and Los Angeles manager; VP’s John Naylor, Hans Stern and Robert Urban, and newly named VP’s David Hill and Lawrence Smith.

Mr. Boone

John H. Mitchell, VP in charge of national sales for Screen Gems since 1952, elected executive VP of company. In his new post, Mr. Mitchell will continue to supervise national sales but will become directly involved in company’s worldwide operations.

Mr. Mitchell

For other personnel changes of the week see FATES & FORTUNES

Quick decision asked on McCarthy appeal

FCC and three TV networks told federal court in Washington Friday (Feb. 9) that Senator Eugene McCarthy (D-Minn.) is wrong in claiming President Johnson is legally qualified candidate for Democratic nomination for Presidency but urged court to decide issue quickly.

Senator appealed FCC ruling denying his request for equal time on networks to respond to President’s “Conversation” program of last December and had asked for “summary” decision in light of New Hampshire primary next month (BROADCASTING, Feb. 5).

Commission said its ruling on McCarthy request is based on decades-old rule and that rule is “reasonable” interpretation of congressional intent.

Commercial licensees’ bankroll sought for ETV

Measurereferred to House Commerce Committee Friday (Feb. 9) would direct FCC to study ways to make commercial broadcasters support educational stations.

Joint resolution entered by Representative Leonard Farbstein (D-N.Y.) would also put Congress on record as finding that commercial broadcasters “should contribute substantially to construction and maintenance costs incurred” by ETV’s.

In remarks set for inclusion in today’s (Feb. 12) Congressional Record, Mr. Farbstein notes that latest presidential pronouncements on ETV financing do not focus on idea, widely discussed last year during House passage of Public Broadcasting Act, that commercial broadcasters should pick up all or part of tab.

**MJ&A’s 1967 Billing**

 showed 10% increase

MacManus, John & Adams billed $110 million in 1967, representing 10% increase over 1966, chairman Ernest A. Jones said Friday (Feb. 9) at luncheon marking move of New York offices to 437 Madison Avenue.

Agency move (from 448 Madison) represents expansion of New York operation, which now includes new communications center with broadcast electronic equipment for testing and previewing commercials.

MJ&A, which has its main office in Bloomfield Hills, Mich., bills about $100 million in U.S., of which more than $30 million is in radio and TV.

New York office handles some 80% of broadcast billing.
Owning a Schafer Broadcast Automation System has really put wind in his sales!

Profits up... problems down. This station owner knows his reliable Schafer System is operating smoothly day in-day out.

His people are free to be more creative ... They have more selling time, too.

And Schafer gives any station owner more time for fun, relaxation, his family, and the community.

That's the magic of Schafer-land.

Meanwhile Back at the Station
The Live Sound of Schafer Goes On ... And on ... And on...

Schafer
World's Leader in Broadcast Automation Systems
Schafer Electronics 9119 De Soto Avenue,
Chatsworth, California 91311 (213) 882-2000
Scion of an aristocratic family, Florence Nightingale, who inspired Henrietta Rae's celebrated "Lady With the Lamp," overcame prejudice, tradition and red tape to involve herself in the despised lot of common soldiers, and changed the course of nursing for all history.

VOLVEMENT...

(Seventh in a series)

Becoming involved in the affairs of their communities is another basic tenet of Storer stations—and another reason why it is good business to do business with Storer. Under the proven principle that listeners and viewers respond better when interest in their affairs is consistently demonstrated, Storer stations do just that. They support drives, publicize programs and give generously of their time and talents to all manner of civic ventures, and take definite stands on community affairs through frequent editorials. The resulting messages to advertisers and agencies alike: "Storer serves ... and by so doing sells!" ★★★ For details on how Storer stations can help you sell in ten major markets from coast to coast, contact Storer Television Sales, Major Market Radio or the Storer station in your city. ★★★★★★★★★★★
How many telephone calls did Marjorie Slater make to test her test market advertising?
One. The Blair station made 600 for her.

663 to be exact. 331 before running spot TV commercials for Bar-Tender's Brand Instant Cocktail Mix, on WOKR-TV, Rochester. 332 afterwards. The study showed that spot television support increased product awareness dramatically. The advertiser decided to use the medium in additional markets. And Marjorie's agency, Ingalls Associates, Inc., Boston, had no big research bill to pay. Perhaps your Blair man will do the same for you. Ask how TMP can measure new product acceptance, explore spot television effectiveness, answer your questions in market areas from coast to coast. All it takes is one phone call. To your Blair man.

BLAIR TELEVISION
Social forces help stamp out dull commercials

Often these days in social conversations you will hear the remark that television commercials are better than the programs. In some cases it may be true but I don't wish to argue that point here.

My premise is that many commercials today are better than commercials yesterday because there is a sort of Gresham's law in reverse making this come about. The good appears to be driving out the bad. Broad social and historical trends may have a lot more to do with it than we suspect.

Our society is undergoing a profound, rapid change. A lot of sacred cows are being looked at in a not-so-sacred way. When the re-examination is done we are going to look remarkably different as a society and as a marketplace.

There are changes in mood, in temper and in values. People, especially young people, have learned to look closely at themselves and their environment. They are becoming uncomfortably honest in questions and actions.

*Mirror Of Trends* • Advertising is very much a part of this changing society. We are experiencing some drastic changes in our business. The proliferation of new agencies is no accident. I believe it is a natural result of social change—conscious or unconscious—in the American market.

Most of my adult life I have been a student of history and philosophy. As a result I feel that any conspicuous social force, whether it be architecture, art, sculpture or advertising, is a result of the needs of that society.

Once advertising was highly intuitive. Then it became very scientific and for a long time avoided the artistic side of the business. I suppose this is because art and intuition are hard to categorize. Everything is more comfortable when reduced to numbers or put on charts. But advertising, as well as being a business, is very much an art.

The standard of excellence that separates the drones from the exceptional practitioners is their ability to utilize artistic intuition in planning and creating better TV commercials, radio spots or print ads. What is happening is a reflection of change in the consumer.

Advertising, some advertising, is beginning to respond to a different consumer. Advertising is changing because of change in the receiver of the communication.

If you could have a room long enough to display one piece of art from each century from the start of time to today you would see man's impression of himself. For centuries the creator used precious materials in his work. Today the modern artist disdains the pomp of marble and uses industrial materials, steel wire, old boards or nails.

*Rebellion* • No new style in communications or art has ever been created that did not stem from a fresh direction of that society. Could it be that there are things in our industrialized culture that man is tired of and trying to find release from?

Could it be that the great contribution we have made in mass marketing has created a mass man that goes contrary to the growth of individual man? Could it be that the material and social changes in our world have created a change in man's personal outlook?

Although still sure that his is the best of all possible systems, the American of our generation is by no means sure that this is the best of all times. In the atomic age he cannot rid himself of fear his world might end in a bang.

Americans often appear sure of the future yet we tend to cling to the past. In everything but manners and morals we are inclined to let the past influence our conduct. This tendency reflects an instinct for conformity that is obvious in many ways.

As society becomes more comfortable with conformity, individualism and eccentricity disappear. Standardization, encouraged by TV, radio, the press and the schools, has become our way.

With advertising helping to create styles and manners, conversation and amusements, what to eat and what to drink, the standards of social acceptance and the techniques of love, it is easy to judge success. If you are like your successful neighbor you are successful.

As the American market becomes more responsive to our technological advances it seems to have lost touch with the immediate human responses and seems to live secondhand.

The workman has lost much of his craftsmanship. A society that lives by cars, TV, appliances and hairdryers—and now a combined radio-hairdryer so you won't be bored—cannot produce enough mechanics skilled or honest enough to keep them in repair.

Prosperity and technology have made possible a degree of self-indulgence never before possible. This is one picture of America and Americans that we have come to accept. A great deal of work is directed at this picture.

What gnaws me is the supposed accuracy of this picture. Is our society really like that or are we prisoners of a social concept that is hopelessly out of date and absurdly off-target?

*New Life* • The consumer of today is no longer the consumer of 30 years ago. Today's market is young and even the not-so-young are influenced by the young. The new generation has rejected a lot of the phony stances of their elders, even the goal of success.

The new consumer has more psychological sides, angles and surfaces than previously suspected. People really are more experience-minded now. They have a wider range of interests, a higher tolerance for the irreverent quip, the unexpected jolt, the spontaneous impulse. They are more open to things foreign, curious and unfamiliar. They are more honest with themselves.

Modern communications and transportation may have shrunk the old world but they have enlarged the new consumer world enormously. For advertising the only area that has not expanded is the consumer's attention span. It has dwindled.

Society is laughing gimmicky and exaggeration out of existence. How long can ordinary dull advertising hold out?

Lee King has been president and creative director of Edward H. Weiss & Co., Chicago, since 1963. He joined the agency in 1943. Before that he was an architect and industrial designer. Mr. King attended the Chicago Institute of Design, Art Institute and Architectural School at Armour Institute. He still designs furniture as a hobby.

Weiss broadcast accounts include Crush International, Helene Curtis, Gossard, Kelvinator, Sara Lee, Lipton, Little Crow Milling and Luzianne Coffee.
THEY WENT TO VIETNAM FOR A LOCAL STORY.

WTIC-TV, HARTFORD, WANTED IT EXACTLY AS IT WAS—IN COLOR.

According to News Director Tom Eaton, “Color added a new facet to accurate reporting when we sent a news team to Vietnam. People in southern New England saw their sons half a world away—just as our cameramen saw them. Reaction was immediate. People deluged us with letters. Large metropolitan dailies and grassroots newspapers reported the interviews with local boys. And color played a big part.”

WTIC News’ photographic units, complete with KODAK EKTACHROME Film, sent back “perfectly exposed” footage—enough, in fact, for two complete documentaries plus 75 interviews with men from the WTIC-TV coverage area.

Tom Eaton believes that the difference between color and black-and-white is the difference between night and day. Since color, expanded WTIC-TV news programming still isn’t sufficient to meet sponsor demand.

Kodak has helped WTIC set up their ME-4 process. Kodak supplied the simplified, packaged chemistry. Isn’t it time your station switched to color?

EASTMAN KODAK COMPANY

hey, Dino!

We get cards and letters, too.

Stake YOUR advertising on OUR reputation!

WBAL TV
Baltimore

Nationally represented by Edward Petry and Company

Maryland's Number One Channel of Communication
New threat to station trading

House bill would require hearings on all sales, give FCC power to decide whether price is right; also under hard attack: TV network operations

A strong antitrafficking bill that would give the FCC the power to determine the “fair market value” of stations’ assets (as defined by the commission) and prohibit transactions exceeding that value has been introduced by Representatives John Dingell (D-Mich.) and John E. Moss (D-Calif.). The bill would also require a full hearing, open to all “interested parties,” for every transfer of a station license or construction permit.

Representatives Dingell and Moss, joined by Congressman Richard L. Ottinger (D-N.Y.), also submitted late Thursday (Feb. 8) a sweeping revision of a network-regulation bill introduced last year, adding sections that would bar TV networks from engaging in any other business enterprise—with the exception of individual station ownership (see page 22).

Provisions in the license- or construction-permit-transfer bill (H.R. 15266) were foreshadowed by questions asked and issues raised at last year’s unexpectedly prompt House Investigations Subcommittee hearing on the FCC’s approval of a transfer of construction permits held by D. H. Overmyer to the U.S. Communications Corp. (Broadcasting, Dec. 18).

The Dingell-Moss bill would require the commission in its transfer hearings to make “a separate finding . . . for each station market concerned,” the lack of which had been a point at issue in the Overmyer controversy. And the proposal for hearings in all license or permit transfers also surfaced in the December hearing.

Mandatory hearings including “all interested parties” would open the door to comparative hearings in transfer cases, observers noted. That door was closed by a 1952 amendment to the Communications Act that prohibited the commission from considering any claimant for a permit or license other “than the proposed transferee or licensee.”

This language, presently in the act, would be lost after the substitution of the new Dingell-Moss provisions.

The bill does not indicate whether the assets of a station for which the FCC is to determine a “fair market value” are to include intangible assets. The term is apparently left to the commission to define.

Money Breakdown = The proposal would require comprehensive financial data be provided the commission by those who wish to transfer permits or licenses. Sales considerations would be limited to value of assets and out-of-pocket expenditures, “less any income received including tax savings.” The bill places the burden of proof on those making the financial representations and provides fines or jail terms for willful misrepresentations.

One section of the bill would remove any legal shields on confidential communications among principals to transfers or their advisers: “Any provision
of law prohibiting the disclosure of the contents of messages or communications shall not be deemed to prohibit the disclosure of any matter in accordance with the provisions of this section." Observers doubted that this section could, if enacted, be found to be constitutional.

Under the bill, the commission would be required to report in detail on decisions, including "a statement of findings and conclusions as well as the reasons or basis therefore upon all the material issues of fact, law or discretion presented on the record."

"Fair market value" of assets would be as found not more than 90 days prior to the application for transfer, thereby providing that any depreciation of equipment be a factor in a final price.

Financial records the bill would require to be filed would include certified financial statements of each permittee or licensee "and each of its subsidiaries" for a current period, a balance sheet and income and expense statements; copies of similar statements for all periods during which the permit or license was held; an inventory and fair market value of assets (including methods of determining market value); information on expenses; data on outstanding debt obligations; names and compensation given officers and employees, and (for construction permits) an audit of state of completion of facilities and work needed to put the station on the air.

The commission would have right of access to "all accounts, records and memoranda of the permittee or licensee." Fines for misrepresentation would range from $1,000 to $5,000, or imprisonment from one to three years could be imposed.

A bill to cut TV networks off at knees

ITS AIM: TO STRIP THEM OF ALL OWNERSHIPS BUT STATIONS

Three House Commerce Committee members have introduced what was described last week as the strongest network-regulation bill ever proposed in Congress. The measure, built on a sweeping bill submitted last year, adds provisions that would put television networks out of any other business, ban network syndication of programs and flatly prohibit any network ownership of programs, except for those to be shown only on network-owned stations.

Last year's bill, submitted (as was the present version) by Commerce Committee members John Dingell (D-Mich.), John E. Moss (D-Calif.) and Richard L. Ottinger (D-N.Y.), (BROADCASTING, June 5, 1967) provided for the direct regulation of networks by the FCC, proposed severe limits on the amount of prime-time programing networks could offer, would ban network ownership of programs networks did not themselves produce and network ownership of athletic teams or sports-promotion firms, would limit sports-program blackouts to home-team areas and would prohibit rigged time-outs for placement of commercials in sports telecasts.

Representatives Dingell and Moss also introduced last week an antitrafficking measure that would require FCC hearings in all transfers of licenses or construction permits and give the FCC power, in effect, to set selling prices by requiring it to reject transfers involving more than a "fair market value" of assets—which the commission would be empowered to define (see page 21).

In the revised network-regulation bill (H.R. 15267), the provision against team ownership is broadened to prohibit "any television network or any person controlling, controlled by or under common control with such network from directly or indirectly owning, operating, controlling, having a majority interest in or serving as an officer, director, employee or agent of any other business organization except individual station licensees as authorized by [the Communications Act]."

(Before its submission, the words "majority interest" were added to the draft bill. Before the change, the text would have attempted to prohibit any ownership interest whatsoever.)

Small Chance of Passage • One observer noted that the bill's ownership provisions were so sweeping that, if enacted, "NBC would be required to divest itself of RCA." Doubt was expressed that a bill of such radical impact could have much chance of passage, but it was suggested that hearings on the measure were a distinct possibility and in the resulting uproar parts of the omnibus measure—or other ideas, now held in abeyance—might become law. At the very least, one informed source said, controversy raised by the bill might pre-empt attempts to make more likely improvements in communications law that could have been feasible in a less agitated atmosphere.

The bill's promoters promise vigorous attempts to gain hearings on the proposal. A staff member indicated that Commerce Committee Chairman Harley O. Staggers (D-W. Va.) has had privately expressed considerable interest in the measure and that the support of Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) was being actively solicited.

(One comment made late last week as copies of the proposal were being digested in Washington was that, in view of the contemplated economic role for networks under the bill, the proper forum for hearings might be Representative Dingell's small-business subcommittee.)

The three new sections in the Dingell-Moss-Ottinger bill contain the company-ownership limitation on networks, the prohibition on syndication and the prohibition on network ownership of programs that are distributed to affiliates.

Networks or network personnel could not engage in syndication—that is, "the sale, licensing or distribution of television programs to television stations within the U.S. for nonnetwork exhibition..."

Tougher Provisions • Nor could networks offer programs for network exhibition in which such network (or network personnel) has any ownership interest. The previous provision would have permitted networks to own programs they had themselves produced; it still stands in the bill but is presumably superseded by the more restrictive language.

Both program-ownership provisions are considered much more sweeping than the FCC's proposed 50-50 rule, a largely discredited attempt to open up more opportunities for independent program producers by requiring that half of a network's programing be provided by outside firms. Denial of network participation in preproduction financing would only serve to dry up the major source of working capital for independent producers, it has been charged.

In a section-by-section analysis of the bill, the sponsors explain that "an increase from 50% to a 100% limit has been made necessary by networks acquiring ownership interests in major film companies—a situation for which another remedy is proposed in the section intended to prohibit networks from 'engaging in other business enterprises,' as the bill's analysis put it."

In the original bill—and remaining in the revised version—are network-regulation provisions that would give the FCC a congressional mandate to require networks to provide "a balanced program structure." The commission would be the judge of what constitutes "balance," giving it, critics charged, unprecedented power to regu-
It was a gala reception last Wednesday evening at the Jefferson room in the Washington Hilton hotel. More than 200 guests were assembled at the invitation of the National Cable Television Association. Representative Harley O. Staggers (D-W.Va.) was there, as well as FCC Commissioners Kenneth A. Cox, Lee Loevinger and Nicholas Johnson, members of the commission's staff, the cable industry, and the National Association of Broadcasters, among others.

Down the hall from the reception in another room, the purpose of the occasion was on view in continuing showing: the Washington premiere of NCTA's new 20-minute promotional film, "CATV: A Response to Public Demand." And though the audience reaction was generally polite (one guest said the film was "beautiful"), the virtual star of the picture is now determined to have his performance end on the cutting-room floor.

The concerned performer is Commissioner Nicholas Johnson. He said last week, after viewing the picture for the first time Wednesday, that he is currently negotiating with NCTA President Frederick W. Ford to remove his segments from the film or to remove the film from distribution.

Extensive Use • The film was produced at a cost of $50,000 by New York-based Irving Gitlin Productions Inc. Though this was the first showing in Washington, NCTA has said in promotional material it has sponsored other screenings of the film on TV stations and before community leaders in towns and cities "throughout the U. S." during last week's National Cable TV Week. And the association in its weekly bulletin to NCTA members has included a fold-out brochure with still photos and brief textual excerpts (Commissioner Johnson represented in both), noting that the film may now be purchased ($500 outright) or rented ($50 a week).

What concerns the commissioner is what he feels is disproportionate attention paid to his comments in the film and the context in which they are placed. A look at the film script shows, in terms of the time consumed by individual commentators, Commissioner Johnson's performance is exceeded only by that of the narrator.

The commissioner is represented in five separate film segments or voice-overs for a total of just about five minutes. By contrast, Mr. Ford, who briefly discusses CATV's origins, community services and future, is allotted three segments. Representative Silvio O. Conte (R-Mass.), who tells how he uses CATV to reach his constituents, is given one. So is J. Leonard Reinsch, president of group-broadcaster and multiple-CATV-owner Cox Broadcasting, who says that CATV has "one of the greatest futures." Interspersed in the film are CATV endorsements from private citizens, scenes of CATV in the classroom and local- live origination—all promoting the message that CATV "helps to insure a prosperous America."

First Experiences • Commissioner Johnson first appears in the film telling in detail of a tour taken after the October NCTA convention through small New Jersey communities where he sees cable TV in operation for the first time.

After a brief visual cutaway Commissioner Johnson continues: "CATV is really in the forefront of the revolution in communications technology and the communications networks in the U. S." Citing that "we've been severely limited by technology, and by the capacity of over-the-air broadcasting," he claims that CATV has "no theoretical limit" in its channel capacity.

The commissioner appears next (about five minutes later) after the narrator has noted that CATV provides local programs for local people. The commissioner: "One of the most exciting things about cable television, I think, is this potential capacity to reach very pinpointed, limited audiences, in a way, really, that over-the-air broadcasting, radio or television, cannot."

Near the end of the film the commissioner is represented in a lengthy comment about the "tremendous demand for frequency space." He cites that there has been simply a fantastic onrush of demand for frequency space.

"As this demand accelerates, as it increases," he says, "there is going to be increasing pressure on the commercial broadcasters to justify their use of this tremendous amount of frequency space." He notes that a single TV station occupies about six times as much frequency space as the entire AM radio band and that "this could provide frequency space for hundreds of thousands of users of mobile radio across the country." He continues: "The use of cable may be able to free up some frequencies that are now used for broadcasting purposes."

Way of the Future • The commissioner is last represented (before a closing comment by Mr. Ford): "So what we today call, I think erroneously, cable television, is in fact, an entryway to the brave new world of the communications revolution, and what it holds for us in the future."

In speaking about the film last week Commissioner Johnson said he had understood that he would be shown what film segments Gitlin Productions was going to use and how the production company was going to use it. He said he further understood that his segment would be brief (possibly 30 seconds) and used in conjunction with other film clips of other FCC commissioners as they explained the commission's CATV policies. Mr. Gitlin died after the Johnson filming.

The commissioner also said he had understood the film would be an "educational documentary, a serious study" on cable television, not a "20-minute sales piece." He emphasized that it's "wholly inappropriate for a public official" to be a party to this type of production and said that's why he is seeking to remove his film segments.

Mr. Ford was not available for comment.

late programming. The legislative intent, however, the bill's sponsors said last year, was only to give the commission authority over the broadcast programming mix, not over individual programs.

Prime-Time Limits • Perhaps even more severe would be the bill's impact on network offerings in prime time. Under the proposal networks could only offer entertainment programming to affiliates for two-and-one-half hours a night—with a total limit of 14 hours a week. The bill would bring networks directly under the fairness doctrine and under Section 315's equal-time provisions.

In addition, the bill would codify into law some regulations already imposed by FCC rules: Outlawed would be unfair and discriminatory practices in selection of affiliates or any unrea-
Four keys to sales action at the NAB convention

- Pre-convention issue
  - March 25
  - Deadline: March 15

- Convention issue
  - April 1
  - Deadline: March 22

- Post-convention issue
  - April 8
  - Deadline: March 29

- Post-post-convention issue
  - April 15
  - Deadline: April 5
The March 25 Pre-Convention issue is your key to convention sales to executives in management, prograrning, engineering, education and the creative field of local and network broadcasting. These potential buyers will read this issue thoroughly before they leave for Chicago.

Features will include: TFE '68—a complete report on this year's film exhibits with emphasis on films available, number of episodes, whether or not in color, suite numbers, executives attending; companies not taking part in TFE '68 will also be listed in full; also complete convention agenda; problems facing convention and possible solutions; an outline of the engineering topics and speakers; rundown of equipment manufacturers; executives attending and what they'll be exhibiting and where. Advertising deadline: March 15.

The April 1 NAB convention number keys your advertising messages to 32,000 regular subscribers. An additional 3000 copies will be delivered to all suites, rooms and exhibitors. Features: A complete report on where to find everything at the convention including hospitality suites, NAB convention rooms and offices, brokers and representatives, research organizations, program services and others; BROADCASTING's final wrap-up report will contain all the problems facing radio and television at the time of the 1968 NAB convention. BROADCASTING's convention issue is always the most popular selling vehicle for advertisers who want to direct the delegates to their exhibit at the convention. It's your best point-of-sale medium in the business paper field. Advertising deadline: March 22.

The Post-Convention issue, April 8, is covered completely by BROADCASTING's 15 reporters. Since it is physically impossible for delegates to attend all meetings this issue does it for them. Additionally, for those who weren't there and want to know what transpired, this number gives them reports on network-affiliate meetings, FM, AMST, CATV, syndication programming, a general look at equipment exhibits, all NAB meetings, pictures of important speakers along with other convention sidebars. Unquestionably, the Post-Convention issue commands maximum readership among stations, networks, agencies, advertisers and the allied fields of the business of broadcasting. Advertising deadline: March 29.

April 15 is the Post-Post Convention issue, BROADCASTING's definite look at the new equipment shown at the 1968 NAB convention. There will be an analysis of the new color camera and accessories—complete with pictures, availabilities, where to order them. Also, reports on monochrome and color TV equipment, television, AM/FM transmitters, tape equipment, audioequipment, AM, FM and TV antenna systems and towers, radio and microwave equipment, CATV equipment.... in fact, all types of equipment used in radio, TV and CATV will be studied in this special issue. Of course, BROADCASTING will carry its regular complement of spot news which undoubtedly will include new developments ensuing from NAB meetings. Advertising deadline: April 5.

Washington 20036
Maury Long, Vice President and General Manager; Ed Sellers, Advertising Director;
1735 DeSales Street, N.W.
Phone 202-638-1022

New York 10022
Warren W. Middleton, National Sales Manager; Eleanor Manning, Institutional Sales Manager; Gregory Masefield, Eastern Sales Manager; 444 Madison Avenue Phone 212-755-0610

Chicago 50601
David J. Bailey, Mid West Sales Manager; 380 N. Michigan Avenue Phone 312-238-4115

Hollywood, California 90028
Bill Merritt, Western Sales Manager 1680 N. Vine Street Phone 213-463-3148
reasonable restriction on use by affiliates of programs supplied by other networks, program suppliers or by its own production. Under the proposed law, stations would have the right to refuse network programs and affiliation contracts would be limited to two years. Nor could networks act as sales representatives for nonnetwork-owned stations, another rule already in effect.

Leaving no possible regulation in legislative limbo, the bill also authorizes the FCC to establish "any other rules and regulations with respect to television networks for the purpose of insuring that their operation will be in the public interest."

Penalties under the bill would be $5,000 for each offense, with a maximum for networks of $50,000.

A staff member said that it was hoped that hearings could be arranged that would cover an even broader spectrum of broadcasting issues, including pay TV (and perhaps including trafficking issues of considerable committee interest raised in the Overmyer case and the subject of the other Dingell-Moss bill submitted last week). Inclusion of pay-TV issues might gain the support of Representative Macdonald, who last week told Broadcasting he thought the committee should do something this session to resolve the subscription-television issue "one way or the other."

BROADCAST ADVERTISING

Senators breach cigarette front

Kennedy-Magnuson appeal wins Lorillard promise
to abandon TV pro sports; other firms noncommittal;
radio sees hope for revival of tobacco spending

The dike holding television's $200-million-a-year cigarette business suffered its biggest break yet last week.

The hole developed with the disclosure that P. Lorillard Co., one of the tobacco industry's Big Six, had agreed to abandon professional sports on television next season and to participate selectively or not at all in TV programs that start before 10 p.m.

Lorillard's commitment, in response to a bid to all major cigarette companies by Senator Robert F. Kennedy (D-N.Y.) and Warren G. Magnuson (D-Wash.), affects Lorillard advertising that totaled at least $7.7 million in 1967—and it could affect twice that much.

Lorillard told Senators Kennedy and Magnuson that it will not participate in sponsorship of CBS-TV's coverage of National Football League games next season, will not use any TV nonnews program that starts before 9 p.m. and will keep the size of the audience's youth group in mind in considering programs that start before 10 p.m. (details, page 26).

Look at 1967 • Last year, according to estimates compiled by Broadcast Advertisers Reports, Lorillard spent $3,373,700 for participations in the NFL games (plus $159,000 for other network sports) and $4,349,500 for network TV nonsports, nonnews programs that started before 9 p.m. In addition it spent $11,341,000 on network movies, which start at 9 p.m. but whose audiences may sometimes include teen-agers exceeding the maximum that Lorillard indicated it would bear in mind in considering programs that start between 9 and 10 p.m.

The company's total network-TV spending in 1967 was placed by BAR at $30,388,900. Spot-TV figures for the full year 1967 are not yet available but its spot-TV spending in 1966 was estimated by the Television Bureau of Advertising at $7,714,540, although there was no breakdown as to the hours involved. Both network and spot estimates include some expenditures for noncigarette products, but the bulk of both was for various cigarette brands including True, Kent, Newport and Old Gold.

Whether some or all of the money diverted by Lorillard's commitment will be channeled into other TV advertising remains to be seen. Lorillard officials wouldn't say.

Nor was there any clear indication of what Lorillard's move might mean in the broader context of the Kennedy-Magnuson campaign to limit cigarette advertising on television—or in relation to the ultimate decisions of the other cigarette companies.

Other Answers • American Tobacco, Brown & Williamson and R. J. Reynolds all gave noncommittal replies to the specific request of Senators Magnuson and Kennedy, although all in different ways also appeared to resist it. Liggett & Myers and Philip Morris had not responded to the senators' letter and declined to discuss it when questioned by newsmen.

Privately, some tobacco-industry sources were heatedly critical of Lorillard's decision to, as one put it, "knuckle under" to the senators. Implying that they would not follow suit (but refusing to say they would or wouldn't), these sources reasoned that yielding to even some of the anti-cigarette forces' demands today would only mean further demands in the future.

On the record, however, tobacco-company spokesmen were guarded if not noncommittal in their comments, and among TV sales executives even guarded comments were hard to find. Some noted privately that months ago National Association of Broadcasters officials had warned that both radio and television broadcasters might in time have to "shop around" for advertising to replace their cigarette business and that Television Bureau of Advertising leaders had projected similar possibilities over a year ago.

Ironically, radio, which has already suffered heavy withdrawals of cigarette money, seemed to some authorities last week to be most apt to find a measure of good fortune in the drive to limit cigarette advertising on TV.

Radio? • These authorities contended that radio is uniquely able to deliver

Dreyfus plans new push

Dreyfus Corp., New York, has announced a two-city mutual-funds campaign to run from February through April. Doyle Dane Bernbach, Dreyfus Fund's agency, has scheduled spots in news, sports, and prime-time entertainment shows on WABC-TV, WNEW-TV, WNBC-TV and WABC-TV, all New York. In Los Angeles, the commercials will appear on KNXT (TV) and KNBC-TV. Estimated costs of the campaigns are $300,000 to $400,000 in each market. Reportedly a radio campaign will be added later.

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The dike holding television's $200-

million-a-year cigarette business suffered its biggest break yet last week.

The hole developed with the disclosure that P. Lorillard Co., one of the tobacco industry's Big Six, had agreed to abandon professional sports on television next season and to participate selectively or not at all in TV programs that start before 10 p.m.

Lorillard's commitment, in response to a bid to all major cigarette companies by Senator Robert F. Kennedy (D-N.Y.) and Warren G. Magnuson (D-Wash.), affects Lorillard advertising that totaled at least $7.7 million in 1967—and it could affect twice that much.

Lorillard told Senators Kennedy and Magnuson that it will not participate in sponsorship of CBS-TV's coverage of National Football League games next season, will not use any TV nonnews program that starts before 9 p.m. and will keep the size of the audience's youth group in mind in considering programs that start before 10 p.m. (details, page 26).

Look at 1967 • Last year, according to estimates compiled by Broadcast Advertisers Reports, Lorillard spent $3,373,700 for participations in the NFL games (plus $159,000 for other network sports) and $4,349,500 for network TV nonsports, nonnews programs that started before 9 p.m. In addition it spent $11,341,000 on network movies, which start at 9 p.m. but whose audiences may sometimes include teen-agers exceeding the maximum that Lorillard indicated it would bear in mind in considering programs that start between 9 and 10 p.m.

The company's total network-TV spending in 1967 was placed by BAR at $30,388,900. Spot-TV figures for the full year 1967 are not yet available but its spot-TV spending in 1966 was estimated by the Television Bureau of Advertising at $7,714,540, although there was no breakdown as to the hours involved. Both network and spot estimates include some expenditures for noncigarette products, but the bulk of both was for various cigarette brands including True, Kent, Newport and Old Gold.

Whether some or all of the money diverted by Lorillard's commitment will be channeled into other TV advertising remains to be seen. Lorillard officials wouldn't say.

Nor was there any clear indication of what Lorillard's move might mean in the broader context of the Kennedy-Magnuson campaign to limit cigarette advertising on television—or in relation to the ultimate decisions of the other cigarette companies.

Other Answers • American Tobacco, Brown & Williamson and R. J. Reynolds all gave noncommittal replies to the specific request of Senators Magnuson and Kennedy, although all in different ways also appeared to resist it. Liggett & Myers and Philip Morris had not responded to the senators' letter and declined to discuss it when questioned by newsmen.

Privately, some tobacco-industry sources were heatedly critical of Lorillard's decision to, as one put it, "knuckle under" to the senators. Implying that they would not follow suit (but refusing to say they would or wouldn't), these sources reasoned that yielding to even some of the anti-cigarette forces' demands today would only mean further demands in the future.

On the record, however, tobacco-company spokesmen were guarded if not noncommittal in their comments, and among TV sales executives even guarded comments were hard to find. Some noted privately that months ago National Association of Broadcasters officials had warned that both radio and television broadcasters might in time have to "shop around" for advertising to replace their cigarette business and that Television Bureau of Advertising leaders had projected similar possibilities over a year ago.

Ironically, radio, which has already suffered heavy withdrawals of cigarette money, seemed to some authorities last week to be most apt to find a measure of good fortune in the drive to limit cigarette advertising on TV.

Radio? • These authorities contended that radio is uniquely able to deliver

Dreyfus plans new push

Dreyfus Corp., New York, has announced a two-city mutual-funds campaign to run from February through April. Doyle Dane Bernbach, Dreyfus Fund's agency, has scheduled spots in news, sports, and prime-time entertainment shows on WABC-TV, WNEW-TV, WNBC-TV and WABC-TV, all New York. In Los Angeles, the commercials will appear on KNXT (TV) and KNBC-TV. Estimated costs of the campaigns are $300,000 to $400,000 in each market. Reportedly a radio campaign will be added later.
You may remember the sound of a steam whistle. Or the way you ride a bicycle. Or the first time you really hit a baseball. But you don’t remember them in exactly the same way you remember people. Your grandmother, for instance. That’s because people react to people.

At ABC’s six owned radio stations we know that. We program each of our individual stations to capitalize upon the chemistry of inter-personal relationships. It’s a programming philosophy we call “People to People Radio.” It isn’t the easiest way to program a station. There’s no formula. You have to find out what makes people in each particular community react. And you have to find personalities to whom they react. And when the community changes... you have to change.

Programming on each of ABC’s six owned radio stations is the product of a personal relationship between the station and the community it serves. Without that personal relationship, the community doesn’t react. With it, our stations make things happen. Fast.

**ABC OWNED RADIO STATIONS**
**PEOPLE TO PEOPLE RADIO**

WABC New York • KQV Pittsburgh • WXYZ Detroit • WLS Chicago • KGO San Francisco • KABC Los Angeles
Lorillard surrendered just after Thanksgiving

One tobacco company's compliance with a request by Senators Warren G. Magnuson (D-Wash.) and Robert F. Kennedy (D-N.Y.) that football games not be used as vehicles for cigarette commercials came as early as last November, correspondence released by the senators last week revealed.

A letter sent to the two senators last Wednesday (Feb. 7) by Manuel Yellen, board chairman of P. Lorillard Co., noted that on Nov. 29, 1967, Senator Kennedy had been advised that Lorillard did not intend "to renew sponsorship of National Football League games . . ." The letter continues: "Pursuant to that intention, we have allowed our option date to pass without renewal."

Stressing a policy of "cooperation with government in arriving at a resolution of these problems," Mr. Yellen also advised the senators that "with the exception of news shows, which are the most heavily adult-oriented programs on the air, we have no present plans to sponsor programs aired prior to 9 o'clock; and on all programs prior to 10 o'clock we have given every possible consideration to the informal guidelines that have been discussed with your respective staffs."

Senator Kennedy has been pressing for an abandonment of cigarette commercials on programs drawing an under-21 audience larger than 10 million, in contrast with the Cigarette Advertising Code's formal guidelines based on a percentage of young viewers (45% maximum). Other Replies • Three other cigarette companies (of six solicited) had answered the senators' letters by late last week: R. J. Reynolds Tobacco Co., Brown & Williamson Tobacco Corp. and The American Tobacco Co. The other two asked to drop football commercials were the Liggett & Myers Tobacco Co. and Philip Morris Inc. (Broadcasting, Jan. 29).

The three in addition to Lorillard that responded agreed the cigarette marketing efforts were most properly directed toward adults, but R. J. Reynolds took issue with the senators' contention that football games provided undue exposure of cigarette commercials to young audiences. Generally, the Reynolds letter said, "the youth audience of professional football game telecasts is less than 25% of the total number of viewers."

The American Tobacco Co. said that it was not now advertising on pinpointed audiences and that cigarette advertisers may be persuaded to use this characteristic to reach audiences low in, for example, the under-21 age group that especially concerns Senators Magnuson and Kennedy. They said they detected signs that this would happen even if the cigarette companies do not reduce their TV spending.

Whether there will in fact be a TV cutback was a question that went unanswered in the on-the-record statements of tobacco industry executives questioned last week. And what they said privately related mostly to what one called a potential "domino effect" of the Lorillard decision in which the cigarette industry might eventually find itself retreating in the face of congressional pressure until it would have no television programs on which to advertise.

According to these sources, Lorillard should not have "given in" to Senators Kennedy and Magnuson, and in fact should have joined the industry in drawing a firm line against the initial Kennedy request.

"Giving in to those guys [Senators Kennedy and Magnuson] on football only lets them get a foot in the door," said one spokesman. "After we stop sponsoring ball games, they'll soon be around asking us to stop advertising on other kinds of programs. We should make a stand now, and seek some sort of legal guarantee that we can advertise when and where we want to, without harassment," he added.

Big Stake • The size of the stake is suggested by the latest available figures on the TV spending of tobacco's Big Six. (In the following summaries, the network-expenditures figures include some spending for noncigarette products but the bulk of the money—and where sports programs are involved, virtually all of it—went for cigarettes. The spot-TV figures are for cigarette advertising, with expenditures for other products excluded.)

BAR estimates that all advertisers spent $1,493,114,100 in network TV in 1967 (Broadcasting, Feb. 5). Advertising for what BAR calls "smoking materials" accounted for $181,643,000 of the total. Of this amount, the six leading tobacco companies spent almost $24.6 million on sports and sports-related events such as pre- and post-game shows, sports anthologies, etc. and of all the ad dollars earmarked for athletic events football garnered the largest share: The six cigarette companies spent an estimate $15.1 million on network football presentations.

American Tobacco Co., New York, spent an estimated $31,470,770 in network TV in 1967, according to BAR. In comparison, in 1966, American spent $6.8 million on spot TV advertising of its Lucky Strike, Tareyton and Pall Mall brands, according to TVB. Spot TV figures for 1967 are not yet available.

Of its $31 million in network last year, American spent $2,916,600 on sports and sports-related programming. And of that amount, almost $2.5 million went to football: CBS-TV's National Football League schedule, plus pre- and post-game shows, and ABC-TV's collegiate all-star game. American also participated in CBS coverage of the National Hockey League's Stanley Cup play-offs, the National Pro Soccer League's weekly games, and the National Invitational Tournament.

Light on Sports • Although the Brown & Williamson Tobacco Co., Louisville, Ky., spent $21,960,200 in network TV in 1967 for its Kools, Viceroy, Belair and Raleigh brands it spent only $152,000 in sports, all of it on three ABC-TV programs. B&W spent $7,765,820 in spot TV in 1966, TVB estimates.

According to BAR estimates, Liggett and Myers, network TV's 19th largest advertiser, spent $21,434,600 in 1967. About $3,125,900 went to sports and of this about half—$1,688,700—went to football. L&M helped sponsor such events as ABC-TV's National Basketball Association games, NBC-TV's American Football League contests, CBS-TV coverage of hockey and soccer games, an ABC bowling show and the collegiate Blue Bonnet bowl. According to TVB estimates, L&M spent $10,879,350 in spot TV in 1966 to advertise cigarette products such as its Benson and Hedges, Marlboro and Parliament.

Philip Morris, New York, spent an estimated $7,815,800 on spot TV in 1966, and about $23,908,800 in network TV—all of it on CBS—in 1967. PM ranked 13th of all network advertisers in 1967. Of its total network expenditures, PM placed $1,815,600 in sports programs, with $1,257,500 going into football. PM participated in NFL games and surrounding programs, hockey and soccer games, a track meet, the Blue-Gray football game, a bowling
college sports telecasts and did not plan to, and that the senators' suggestions would be kept in mind "in future decisions as to possible sponsorship of professional football television." But American added that it did not accept statistical associations as medical evidence and that its policy of orienting its marketing efforts toward adults "antedates the current controversy over theories that attempt to link cigarettes to a number of bodily ailments."

Brown & Williamson noted it is not sponsoring any football telecasts and has no plans for any such advertising. The company, its letter adds, is subject to the rules of the Cigarette Advertising Code "and will continue to support steps to minimize cigarette advertising on TV programs with substantial youth appeal."

tournament and the Belmont Stakes.
Reynolds, of Winston-Salem, N. C., network TV's fourth largest advertiser and the biggest tobacco sponsor, spent $42,515,600 in network last year. About $13 million of that amount went to sports, and of that, $6,290,500 was allocated for football. Reynolds's ad budget helped finance ABC-TV's National Collegiate Athletic Association games, the North-South game, the PGA Golf Championship; CBS-TV's NFL and NHL games; and NBC-TV's coverage of major league baseball, the World Series, baseball all-star game, bowl games, and the American Football League contests. Reynolds spent $5,451,420 in spot TV in 1966 to advertise its Winston, Salem, Tempo and Camel brands, says TVB.

While they have been investing these millions in TV, many cigarette brands have slashed their radio budgets sharply.

Radio Hopeful • Thus the theory that radio has already absorbed the worst of whatever beating it is apt to get from the tobacco interest, some radio authorities last week were looking to the cigarette future with some optimism.

They were especially intrigued with the idea that the diversity of its programming sets radio apart as a medium where a given message can be beamed to reach—or avoid—virtually any audience an advertiser wishes to reach or avoid.

The Radio Advertising Bureau, for example, reportedly is considering the possibility of approaching Senators Kennedy and Magnuson as well as others in the anti-cigarette movement in an effort to convince them that radio should not be equated with television—or other media—as one that necessarily and almost invariably includes large proportions of young people in its audiences.

Even if cigarette advertising on TV isn't materially affected, there were reports that some of the cigarette dollars that left radio in droves last year may be coming back soon.

Miles David, RAB president, said he thought "there are strong future prospects for the return of tobacco business to radio."

"In radio," he added, "the advertiser can control his target audience so much more completely than in any other medium."

Virtual abandonment by Reynolds and a heavy pullout by American are generally given primary blame for the sharp curtailment of radio's cigarette money since 1966, when the total surpassed $36 million.

Big Withdrawal • Reynolds, which spent an estimated $9.5 million in spot and $2 million in network radio in 1966, started its serious withdrawal in 1967. During the year it invested approximately $5.5 million in spot and over $1 million in network radio, but by the fourth quarter was virtually out of the medium.

Now it's reported that Reynolds plans to return to radio on a fairly substantial basis, using both spot and network.

It's known that RAB has made several presentations to get the company back into radio and that Reynolds authorities have indicated they would re-evaluate the drop-out decision.

American Tobacco is using network radio at approximately its 1966 rate of $1 million-plus a year, but its spot radio, which totalled $10.7 million in 1966, was trimmed to an estimated $3.5 million last year and amounts to very little now.

Lorillard is said to be hewing closer to its 1966 radio levels, which amounted to about $6.9 million in spot and $1.5 million in network, and L&M, with $2.6 million in network and close to $2 million in spot in 1966, is believed to have spent more than $1 million in 1967 and is continuing in both network and spot.

Philip Morris and Brown & Williamson have used radio infrequently and sporadically in recent years.

Agency appointments...


• Chandris Lines, New York, passenger steamship company, has moved its account from Buchen Advertising to AC&R, New York, a division of Ted Bates & Co. AC&R will handle cruise advertising and the introduction of a new liner in June. Radio advertising is tentatively included in the estimated $500,000 billing.

• Breck Shampoo for Color-Treated Hair and two new hair-care products have been assigned to Sullivan, Stauffer, Colwell & Bayles. SSC&B also handles advertising for Breck Hair Set Mist and Miss Breck Hair Spray. Young & Rubicam, which had been responsible for the three shifted products, continues to handle Breck Shampoo, Breck Creme rinses, Go Go Light Hair Color, Breckset, Sunbrelia and some new products.

• Rosenthal Chevrolet Agency, Washington, has appointed Marvin H. Frank, Chicago. Firm has set a $200,000 budget for radio in the capital area.

• Epko Shoes, Inc. Toledo, Ohio, has named Odell and Associates Inc. of that city to handle its advertising. Epko operates 60 Pic-Way shoe stores throughout Ohio, Michigan, Indiana, Kentucky and West Virginia.

Heavy spot-TV barrage planned for new Clic pen

Waterman-Bic Pen Corp., Milford, Conn., announced last week that it is placing its new Bic Clic pen on the market this spring and is backing the introduction with an extensive spot TV campaign in the East starting April 15.

Waterman-Bic will use spot TV in 26 markets from Maine through Virginia for about 10 weeks on behalf of Clic, the company's first refillable, low-priced ball pen. A spokesman for Ted Bates & Co., agency for Waterman-Bic, said the advertiser will introduce the new pen in other regions in the fall of 1968 and through 1969.

As part of its trade introductory program, the company previewed for distributors, wholesalers and dealers last week a new 60-second "torture-test" commercial. It was filmed in Tahiti and it shows the new pen withstanding the rigors of a Polynesian native beating it into his drum during a luau festival.

Waterman-Bic began in TV in 1960 with expenditure of about $25,000; invested close to $3 million in 1967 and is expected to top this figure substantially in 1968.
Agency hopping down from 1966; AHP's moves are biggest

The pace of advertiser-account switches among agencies slowed down in 1967 to $286.3 million ($188 million in radio and TV) from the record high of $370 million in billings, of which $230 million was in broadcast.

According to Broadcasting's annual compilation of TV-radio-oriented accounts, 1967 was the second highest transfer year on record, eclipsing the $263 million in total billing in 1965; $200.6 million in 1964, and $163.6 million in 1963.

The largest account transfer involved products of the American Home Products Corp., which moved an aggregate of $35.25 million in business ($32.55 million in TV-radio) from a group of agencies, notably Ted Bates & Co., to a house agency, John F. Murray, plus shifts to Carl Ally, William Esty Co., J. Walter Thompson Co., Reach McClinton, Clyne Maxon, and Kelly, Nason. Other substantial accounts on the move in 1967 were portions of Bristol-Meyers, totaling $17.2 million ($14.2 million in broadcast); American Motors Corp., $12 million ($7 million in TV-radio); Falstaff Brewing Co., $10 million ($7 million in broadcast), and Rheingold Breweries, $10.7 million, of which approximately $6.2 million is in TV-radio.

The past year was marked by a steady growth in billing by the young or relatively young agencies that have come onto the scene in recent years.

The most spectacular advances were made by the highly visible Wells, Rich, Greene agency but growth was also evidenced by such companies as Carl Ally; Scali, McCabe, Sloves; Chappell, Fiore & Edelman, Bruns Advertising and Spade & Archer.

During 1967 the high-flying Wells, Rich, Greene plucked such accounts as American Motors ($12 million); portion of General Mills ($3.8 million) and Bristol-Meyers ($2.5 million) and Wesson Oil ($4 million).

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<td>Wells, Rich,</td>
<td>$1.0</td>
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<tr>
<td>Whistles</td>
<td>NH&amp;S</td>
<td>Wells, Rich,</td>
<td>$1.0</td>
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<th>Billings (in millions)</th>
<th>Radio-TV</th>
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<td>$286.3 million</td>
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<td>$200.6 million</td>
<td>$163.6 million</td>
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**Commercial preview: know-how from Reynolds**

While the 1968 Winter Olympics in Grenoble, France (Feb. 6-18) is exhibiting the versatility of the world's athletes, Reynolds Metals Co., a sponsor in ABC-TV's coverage of the event, is following suit showing the versatility of its products and the know-how and imagination of the men who make them.

Reynolds, through its agency, Clinton E. Frank, Chicago, has produced a dozen 60- and 90-second color commercials on the theme: “Aluminum belongs wherever imagination places it. And the men at Reynolds can make it happen.” According to the agency, aluminum's lightness, strength and resistance to corrosion is also being stressed. Elliot-Unger-Elliott, New York, and Sarra Studios, Chicago, produced the commercials.
How to protect the consumer?

Government, industry draw battle positions
but suggest compromises to protect public
at AAF's government-relations conference

It wasn't entirely government vs. business in the speech arena last week but it was close to that. On the side favoring legislation for more consumer information and protection were: Betty Furness, special assistant to the President for consumer affairs; Paul Rand Dixon, chairman of the Federal Trade Commission, and Senator Warren G. Magnuson (D-Wash.), Commerce Committee chairman.

Speaking for business were: Alfred J. Seaman, president of Sullivan, Staffer, Colwell & Bayles and chairman of the American Association of Advertising Agencies; Arthur C. Fatt, executive committee chairman of Grey Advertising, and Representative Bob Wilson (R-Calif.).

The arena was Washington and the event was American Advertising Federation's 10th annual conference on government relations.

The proponents of increased consumerism defended their point by claiming business wasn't doing its job properly and that the voices of the consumers were getting louder. Then they held out the olive branch to business: Voluntarily initiate action in this area and we will work together.

Counterview = On the business-advertising side of the consumer fence, the arguments held that all business has been maligned by the actions of a few, that the consumer is all-powerful in the marketplace and makes sound judgments without government advice and that business does not ignore the consumer but puts millions into research to deliver goods the consumer wants. Then another olive branch was extended: Do not overlegislate, let us work from similar statistics to a common goal.

Why is there what appears to be a sudden interest in the consumer accompanied by a rash of consumer legislation? Senator Magnuson's answer was that as conditions improve, the public demands more. And even more important, from a congressional point of view, is that market forces do not invariably serve the public interest.

Where there is no profit motive for the individual firm, such as "safety", or in air and water pollution control," he said, "competition cannot be counted upon to provide solutions for these problems."

Instead of questioning whether there is too much or too little consumer legislation, he continued, business should ask how it can work better with Congress to assure that consumer legislation will do its job "without injuring or unduly burdening business."

The senator noted that in most consumer issues there is still time to avoid "legislative overkill—the burdening of an industry with the heavy hand of bureaucracy without demonstrated need or justification." But, he added, "it is too late to convince Washington that these issues are false images produced by political LSD—or that Washington has no business meddling in your business."

"FTC's Voice = A similar note was sounded by Mr. Dixon, who said the public is demanding the growth of consumerism in government and that it is not just a "figment of some politician's imagination." Consumers, he claimed, "are demanding more information upon which to base intelligent purchasing decisions."

The FTC chairman charged that the consumer is getting louder in his demands that advertising be useful as well as truthful and that it aid him, "not merely to serve and confuse him."

What the consumer wants, he went on, is advertising that tells more about the product than just "to exaggerate some imaginary difference which exists only in the mind of the copywriter."

On a personal note, Mr. Dixon said most advertising he sees today is interesting and informative and often amusing and entertaining.

The need for more product information was stressed by Miss Furness, who said the consumer needs to know "what a product will do, what it contains, how long it will last, what it costs to operate . . . more information about what he's buying."

The woman who became a national appliance symbol when she opened Westinghouse refrigerator doors in TV commercials cited refrigerators as an example of a product where information is available but is not passed on to the consumer. The only refrigerator standard made public, she said, is cubic footage.

But the consumer, she continued, needs to know more: the average cost of operation, the degree of automation, the average time between defrosts, how long the refrigerator will last. The industry, she said, should take "voluntary action" to make such information avail-
Miss Furness also maintained consumers are often unable to make sensible value judgments because there are "too many sizes of too many products."

As illustration, she asked if there is a "real need" for 57 sizes of toothpaste (in the 16-ounce range), or 30 sizes of hair spray or more than 200 sizes of paper towels. She didn't wait for the audience to answer the rhetorical question, adding she felt there was no need for so many sizes.

The consumer has a right to know what he's getting for his money, she said, and "the answer is new standards, not new math."

**National Tastemakers** In claiming that the consumer "cannot be trusted to make his own judgments," the government is setting itself up as the arbiter of "taste, quality, standards and value," Mr. Fatt maintained.

Much of the interest in consumer protection, he felt, has come about because the government is upset about crank letters.

He called for a "fresh, new perspective...a realistic approach to the partnership that business and government should be" and said such a tie-up would necessitate "more humility" from government and "a willingness to confer with business" and consider it an equal.

Adverse publicity promulgated by the government, Mr. Fatt said, has given business a black eye in the public mind. He contended that government should remedy this "completely false perspective" if business and government are to operate as equals in the public interest.

He denounced suggestions made within government that a cabinet-level office be set up to protect the consumer. The audience applauded his proposal to create such an office to "protect us all—the consumer included—against too much government involvement in our daily lives."

Mr. Seaman urged consumer-protection proponents—in and out of government—"not to become so preoccupied with a few annoying faults that you overlook to ignore the vitality of the whole."

He noted that business spends $500 million annually in market research "to know and understand consumer needs, wants and attitudes."

**Expected Bias** Describing advertising as something that "pops, snaps and crackles its way along to the consternation of the social critics and the indulgent smiles of 100-million American consumers," Mr. Seaman acknowledged that advertising is biased, "but the consumer expects it to be."

The consumer, he continued, "prefers a single, simple idea at a time to a tortuous discussion of pros and cons."

And the consumer in the marketplace by virtue of where he spends his dollar creates his own protection, he added. Unless the consumer "buys and buys again," he said, "there are no profits. And, with a native shrewdness...American consumers put their money where the value is."

Support of consumer "shrewdness" was echoed by Representative Wilson in accepting the AAF's annual award for improving advertising/government relations.

The California congressman rejected the idea that the consumer is a "poor boomb." The best regulator of the marketing system, he contended, is the "sharp-eyed housewife, who knows what size package will feed her family, what kind of shoes wear best and what appliances do what they are supposed to do without breaking down."

Business can use advertising to fight back and he urged it be used more fully "to build consumer confidence. The greater the assault, the more intense the slander and depreciations, the more the need for inspired advertising and imaginative, new utilization of media."

**New moves in self-regulation**

**AAF introduces code on political advertising, steps up in local policing**

Advertising, which began a public form of self-regulation through the Advertising Code of American Business, is taking two more steps designed to promote more ethical advertising and to improve advertising's public image.

At last week's Washington conference of the American Advertising Federation, the AAF unveiled an Advertising Code of American Politics and reported on progress of an "action program for ethics." The political code is based largely on the business code, which was jointly developed by the AAF and Better Business Bureau.

The eight guidelines in the political code:

- Political advertising should be
FIRST GOTHAM CITY.
NOW THE COUNTRY.

Batman is ready to swing into action anywhere, anytime you want him.

Get Batman on your side in 120 half-hour pow-packed, fiend-fighting, vivid color shows. Fresh from three seasons on ABC in the top of the ratings, Batman's ready to knock 'em for a loop in syndication. Already stations in 15 top markets have hired BATMAN to do a job for them. Backing up Adam West as Batman, Burt Ward as Robin and Yvonne Craig as Batgirl, are big-time stars like Frank Gorshin as The Riddler, Cesar Romero as The Joker, Julie Newmar as The Catwoman, Vincent Price as The Egghead, and Burgess Meredith as The Penguin. If you need some big-time action, big-time thrills and big-time stars to boost your programming, call 20th Century-Fox Television and ask for BATMAN!

Available for Fall start.

ALREADY SOLD:
New York City/Los Angeles/Chicago/Philadelphia/Boston/Detroit/San Francisco/Portland, Oregon
Minneapolis/Honolulu/Hartford-New Britain/Seattle-Tacoma/Denver/Miami/Las Vegas

20th Century-Fox Television, Inc. 444 W. 56th St., N.Y. 10019. Tel. 212-957-5010; Chicago: Tel. 312-372-1584;
Los Angeles: Tel. 213-277-2211; Dallas: Tel. 214-748-7221
truthful.

- Responsible parties should be willing to substantiate claims they make.
- Statements, illustrations or implications should not be offensive to good taste and public decency.
- Political advertising should refrain from “unfair or dishonest statements” about the opposition, from “imputing guilt by association” and from “name calling” or the use of stigmatizing labels.
- Political advertising should avoid “pie-in-the-sky promises which are impossible to keep.”
- Political advertising should not appeal directly or by insinuation to religious, ethnic or racial prejudice.
- Political advertising should not appear to make an opponent “appear unattractive” through “tricks of lighting, retouching or other doctoring techniques.”
- Political advertising should not use quotations out of context “to convey a dishonest impression of the views of the political competitor being quoted.”

Frederick E. Baker, president of Frederick E. Baker Advertising, Seattle, and AAIF vice president-ethics, told the conference that a new program to implement the business code has begun in 28 cities and that such a plan is in the formative stages in another 22 cities.

**Local Action**

He explained the purpose of the program is to reduce the number of ads that do not comply with the business code. The most common approach, he said, is the local ad club and/or local Better Business Bureau to review ads that are questioned. After review the committee notifies the consumer who questioned the ad to show that something has been done about his complaint.

Active participation, Mr. Baker said, will show that advertising accepts its responsibility in self-policing and consumer protection and that in 50 cities “the American consumer has a voluntary champion.” Before the government moves in on the scene, he added, “it is our job, first, to keep our own house in order.”

### Helffrich assigns top code jobs

In his first personnel move since taking over as director of the National Association of Broadcasters Code Authority, Stockton Helffrich gave new appointments to three staff executives last week.

- Warren Braren, assistant manager of the New York code-authority office, becomes manager.
- Jonah Gitlitz, assistant to the director under Howard Bell, becomes manager of the Washington code-authority office.
- Jerome Lansner, manager of the TV code's Washington office, becomes liaison assistant to Mr. Helffrich in New York.

Mr. Helffrich, who had been manager of the New York office, became code director on Feb. 1 (Broadcasting, Jan. 29) when Mr. Bell left to become president of the American Advertising Federation.

Mr. Braren has been assistant manager in the New York office since 1960.

Prior to that he had been with Ted Bates & Co. in the commercial film-production department.

Mr. Gitlitz joined the code staff in April 1964 as assistant to the director and in charge of the code authority's public information program promoting industry self-regulation. Before joining the code staff he had been managing editor of *Television Digest*.

Mr. Lansner has been in the Washington office since June 1965 after two years as senior editor in the New York code office. Before that he had been a commercial and program editor in the broadcast-standards department of NBC for three years.

The radio code office will continue to be in Washington with Thom Winkler as manager.

Under the realignment, Mr. Gitlitz will cover much of the TV-code area previously handled by Mr. Lansner as well as retaining responsibility for the public-information programs.

### Business briefly...

**Toni Co.**, Chicago, through North Advertising there, launches heavy spot TV and network TV participation campaign this week for introduction of new Happy Face facial washing cream. Saturation spot is being used in major markets.

NBC-TV announced the sponsorship of three specials: *Chevrolet*, through

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**Johnson sends eight-point consumer program to Congress**

President Johnson last week called for a cocoon of protection for the American consumer in a special consumer-interest message to Congress. He asked enactment of an eight-point program "to protect the consumer—and the honest businessman alike—against fraud and indifference. Our goal must be to assure every American consumer a fair and honest exchange for his hard-earned dollar."

In listing his programs, the President:

- Said he would appoint a consumer counsel in the Department of Justice to work with Betty Furness, the President's special adviser for consumer affairs, and Attorney General Ramsey Clark to "seek better representation for consumer interests before administrative agencies and courts... [and] be concerned with the widest range of consumer matters—from quality standards to frauds."
- Ordered Miss Furness, Paul Rand Dixon, chairman of the Federal Trade Commission, Alexander B. Trowbridge, secretary of commerce and W. Willard Wirtz, secretary of labor, to begin immediately to work with industry to encourage improvement in the quality of service and repairs, assure that warranties and guarantees say what they mean, let the consumer know how long he may expect a product to last if properly used and to determine whether federal legislation is needed.
- Recommended the enactment of hazardous-radiation legislation, giving the secretary of health, education and welfare authority to conduct studies of hazards from color-TV sets, X-ray machines and other devices that radiate, and set and enforce standards to control them; require manufacturers to recall defective equipment and devices, and set penalties for those ignoring these standards. Along these lines, House Commerce Committee Chairman Howard O. Staggers (D-W.Va.) last week introduced a bill (HR-15156) following out these recommendations.
- Recommended the enactment of legislation to give the FTC power to obtain federal court orders to stop fraudulent and deceptive practices immediately while the case is being heard by the agency or the courts.

Other sections of the President's message called for similar protection for poultry, fish and recreational boat safety and for authorization of a study of automobile insurance.
Fairness doctrine agency-advertiser topic at AAF

Only five days after taking over the presidential reins of the American Advertising Federation, Howard Bell (c) was playing host to agencies and advertisers from across the country at the AAF Washington conference on government relations (see page 32). Above, he talks with Peter Allport (l), president of the Association of National Advertisers, and John Crichton (r), president of the American Association of Advertising Agencies.

The fairness doctrine and the FCC's extension of it to cigarette advertising, got brief mention during the conference.

In defense of last June's commission's action Robert Cahill, legal assistant to FCC Chairman Rosel Hyde, maintained that the commission was sincere in saying the application would not be extended to other products. The FCC, he said, will not label a subject controversial simply "on the petition of a vocal minority."

However, Vincent Wasilewski, National Association of Broadcasters president, contended that if the courts uphold the FCC in the cigarette issue, "there won't be much the FCC can do about extending it to other goods and services because the subject will be out of the commission's hands." Any further action, he added, will be up to the courts.

The FCC's action was also hit by Alfred Seaman, president of Sullivan, Stauffer, Colwell & Bayles, and 4A's chairman, who termed it a "potential manacle to restrict the desirable use of radio and television as marketing instruments."

Campbell -Ewald, both Detroit, will sponsor America's Junior Miss Pageant Friday, March 15 (10-11 p.m.); McDonald's Corp., through D'Arcy Advertising, both Chicago, The Reluctant Dragon Thursday, March 21 (7:30-8:30 p.m.); Plymouth Division of Chrysler Corp., through Young & Rubicam, Petula, a musical show starring Petula Clark, April 2 (8-9 p.m.).


Los Angeles Metropolitan Buick Dealers Association, through Hixson & Jorgensen Inc., Los Angeles, has started a 30-day radio campaign for its California GS sport coupe model on 16 stations in Southern California. The campaign will be saturated with a total of 1700 spots. Buick dealers participating are those in Los Angeles, Orange, San Bernardino and Riverside counties. A series of one-minute radio spots for Buick's German-made Opel Kadett line of six models will be scheduled after the California campaign.

Bishop Industries Inc., Union, N. J., through Spade & Archer, New York, will launch a spot TV campaign in the Northeast next week for Plus White Plus, a new product described as a combination toothpaste and mouthwash. Initial markets include New York, Washington, Baltimore and Philadelphia, with Philadelphia also being used in a radio promotion. Campaign may eventually be expanded with network TV and more radio.

Eastern Airlines, through Young & Rubicam, both New York, will sponsor the 22d annual Tony awards presentation on NBC-TV Sunday, April 21 (10-11:30 p.m. NY). The awards are given to outstanding Broadway productions and performers.

The 3M Co., St. Paul, through Young & Rubicam, New York, has bought a 26-week schedule onCBS Radio's Arthur Godfrey Time, starting March 18, to advertise its Scotchgard fabric protector. Union Underwear Co., subsidiary of Philadelphia and Reading Corp., through Grey Advertising, New York, has bought a commercial schedule for its Fruit of the Loom products for nine months, beginning April 1.

American Tobacco Co., through Gardner Advertising, both New York, has begun an extensive schedule of advertising for Ro-Tan cigars, consisting of commercial announcements on 15 programs on both CBS-TV and ABC-TV, ending June 16.

Rep appointments . . .

The new blood in network TV

85 new clients in '67 accounted for $32 million, according to BAR analysis

Network television picked up 85 advertisers in 1967 who had not used it the year before, more than twice the number added in 1966, and they spent almost four times as much as 1966's newcomers did.

These findings are being reported today (Feb. 12) by Broadcast Advertisers Reports along with estimates of the network-TV expenditures of the 85 companies that entered network television in 1967 or returned to it after an absence of at least a year.

The report shows that 376 advertisers contributed to network television's estimated $1,493,114,100 billings total in 1967, with the 85 newcomers accounting for $32,068,300. In 1966, 357 advertisers participated in $1,411,292,600 of spending, with 40 newcomers contributing $8,620,000. The figures represent estimated net expenditures for time and talent.

The number of advertisers dropping out of network television during the year also increased, from 47 in 1966 to 66 in 1967, but unlike the situation in 1966, the dropouts were more than offset by newcomers in 1967.

BAR's figures also showed that 1967's holdover advertisers—those in network TV in 1966 who continued in 1967—outspent 1966's holdover group in both total and average outlay.

The figures indicated that 291 advertisers who had used network TV in 1966 continued in 1967, spending a total of $1,461,045,800, as compared with $1,402,672,600 spent by 317 holdover advertisers in 1966.

The average holdover spent a little over $5 million in network TV in 1967 as against a little over $4.4 million for his 1966 counterpart.

For all 376 advertisers in network TV in 1967 the average was $3,971,-000; for the 357 in 1966 it was $3,953,-000.

The average newcomer spent $377,-274 in network TV in 1967, up from an average of $215,500 for the 1966 newcomers.

The biggest-spending newcomer in 1967, Heublein Inc., invested $3,116-,600, according to BAR, which said the investment was in behalf of A-1 Sauce, Harvey's Wines, Lancer's Rosé wine, Snap-E-Tom food products and Hamm's beer.

Lewis-Howe Co. spent $2,403,100 and six other newcomers spent over $1 million each, according to BAR. Its list of the 85 advertisers and their estimated expenditures in time and talent:

Parent company
1. American Can Co. $ 248.0
2. American Express Co. 33.6
3. Amity Leather Prod. Co. 87.4

BAR network-TV billing report for week ended Jan. 28

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Jan. 21, 1968 (net time and talent charges in thousands of dollars)

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<tr>
<td>Monday-Friday</td>
<td>902</td>
<td>$ 317.4</td>
<td>314.7</td>
<td>$ 1,223.1</td>
<td>70</td>
<td>$ 404.9</td>
<td>254</td>
<td>$ 1,540.5</td>
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<td>886</td>
<td>6,645.4</td>
<td>3,465</td>
<td>28,429.9</td>
<td>248</td>
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<td>Saturday-Sunday</td>
<td>1,189.4</td>
<td>3,581.9</td>
<td>695.8</td>
<td>7,080.2</td>
<td>347.3</td>
<td>1,955.9</td>
<td>238</td>
<td>2,232.5</td>
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<td>Monday-Saturday</td>
<td>178.1</td>
<td>1,121.1</td>
<td>669.6</td>
<td>2,268.3</td>
<td>552.2</td>
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<td>73</td>
<td>1,399.9</td>
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<td>6 p.m.-7:30 p.m.</td>
<td>99.0</td>
<td>709.3</td>
<td>240.9</td>
<td>1,151.4</td>
<td>211.8</td>
<td>757.3</td>
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<td>5,432.0</td>
<td>19,807.3</td>
<td>6,614.8</td>
<td>26,588.5</td>
<td>5,990.4</td>
<td>24,403.6</td>
<td>422</td>
<td>18,037.2</td>
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<td>8,418.8</td>
<td>$31,034.3</td>
<td>$11,516.5</td>
<td>$50,774.2</td>
<td>$10,066.2</td>
<td>$43,343.6</td>
<td>1,772</td>
<td>$30,001.5</td>
<td>6,815</td>
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Parent company
4. Aurora Plastics Corp. 374.8
5. Avco Corp. 384.0
6. Avnet Inc. 120.0
7. Bank of America, National Trust & Savings Assn. 226.8
8. Bankers Life & Casualty Co. 132.3
9. Bell & Howell Co. 167.2
10. Benjamin Moore & Co. 375.5
11. Bigelow-Sanford Carpet Co. 413.2
12. Burger Chef Systems 136.6
13. Brown Shoe Co. 262.5
14. California Prune Advisory Board 720.3
15. Darling Brewing Co. 1,062.1
16. Chemway Corp. 89.5
17. Conn. General Life Ins. 514.1
18. Coventry, Sarah, Inc. 99.8
19. Cowles Communications 6.8
20. Cummings Engine Co. 129.6
22. Eldon Industries 219.8
23. Economics Laboratory 111.3
24. Emenee Corp. 13.8
25. Falls City Brewing Co. 34.0
26. Fedders Corp. 353.0
27. Field Enterprises 755.6
28. Fireflight Fund American Ins. Co. 765.4
29. Formula 409 649.7
30. General Water Conditioning 94.6
31. Georgia Pacific Corp. 401.9
32. Gulf American Land Corp. 125.0
33. H. D. Lee Co. 364.2
34. Hagerty, W. J. & Sons Ltd. 16.1
35. Helene Curtis Industries 259.7
36. Helmac Products 78.8
37. Hercules Inc. 319.9
38. Heublein Inc. 3,116.6
39. Hood H. P. & Sons 184.1
40. Intero Inc. 64.7
41. International Coffee Organization 1,075.5
42. International Shoe Co. 6.5
43. Jackson Brewing Co. 229.5
44. Joe Bonomo Associates 8.1
45. Les Parfums De Dana 50.0
46. Lewis-Howe Co. 2,403.1
47. Lincoln National Life Ins. Co. 74.9
48. Lu Wane Products Corp. 91.8
49. Maldenform Inc. 285.8

BROADCASTING, February 12, 1968
Volvo to increase radio-TV

Volvo Distributing Inc., through Scali, McCabe, Sloves, both New York, will place nearly $1 million into radio-TV in 1968 to advertise the Swedish-made automobile. The radio-TV money (approximately $980,000) will come out of Volvo Distributing's $1.4 million advertising budget which in itself represents an increase of about $400,000 over 1967, Volvo officials said last week.

This particular distributor handles Volvo dealers covering 25 states in the eastern section of the U.S. Its radio-TV ads have been on 65 radio and 20 TV stations.

Volvo last week presented awards to three AM's and one FM for merchandising the Volvo 1967 broadcast schedules. The winners: Wuto Cypress Gardens, Fla.; wgn Chicago; wnew and wxux-FM, both New York.

FCC sets $4,000 fine

Wini Murphysboro, Ill., faces a possible forfeiture of $4,000, as a result of an FCC action last week. The station has been notified of apparent liability in that amount after responding to commission questions about allegedly fraudulent billing.

In a letter to licensees Robert D. and Martha M. Rapp of Farmington, Mo., the commission cited a statement from them acknowledging "a form of double billing [had] been practiced" in August 1967. A commission investigation into the station's operations revealed at least 14 such alleged billings from February to July 1967.

The commission vote on the assessment was not unanimous, however. Chairman Rosel H. Hyde voted for a lower amount, saying that "this forfeiture is excessive."

BAR offers check on local ad cut-ins

Local market cut-ins to network-TV commercial positions and delayed local presentation of network programs are reported for the first time in a new weekly report being introduced this week by Broadcast Advertisers Reports Inc.

The report is an extension of the regular BAR network-TV service. It covers 15-to-20 markets a week, 75 markets a month. For the first time, advertisers can watch competitive test-marketing on a cut-in basis or detect shifts in pressure behind certain products in specific groups of markets.

As an example of cut-in activity, the current report indicates the Purex Corp. on Jan. 12 cut in on 30-second spots in ABC-TV's Newyork Game for Babo 4-in-1 fabric finish in Columbus and Dayton, both Ohio, Harrisburg, Pa., Indianapolis, Nashville, Omaha, and Washington with spots for Purex bleach. On Jan. 11 and Jan. 12 on several NBC programs, Purex substituted Babo, Brillo and Doble scouring pads commercials for Purex bleach spots in Boston, Hartford, Conn., and Altoona, Pa.

Similarly, the new service reports delays or pre-emptions in local presentations of network programs. For example, the current report indicates that ABC-TV-affiliate Wjac-tv Johnstown, Pa., delayed presentation of Truman Capote's A Christmas Memory

BAR network-TV billing report for week ended Feb. 4

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<td>-</td>
<td>$87.6</td>
<td>39.8</td>
<td>$158.9</td>
<td>73</td>
<td>$447.4</td>
<td>132.7</td>
<td>$1,987.9</td>
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<td>Signs-on-10 a.m.</td>
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<td>Monday-Friday</td>
<td>$1,273.6</td>
<td>$6,653.7</td>
<td>$1,139.5</td>
<td>32.5</td>
<td>$1,299.0</td>
<td>12,698.9</td>
<td>64.77</td>
<td>1,120.2</td>
<td>$1,402.2</td>
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<td>10 a.m.-6 p.m.</td>
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<td>Saturday-Sunday</td>
<td>$1,489.0</td>
<td>5,070.9</td>
<td>1,345.8</td>
<td>28.4</td>
<td>1,348.4</td>
<td>14,604.9</td>
<td>1,047.7</td>
<td>1,141.3</td>
<td>8,047.3</td>
<td>365</td>
<td>8,047.3</td>
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<td>Signs-on-5 p.m.</td>
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<td>6 p.m.-7:30 p.m.</td>
<td>$177.9</td>
<td>$1,299.0</td>
<td>$2,948.4</td>
<td>73.9</td>
<td>3,843.5</td>
<td>249</td>
<td>2,781.2</td>
<td>1,120.2</td>
<td>15,402.2</td>
<td>$1,120.2</td>
<td>$1,120.2</td>
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<td>Sunday</td>
<td>$235.9</td>
<td>945.2</td>
<td>240.9</td>
<td>101.7</td>
<td>2,139.2</td>
<td>207</td>
<td>878.5</td>
<td>114</td>
<td>3,296.5</td>
<td>39.6</td>
<td>3,296.5</td>
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<td>7:30 p.m.-11 p.m.</td>
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<tr>
<td>Monday-Sunday</td>
<td>$5,559.7</td>
<td>25,460.2</td>
<td>$6,843.6</td>
<td>33,432.1</td>
<td>8,580.0</td>
<td>30,983.6</td>
<td>429</td>
<td>18,983.3</td>
<td>2,037</td>
<td>89,875.9</td>
<td>89,875.9</td>
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<td>11 p.m.-Sign-off</td>
<td>$189.8</td>
<td>1,224.4</td>
<td>$147.6</td>
<td>242.0</td>
<td>417.9</td>
<td>1,382.2</td>
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<td>755.3</td>
<td>299</td>
<td>$3,404.6</td>
<td>$3,404.6</td>
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<tr>
<td>Total</td>
<td>$8,925.9</td>
<td>$40,053.4</td>
<td>$11,869.5</td>
<td>$62,646.7</td>
<td>$11,249.3</td>
<td>$54,592.9</td>
<td>1,834</td>
<td>$32,044.7</td>
<td>8,649</td>
<td>$157,293.0</td>
<td>$157,293.0</td>
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Correction: CBS's Saturday-Sunday, sign-on 6 p.m. figure for week ended Jan. 28 should have been $598,800. The correction is reflected in the above figures.
three weeks from Dec. 19; that WKEF-TV Dayton, Ohio, presented NBC-TV’s "Dragnet" two weeks, two days after its network airing Dec. 21, and that KLZ-TV Denver delayed presentation of CBS-TV’s "Gentle Ben" for a week after Dec. 31.

‘Kwai’ sold out for second ABC-TV run

The second network showing of The Bridge on the River Kwai feature film will be carried on ABC-TV on March 19 (8-11:10 p.m. EST) with the Ford Motor Co. sponsoring the first hour and 10 other companies the remainder of the film. The first showing of "Kwai" in September 1966 was wholly sponsored by Ford and, according to ABC-TV, reached 71-million viewers during the course of the evening.

The advertisers for the second presentation are Ford (Kenyon & Eckhardt); State Farm Insurance Co. (Needham, Harper & Steers); R. T. French Co. (Kenyon & Eckhardt); Kitchens of Sara Lee (Edward H. Weiss & Co.); Liggett & Myers Tobacco (J. Walter Thompson); Colgate-Palmolive Co. (Ted Bates & Co.); Gillette Safety Razor Co. (BBDO); Sterling Drug (Danc-er-Fitzgerald-Sample); R. J. Reynolds Tobacco (Wm. Esty Co.); Metropolitan Life Insurance Co. (Young & Rubi-cam), and Armstrong Cork (BBDO).

Network TV drops 1% in January 1968

Expenditures in network television during January 1968 dipped to $139,095,400, or 1% from the January 1967 figure, according to a report released by the Television Bureau of Advertising.

Weekend daytime was down by 16.0% and nighttime by 1.3%, while weekday-daytime TV rose by 7.3%, TVB stated. Dollar figures, based on net time and program investments, are compiled by Leading National Advertisers and are released through TVB.

<table>
<thead>
<tr>
<th>NETWORK TELEVISION NET TIME AND PROGRAM BILLINGS</th>
<th>1967</th>
<th>1968</th>
<th>% Change</th>
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</thead>
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<tr>
<td>DAYPARTS AND BY NETWORK (ADD 000)</td>
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</tr>
<tr>
<td>Daytime</td>
<td>$49,257.8</td>
<td>$49,129.8</td>
<td>-0.3</td>
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<tr>
<td>Monday-Friday</td>
<td>33,204.2</td>
<td>35,643.8</td>
<td>+7.3</td>
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<tr>
<td>Saturday-Sunday</td>
<td>16,063.6</td>
<td>13,486.0</td>
<td>-16.0</td>
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<tr>
<td>Nighttime</td>
<td>91,178.1</td>
<td>89,985.6</td>
<td>-1.3</td>
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<tr>
<td>Total</td>
<td>$140,436.9</td>
<td>$139,095.4</td>
<td>-1.0</td>
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<table>
<thead>
<tr>
<th>BILLINGS</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>January</td>
<td>$34,749.1</td>
<td>$55,988.8</td>
<td>$48,357.5</td>
<td>$139,095.4</td>
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(The Media)

Brakes eased on group growth

FCC at last abandons three-to-a-customer limit for TV station buying in big markets—but vows to look hard at individual cases

The FCC’s two-and-a-half-year-old proposal to limit the spread of multiple-station ownerships into the top-50 markets—a proposal that began as a threat to group owners and ended as an embarrassment to the commission—was formally laid to rest last week. So was the policy that had been designed to put the proposal’s provisions into effect on an interim basis. The vote was 4 to 3.

The commission’s original aim in proposing to tighten its multiple-ownership rules was to halt what it felt was a “growing concentration of control” of television stations in the top-50 markets. The commission expressed concern about the existing situation regarding VHF stations, and said that the growth of UHF in the top markets might follow the same pattern.

But by last week the commission, through a new majority, said that the present rule, providing for a limit (without regard to market rank) of seven television stations, no more than five of them VHF’s, is better suited to achieve the goals of maximum competition and diversity of programing view-points. It said that diversification of ownership of UHF stations in the top-50 markets was on the rise, and that the proposed rule might impede that trend and, possibly, the development of a fourth network.

Proposal—the proposed rule, issued for comments in June 1965, would have barred the acquisition of a television station if it would have resulted in the buyer (or new station applicant) owning more than three stations, or more than two VHF’s, in top-50 markets. The interim policy, adopted at the same time, called for hearings on applications that would have resulted in the applicant owning more properties than the proposed rule would have allowed (Broadcasting, June 28, 1965). (The policy superseded one issued in December 1964 that called for hearings on applications for a second VHF in the top-50 markets.)

In terminating the proceeding last week, the commission said “the greater flexibility” in a case-by-case approach to the concentration-of-control issue would be preferable to the “predictability” that a specific limit would provide. The commission noted that the present rule specifies guidelines (including size and location of market) to consider in determining whether an acquisition would result in a concentration of control.

But the proposed rule was not buried without a trace. The commission said that “in light of the special problems concerning the top-50 markets . . . we will expect a compelling public-interest showing by those seeking to acquire more than three stations (or more than two VHF stations) in those markets.” Commissioner Lee Loewinger provided the margin for defeating the proposal. He had voted to issue the notice of proposed rulemaking and to adopt the interim policy. But last week he joined Chairman Rosel H. Hyde and Commissioners Robert E. Lee and James J. Wadsworth, who had opposed the idea from the beginning. Commissioner Loewinger, in a concurring statement, said that although he feels a re-examination of the multiple-ownership rules was merited he doesn’t feel bound.
by the “institutional opinion” that accompanied the notice of proposed rule-making.

**Minority** • The dissenters were Commissioners Robert T. Bartley and Kenneth A. Cox, both of whom supported the proposal and policy, and Nicholas Johnson, who joined the commission a year after the proceeding began.

The commission action came as no surprise. The interim policy had never been applied; the commission waived it on each of the eight occasions it was asked to do so—and in the more recent ones, by the same 4-to-3 vote by which the proposed rule and interim policy were killed. In statements explaining his vote for the waivers, Commissioner Leavenger indicated he was changing his mind about the wisdom of the proposed rule—at least insofar as its restrictions on UHF ownership were concerned. And in a draft opinion circulated among his colleagues two weeks ago he concluded that the proposed rule should not be adopted (CLOSED CIRCUIT, Feb. 5).

The lengthening list of waivers brought a measure of relief to multiple-station owners who had reacted with alarm to the issuance of the proposal, and who waged a vigorous and expensive campaign against it. They made their feelings known on Capitol Hill, where members of the Senate Commerce Committee expressed support for their position.

And 38 of them, owners of more than 100 television stations, banded together into a Council for Television Development, both to oppose the measure in pleadings before the commission and to hire the United Research Inc., of Cambridge, Mass., to do an exhaustive study of the multiple-ownership question.

URI's report concluded that the commission's present limit of five VHF stations to an owner is a meaningless measurement of economic concentration and that the top-50 proposal would be the same. It also said that groups were pro-rather than anticompetitive, that they were not driving singly-owned stations "to the wall" and that they were the most likely developers of UHF channels (BROADCASTING, Sept. 19, 1966).

**Albatross** • But as multiple owners increasingly became convinced that the rule would not be adopted, the commission's failure to dispose of it and of the interim policy became a cause of embarrassment to the agency. Requests for waiver had to be considered long after it became evident that the majority for implementing the policy no longer existed.

Furthermore, House Investigations Subcommittee members critical of the commission pointed to the policy as an established one that the agency was ignoring in approving acquisitions by multiple-owners. This line was pursued relentlessly by committee members in their grilling of the commissioners in December on the approval of the transfer of five D. H. Overmyer construction permits and of the license for WPHL-TV Philadelphia to a subsidiary of the AVC Corp. (BROADCASTING, Dec. 18, 1965).

It appeared certain last week that the commission action would spark a fresh wave of criticism from subcommittee members who feel the commission has been too lax in its handling of transfers and assignments. The subcommittee last month presented the commission with 21 questions dealing with the Overmyer case and multiple-ownership policy in general (BROADCASTING, Jan. 29).

Representative John D. Dingell (D-Mich.), a subcommittee member, was hopping mad when informed of the commission's action. He indicated he would seek to persuade Representative Harley Staggers (D-W.Va.), chairman of the subcommittee and of its parent Commerce Committee, to hold hearings on the matter. Earlier Representative Dingell had introduced a bill that would, among other things, require hearings on every transfer or assignment application filed with the commission and authorize

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**Our daily viewers spend $7,787,520** for TOBACCO.

**But you can't reach this market from Detroit, Lansing or Grand Rapids.**

**WWTV/WWUP-TV is the ONLY way.**

**EVEN** though most if not all your business in Michigan comes from downstate wholesalers, almost 8,000,000 RETAIL dollars are spent on tobacco in Upstate Michigan — where your wholesalers aren't.

The only practical way to cover your potential RETAIL consumers in Upstate Michigan is to use WWTV/WWUP-TV. We give you 104,000 DAILY VIEWER homes (which view us almost exclusively). Your only other way to reach them is to use 20 radio stations and/or 13 newspapers.

To give your Michigan wholesalers full-state advertising support, put a fair share of your TV dollars where outstate Michigan consumers buy their products. Ask Avery-Knodel for potential sales figures for your product in Upstate Michigan.

*Statistics on consumer expenditures used by permission of National Industrial Conference Board, whose study “Expenditure Patterns of the American Family,” sponsored by Life Magazine, was based on U.S. Dept. of Labor Survey.
The commission's conundrum, such stations make for a sense of restriction proposed by Commissioner Bartley's impending departure for an international conference in Geneva. He returned in November but it wasn't until last month that the commission began concentrating on the item again (Broadcasting, Jan. 22).

The commission, in its order terminating the rulemaking, asserted that the degree of concentration of ownership in the top-50 markets had declined since 1964, when the rulemaking proceeding was begun, through the doubling of UHF stations on the air in those major markets—39 today as against 20 four years ago.

"Equally important . . . insofar as UHF stations are concerned, an absence of the type of restriction proposed in the rule herein may well serve to make for a more rapid development of such stations and enhance the chances for development of a fourth commercial TV network," the majority stated. The commission said that financially strong persons with the necessary know-how would be encouraged to enter the UHF field "during this critical period."

Growth = Commissioner Loevinger in his concurring statement, in which Commissioner Wadsworth joined, endorsed this thesis. He noted that commission figures show that during the last 12 years, under the present rules, the number of television stations and the number of station owners in the top-50 markets "has increased substantially"—from 151 to 264 in the case of stations, from 104 to 163 in the case of owners. (He said the data on which the commission relied in its notice of rulemaking was misleading in that it "purported to show concentration in the top-50 markets" by statistics which included all licensees with one station in those markets and an interest in any other station in any market, regardless of rank.)

Furthermore, he said that the "most realistic hope for increasing the number of television networks and the number of substantial national program sources is to encourage the growth of more strong enterprises engaged in television station operation. The present multiple-ownership rules are far more likely to do that than the proposed rule."

He said one other possible route to strength—conglomerate merger with a large nonbroadcast company—would appear to have been foreclosed as a result of the Justice Department's opposition to the proposed ABC-International Telephone & Telegraph Corp. merger. That merger effort foundered after it became stalled in court on a suit brought by Justice (Broadcasting, Jan. 8). Commissioner Loevinger, who supported the merger, said big business is reluctant to invite such attacks.

He also said that, rather than promote competition, the proposal would hinder it. He noted that it would not require existing networks or other large multiple owners to divest themselves of present holdings, while it would prevent new enterprises from acquiring as many stations as the networks now have. And a provision requiring the breaking up of multiple holdings in the event of their sale, he said, would "obviously affect only the financially weak" group owners; the strong would not be forced or tempted to sell their properties, he said.

Mr. Fetzer, in a dissenting statement, said the commission had not addressed what he says is the critical question—"How is the public's interest served by having a non-resident, corporate, multiple owner control one of the major sources of news, opinion and entertainment for a city of millions?"

He said the majority provided no evidence for asserting that the restrictive proposal would impede the development of UHF television and the establishment of a fourth network. "The hoped-for fourth network," he said, "is merely a part of the majority's goal of improvement in growth of UHF." And the "reliance on the shibboleth 'benefit to UHF' is not unusual. This commission has hung so many decisions on the UHF peg that one wonders if the day will come when the whole hatrack will come tumbling down from its own weight."

Mr. Johnson took no comfort from the majority's decision to require, as a substitute for the proposed rule, a "compelling public interest showing" from applicants seeking more than three stations—or more than two VHF's—in the top-50 markets. "Past experience indicates that this 'requirement' is demonstrably meaningless," he said.

Commissioner Johnson expressed regret that the commission acted without holding an oral argument. He said the commission should have held one in which the staff was instructed to advance "the strongest possible case for the rule—and to subject those who have commented to searching scrutiny." He said much might have been learned from such an adversary proceeding.

Commissioner Bartley also objected to the lack of an oral argument. He said such a proceeding is needed to get answers to the questions the commission raised in its notice of proposed rulemaking—that those filing comments had not discussed them. He noted that the notice had said an oral argument would be held.

The commission, in its order, said an oral argument would serve no useful purpose. Since none of those filing comments endorsed the proposed rule, it said, there would be no conflicting points of view.

Fetzer opens new broadcast center

Fetzer Broadcasting has combined its Grand Rapids, Mich., radio stations and a new TV studio for its channel-3 outlet serving the market in a $500,000 facility, part of a $2.5-million complex called Broadcast Place. The center will house Fetzer's WJEF and WJF(M)FM, both Grand Rapids-Kalamazoo. A master control room serves both the radio and TV operations. Stations' offices and Fetzer Music Corp.'s Muzak service are located on the second floor.

Address for the complex is 280 Ann Street, N.W. 49504. The main office for WKZO-TV remains in Kalamazoo.
Broadcasters know these symbols as the international signal of distress. This year, we hope you'll attach additional meaning to the letters S O S — Support Our Servicemen.

Costs of Red Cross services to men in Vietnam still rise. But Red Cross must meet this expanding commitment while maintaining all other essential Red Cross work — disaster aid, a nationwide blood program, first aid and lifesaving training. To do so, we simply must meet our 1968 campaign financial goals.

And to do this, we ask again for your generous support through the concentrated use of our specially prepared material for March — Red Cross Month.

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In Washington, D. C. (202) 857-3407
In Hollywood, Calif. (213) 384-5261

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Although the FCC’s intentions were made known eight months ago, the commission last week finally designated for hearing the license-renewal application of WQAD-TV (ch. 8) Moline, Ill., and a competing application for the facility from Community Telecasting Corp. One of the issues set for hearing is a determination of the facts surrounding a proposed sale of WQAD-TV that was cancelled four months ago.

WQAD-TV is licensed to Moline Television Corp., which is owned in part by Francis J. Coyle (12.5%), Frank P. Schreiber, Victor B. Day and David O. Parson (each 10%). Community is owned in part by Sterling C. (Red) Quinlan, former president and general manager of WFLD-TV Chicago, with a 70% interest, and Edward W. Priester, Quad Cities real estate man, and Colonel Carl Waldmann, retired commander of the Rock Island Arsenal, each with 10%.

What prompted commission action was a protest made by Community against a proposed $6.5-million sale of WQAD-TV from Moline to the Evening News Association of Detroit (WWJ-AM-FM-TV Detroit) (Broadcasting, Feb. 27, 1967). Community asked the commission to hold a hearing on the renewal application and to consider its application for channel 8 in the hearing as well.

Answers Needed * In a subsequent letter to Moline the commission said that questions raised by Community "were unresolved." When WQAD-TV filed its license renewal application in September, the commission said it would be designated for hearing and the assignment application would be deferred.

The commission also indicated at that time one of the hearing issues would determine whether Moline had lived up to the representations it made in 1962, during a comparative hearing for the facility, concerning the programing it would present and the management that would operate the station.

Last October Moline asked the commission to dismiss its assignment application because the proposed sale had been cancelled (Broadcasting, Oct. 9, 1967). Now, in addition to an inquiry into the station’s representations, the commission said it also wants to look into “all of the facts” surrounding the aborted sale.

(The channel 8 contest will constitute a virtual renewal of the 1962 comparative hearing. Community stockholders Priester and Waldmann had owned stock in one of the losing applicants in that hearing.)

The commission said it is concerned whether Moline intended to serve the public interests or use the station license for a private gain and dispose of it after a three-year period. WQAD went on the air Aug. 1, 1963. The commission noted that although the assignment agreement was dated Dec. 6, 1966, it claimed negotiations between Moline and the Evening News "must have been initiated at some date prior" to December.

Trafficicking Issue * Further the commission said it would look into the charges made by Community that Moline was trafficking in broadcast licenses. According to Moline, the commission said, its construction costs were about $1.6 million; its liabilities as of November 1966 were about $1.3 million, and its 24 stockholders had paid $517,300 for 5,173 shares in the corporation. Though Community argued that these facts indicated trafficking, the commission said "it cannot determine if this is so," but would pursue the matter during the hearing.

Another unresolved question, the commission said, is the principal reason given by Moline for the sale. Moline had claimed that in order to achieve a "more effective competitive position" in the market, additional financing would be necessary.

But the commission said the alleged need for additional funds was not apparent to it. And further, if the additional financing was necessary, the commission claimed that "Moline did not adequately explain why a station which could bring the consideration mentioned was unable to obtain" that financing on the open market.

Changing hands ...

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

* WMT-AM-FM-TV Cedar Rapids, Iowa: Agreement signed by American Broadcasting Stations Inc. (Helen S. Mark and children) to sell to Norton Stations group for $10 million. (Broadcasting, Dec. 25, 1967). Included in sale is Cedar Rapids Muzak franchise, and 50% ownership in CATV systems in Grand Rapids, Minn., and Decorah and Fairfield, both Iowa. Not included is KWMT Fort Dodge, Iowa, which is wholly owned by ABS, and 43% inter-
est in WDBO-TV Duluth and its satellite WIRT-TV Hibbing, both Minnesota, held by WMT-TV Inc. WMT is fulltime on 600 kc with 5 kw. WMT-FM is on 104.5 mc with 32 kw. WMT-TV is on channel 2. All are affiliated with CBS.

- WXBD Camden, N. J.—Philadelphia: Sold by Ranulf Compton to Tommy Roberts and Jack Price for $775,000. Mr. Roberts is sportscaster. Mr. Price is radio-TV director, Hialeah Racetrack, Fla. WXBD is a daytimer on 880 kc with 5 kw. Broker: Blackburn and Co.

- KBLT-AM-TV Helena, Mont.: Sold by Paul B. McAdam and Robert Magners to Willard L. Holter and Montana Governor Tim Babcock for $520,000. Mr. Holter owns KLTV Missoula, both Montana. KBLT is a fulltimer on 1240 kc with 1 kw day, 250 w night. KBLT-TV is on channel 12 with NBC and ABC affiliation.

- WGGK-AM-FM Atlanta: Sold by Barton Isbell Jr. and associates to Robert S. Strauss for $400,000. Mr. Strauss owns KKLX-AM-FM Dallas. WGGK is a daytimer on 1600 kc with 1 kw. WGGK-FM is on 92.9 mc with 9.4 kw. Broker: Blackburn and Co.

- WYPR Danville, Va.: Sold by James S. Beattie to David P. Welborne for $225,000. Mr. Beattie is owner of WSSB Durham, N. C. Mr. Welborne is 50% owner of WNCN Siler City, N. C. WYPR is a daytimer on 970 kc with 1 kw. Broker: Blackburn and Co.

- WFKO-FM Kokomo, Ind.: Sold by Joseph P. Sweeney and associates to James L. Gregg and associates for $65,000. WFKO-FM is on 100.5 mc with 5.3 kw. Broker: Chapman Associates.

- KASL. Newcastle, Wyo.: Sold by Malcolm Wyman and associates to Robert J. Kelly for $42,000. Mr. Kelly has interest in KRFM Superior, Neb. KASL is a fulltime station on 1240 kc with 1 kw day and 250 w night. Broker: Chapman Associates.

APPROVED: The following transfer of station interests was approved by the FCC last week (For other FCC activities see For the Record, page 65).

- KETO Seattle, Wash.: Sold by William E. Boeing Jr. to veteran California broadcaster Riley R. Gibson for $397,500. Mr. Boeing will continue to own KETO-FM there. KETO is fulltime on 1590 kc with 5 kw.

WXTV plans start

WXTV (TV) Paterson, N. J., will go on the air on or about July 1, it was announced last week by Edward J. DeGray, vice president of Trans-Tel Corp., permitting for the channel 41 station in the New York City area.

WXTV will be programed entirely in Spanish.

Its antenna will be on top of the Cities Service Building at 70 Pine Street in downtown Manhattan.

**Tucson newspapers ordered to separate**

A federal judge in Tucson, Ariz., has found two newspapers there guilty of antitrust violations, and the implications, if the decision is upheld, involve 42 other newspapers that have similar arrangements.

U. S. District Judge James Walsh ruled that the joint-publishing agreement between the Arizona Daily Star and the Tucson Daily Citizen violated the antitrust laws. He also ordered the owners of the Star to divest themselves of the Citizen, which they bought in 1964. The 1940 contract entered into by the two newspapers when they were independently owned provided for joint printing, advertising and circulation at a single plant, although each newspaper retained its independence in editorial and news activities.

The judge found that the joint-publication plan is in restraint of trade.

Last July Senator Carl Hayden (D-Ariz.) entered a bill to grant antitrust immunity to newspapers that entered combined operations under economic pressures as the Tucson papers claimed they had done (Broadcasting, July 17, 1967). Although the Senate Monopoly and Antitrust Subcommittee held hearings on the bill, known as the "failing newspaper act," it was never reported out of the subcommittee.

**FCC refuses to redefine 'TV broadcast station'**

A footnote added to the FCC's CATV rules last July will remain there. That's what the commission said last week when it denied a petition for reconsideration and rehearing of the addendum filed by the National Cable Television Association.

The commission had inserted into its CATV rules the phrase—"the term 'television broadcast station' includes foreign television broadcast stations." The rules affected deal with new service notification and showing in a top-100-market evidentiary hearing. NCTA claimed the commission action constituted a departure from rather than an implementation of the rules.

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CATV's argue for freedom

Wire systems file in Supreme Court case on FCC jurisdiction

A battery of cable-TV systems told the U.S. Supreme Court last week that the FCC has no authority to regulate CATV systems not served by microwave-relay facilities. The challenge to the commission's jurisdiction was contained in briefs filed by three CATV systems in San Diego, one in Toledo, Ohio, and one in Alice, Tex.

The case is scheduled to be heard March 12, to be followed immediately by the United Artists v. Fortnightly copyright case (BROADCASTING, Feb. 5).

In addition to the question of the FCC's jurisdiction over CATV, the San Diego case also involves the right of the FCC to issue temporary restraining orders prohibiting cable systems from bringing in TV programs from outside markets.

The appeal to the Supreme Court was taken by the FCC after a ninth circuit appeals court told the commission it had no authority to issue restraining orders to nonlicensees. Although cable systems are regulated by the commission, they are not licensed by the commission.

The West Coast court also expressed doubt that the FCC had the right to regulate CATV.

Case's source - The San Diego case began shortly after the commission issued its order in 1966 asserting jurisdiction over nonmicrowave-fed CATV's. KFMB-TV San Diego, soon joined by two other San Diego stations, protested against Southwestern Cable Co., Mission Cable TV Inc. and Pacific Video Cable Co. importing Los Angeles TV. The stations said the CATV's practice resulted in an adverse economic impact and that it upset the FCC's TV allocation plan. The commission set the protest for hearing and issued a restraining order against the cable systems.

Late last year, an FCC hearing examiner recommended that the TV stations' objections be dismissed, finding that the importation of the Los Angeles signals did not adversely affect the San Diego telecasters.

Mission Cable and Pacific Video Cable, both owned by multiple-CATV owner Trans-Video Corp., also asked the court to find that the FCC does not have the power to regulate competition "from other legitimate business" simply to protect UHF stations. This is the basis for one of the limitations in the FCC's rules on CATV—that CATV systems in the top-100 markets may not without a hearing bring in TV signals from stations outside their own community unless those stations put a grade-B signal over the cable system's market.

More Questions - Southwest Cable stressed the "single question"—the commission's power to enjoin the CATV's "lawful operation" without a hearing. And it noted, even if it is found that the FCC does have the authority to regulate cable TV, other cases bearing on the nature and scope of this authority must be litigated.

Buckeye Cablevision Inc., and Alice Cable Television Corp. noted that Congress "carefully prescribed" and limited the powers of the FCC.

They said that federal administrative agencies have no authority to expand their jurisdiction to "wholly distinct and heretofore unregulated enterprises." The Buckeye and Alice brief contended that the District of Columbia circuit decision last year upholding the FCC's power to regulate CATV is in error because it was a limited case and the court misconstrued previous decisions.

Midwest Video Corp., a multiple CATV owner, and its subsidiary Black Hills Video Corp., maintained that the FCC had arrogated to itself virtually limitless power under the rule on which the commission relied in issuing its temporary stop order.

Midwest Video is one of the principal appellants in a challenge to the FCC's power to impose conditions on cable TV systems, filed two years ago in the Seventh Circuit Court of Appeals in St. Louis. This case has been argued, but the court has issued no decision, presumably awaiting the Supreme Court's ruling.

Court backs FCC in station-sale case

A federal court in Washington upheld the FCC in dismissing an objection to the sale of a Florida station.

The U.S. Court of Appeals for the District of Columbia said that the commission was warranted in ruling that the protestant's showing did not require an evidentiary hearing.

The case involved the 1965 transfer of WMBC Eau Gallie, Fla., to its present owner, Mel-Eau Broadcasting Corp., for over $300,000. Broadcast Enterprises Inc., owner of WMMB and WYLP-FM in adjacent Melbourne, Fla., protested the sale and asked for a hearing.

The commission held that the objections did not warrant a hearing and granted the ownership transfer. Broadcast Enterprises appealed.

The court's unanimous decision was written by Senior Circuit Judge Charles Fahy, with Circuit Judges Warren E. Burger and J. Skelly Wright concurring. The court did hold, however, that the FCC was wrong in denying the Melbourne stations standing.

Exhibitors set new high for '68 NAB convention

A record number of exhibitors, 126, will be showing their equipmentwares at the National Association of Broadcasters convention in Chicago's Conrad Hilton hotel, March 11-24. The figure is an increase of 10 from the 116 that exhibited last year.

As of Wednesday (Feb. 7) convention registration totalled 1,694. The NAB has booked about 4,000 rooms in nine Chicago hotels for registrants.

The Monday (April 1) afternoon session is being turned into workshop meetings and will include a new, open version of the labor-relations clinic. In the past, the labor-relations session has been closed. This year's meeting will also mark the first time a member of the National Labor Relations Board will take part in the convention. Sam Zagoria of NLRB will participate in the

FCBA plans June seminar

Washington communications lawyers are going to have their first exposure to a high-doned, intellectual "think-tank" exercise in June when the Federal Communications Bar Association holds a three-day seminar in Williamsburg, Va.

Subject of the symposium is "Broadcasting and the Democratic Processes." The meetings, scheduled for mornings only, will be led by outside political scientists, sociologists and historians. Names will be made public when a full complement of panel leaders is assured. Communications attorneys and guests will receive advance reading material to enable them to prepare for the sessions.

The June 6-8 program is being arranged by an FCBA committee consisting of Robert L. Heald, general chairman; Marcus Cohn, program chairman, and John B. Jacob, banquet and social chairman.
LBJ urges planning for CPB funding

President Johnson wants a long-range plan for financing the Corp. for Public Broadcasting to be worked out by the still-to-be-named directors of CPB and the secretary of health, education and welfare, the secretary of the treasury and the director of the Budget Bureau. Although the President has named only two members of the CPB board (Dr. James Killian Jr. and Dr. Milton S. Eisenhower [BROADCASTING, Nov. 13, 1967]), the remaining members of the 15-man board are expected to be named shortly, possibly this week. All require Senate confirmation.

The President's call for planning for long-range CPB financial support was contained in his education message to Congress, which referred to his message last year stressing "the importance of a long-range financing plan which would ensure that public broadcasting would be vigorous, independent and free from political interference and control."

"The problem is complex," the President added. "It concerns the use of the most powerful communications medium in the world today. It should not be resolved without the most thorough study and consultation."

Earlier, in his budget message, the President asked for $4 million to be appropriated by Congress for fiscal 1968, which ends June 30, and for $20 million for fiscal 1969 that begins July 1 (BROADCASTING, Feb. 5).

Criticism of the projected expenditures continued to mount; last week WJZL-AM-FM-TV Washington editorially called on Congress to "weigh the possible benefits against the expected cost" of CPB.

"We believe," the stations said, "Congress will find there are more important priorities in meeting the cultural and educational needs of the disadvantaged. Available information indicates that federally subsidized broadcasting may well prove an unnecessary and costly frill at a time of national fiscal crisis."

The WMAL stations are owned by the Washington Evening Star.

CBS, program manager named in suit

A Philadelphia radio personality, whose contract was terminated by CBS-owned WCAU Philadelphia last August after seven years with the station, has sued CBS and Michael Grant, the station's program manager at that time, for libel and defamation.

A suit was filed by Robert Menefee, who has been a radio performer in Philadelphia for 20 years. He asks for damages of over $10,000 and for punitive damages of the same amount. The suit claims that after the contract was cancelled, Mr. Grant was quoted in a Philadelphia newspaper as saying that Mr. Menefee had been let go because his ratings were low. This injured him professionally and in the community, Mr. Menefee said.

WZZM-TV edict stayed pending court ruling

West Michigan Telecasters (WZZM-TV Grand Rapids, Mich.), which faced an FCC order denying it operation of its translator station at Battle Creek during a hearing on the facility, has been given a reprieve. The commission last week stayed the effectiveness of its order to permit the District of Columbia appellate court to rule on West Michigan's request for a stay of that commission decision (BROADCASTING, Jan. 29).

West Michigan is in a dispute with WWJU-TV (channel 65) Battle Creek over the effect the translator station would have on UHF operations in Battle Creek. One of the principals of WWJU-TV is Mary Jane Morris, former secretary of the FCC.
Dissenters assail denial of CATV test plan

DECISION TO AWAIT LEGISLATIVE ACTION ATTACKED

Comments from individual commissioners on the FCC's rejection of proposed experimental CATV operations in Philadelphia and Goshen, Ind., surfaced last week, about a month after the commission had ordered its staff to draft orders turning down the plans (BROADCASTING, Jan. 15).

While the majority held fast to its claim it is awaiting a change in legal or political conditions before seeking the proposed data, it also continues to demonstrate a "record of refusing to seek empirical data over the years." That was the charge levelled by Commissioner Lee Loewingar, who dissented to commission rejection of both plans.

In January the commission denied reconsideration of a scaled-down Philadelphia test proposed by Suburban Cable TV Co., a subsidiary of Triangle Publications. Suburban had been turned-down in September when it proposals, a larger version of the test (BROADCASTING, Oct. 9, 1967).

The commission also denied a test request by Valley Cablevision Corp., which is co-owned by W63TV (TV) Elk hart and WNDU-TV and WSBT-TV both South Bend, all Indiana (BROADCASTING, Oct. 16, 1967). Both tests were designed to measure the impact of CATV systems on local UHF stations in major markets.

Awaits Congress • Developments in copyright legislation this year that might affect the kinds of operations proposed was the principal reason cited in both rejections. However, in the Goshen test, the majority felt that the information gained from the experiment "would not in any event be central" to the principal basis of its major-market policy. That basis, it said, is to determine impact of CATV on independent UHFs. They noted that there is no interest at the present time in activating channel 46 in South Bend. The owners of Valley Cablevision are network-affiliated U's.

Commissioner Robert T. Bartley pointed out that the combine of the three existing TV stations in Goshen "raises substantial anticompetitive, if not antitrust, questions." Commissioner Nicholas Johnson claimed the proposal was not an experiment at all, but "a thinly disguised commercial venture, designed to make money in ways which are presently prohibited by FCC policy." And Commissioner Kenneth A. Cox felt that the length proposed for the test (five years) would not provide information in time to assist the commission in deciding cases in the near future.

While two commissioners (Robert E. Lee and Lee Loewingar) dissented to the commission rejection of the Goshen plan, the commission split 4 to 3 on the Philadelphia proposal. (Commissioners Bartley, Loewingar and John son dissented.)

Commissioner Loewingar claimed that both experiments "are the best and most adequate that there is any chance the commission might permit." He further cited that the deficiencies and inadequacies noted in the proposals "result from an accommodation to the regulatory requirements imposed by the commission."

Contradiction In FCC Policy? • He noted that the commission admits it lacks data on the effects of CATV imports of distant signals and "pleads" that it needs data on the subject. Yet he said the commission "continuously and adamantly refuses to permit data to be sought and secured in the only effective manner, by experiment and experience." This refusal to permit an empirical investigation of the "crucial disputed facts" underlying commission action, he claimed, is "rationally inexplicable and indefensible."

Commissioner Johnson concurred with a suggestion by Commissioner Cox that such information sought in the CATV experiments might be garnered through a test designed by the commission, but using existing cable systems. The commissioner said he also agreed with an observation by Commissioner Bartley that it is the commission's responsibility to take the initiative in analyzing the implications of CATV.

Experiments, he said, should be an essential part of the commission's effort to discharge its responsibility of resolving important issues surrounding CATV. He added that "it should be up to us, not individual cable television entrepreneurs, to define how such experiments should be constructed and conducted, and precisely what results we want them to achieve."

Second Thursday asks FCC to drop hearing

Second Thursday Corp., Nashville, whose planned stations' sales prompted a hearing by the FCC, has asked the commission to reconsider that order (BROADCASTING, Dec. 25, 1967). The company claims it "is literally moments away from bankruptcy and cannot continue operations long enough to complete the hearing.

Second Thursday proposed assigning a construction permit for an FM station in Nashville (WSBT-FM) as well as its license for WWGM Nashville to Apex Communications Corp. for a total of $215,000. Financial losses for WWGM totaling $256,000 over the past five years were cited as reason for proposing the sale.

But the commission said this reason was "unimpressive," since the company had prosecuted its FM application to demonstrate financial ability to build and operate an FM station. That an initial decision in the FM hearing (six months prior to the assignment pro-
Mutual enters pact to train students

On-the-job training will be provided broadcasting students at stations affiliated with MBS under a new agreement by the network and the Institute of Broadcast Arts, Milwaukee, a communications school. Students would train at participating stations, with on-air time confined to noncommercial broadcasts, such as delivery of public-service messages.

School and network officials at a news conference in New York said the agreement has the potential of becoming a "farm system of broadcasting."

Under the arrangement, stations would negotiate with the school and be paid on a basis of each student trained, while Mutual would receive a flat fee for each of its affiliates taking part. In effect, it was said, stations obtain from the institute a "first refusal" to the students. MBS affiliate KWNT Davenport, Iowa, is already taking part in the program, it was noted. Mutual plans also to set up a training program under the project at its offices in New York.

Matthew J. Culligan, MBS president, stressed that graduates would be equipped for careers in a field in which there is now an "acute" shortage of trained and qualified young people.

The network's cooperation includes encouragement of radio stations to establish broadcast centers (there are 532 stations in the network); use of leased lines to transmit news about the school and its activities, and possibly feeding over these lines lectures on broadcasting to those stations acting as training centers.

Students would work at the stations under supervision, according to Melvin B. Raskin, executive vice president of the proposed training facility. The trainees would be required to complete 260 hours of "classroom" training. The Institute of Broadcast Arts operates in seven states as a technical school. Courses are taught by working professional broadcasters. Hugh Downs, Ariene Francis and Johnny Olson serve on its board of governors.

Though MBS affiliates will now get "first refusal," the Institute has on-job arrangements with various stations in the country. At present, there are tie-ins with WAMO Pittsburgh; WQFM(FM) Milwaukee; WXFM(FM) Elmwood and WTAQ LaGrange, both Illinois.

NLRB backs AFTRA in Milwaukee dispute

The National Labor Relations Board, affirming the decision of a trial examiner, has ordered WSN-AM-FM Milwaukee to cease and desist from discouraging union activities among its employees.

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

A staff announcer who had allegedly been discharged from the stations because of his union sympathies was ordered to be reinstated. Hearst's television outlet in Milwaukee, WSN-TV, is not involved in the dispute.

proposal) found Second Thursday qualified, the commission said, makes it necessary to question the company's "good faith" in prosecuting its FM application. And the company's representations with respect to that application prompted the commission to order a hearing on the renewal application of WWGM as well.

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TV networks hurry plans for fall
HOPE TO WRAP UP SCHEDULES SOON AND START SELLING EARLY

The new network television shows in prime time next season will include comedy, science fiction, private-eye stories and pretested spin-offs from series or from movies made for television.

A preview of what new programming may consist of next season was provided last week by "most likely" program lists made available by network and advertising-agency sources.

All three networks were depicted as rushing plans for the 1968-69 season schedules with hopes of presenting them in full—or nearly so—for advertisers by the end of the month. CBS-TV officials set Feb. 22 as that network's target date for a full schedule, and ABC-TV and NBC-TV indicated they were not far behind.

Aside from a continuing trend to longer programs—particularly the movie form; there'll be seven movie nights on the networks next season—controls are being tightened on the number of pilots developed. Estimates were that the networks will each seek to limit pilots to 10-15, down from the approximate 20 pilots that each of the networks committed last year.

There's a drastic reduction reported in the production of one-hour pilot programs. Though half-hour pilots are being made or committed, few producers have network approval to film one-hour pilots, which in cost were estimated to range from $100,000 on up to $300,000.

Current practice is to present one-hour series hopefils in any one of several forms, as in "film presentations"; as an episode within an existing TV series now, or first as a motion picture made expressly for television.

The status of current planning at each of the networks is presented below, with identification of new shows deemed "most likely" to make the schedules or which otherwise are strong contenders, and with conjecture as to series considered doubtful to continue next season.

ABC

Officials at ABC said prospects for the new season picked up considerably at midseason and what had appeared a necessity for wholesale revamping of the schedule has been modified considerably.

Identified as "most likely" new series for next season's schedule on ABC are these three one-hour shows:

- The Outcasts. A Screen Gems production with Don Murray in a leading role about two cowboys, one a Negro.
- Mod Squad. A Thomas/Spelling production with a format built around a special police squad in Los Angeles which contends with hippies.

Also a front-runner is a half-hour comedy by Screen Gems entitled The Ugliest Girl in Town, produced by Harry Ackerman and with stars Patricia Blake and Peter Kastner.

Reported as other contenders for ABC's schedule were half-hours The Princess and Me (Screen Gems-Harry Ackerman), a comedy with Barbara Hershey and Jeremy Slate, and Here Come the Brides, also Screen Gems, and starring Joanna Moore and described as a comedy about a boatload of brides who go west.

One-hour shows in contention for ABC: The Survivors, a serial, written by Harold Robbins; Nick Quarry, private-eye production by 20th Century-Fox starring Tony Scotti, for which a presentation film has been made; Tales of the Unknown, also a Fox presentation film, shot on location in England; U.S., filmed as a two-hour movie by Sidney Sheldon via Screen Gems, the one-hour dramatic series to be spun off.

Shows at ABC that have failed to gain ratings traction—aside from Batman which will be dropped this spring with a comedy replacing it—include the following, said to be almost certain to be off the schedule come next fall: Voyage to the Bottom of the Sea (Land of the Giants is being readied for that spot in the Sunday schedule, 7-8 p.m.) and Off to See the Wizard. In addition, the 1968-69 fate of The Invaders, Rat Patrol and Felony Squad is said to be questionable.

ABC officials note a ratings pickup sparked by It Takes a Thief, The Avengers and Operation: Entertainment, all three midseason replacement series on Tuesday, Wednesday and Friday respectively. These programs, it was pointed out, have not only performed better in the ratings than the shows they replaced but also have boosted ratings for other shows those nights. The return of The Hollywood Palace to Saturdays and the move of Invaders to a later time period on Tuesday have also paid off in the ratings, ABC officials said.

ABC emphasized the strong showing with young adults of several of its present shows. Said one executive, "our reprogramming at midseason proved to be successful enough to hold some seven-and-a-half hours of programming that otherwise would have been in deep trouble." Already renewed for next season: F.B.I at 8-9 p.m. on Sundays.

CBS

CBS spokesman noted the network expects only a few program changes for the next season. Lucille Ball has already signed for 1968-69, and a new half-hour comedy that will star Doris Day in her first television vehicle was reported close to becoming final. The Doris Day show is the likely replacement at Tuesday, 9:30-10 p.m., for Good Morning, World.

Others in the front at CBS:

- Hawaii Five-O. One hour or 90-minute series, produced as two-hour
feature by Leonard Freeman Productions, with Jack Lord in a private eye format. The movie was filmed on location in Hawaii.

* The Big Prize. Another spinoff of a two-hour movie made by Universal and Public Arts (Roy Huggins) with Sean Garrison in a one-hour series about auto racing.

* Lancer (formerly known as Highriders), a one-hour western produced by 20th Century-Fox about two brothers, one an easterner, and one a westerner (stars Jim Stacey and Wayne Maunder).

A half-hour comedy spun off from the Andy Griffith Show will replace Griffith next season. The show, Mayberry R.F.D. will star Ken Berry and will be produced by Mayberry Enterprises.

Also in contention at CBS: Higher and Higher, one-hour detective comedy resembling The Thin Man in approach, filmed in New York City and produced by Jacqueline Babin; European Eye, produced by 20th Century as a one-hour series about an American detective who works out of London.

Still others mentioned to have association with CBS: the half-hour comedies, Stanley Against the System, produced by Dick Dorso, Bob Sweeney and Marty Melcher; Missy's Man, starring Jack Sheldon and Dwayne Hickman and in which three former Marines adopt an Oriental child; The Good Guys (through Talent Associates and with Leonard Stern producing and with Bob Denver the star), about a cab driver and a restaurant owner; Blondie (Kayro Enterprises-Universal TV co-production) and Harry and David, (also Kayro-Universal); Rome, Sweet Rome via Ed Sullivan's production firm with writing by the comedy team of Wayne and Shuster. A one-hour consider: The Man from the 25th Century, science fiction produced by 20th Century and Irwin Allen, and said to be a possibility to replace Lost in Space should that series be dropped next season.

The current shows considered vulnerable at CBS are He and She, Good Morning, World, Cimarron Strip (90-minute show) and Lost in Space. Questionable is Mannix.

NBC

A substantial portion of NBC's schedule has been announced for next season, including three movie nights (Monday, Tuesday and Saturday) and the 90-minute "motion picture" type series, Name of the Game, on Friday. NBC has the longest list of contenders, among which the firm new series would appear to be these three:

* The Outsider. A one-hour spinoff of the "World Premiere" motion picture of that title and starring Darren McGavin. Universal-Public Arts (Roy Huggins) is the producer.

* The New Adventures of Huck Finn. A half-hour, live-animated Hanna-Barbera production that would be slotted in a 7:30 period, the night not yet selected.


Others in the list include these one-hour shows: The Hardy Boys from 20th Century; The Adversaries with Burl Ives (two brothers operate a law firm in San Francisco), a Universal-Huggins "World Premiere" spinoff; another such spinoff, The Big Train, a spy story filmed in Europe; Chinook from David Dortort/Xandu Productions, a western filmed on location in the Pacific Northwest; P.O.V. (formerly The Scene) also from Dortort/Xandu and also a spinoff of a two-hour film about a group of young people who start Point of View, a national magazine; The Brothers Kanopolis from Thomas/Spelling Productions, a spinoff from an episode telecast in the Danny Thomas Hour this season.

Also identified as one-hour vehicles: My Friend Tony via Sheldon Leonard Productions, about a criminologist played by James Whitmore; The City

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Sullivan gets NATPE award in New Orleans

Ed Sullivan took a memory-filled walk through 20 years of television last week after being named "man of the year" by the National Association of Television Program Executives.

Receiving the award at NATPE's fifth annual convention in New Orleans on Thursday (Feb. 8), Mr. Sullivan recalled how his own printed words had come back to haunt him.

As a sports writer for the New York Evening Mail in the 1920's, he said, "I gave Helen Wills the nickname of 'Little Miss Poker Face.'" Years later when I went into TV and you guys described my frozen face staring into your living rooms and scaring the life out of your families, Helen Wills wired me: "Dear Ed: How does it feel? Love, Helen."

Peter Kizer, wood-TV Grand Rapids, Mich., NATPE president, praised Mr. Sullivan for his "foresight, his gauging of the public's tastes and his ability to blend a wide range of entertainment specialties into bright, fresh packages."

Local Honors Another convention highlight was presentation of the first annual NATPE awards for local programs. Nine programs in a total of six categories were named. In three categories—children's programs, drama and game-quiz—the judges found no entries worthy of awards.

Four of the nine programs were in the documentary field: The Search, a review of religious practices, wsb-TV Atlanta, produced by Ray Moore and Gv Waldron; Our Vanishing Fresh Air, wfl-TV Philadelphia, produced by Gunnar Black; Illinois Sings, wkbk-TV Chicago, produced by George Paul; A Brush with Nature, whas-TV Louisville, Ky., produced by Robert Sweeney.


The programming competition is for shows produced by production and programming staffs rather than entries from the news departments.

The three-day meeting opened last Wednesday and was held in the Royal Orleans hotel.

WXUR hearing raises notification issue

Should small radio stations be required to notify persons and groups that they have been attacked on the air?

That question was raised last week during an FCC hearing in Media, Pa., which will determine whether wxur-am-fm Media, Pa. should be renewed. WXUR attorney Benedict Cottone brought up the issue while attacking the fairness of the FCC fairness doctrine.

His criticism of the doctrine came during cross-examination of the Institute for American Democracy (IAD) Executive Director Charles R. Baker.

Mr. Baker, a witness for FCC Broadcast Bureau, had testified his organization was attacked by WXUR and was not notified of the attacks as required by the FCC.

Mr. Cottone said the station has always, "even if some times late," offered free time to persons and groups who have been attacked on the air. The thrust of the Broadcast Bureau's charges he claimed was that the station did not comply with the "technicalities" of notifying persons attacked.

Monitoring Question = Mr. Cottone argued that it is difficult for small stations to fulfill this obligation and claimed they should not be required to do so when the person or organization attacked is able to learn of the attack on its own.

Mr. Baker had testified earlier that the IAD has a number of volunteers who listen to radio shows and notify the organization about any alleged attacks. He said IAD learned of the alleged WXUR attacks from sources other than the station.

Broadcast Bureau attorney William A. Kehoe Jr. took issue with Mr. Cottone's argument. "Mr. Cottone wants the licensee to be able to wash his hands
of the responsibility of monitoring attacks... and put it in the hands of the listener," he said. "This is not the intent of the fairness doctrine."

Hearing Examiner H. Gifford Irion gave no indication of his feelings on the matter but said it was an important question which must be faced squarely in the near future.

Mr. Baker was one of three persons to take the witness stand during the ninth week of testimony in the hearing which began Oct. 3, 1967 with a recess in December.

The week marked the conclusion of the Broadcast Bureau's testimony and the hearing recessed until March 11 when WXUR's attorneys will present their witnesses.

WXUR has been charged with violating the fairness doctrine by presenting unbalanced programming—slanted to the extreme right wing—and failing to offer free reply time to persons and groups attacked.

A total of 19 civic and religious groups that petitioned the FCC for the hearing also charged the station broadcast anti-Negro, anti-Semitic and anti-minority remarks.

The station licenses have been up for renewal since August 1, 1966, but FCC action has been withheld pending results of the hearing.

WXUR is operated by Brandywine-Mainline Radio Inc., which is owned by Faith Theological Seminary Inc. of Elkins Park, Pa. headed by Rev. Doctor Carl McIntire, fundamentalist minister who broadcasts over the station.

Schlatter-Friendly spreading its wings

George Schlatter—Ed Friendly Productions, Burbank, Calif., plans to branch into production of feature films and a tent variety show this summer from the TV specials and series in which it has concentrated for the past eight months.

Mr. Friendly, a partner in the company organized last April, said four motion pictures are in various stages of development (two are musicals and two are comedies) and a tent show adaptation of "The Legend of Robin Hood" is under consideration for this summer. He noted that this latter venture is an offshoot of a 90-minute special that will be carried on NBC-TV on Feb. 18 sponsored by the American Gas Association at a cost of about $900,000.

Mr. Friendly was in New York to conduct negotiations with NBC-TV on renewal for the Rowan and Martin Laugh-In series, which began on the network a month ago. He has high hopes that the series will continue in the 1968-69 season but said a firm decision will not be made until next month.

"We know it's been penciled in tentatively," he remarked. "And we're pleased that in the rating information available to date, we have scored very well in New York."

Trend in Comedy — He said that the initial success of Laugh-In and the continuing acclaim of the Smothers Brothers on CBS-TV indicates that "contemporary, irreverent comedy" is the vogue of 1968.

In development at Schlatter-Friendly for the 1968-69 season, according to Mr. Friendly, are 18 specials and two series. "One is a different kind of musical and the other a different kind of comedy," he said.

Atlanta plans film festival

The Atlanta International Film Festival will be held at the Roxy theater in Atlanta April 8-13 with five categories eligible for prizes. Applications for entries may be sent until Feb. 20 to the festival at 13258Kw Atlanta 30324.

Awards will be given for features, documentaries, short subjects, TV commercials and experimental films. Co-sponsors of the festival are Eastern Airlines, Eastman Kodak and Cinema East, a film-production company in Atlanta headed by J. Hunter Todd.

Weisberg heads new cable program firm

The establishment of Telemation Program Service Inc., New York, to supply CATV systems with feature films, syndicated programs, sports and specialty shows was announced last week by Robert Weisberg, president (CLOSED CIRCUIT, Feb. 5).

The company will enroll CATV systems as members on a fee basis and will negotiate with distributors for product, with the systems signing the contracts. Mr. Weisberg, who resigned as vice president of the Trans-Lux Distributing Corp. to assume his new post, told a news conference in New York last week that Telemation Program Services was formed to fill a need that will arise as more CATV systems originate programming. He indicated that several systems already have signed as subscribers.

Other officers of TPS are George Hatch, veteran broadcaster and CATV owner, who is board chairman; Lyle Keys, president of Telemation Inc., a supplier of origination equipment for CATV, who is vice president, and Bob Magness, president of Community Television Inc., owner of CATV systems, who also is a vice president.

Mr. Weisberg said that Telemation Program Services is an independent company in which he shares an ownership along with Telemation Inc., Community Television Inc., and Film Services Inc., Denver, a buyer of programming for TV stations.

Television Program Services Inc. will have headquarters at 521 Fifth Avenue, New York. Telephone is 986-0571.

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Rivals whistle away at CBS-TV Nielsen lead

NBC-TV narrowed the ratings gap between it and CBS-TV in the Nielsen report covering the two weeks ended Jan. 21. The average ratings for the two networks in the 7:30-11 p.m. period were CBS-TV 21.6 and NBC-TV 20.2. ABC-TV was 2.9 rating points behind CBS-TV at 18.7.

The preceding report showed: CBS-TV 22.6, NBC-TV 20.1 and ABC-TV 18.9.

ABC-TV's winter replacement series, It Takes a Thief, scored high—a 22.0 rating and was in 25th place. Of the new shows this season, only Gentle Ben on CBS-TV (number 9) and Mothers-in-Law on NBC-TV (number 26), made the top-30 program list.

NEA gives rundown on grants to ETV

Educational television stations and groups received $788,300 in matching grants from the National Endowment for the Arts during the fiscal year ended last June 30, 1967, the federally-supported agency reported recently.

Grants were made principally on an unrestricted basis to WNDT(TV) Newark-New York, $625,000; National Educational Television, $75,000; Educational Television Stations Program Service of the National Association of Educational Broadcasters, $68,300; and WTTW(TV) Chicago, $20,000. The stations and groups had to raise the same amount in order to receive the endowment's funds.

The grants were made for programs, ranging from WNDT's Sunday Showcase series to WTTW's Chicago Festival arts series, and to permit free distribution of these programs to other noncommercial, educational stations.

The endowment was established in 1965, and provided $10.5 million in grants in fiscal 1967, supplemented by nearly $16 million in contributions from states and cities, private agencies and individuals.

WBC features Frost in four TV specials

Westinghouse Broadcasting Corp.'s production and syndication arms will be going to work on a series of four one-hour film specials with David Frost, a writer and one of the stars of both the British and American That Was the Week That Was. The shows will be presented on WBC stations and placed into syndication.

Mr. Frost will arrive in the U. S. in March for filming the first, a series of interviews with leading U. S. political personalities, which will be available for showing in mid-May. Mr. Frost will present a number of English performers in another of the color hours.

The WBC stations are WJZ-TV Baltimore, WBB-TV Boston, KYW-TV Philadelphia, KDCA-TV Pittsburgh and KPIX(TV) San Francisco.

Unhappy about time, WVUE drops Olympics

WVUE(TV) New Orleans, an ABC-TV affiliate, announced last week it is not carrying ABC-TV's coverage of the Winter Olympics because the network rejected the station's request to present the sports programming on a delayed basis.

Douglas J. Ellison, general manager of WVUE, said that if the station carried the 27-hour coverage in the time slots selected by ABC-TV, it would have been necessary to eliminate 12 of the station's most popular programs. A spokesman for WVUE later said the planned nightly 15-minute recap at 11:15 p.m. (New York time) would have encroached on the first quarter-hour of Perry Mason and other coverage on a popular movie segment. The station, he said, offered to carry the coverage at 12:15 a.m. New York time, which is 11:15 p.m. in New Orleans.

ABC-TV said it offered the station the recap at 11:30 p.m. inasmuch as several stations had asked for a later time period, but this proposal was not acceptable to WVUE. A network spokesman said that the Winter Olympic coverage, which began last week, is being carried on WWOM(TV) New Orleans, a UHF station.

Carnegie grant spurs EEN plans for specials

The Eastern Educational Network (EEN) last week announced plans for "a minimum of 10 and a maximum of 20" live interconnected public affairs and cultural specials to be produced by affiliates before June 1968 under a $250,000 grant for such programming from the Carnegie Corp. of New York (Broadcasting, Jan. 29).

The Carnegie grant was formally accepted and the programming plans were discussed at EEN's annual meeting in Boston in early February.

Three program projects were specifically approved at the meeting: on Thursday, March 7 (8:30-10 p.m.) WNDT(TV) Newark-New York will produce a 90-minute exploration, "probably on a four-city basis," of unionism among public employees (teachers, fire-

Missourians get facts from better source

A ribbon-cutting ceremony has officially opened a broadcasting center in the Missouri state capitol building. The communications center was created by the Missouri Broadcasters Association to provide radio-TV facilities to record reports from legislators and state officials for MBA's member stations and for station newsmen to use when covering stories in the capitol. In addition, the center provides a training ground for graduate students at the University of Missouri school of journalism. Those students will give stations calling into the center a daily news report on capitol events.

The center's idea was initiated a year ago by MBA and culminated in a $21,000 appropriation by the state to pay for construction. The center contains radio and television recording studios and a reception area. Equipment, staffing and all operations are under the direction of MBA.

Missouri Governor Warren E. Hearnes cuts the ceremonial ribbon. With him are State Representative Robert E. Young, former broadcaster who sponsored the center's appropriations bill, and MBA President Bob J. Wormington, general manager of Taft Broadcasting's WDAF-TV Kansas City, Mo.
Movie effects on TV analyzed in B&B report

The continuing popularity of motion pictures on the television networks may well lead to double features, with the early-evening film geared to the younger set, according to an article in B & B Impressions, a new newsletter issued last week by the media and programing department of Benton & Bowles.

"This extent of movie programing appears possible due to the renewed growth of the Hollywood movie industry, and because the networks themselves are more and more coming to the fore, supreme court willing, as producers of full-length movies," the newsletter stated.

The article pointed out that the most successful of the new shows this season were those not programed directly against movies and cited as examples Gentle Ben and Carol Burnett Show, both CBS-TV, Ironsides, Jerry Lewis Show and The Mothers-in-Law, all NBC-TV. It noted that in the latest four national Nielsens, not a single new show appeared in the top 15 and in the same period only seven or eight new shows made the top-50 list.

The newsletter, which will be issued at least eight times a year, observed that the current (1967-68) season represents "a better year for new-show performances" than did 1966-67. It reported that only six of the 26 new shows this year have been canceled, as compared to 13 of 35 in 1966-67.

A good month at Wolper

Wolper Television Sales reported last week that it achieved the largest month's gross in its 10-year history in January when sales of its syndicated programs amounted to $600,000. Wynn Nathan, general sales manager of the Metro-media company, said that more than 60 different sales were made in January, paced by the Truth or Consequences series, which accounted for 10 new sales and 17 renewals and is now sold in 78 markets.

ETV program guide

The Television Information Office and The Teacher's Guides to Television Inc. have entered into a corporate venture to produce guides on TV programing for classroom use by teachers. These teacher's guides to the major cultural and information programs on the three networks will be offered to schools at a cost of $1 for a semester's service. Further information may be obtained from The Teacher's Guides to Television, 745 Fifth Avenue, New York 10022.

DGA-producer talks may snap on procedures

A strike by the Directors Guild of America, which represents almost all television and motion picture directors in the country, loomed last week against the nation's television and movie producers over a difference on procedures for bargaining. Individual producing companies have sent letters to the directors guild pointing out that their collective bargaining contract ends April 30 and suggesting that negotiations for a new contract begin immediately.

The letters stress that the individual companies have chosen the Association of Motion Picture and Television Producers to conduct negotiations on their behalf. But the DGA earlier had formally stated that it would negotiate new contracts only with individual producing companies, not with the management association as the representative of all firms (Broadcasting, Feb. 5).

There's a possibility that a strike may come about even before negotiations for a new contract are started.

T-L project seeks to close racial gap

Time-Life Broadcasting stations, in connection with the urban crisis in their cities, have announced plans for programing aimed at "the creation of a dialogue with colored people, who are more apt to listen to radio and watch television than read newspapers and magazines."

Time-Life general managers, meeting in New York Jan. 31 and Feb. 1, to review plans in this area, agreed that no one formula will work for all cities and that one problem will be to be constructive without being "incendiary."

All five Time-Life stations will assign editorial teams to research local problems. Several have been at work since last fall. The stations are WFBM-AM-FM-TV Indianapolis; KERO-TV Bakersfield and KGO-AM-FM-TV San Diego, both Calif.; WOOD-AM-FM-TV Grand Rapids, Mich., and KLZ-AM-FM-TV Denver, Colo.
Newsmen where the action is
Networks escalate coverage during Vietcong offensive; reporters become casualties

The networks' news coverage of the Vietnam war was stepped up for the Vietcong offensive that began Tuesday, Jan. 30, and was still going on last week. News staffs there were increased and special reports via satellite were used. Several network newsmen and Vietnamese stringers were wounded in the fighting.

CBS News led off on Jan. 30 with coverage via satellite of the battle around the airbase and in the city of Danang by Jeff Gralnick and Alex Brauer, both later wounded. Mr. Brauer was hit in the stomach by a fragment of a machine-gun bullet while covering the fighting in the village of Nam that day. Mr. Gralnick received a gunshot wound in the leg the following day.

Later during the offensive, NBC newsmen Howard Tuckner was struck by shrapnel, and Igor Oganesoff of CBS News was wounded in the neck and was evacuated to Tokyo. ABC cameraman Tran Duc Suu was lightly wounded by rocket fragments during the fighting in the Cholon district of Saigon. ABC soundman Nguyen Thanh Long received a gunshot wound in the right leg, also in Saigon.

Vo Thanh Son, a stringer accredited to CBS but who also sold film to ABC, was captured Tuesday (Feb. 6) when he took a wrong turn into a block in Cholon held by the Vietcong. According to both ABC and CBS sources, he and two other captured South Korean newsmen and three South Vietnamese Army officers were stood against a wall and machine gunned. All but Vo were killed, and he fell with the rest pretending to be dead. A Vietcong officer had begun administering the coup de grace when a U.S. Army helicopter gunship flew in low over the alley. The officer ducked into a house. Vo seized the opportunity to jump up and run away. He later found his way to an allied hospital.

Instant Service - ABC News used three Pacific satellite transmissions in its coverage between Jan. 31 and Feb. 3, and sent a three-man unit headed by Sam Jaffe from Hong Kong to Saigon.

CBS News made extensive use of the satellite, transmitting film from Tokyo 10 times between Jan. 30 and Feb. 8, once for its 15-minute late-night special Saigon under Fire, and twice in one day for the regular morning and evening news of Feb. 1.

NBC News produced three special programs on the offensive, each employing satellite transmissions: between 11:30 and 11:45 p.m. Wednesday, Jan. 31; 7-7:30 p.m. Saturday, Feb. 3, and 6:30-7 p.m. Sunday, Feb. 4. It also used the satellite for regular evening news programs on Jan. 31 and Feb. 1, 2 and 6. The NBC News bureau in Saigon headed by Ron Steinman was increased from 32 to 42 men to become what an NBC spokesman described as "the largest foreign bureau of a single news organization."

NBC announced Thursday (Feb. 8) that a 90-minute special, What Are We Doing in Vietnam? examining the events in Vietnam and Korea in the last two weeks, would be presented yesterday (Feb. 11, 3-4:30 p.m. EST).

It's time to order convention credentials

A hurry-up call is being made for accreditation applications—but only for "bona fide active radio-television newsmen"—for the national Republican and Democratic conventions. Letters listing names and titles of applicants, certified by the news directors of stations that plan coverage, should be sent to Bill Henry, chairman, 1968 political conventions committee, House Radio-TV Gallery, room H-310, The Capitol, Washington 20515.

Deadline for filing is March 15. Stations were asked about work space needs last September, the committee notes, but all who then responded to the survey should now reaffirm their requests. Others should make their needs known promptly, it was indicated. Applicants are advised that prices for space and

NBC-TV's 'Huntley-Brinkley Report' via satellite on Feb. 2 presented one of the more stark realities of the war in a film sequence in which South Viet-namese Police Chief General Loan (replacing pistol in holster at left) executed a Vietcong terrorist. Report was by satellite from Tokyo.
facilities in the convention halls or in the headquarters hotels will be forwarded as soon as possible.

Applications for housing should also be made now, the committee adds, but needs for the Republican convention (Aug. 5, Miami Beach) should be sent to Harley B. Markham, P.O. Drawer 4518, Pocatello, Idaho 83201, until March 1, then to him at the Fountainbleu hotel, Miami Beach 33140.

Applications for Democratic-convention housing (Aug. 26, Chicago) should be sent to Blake Gillen, director of housing, 1968 Democratic Convention, Suite 1101, the Conrad Hilton hotel, Chicago 60605.

20th Century-Fox sells

`Batman' in 15 markets

Twentieth Century-Fox Television has placed 120 half-hour episodes of Batman into syndication, and has sold the series in 15 major markets, it was announced last week by Alan Silverback, vice president in charge of syndicated sales.

The series, which has been on ABC-TV since January 1966 and is completing its network cycle, has been sold to WPIX(tv) New York; KCOP(tv) Los Angeles; WGN-tv Chicago; WGN(tv) Philadelphia; WAAC-tv Boston; CKLW-tv Windsor, Ont.-Detroit; KEMU-tv San Francisco; WTCN-tv Minneapolis; KTVH-tv Honolulu; WSBH-tv Hartford-New Britain, Conn.; KNTN-tv Seattle-Tacoma; KGW(tv) Portland; KCOK-tv Las Vegas; and KPTV(tv) Portland, Ore.

'Think Bank' to provide detailed news analysis

The Triangle Stations have introduced "The Think Bank," a concept under which specialists in various fields in each of the group's broadcast markets will be utilized for commentary and analysis in late news and special programs, it was announced last week by George A. Koehler, general manager of the group.

For each of the six markets in which Triangle operates 16 AM, FM and TV stations, an expert has been chosen in such fields as agriculture, art, business, crime, education, finance, insurance, labor, law, space, military, music, politics, psychology, religion, science, transportation and urban problems.

Members who are interested in establishing their own "Think Banks" may receive additional details from Tom B. Jones, director of programming, Triangle Stations.

The right nod, all it takes

Presidential 'indication' results in Rusk, McNamara being on 'Meet the Press'

How did Secretary of State Dean Rusk and retiring Secretary of Defense Robert S. McNamara both happen to show up on an elongated Meet the Press on NBC Feb. 4?

The one-hour interrogation of both notables, on a program normally occupying a half hour, touched off a rumble of speculation in Washington government and news circles. Among the charges, both published and private: that the program was "planned" by the White House; that the White House "approved" the guest list; that the program was "controlled" by the White House; that the panelists were asked by the White House to "go easy" in their questions.

The appearance of Secretary Rusk even became an incident in the "cold war" between the Senate Foreign Relations Committee and the administration. Chairman J. William Fulbright (D-Ark.) was reported saying that the administration had decided "to substitute Meet the Press for appearances before a congressional committee" in explaining policies to the American people. The committee has tried for months to have Mr. Rusk appear in open session on Vietnam and more recently on the Pueblo incident.

Presidential Signals - According to principals, the story began Friday, Feb. 2, when the President appeared before cameras after his news conference earlier that day. William B. Monroe Jr., chief of NBC News' Washington bureau, says he received an "indication" from something the President said that Messers. Rusk and McNamara might be available for network TV. After confirming this inference with Robert H. Fleming, deputy news secretary to the President, Mr. Monroe says he relayed the word to Don Meany, NBC News vice president in New York. Mr. Meany called back, suggesting that Meet the Press be utilized. The program already was scheduled to have Texas Governor John Connally as guest, but Mr. Meany thought this could be changed. Mr. Monroe recalled that he relayed this information to Mr. Fleming and that, after Mr. Fleming received approval from higher authority, Lawrence E. Spivak, moderator of Meet the Press, and Mr. Fleming made final arrangements.

Mr. Fleming confirms this version, adding only that when Mr. Monroe first called to confirm his inference, he (Fleming) suggested that NBC make a definite proposal as to program, time and participants. The only time he asked who the panelists were to be, Mr. Fleming says, is after the arrangements were completed with Mr. Spivak. This, he noted, was a natural inquiry and implied no question about acceptance by the guests or the administration. No one, he also stressed, ever asked Mr. Spivak or the newsmen to "take it easy" in their questioning.

Governor Cancelled - Mr. Spivak verifies the chronology of events, adding that he could not confirm the plan until he had spoken to Governor Connally and received his concurrence to postpone the governor's scheduled appearance.

Mr. Spivak also explained that the newsmen who were used originally had been scheduled to appear Feb. 11 when General Maxwell Taylor was to be the guest. The panelists were Elie Abel, NBC; Peter Lisagor, Chicago Daily News; Max Frankel, New York Times, and Warren Rogers, Look magazine.

In the 21-year history of Meet the Press, Mr. Spivak observed, no one has ever questioned the composition of the panel or has asked him, or them, to soften their questioning.

"These are men of integrity," he said. "Why their professional reputations would be blackened for all time if they had agreed to such a suggestion."

Mr. Spivak said that the entire program, including the additional half hour he asked for when he realized the significance of the appearances by the two secretaries, was wrapped up about 10:30 p.m. Friday night—in time to allow NBC to announce the program on its 11 p.m. newscast.

Program notes . . .

Viet Cong film rescheduled - CBS News' one-hour production, Viet Cong, which originally was scheduled for showing on CBS-TV on April 2 (Broadcasting, Jan. 29), will be shown instead on Feb. 20 (10-11 p.m.). It was announced last week. The program will consist of film from behind the enemy lines, taken by a Frenchman, Roger Pic, and footage captured by U. S. troops and obtained from French and Communist sources.

'Secrets' announced - CBS-TV last week announced the fourth in its CBS Playhouse original drama productions this season—"Secrets," starring Barbara Bel Geddes and Arthur Hill and written by Tad Mosel with Martin Manulis producing and Paul Bogart directing. It will be telecast on May

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Ambitious new production house leads with a trump

A five-minute nightly radio series that may be the start of something much bigger for the entertainment business. The Bill Cosby Radio Program is being backed by the Coca-Cola Co. for 10 weeks at a cost of some $1 million, with an option for another year of sponsorship. At least count 320 radio stations across the country are set to carry the Coca-Cola-sponsored show. Projections call for a final total line-up of some 550 stations. For radio these days, this is pretty big.

But apparently it's only the opening salvo in what promises to be a barrage of entertainment products to come out of The Campbell, Silver, Cosby Corp., the Beverly Hills-based house that is producing the radio series for Coca-Cola and its agency, McCann-Erickson Inc. Also primed and near ready to come out of Campbell, Silver, Cosby are television specials, animated products for both television and theatrical houses, record albums, motion pictures, Broadway musicals and a syndicated talk program for television. Between 25% and 30% of the product to be produced is based on the performing services of Bill Cosby, who, along with former personal manager Roy Silver and production executive Bruce Campbell, is an equal one-third partner in the privately owned company.

Top-40 Targets - Mr. Cosby is, of course, the principal talent involved in the radio series—CSC's first major product output—that got underway this week. The first 13 weeks of the show, scheduled to play day-and-date throughout the nation between 7 and 9 p.m., Monday-through-Friday, are in the can, while the second 13 weeks were recorded and half edited as of last week. Coca-Cola-McCann-Erickson, which bought the program after The Ford Motor Co.-J Walter Thompson turned it down, is aiming for only top-40 contemporary music stations and that has proven to be a problem.

"We've had tremendous opposition from top-40 stations to playing anything that lasts more than two-and-a-half-minutes," reports CSC president Roy Silver. "They don't want to tamper with their format."

Still, by a combination of means—including adroit negotiation, sometimes settling for less than the top-rated youth-oriented station in the market, and, according to some stations, throwing the weight of so important an advertiser as Coca-Cola behind the effort—those placing the program have been able to put together an impressive lineup of outlets.

Those placing the show are McCann-Erickson in some markets and local Coca-Cola bottlers with their own money in other markets, according to a spokesman for Coca-Cola.

The agency has worked hard at leaving the impression that the show is being purchased by stations. The idea was to make it seem less like an advertising buy and more like an important show that stations are standing in line to buy.

But apparently in many if not most cases where the agency is handling the placement it is buying the entire five minutes as commercial time. Some stations have complained that when they seemed reluctant to sell the commercial time at the rate suggested by the agency, implications were made about the uncertain future of Coca-Cola's other business on the station.

Method of Placement - The number of markets where McCann-Erickson is placing the show and the number where it is being handled by local bottlers could not be ascertained. Some station representatives, in fact, said they had been told it was being placed by bottlers, with their own money, in all or virtually all markets. Other sources indicated that as much as 60% of the $1 million or more allocated for the package will go to Campbell, Silver, Cosby and be charged for production, with the remaining 40% budgeted for time.

The program format stars Mr. Cosby in a series of recurring character roles such as the "Brown Hornet," "Peter Poet," "Snappy Sneakers," "The Old Professor" and various animals being interviewed. He will never appear as himself, never deliver a standup, presentation-type monologue. All his material will be new; none of it borrowed from his work on records.

The Negro entertainer most definitely will not appear as a commercial spokesman for Coke (it's written into his contract).

He will do most of the voices on the program, joined only by Frank

15, 9:30-11 p.m. EDT, General Telephone & Electronics, through Doyle Dane Bernbach, both New York, will be sponsor.

KMOX-TV contribution - An Age of Complexity, a series of lectures by St. Louis University faculty members, is the KMOX-TV St. Louis contribution to the 10th annual Community Affairs Program Exchange of CBS-owned television stations. The exchange series begins in May 1968 on WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV; each station produces a series of 16 weekly half-hour episodes.

Other contributions are WCBS-TV's Dial M for Music, KNXT's The New Society, WBBM-TV's Project Head Start, and WCAU-TV's Explorer 10.

CBS keeps Cotton Bowl - Broadcast rights to the annual Cotton Bowl football game for the next three years have been acquired by CBS-TV and CBS Radio. The new contract was said to be a "substantial increase" over the previous five-year contract that was for approximately $200,000 a game. The game has been carried on CBS Radio and CBS-TV for the past 11 years.

'Bitter End' syndicated - From the Bitter End, one-hour weekly variety-celebrity series on WOR-TV New York, will be syndicated by LIN/Medallion, New York. Hosted by Fred Weintraub, former of the Bitter End nightclub in Greenwich Village, the series is produced by Canaan Productions, New York.


Producers organize - Actor-director Burt Brinckerhoff, playwright Jerome Kass and businessman Davis Weinstock II have formed a new corporation, Dwubba Productions, to produce television specials, plays and motion pictures. The company's first project is a play written by Mr. Kass and directed by Mr. Brinckerhoff, "Saturday Night," opening at Sheridan Square Playhouse in New York, Feb. 27.

Foreign correspondence award -
Buxton, vice president in charge of CSC's radio wing. Mr. Buxton, who used to be the on-camera guide for ABC-TV's Discovery series, also is producer of the Cosby program.

The division Mr. Buxton heads is one of six operating arms of CSC. It claims to already produce more minutes of commercial radio programming than any organization with the exception of Armed Forces Radio. In all it will turn out some 1,000 minutes of new Bill Cosby material this year.

Wants Even More • CSC's television wing has completed taping of The Bill Cosby Special, which will be shown on NBC-TV on March 18. Reportedly, the network was sufficiently satisfied after screening the hour show to have ordered two more specials starring Mr. Cosby.

The animation wing is possibly the most active. It's turning out theatrical cartoons based on Mr. Cosby's records and half-hour specials for television pegged to the entertainer's "old gang" stories. Already in theatrical distribution is a nine-minute short subject, entitled "The Door." CSC animators also are involved in about one-third of the production of "The Picasso Summer," a full-length movie that the company is producing. More recently the animation division acquired the rights to material held by the estate of comedic great W. C. Fields and is planning to produce a half-hour animated series for network television called The Further Adventures of W. C. Fields. The proposed project, which is still some 18 months away from completion, would be aimed at a 10 p.m. instead of the usual-for-cartoons 7 p.m. audience. Also being negotiated for is the rights to recording material used by Allan Sherman as another possible subject for TV animation.

The motion picture division has an agreement to make five movies for Warner Bros-Seven Arts, including "The Picasso Summer." The minimum total budget allocated for the five features is $12 million.

The music division has its first three albums out this month. Most of the music to be published and recorded by this operation will come out of CSC's other projects.

Other Irons in Fire • Also started this month was Sutton Inc., a public relations division that will handle outside clients as well as CSC. It's headed by former free-lance publicist Joe Sutton.

In the works at CSC are three Broadway musicals, which may come out of a still-to-be-formed legitimate theater division, and a commercial production wing. Campbell, Silver, Cosby is currently negotiating to acquire Kaleidoscope Inc., a Hollywood-based television film commercial producer (Broadcasting, Nov. 20, 1967). Kaleidoscope filmed the non-animated portions of "The Picasso Summer" for CSC.

Even further along in development is a proposed half-hour strip series for first-run syndication, which would be part of a projected television distribution division. Two pilots of the series are now being taped at NBC-TV in Burbank and the project is expected to be ready for distribution in spring or early summer. It will star Carol Wayne, an American Brigitte Bardot in a talk show—talking only to men.

All of this proliferating output has had Mr. Silver and his fellow executives working 12-hour days for the last 16 months. The company was started in August 1966 when Mr. Silver, who had served for five years as Mr. Cosby's personal manager, got together with Bruce Campbell, who had produced for Jack Douglas Productions and Talent Associates. It was Mr. Silver's conviction, after years in the talent field, that production is really the name of the game.

A three-man operation when it started, the company now has 37 employees. It occupies its own building on Beverly Hills' smart North Canon Drive. To Roy Silver there's no question why this potential production muscle has begun to bulge. "We intend to be a pretty much self-contained operation," he says. "We do everything ourselves and deliver the finished product. That's the way to maintain quality control."

Charles J. Bierbauer, announced last week as recipient of the 1968 William P. Gray Foreign Correspondence Fellowship of the Overseas Press Club Foundation, has had experience in radio and television as well as newspaper work. He worked for radio stations in Allentown, Emmaus and Pittsburgh, Pa., and won the 1966 Sigma Delta Chi national competition for a television documentary film. Mr. Bierbauer will spend a year in eastern Europe, with Yugoslavia as base, studying the penetration of television in eastern Europe, among other topics.

Name change • Charles Reichblum Syndicate has changed its corporate name to Century Features Inc. The firm remains in the Penn-Sheraton hotel in Pittsburgh where it provides feature service to radio stations.

New music catalog • DeWolfe Music Library has completed 10 hours of new music recordings available on disc and tape. A new classified music catalog is available from Corelli-Jacobs Film Music Inc., 25 W. 45th St., New York 10036.

'Africa' to schools • ABC-TV's four-hour documentary, Africa, which was telecast last Dec. 10, will be distributed by McGraw-Hill Publishing Co. as 11 separate films to educational institutions. Africa is the first property to be distributed by McGraw-Hill under a new contract giving the publishing company the right of first selection for distribution of ABC-TV's educational, public affairs and documentary programming to schools.

Golf tips • Perin Film Enterprises, New York, is syndicating 78 color shorts of Doug Sanders Golf Tips, produced in Florida by Robert Rohrs Enterprises Inc. The program is flexible in length—30 to 40 seconds—for combination with a 20 or 30 second commercial; stations can offer it locally or regionally or a sponsor can acquire it directly. The tips will be available for programming April 15.

Woody renewed • The 90-minute daily Woody Woodbury Show, a joint venture between Ralph Edwards Productions and Metromedia Inc., has been renewed for an additional 26 weeks. The show started last September and now is in more than 20 markets. It's distributed by Wolper Television Sales, a Metromedia company.
FCC searches for more space

Solutions to land mobile's need are reviewed in move toward new approach

The FCC has begun moving toward tentative decisions on the approach it will take to meet land-mobile radio's expressed need for spectrum space with frequencies now assigned to UHF.

The commission last week began reviewing staff studies on the implications of various approaches. And it is expected to meet again soon, possibly this week, to complete the review and plan its next step. Officials believe this will constitute instructions to the staff to do further research on one or another of the possible solutions.

Indications last week were that the commissioners favored the least controversial of three possibilities—sharing by land mobile of UHF channels in specified cities where they are not assigned. Chairman Rosel H. Hyde has already spoken publicly in favor of such an approach (Broadcasting, Dec. 11, 1967).

The solution most desired by land-mobile users would give them the seven lowest UHF channels—14 through 20. Existing equipment could be used on those channels, which are the frequencies on which land-mobile radio now operates.

Unlikely Choice • But commission adoption of that approach seems unlikely in the extreme. One of the staff studies notes that such a change would require the removal to higher frequencies of 110 stations that are either operating or authorized on channels 14 through 20; applications for another 10 are pending. (If the four lowest channels were reallocated, 64 authorized or operating stations would be affected; five applications are pending for stations on those channels.) The staff study said that it would cost each station on an average, $125,000 in equipment costs alone to shift to higher frequency.

The third approach under consideration involves the reallocation of the top 14 channels (70 through 83). But this is regarded as of little value by land-mobile radio users, since equipment for operating on these frequencies is not now available.

(Another possibility involves the sharing of VHF channels in areas where they are not assigned. A government-industry committee has conducted tests of this concept, using channel 6 in Washington. However, the results are still being analyzed.)

Whatever technique is ultimately hit upon—and sources said the commission might wind up by melding bits and pieces of all three—one of the staff studies provides support for limiting the result to major cities. The study is said to conclude that land mobile's need for spectrum over the next seven years would be only in the 10 largest cities.

The commission last week acted to ease some of the severest pressures for additional spectrum space for land mobile by splitting channels in the 450-470 mc band and giving police access to 36 of the new circuits. (see page 9).

Bureaus' Positions • Bureau chiefs, meanwhile, were said to be taking positions on the staff studies that reflect the aims of those spectrum users for which they have regulatory responsibility. The Safety and Special Radio Services Bureau reportedly is supporting land mobile's demands for spectrum space.

The Broadcast Bureau, on the other hand, is holding fast to its view that recommended abandonment of the policy it considers wasteful of allocating frequencies to various land-mobile services in blocks; the aim would be to permit channel sharing by land-mobile services on a geographical basis. Under the present system, specific frequencies are allocated to various categories of users—such as police, fire, taxi, forestry—on a network basis.

The government-industry Advisory Committee on Land Mobile Radio Services made the same recommendation in its report to the commission (Broadcasting, Dec. 4, 1967). It also recommended the channel-splitting step that the commission took last week. But the committee also said that even if those measures were taken, land-mobile users would still need additional spectrum space.

The staff studies under consideration were prepared by a committee headed by Frank Engineer Ralph Renton. He retired Jan. 26, but is staying on as an "informal consultant" to brief the commission on the studies.

House spectrum panel gets few responses

With last Saturday the deadline for responses to invitations to participate in a House Small-Business Committee panel hearing on spectrum allocations, by late Thursday only one positive confirmation had been received. The first definite panelist is William J. Weisz of Motorola Inc., chairman of the Advisory Committee on Land Mobile Radio.
Disney's first quarter shows slight rise

Walt Disney Productions, whose net profit for the last fiscal year showed a decided slump, last week revealed to stockholders attending the annual meeting at the company's Burbank, Calif., studios that first-quarter profit for fiscal 1968 was slightly higher than that earned in a comparable period a year earlier.

The most significant action taken during the day was the election of Ronald W. Miller, a director of the company, to vice president in charge of television. All nine members of the board of directors were re-elected, including producer Roy E. Disney, who was elected to his first full term. Roy O. Disney is chairman and president of the company.

The board also declared a regular quarterly dividend of 7½ cents a share, payable April 1, 1968, to stockholders of record on March 15, 1968. For the first quarter ended Dec. 30, 1967:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>.50</td>
<td>.50</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>24,389,000</td>
<td>26,358,000</td>
</tr>
<tr>
<td>Consolidated net income</td>
<td>2,181,000</td>
<td>2,092,000</td>
</tr>
</tbody>
</table>

G&W, Armour break off merger negotiations

Gulf & Western Industries' proposed merger with Armour & Co. was put on the shelf last week with little chance that the companies will soon revive it. G&W, a conglomerate with heavy investments in the entertainment business (Paramount Pictures, International Telemeter, Desilu Productions, Famous Players Canadian), will retain its present holdings, estimated at 10%, in Armour, a major meat packer and producer of soap and detergents, industrial chemicals, fertilizer and drugs.

The transaction was to have involved some $375 million in an exchange of stock (Broadcasting, Jan. 22) and had received the nod from Gulf & Western's board. The proposal was scuttled in face of disclosures that the Department of Justice was investigating the merger, though Gulf & Western said officially the present "unfavorable market conditions" had prompted the decision to suspend the merger consideration.

Gulf & Western, meantime, has been active in other fields: The company has purchased 100,000 common shares of Realty Equities Corp. along with warrants for an additional 50,000 shares and plans to enter the insurance field by buying some 80% or more of the outstanding stock of Security Insurance Co. of Hartford and Security Connecticut Life Insurance Co. in exchange for G&W stock valued at approximately $2 million. It is also merging with Consolidated Cigar Co.

Earnings drop in '67 for Scripps-Howard

Group-owner Scripps-Howard Broadcasting Co., New York, last week reported per-share earnings were off in 1967, reflecting a decrease in net income despite a slight rise in net operating revenues during the year.

For the year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net income per share</td>
<td>.85</td>
<td>.811</td>
</tr>
<tr>
<td>Net operating revenues</td>
<td>19,317,837</td>
<td>19,317,837</td>
</tr>
<tr>
<td>Net income</td>
<td>4,784,977</td>
<td>4,655,932</td>
</tr>
<tr>
<td>*Includes extraordinary credit of $419,151, or 7 cents per share, in 1966.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Rust Craft on Amex

The common shares of Rust Craft Greeting Cards Inc., Dedham, Mass., were traded for the first time on the American Stock Exchange last Tuesday (Feb. 6). The stock opened at $33 ¾ and closed at 33 on opening day. Rust Craft, a manufacturer and distributor of greeting cards, gift wrappings and associated products, also owns and operates wstv-am-fm-tv Steubenville, Ohio; wrcb-tv Chattanooga; wrdd-tv Augusta, Ga.; wptt-am-fm Pittsburgh; wsol Tampa, Fla.; wroc-am-fm-tv Rochester, N. Y.; wrcp-am-fm Philadelphia; wvol-am-fm Buffalo, N. Y. and wjks-tv Jacksonville, Fla.

Metromedia's upswing continued through '67

Revenues and earnings last year were at an all-time high for group-broadcaster Metromedia Inc.

According to Metromedia's annual report by John W. Kluge, board chairman and president of the diversified company, gross revenues increased more than $21.5 million, net income was up...
$434,856 and per-share earnings were up 8 cents.

MetroMedia, in addition to group-station ownership, has holdings in program production and distribution, outdoor advertising, mail-order marketing and the Ice Capades show.

For the year ended Dec. 30, 1967:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per share earnings</td>
<td>$2.18</td>
<td>$2.10</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>135,940,990</td>
<td>128,058,793</td>
</tr>
<tr>
<td>Net income</td>
<td>7,013,794</td>
<td>6,570,826</td>
</tr>
<tr>
<td>Average number of</td>
<td>2,296,504</td>
<td>2,198,046</td>
</tr>
<tr>
<td>shares outstanding</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Figures exclude gains from disposition of assets of $580,120, or 16 cents per share, in 1967 and $780,773, or 29 cents per share in 1966.

Financial notes...

- Fuqua Industries Inc., Atlanta, diversified company with broadcast station ownership, is negotiating to acquire Interstate Motor Freight System, Grand Rapids, Mich., but no agreement had been reached by late last week. J. B. Fuqua, president, said. Contemplated acquisition would double Fuqua Industries sales, Mr. Fuqua said, from estimated $60 million in 1967 to more than $125 million. Fuqua has also agreed in principle to acquire Pruden Products Co., Evansville, Wis. Pruden manufactures pre-engineered steel buildings, and had sales of $7.5 million in 1967. Acquisition by Fuqua will be for undisclosed number of Fuqua common shares.

- Outlet Co., Providence, R. I., diversified company with broadcast station holdings, is issuing 23,000 shares, of 5½% convertible preferred stock ($100 par value) in exchange for all stock of Touraine Stores Inc., group of 12 fashion specialty stores in western Massachusetts. Outlet board authorized the deal at a special meeting last month.

- Wometco Enterprises Inc., a diversified company with group broadcast holdings, has signed an agreement to acquire certain assets of E. B. Elliott Outdoor Advertising Co., Florida outdoor advertising firm. Purchase, to be made in two phases, is for undisclosed amount of cash.

AT&T reports '67 was best year

AT&T reported last week that revenues and income rose to record levels last year but 1967 earnings grew at slower rate than in 1966.

AT&T had predicted a slower growth in 1967 because of the general deceleration in the economy. Net income increased only 3.6%, as compared with a 10.1% gain in 1966 over 1965. Revenues grew by 7.1% in 1967, down from a 9.7% jump in 1966.

For the year ended Dec. 31, 1967:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$3.79</td>
<td>$3.69</td>
</tr>
<tr>
<td>Operating revenues</td>
<td>123,088,304,000</td>
<td>12,138,265,000</td>
</tr>
<tr>
<td>Net income</td>
<td>2,049,405,000</td>
<td>1,978,843,000</td>
</tr>
</tbody>
</table>

FATES & FORTUNES

BROADCAST ADVERTISING

David Deutsch, VP, executive art director and member of creative plans board with McCann-Erickson, joins Ogilvy & Mather, New York, as VP-creative director.

Joseph Creaturo, VP and creative supervisor, Gardner Advertising, St. Louis, joins D'Arcy Advertising there as creative supervisor and senior producer.

Murray Hillman, senior VP and head of McCann-Erickson strategy center, New York, named executive VP of McCann-Erickson Inc. L. Avery Johnson named account supervisor at McCann-Erickson, Chicago. Dick Raish, formerly with Marshalk Co., joins McCann as account executive.

Janine Marjollet, broadcast operations director, and Martin Puris, copy group head, both with Carl Ally Inc., New York, named VPs.

Walter W. Chaffee, with J. Walter Thompson Co., Chicago, joins Buchen Advertising there as VP.

Bunker Jenkins, copy supervisor with Cunningham & Walsh, joins Clyne Maxon Inc., New York, as creative group head. Other additions at Clyne Maxon, New York: Sarah B. Jones, with J. Walter Thompson Co., named senior writer; Patrick B. Burrell, with Kenyon & Eckhardt, named account executive for American Home Products' Dristan nasal mist and Primatene tablets and mist; Francis K. Thompson and Gary Carr, both with Ted Bates & Co., named media supervisor and marketing account executive, respectively.

W. Jack Mann, research director, and Richard Q. Armstrong, account supervisor, with Rockwell, Quinn & Wall, New York, named VPs.


Martin H. Percival, director of radio relations and sales development for national sales division of RKO General Inc., named director of sales for RKO's WOR-FM New York, succeeding Burt Lambert, who retires as station manager and director of sales.

David Strousse, VP and account supervisor with Foote, Cone & Belding, New York, named VP/management account supervisor for Kenyon & Eckhardt, that city. Marv Greenberg, with Leo Burnett Co., Chicago, joins Kenyon & Eckhardt there as creative group head.

Ad man to prime minister

Hilmar Baunsgaard, marketing director of WA Bates Co., Copenhagen branch of Ted Bates & Co., became prime minister of Denmark as leader of the Radical Liberal party, which came to power in the Jan. 23 general election. Marketing director since 1964 and a member of parliament for 11 years, Mr. Baunsgaard succeeds Jens Otto Krag, who led Socialist government.

Robert Yung, with EUE/Screen Gems, New York, named VP, special projects. Reed Springer, with Young & Rubicam, Los Angeles, appointed staff director for EUE/Screen Gems, Hollywood.


Kay M. Morrison, with Botsford, Constantine & McCarty Inc., Los Angeles, named to head development of radio and TV schedules for client advertising, Erwin Wasey Inc., Pittsburgh.

Len Pearlstein, associate media director for Pappert, Koenig, Los Angeles, appointed media supervisor for Carson/Roberts Inc., Los Angeles.

Robert Natkin, copy chief and head of creative department operations, North Advertising, Chicago, named senior VP. Fred Hindel, executive art director, and Ken Hutchinson, copy group head, named VPs.

Paul D. Arzen, with Boston office of Blair Television, joins Dallas sales staff, replacing Jack Van Volkenburg, who resigns for other business interests.

Ralph Stanley, local sales manager for WHNT-TV Huntsville, Ala., named sales manager.

George J. Kapel, general sales manager of WOPL-TV Toledo, Ohio, named general sales manager of WBKG-TV Cambridge-Boston.
Six advanced in NBC-TV sales unit

Six promotions within the NBC Television sales department were announced last week, including new positions and responsibilities for Joseph J. Iaricci and Max E. Buck, who have been VPs, sales administration and eastern sales, respectively.

Mr. Iaricci has been named VP, sales and administration. Reporting to Mr. Iaricci will be daytime, specials and sports sales in addition to the areas he previously supervised: participating program sales, sales service and administration. He joined NBC in 1943 when he was 16 and has served the network continuously in various sales executive capacities.

Mr. Buck has been elevated to VP, national sales. Reporting to him will be the eastern, central and western sales offices. He joined NBC in January 1953 as director, merchandising, NBC-owned Stations, and has been a sales executive with WNBC-AM-TV New York and with the television network.

Myron (Mike) Weinblatt, director, participating sales, was named VP, eastern sales, succeeding Mr. Buck. James G. Hergen, director, daytime, special and sports program sales, has been elected a VP with supervision over those areas.

Others promoted were Robert F. Conrad from manager, participating program sales, to director, participating program sales, and Aaron Cohen from manager, sales development and merchandising, participating program sales, to manager, participating program sales.

David L. Manning, regional executive for AP's Midwest broadcast division in Chicago, joins Bo Bernstein & Co., Providence, R. I., agency, as account executive.


Herbert F. Gramstorf Jr. and Richard A. Romanelli, account supervisors at Foote, Cone & Belding, New York, elected VPs.

Howard P. Giordano, account executive on H. J. Heinz and General Mills accounts with Doyle Dane Bernbach, appointed to similar position with Videotape Center, New York commercial producer.

John Belcher, with Geyer-Oswald, Maurice L. Trohn, with BBDO, and Peter Yoars, with McCaill Corp., appointed account executives with Cunningham & Walsh, New York.

Edward Vellanti, VP and associate creative director with BBDO, joins Wells, Rich, Greene, New York, as copy supervisor.

Malcolm Kahn joins WCBS-TV New York as account executive.

Don McFarlane, account executive for Westinghouse Broadcasting’s Radio Advertising Representatives, joins Westinghouse Broadcasting’s wind Chicago as sales manager.

Ernest Chappell, announcer and producer, opens own commercial and program-production firm, Ernest Chappell Enterprises, North Palm Beach, Fla.

Ken Sidle, with H-R Representatives, New York, joins sales staff of Metro Radio Sales, that city.

Gerald Greenberg, media supervisor with Ted Bates & Co., New York, elected VP and media director.

Jack Spring, assistant sales manager for WIS-TV Columbia, S. C., appointed general sales manager of WTLV-TV Toledo, Ohio.

Todd Wheeler, with Triangle Publications Inc., transfers to company’s WNHC-TV New Haven, Conn., as account executive.

Paula Reece joins Cohn Advertising Inc., Houston, as media director.

Lloyd Graff, general manager of Boise & Jacobs, Sioux City, Iowa, named account executive in Omaha office.

Dave Vermillion, senior copywriter for Kluav-Pietersom-Dunlap, Milwaukee agency, joins Mathisson and Associates, that city.

Robert Jamroz, associate media director for Tucker Wayne & Co., Atlanta, named media director.

Arnold Raskin, with WJZ Newark, N. J., named national sales manager.

Budd Wiener, director of sports and special events for KTVU(TV) Oakland-

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Facts in focus... the NSI PROGRAMS IN PROFILE

- A market-by-market report on the performance of all qualifying Network Programs.
- Published in Fall and Spring

For complete details call, wire or write

Nielsen Station Index

NSI EXECUTIVE AND EASTERN SALES/SERVICE OFFICE
NEW YORK (10019)
1290 Avenue of the Americas - 956-2500

NSI SALES/SERVICE OFFICES
CHICAGO (60601)
360 N. Michigan Ave. - 372-3810
HOLLYWOOD (90028)
1680 N. Vine St. - Hollywood 6-4391
SAN FRANCISCO (94104)
66 Post St. - Yuka 6-8437

A service of A. C. Nielsen Company
CHICAGO (60645)
2101 Howard Street - 465-4400

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CAMBRIDGE SCHOOL

RADIO AND TELEVISION BROADCASTING

Write Mr. Roberts, Cambridge School
632 Beacon Street, Boston, Massachusetts 02116

BROADCASTING, February 12, 1968
San Francisco, appointed assistant national sales manager. Jim Diamond, account executive for KGTV, named retail sales manager.

Thomas J. Ashley, administrator of research and sales development for KNBC(TV) Los Angeles, named to newly created post of manager of sales development for KTTV(TV), that city.

Jerry Wilder appointed sales manager for KMEC-TV Dallas.

Dave DeArmond, national sales manager for WLNS-TV Asheville, N. C., appointed general sales manager.


John Gray, sales service manager in Chicago office of NBC-TV central sales, appointed account executive.

Elliott Fouts, with KFRE Fresno, Calif., named general sales manager.

G. David Sault, account executive, WCCC-AM-FM Hartford, Conn., named general sales manager.

Bruce Pennington, supervisor of specials programming at Grey Advertising, New York, for past two years, named director of specials in TV programming department of BBDO, New York. Mr. Pennington succeeds Bill Gibbs, who joins Lennen & Newell, New York.


Bill Clark, production manager for Hixson & Jorgensen, Los Angeles, named head of agency’s production department.

David W. Gifford, account executive with WPAT Paterson, N. J., appointed to similar position with WQXR New York.

Gus Gourdin, general manager of KTHO(FM) San Diego, appointed account executive for KGB-FM, that city.

Ron Buchanan, account executive with WNAC-TV Boston, named sales manager.

De Witt Beall, with Leo Burnett Co., Chicago, joins copy staff of Reach, McClintock & Co., that city.

Donald A. Wolff, NBC Spot Sales, Chicago, joins sales staff of WKFM(FM) there.

Lew M. Witz, VP and sales manager, New York, for Buckley Broadcasting Corp. group stations, named director of sales at WCPL Chicago. He replaces Robert Murphy, resigned.

Victor B. Moore, regional sales manager for WTVD(TV) Durham, N. C., appointed to newly created position of local sales manager.

George Hagar, general sales manager for KHON-TV Honolulu, appointed assistant general manager and director of sales for WALT-TV Atlanta.

Dave Laughon and Stanley Wineman join WALT Tampa, Fla., as account executives.

Martin Conn, account executive with WMAL-FM Washington, named sales manager.

John Redfield, account executive with Kool Phoenix, appointed local sales manager.


MEDIA

Herbert C. Rice, owner of W1TL Wilimantic, Conn., and Ralph H. Klein, general manager of WRYM New Britain, Conn., elected president and VP, respectively, of Connecticut State Network Inc.

Harold Christiansen, VP and business manager, KTTV(TV) Los Angeles, Metromedia station, named VP and director of business affairs, Metromedia Television.

Charles Olson, station manager of KOLD-TV Tucson, Ariz., elected VP.

Help your children form good health habits now to reduce risk of heart attack later:

- Encourage normal weight; obesity in youth may persist throughout life;
- Build body health through regular physical activity;
- Serve them foods low in saturated fats;
- Teach them that cigarette smoking is hazardous to health;
- Make medical check-ups a family routine.

Set a good example. Follow the rules yourself and guard your heart, too.
sistant VP.

George R. Chamberlin, assistant to executive VP-station operations for group owner Capital Cities Broadcasting Corp., New York, named VP.

Vincent B. Ritzenthaler, member of board of directors of WAJE Wheeling, W. Va., elected president and general manager. He succeeds late Paul J. Miller (Broadcasting, Jan. 29).

Tom M. Percer, VP and sales manager of WYAY TV Huntsville, Ala., named VP and general manager.

Gary Fries, general manager of KROI Grand Island, Neb., appointed general manager of WMAY Springfield, Ill. Both are Stuart Broadcasting stations.

Larry J. McMahon, account executive for KDTH Dubuque, Iowa, appointed general manager of KFMD(PM), that city.

Robert E. Pusey, corporate assistant auditor for Westinghouse Broadcasting Co. and group’s KPIX(TV) San Francisco, retires after 42 years with WBC.

Fred Flaxman, associate editor for Changing Times magazine, joins non-commercial WETA-TV Washington as writer and special assistant to general manager.

Lawrence T. Whitney, director of advertising and public relations for Eckerd Drugs of Florida Inc., appointed manager of WALT Tampa, Fla.

John Murphy, news director for WOTW Latrobe, Pa., appointed general manager of WCVI Connellsville, Pa.

PROGRAMING

Jerry Gittleman, divisional controller for EUE/Screen Gems, New York, named administrative assistant to VP in charge of syndication sales division, Screen Gems Inc., that city.

Wolfgang Bayer, television film producer, appointed production supervisor of Bill Burrud Productions, Los Angeles.

Sam Lovullo, manager of administration for business affairs department, CBS-TV, Hollywood, named production supervisor for The Jonathan Winters Show.

Ronald Phillips, production coordinator for Independent Television Corp., New York, appointed to newly created post of director of production and program services.

Sean Grabowski, production director for WYLS Buffalo, N. Y., named program director.

Ron Miller, in production of theatrical product for Walt Disney Productions, Burbank, Calif., named executive producer for Walt Disney’s Wonderful World of Color on NBC-TV.

Mike McCormick, program director for WVOK Omaha, joins WLS Chicago as production director.

Don Bell, with KFRE Fresno, Calif., named program director.


Rachelle Barrera appointed print traffic manager, New York, Ramon Espinosa appointed western division manager, Los Angeles, and Richard O’Connell appointed Midwest division manager, Kansas City, Mo., all for American International Television Inc.

Robert L. Quinn named program director of WJEF Grand Rapids, Mich.

Rubin Shapiro and Howard Schaller join Van Praag Productions Inc. as sales representatives.

David M. Dillman, creative assistant at WFIL(TV) Chicago, named producer-director.

Bob Louis named sports director for WTVO(TV) Rockford, Ill.

Robert Thomas, with WDIA Memphis, named music director.

Richard Collins, writer-producer, named producer of NBC-TV’s Bonanza.

John W. Ziegler, special projects director for noncommercial WQED(TV) Pittsburgh, appointed production manager for noncommercial WGBH-TV Boston.

NEWS

Hughes Rudd, chief of CBS News bureau in Bonn and former chief of CBS News, Moscow, returns to New York to anchor The World This Week, weekly CBS News analysis, replacing Alexander Kendrick, now on sabbatical.

George H. Pipal, general sales executive at UPJ world headquarters in New York, named general manager of foreign features division, succeeding Albert Moody, who retires. C. Robert
Woodsum, general manager of Dover (N. J.) Daily Advance, succeeds Mr. Pipal.

Theodore R. McKeldin, former governor of Maryland and former mayor of Baltimore, joins WJZ-TV Baltimore as urban affairs commentator.

Alec Gifford, managing news editor for WWVE-TV New Orleans, appointed news director.

John Salisbury of KX1 Portland elected president of Oregon AP Broadcasters Association.


Mr. Young Mr. Clephas

Paul Young, manager of Washington news bureau of Evening Star Broadcasting Co. (WMAL-AM-FM-TV Washington; WLVA-AM-TV Lynchburg, Va., and WCV-TV Charlotte, S. C.), named manager of news for WLVA-AM-FM-TV.

Vince Clephas, manager of news for WLVA, named manager of parent news bureau.

Robert Irvine, executive news producer for KNX Los Angeles, named news director.

Fred Mooke, assistant news director for WOOD Miami, appointed news director.

Ray Conaway, with KTRK-TV Houston, named editorial director.

William Royster, newsmen and assistant news director for WPAS White Plains, N. Y., joins news staff of KYW Philadelphia.

John R. Soper, police reporter for Daily Advance, Lynchburg, Va., joins WLVA-AM-TV, that city, as reporter-photographer.

Stan Vainrib joins Armed Forces Radio and Television Service, Hollywood, as TV/film field producer.

Tim Kenney joins news staff of KHOU Denver.

Bill Griskey, newscaster at WGN Chicago, joins WKFM-FM there effective March 1.

Jim Harriot, and Tony Dehono, WCRS New York, and Ron Stone, KHOU-TV.

Novik, Hoyt reappointed

Senate has confirmed as members of U. S. Advisory Commission on Information: Palmer Hoyt, editor and publisher of the Denver Post (which recently acquired KHBC-TV Denver and Morris S. Novik, pioneer broadcaster and owner of WPUT Brewster, N. Y., Commission is headed by Frank Stanton, president of CBS. Other members: Sigurd S. Larsen, retired New York advertising executive, and Thomas Van Husen Vail of Cleveland (Cleveland Plain Dealer).

This is Mr. Hoyt's second, and Mr. Novik's third term on the commission.

Mr. Young Mr. Clephas

Bob Mackey, news director for WDAE Tampa, Fla., named director of news and public affairs for WALT Tampa.

Jack E. Buttram, radio-TV director in news department of Chamber of Commerce of U. S., named news secretary in Washington office of Senator Paul Fanning (R-Ariz.).

John S. Coleman, with WBBM-TV Chicago, joins WBKB-TV there as weather reporter, replacing Peter Hale, resigned.

FANFARE

Bruce Robertson, traffic manager for KTVU-TV Oakland-San Francisco, named promotion manager.

Donna Shaw named public relations director at WMAQ Chicago.

Helen C. Walker, assistant to manager of sales development and promotion for WLVA-AM-TV Lynchburg, Va., appointed promotion manager.

Phil Cope, with WSAV-TV Harrisonburg, Va., appointed assistant promotion manager for WKYT-C-TV Cleveland.

Michael F. Dudgeon, research, public service and merchandising manager for WAGA-TV Atlanta, joins WAVE-TV Louisville, Ky., as promotion editor.

Barbara Steward, director of communications for Filmex Inc., joins S. Fullerton Inc., New York agency, as director of public relations.

Bill Wills, promotion assistant for KYW-TV Philadelphia, joins promotion department of WLWT-TV Cincinnati.


H. B. Holtman, assistant chief engineer for WAVE-AM-TV Louisville, Ky., named chief engineer.

Lynd J. Carter, specialist in government sales for General Electric Co.'s visual communication products department, appointed district sales representative for radio and TV equipment, Mount Prospect, Ill.

Kenneth M. Palius, former technical supervisor and consultant with ABC-TV, New York, appointed VP and director of marketing and development for Berkley Colortron Inc., Burbank, Calif.

William Kraemer named chief engineer for noncommercial WFSU-TV Tallahassee, Fla.

T. Douglas Casey appointed controller of Craftsman Electronics Products Inc., Manlius, N. Y.

Roy J. Breen, assistant chief engineer for WJEF Grand Rapids, Mich., appointed chief engineer.

Harry Kybett, with engineering operations department of Audience Studies Inc., New York, named director of engineering operations.

Dr. Henry M. Morgan, president and publisher of KHL Research and Development Corp., Cambridge, Mass., resigns. No future plans announced.

Robert Mallins, data processing sales representative for National Cash Register Co., appointed sales engineer for Memorex Corp., Winston-Salem, N. C.

William J. Ringler, sales representa-
tive with Riker Laboratories, division of Rexall Drug and Chemical Co., named sales representative for Memorex, Pittsburgh.

Bradford C. Stewart, with Bergen Wire Rope Co., division of Reeves Industries Inc., joins Reeves Sound Studios, New York, as sales representative.

**INTERNATIONAL**

Richard B. Bradshaw, president and general manager, Foote, Cone & Belding Advertising Ltd., Toronto, elected corporate senior VP and named member of agency’s international committee, European - international headquarters, Brussels. Graham R. Campbell, executive VP, assistant general manager and chairman of plans board, FCB, Toronto, succeeds him.

Frederick L. Gilson, director of sales for CBS Europe, Zug, Switzerland, named VP and general manager, CBS Films Canada Ltd., Toronto. He succeeds Kenneth J. Page, now managing director, CBS Europe.

Victor Knight, actor and lecturer at Sir George Williams University, Montreal, elected president of board of directors of Association of Canadian Television and Radio Artists.

**ALLIED FIELDS**


Malcolm Oettinger Jr., coordinator, news information, Washington, NBC, who has been on loan for year to the Office of Equal Opportunity, named deputy director of Federal City Council, Washington private citizens organization for city improvement. Earlier, he was a reporter for Broadcasting.

**DEATHS**

Edwin Cox, 69, who retired in 1961 as chairman of executive committee of Kenyon & Eckhardt, died Feb. 6 at his home in Vero Beach, Fla. Before joining K&E in 1933, Mr. Cox was advertising manager of Celotex Co. Former chairman of New York Council of American Association of Advertising Agencies, he served as copy director and senior VP for K&E before assuming chairmanship. He is survived by wife, Elizabeth, and daughter.

Robert Tincher, 59, VP of Cowles Communications Inc. (KRNT-AM-TV Des Moines, Iowa; WREC-AM-TV Memphis, and WESH-TV Daytona Beach-Orlando, Fla.) and president of WESH-TV, died Feb. 7 of heart attack in Orlando. Mr. Tincher, named VP of broadcasting division of former Cowles Magazines and Broadcasting Inc., in 1961, moved from New York in 1963 to Memphis, where he was director of public affairs for WREC-AM-TV. He was elected VP of Cowles Communications in May 1966. He is survived by wife, Roxanna, and four daughters.

Albert E. Messersmith, 60, account executive for WBEN-TV Buffalo, N. Y., since 1948, died in Buffalo Jan. 28 after long illness. Surviving is his wife, Irma. James B. Tranter, 65, producer-director for WBEN-TV and former radio-TV columnist for The Buffalo Evening News, died in Buffalo Jan. 27 after long illness. Surviving are his wife, Irma, and daughter.

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**FOR THE RECORD**

Station Authorizations, Applications

As compiled by Broadcasting, Feb. 1 through Feb. 7, and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced, ant.—antenna, C—control, C—critical hours, CF—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, ke—kilometers, kw—kilowatts, LS—local sunset, Mc—megacycles, mod.—modification, N—night, PSC—presumise service authority, SCA—subdivision communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, UU—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational.

New TV stations

<table>
<thead>
<tr>
<th>OTHER ACTION</th>
<th>ACTION ON MOTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Review board on Feb. 1 in Fayetteville, Ark., TV broadcast proceeding, Docs. 17704-95, granted petition for extension of time filed Jan. 31 by Chief, Broadcast Bureau and extended to Feb. 14 the time within which to file responsive pleadings to the petition for leave to amend application to substitute loan commitment letter for that contained in application and to clarify cash needs for proposed construction and first three months' operation; and to substitute a loan commitment letter for that submitted with Nov. 29, 1967 petition in order to provide more detailed information of terms of loan and to extend expiration period from Dec. 31, 1967 to Dec. 31, 1968 (Docs. 18083, 17582-4).</td>
<td>• Hearing Examiner Chester F. Naumowitz Jr. on Jan. 30 in Sacramento, Calif. (Grayson Television Inc. and Hercules Broadcasting Co.), TV proceeding, granted request by Grayson and scheduled further prehearing conference for Feb. 2 (Docs. 17778-9). By separate action on Feb. 2 continued to March 5 and March 19 dates for notification of witnesses and commencement of hearing.</td>
</tr>
</tbody>
</table>
| • Hearing Examiner Elizabeth C. Smith on Feb. 6 in San Angelo, Tex. (S R C Inc. and San Angelo Independent School District) 226-968) TV proceeding, granted motion by S R C Inc. and extended from Feb. 8 to Feb. 19 date for exchange of engineering

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**EDWIN TORNBERG & COMPANY, INC.**

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

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531
CALL LETTER ACTION
- Central of Tomorrow Inc., Akron, Ohio. Requests WTVY-TV.

CALL LETTER ACTION
- Pacific Media Corp., Palm Springs, Calif. Granted KLPM-TV.

DESIGNATED FOR HEARING
- Commission has designated for consolidated hearing applications of Jud Inc. d/b/a Channel 21 WTVF Inc. and Trans-America TV Inc. for new TV stations to operate on channel 25 at West Palm Beach, Fla. Action Jan. 31.

Existing TV stations

KWS-TV Roswell, N. M.-Broadcast Bureau granted CP to change ERP to 287.0 kW WTVS's major aux. service, to 2.5 miles south of U. S. 380, 2.5 miles southwest of Caprock, change type trans., type ant., ant. height, 1,708 ft. Action Feb. 2.

Broadcast Bureau granted mod of CPs to extend completion dates for following stations: WKS/TX Bowling Green, Ky., to July 31; WKTZ/TX Elizabethtown, Ky., to July 31; WKTHA/TX Hazard, Ky., to July 31; WLEX/TX Lexington, Ky., to July 31; WKMA/TX Madisonville, Ky., to July 31; WKMRH/TX Morehead, Ky., to July 31; WMCY/TX Murray, Ky., to July 31; WKON/TX Owenton, Ky., to July 31; WKPIT/TX Pikeville, Ky., to July 31; WKSTO/TX Somerset, Ky., to July 31. Action Jan. 31.

OTHER ACTIONS
- Commission has referred petition for expedited action by Central Texas Television, licensee of KOYC-TV San Antonio, Calif., to extend time for hearings, after due notice and opportunity for response, to April 15, 1968. Action Jan. 31.

- Commission has on own motion has ordered issues in Jacksonville, Fla., ch. 12, comparative hearing of petitioners and respondents to determine whether radio-television station WFLA-FM, now operated by Harry Shuler, should be granted an extension of time to file responsive pleadings. Action Jan. 31.

- Commission has waived Sec. 73.85(a) and rules governing CPs for change, trans. location and ant. system and granted application of Weber County Broadcasting Co., Inc., Ogden, Utah, to change trans. location of "WKCST-TV", from 1122 Washington Boulevard, Ogden, to site on Little Mountain, 14 miles west of Ogden, and to increase ant. height from 1,141 ft. to 1,312 ft. Action Jan. 31.

- Initial Decision
- FCC Hearing Examiner Jay A. Kyle proposed in initial decision denial of application of WLTV-TV Large, Fla., for CP to change ant. site and increase tower height. Ann. Feb. 2.

- ACTIONS ON MOTIONS


- CALL LETTER APPLICATION

- CALL LETTER ACTION
- KTIT(TV) Faith Center, San Bernardino, Calif. Granted KHOV-TV.

DESIGNATED FOR HEARING
- Commission has designated for consolidated hearing application of Moline Television Corporation for renewal of license of WQAD-TV, Moline, Ill., with application of Community Telecasting Corporation for CP to operate on same channel. Action Jan. 31.

New AM stations

APPLIICATION
- Juncos, P.R. - Yunice Broadcasting Co. Seeks 1450 kc., 5 kw Daytime Power: Bo. 1915, 41 Ponce St., Hato Rey, P. R. (90936). Estimated construction cost $33,760; first-year operating cost $42,000; revenue $12,000; net income (-$28,000). Joint application with申請, applications for license to assign WQMD on station. Action Jan. 31.

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- WQAB-AM, Sikeston, Mo. - Seeks CP to change antenna to an elevation angle of 15° from 63°. Action Jan. 31.

- WAAM-AM, Homewood, Ill. - Seeks CP to increase daytime power from 1,000 kw to 1,500 kw. Action Jan. 31.


- WQAB-AM, Sikeston, Mo. - Seeks CP to change antenna to an elevation angle of 15° from 63°. Action Jan. 31.

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### Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</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>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg. Wash., D. C.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phone District 7-1205</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member APOOB</td>
</tr>
<tr>
<td>GEORGE D. DAVIS</td>
<td>Consulting Engineers Radio &amp; Television</td>
<td>520 Munsy Bldg. Sterling 3-0111 Washington, D.C.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phone: (201) 746-3000</td>
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<tr>
<td></td>
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<td>Member APOOB</td>
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<tr>
<td></td>
<td></td>
<td>Phone District 7-1919</td>
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<td></td>
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<td>WASHINGTON, D. C. 20005</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>Consulting Engineers</td>
<td>1710 H St., N.W. 209-4580 WASHINGTON 6, D. C.</td>
</tr>
<tr>
<td>GAUTNEY &amp; JONES</td>
<td>Consulting Radio Engineers</td>
<td>930 Warner Bldg. National 8-7757 WASHINGTON 4, D. C.</td>
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<td></td>
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<td>Member APOOB</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>Consulting Engineers</td>
<td>1302 18th St., N.W. Hubans 3-9000 WASHINGTON 6, D. C.</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>Consulting Engineers</td>
<td>INWOOD POST OFFICE DALLAS 9, TEXAS</td>
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<td></td>
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<td>Mellen 1-8360 Member APOOB</td>
</tr>
<tr>
<td>GUY C. HUTCHISON</td>
<td>Consulting Engineers</td>
<td>817 Crestview 4-8721</td>
</tr>
<tr>
<td></td>
<td></td>
<td>P. O. Box 808</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1100 W. Abram ARLINGTON, Texas 76010</td>
</tr>
<tr>
<td>GEO. P. ADAIR ENG. CO.</td>
<td>Consulting Engineers Radio &amp; Television</td>
<td>2029 K St., N.W., 4th Floor WASHINGTON, D. C. 20006</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Telephone: (202) 233-4664</td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>145 19th St., N.W., 659-3707 WASHINGTON, D. C. 20036</td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>Consulting Radio Engineers</td>
<td>8200 Snowville Rd. Cleveland 41, Ohio</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phone: 216-526-4386</td>
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<tr>
<td>VEN N. JAMES</td>
<td>Consulting Radio Engineers</td>
<td>Application and Field Engineering 345 Colorado Blvd.—8826</td>
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<tr>
<td></td>
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<td>Phone: (Area Code 303) 333-3562 WXE 910-931-8514</td>
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<td>DENVER, COLORADO Member APOOB</td>
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<tr>
<td>PETE JOHNSON &amp; Associates</td>
<td>Consulting on-the-air Engineers</td>
<td>P.O. Box 438 304-925-6281</td>
</tr>
<tr>
<td>MERL SAXON</td>
<td>Consulting Radio Engineer</td>
<td>622 Hawkins Street Lufkin, Texas 634-9558</td>
</tr>
<tr>
<td>WILLIAM B. CARR</td>
<td>Consulting Engineers</td>
<td>Walker Bldg., 4028 Daley Fort Worth, Texas 4-9111</td>
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<tr>
<td>RAYMOND E. RHRER</td>
<td>Consulting Radio Engineers</td>
<td>317 Wyatt Bldg. Washington, D.C.</td>
</tr>
<tr>
<td></td>
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<td>Phone: 347-9046 Member APOOB</td>
</tr>
<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT</td>
<td>Box 220 Coldwater, Michigan—49036</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phone: 517-278-6733</td>
</tr>
<tr>
<td>JOHN H. MULLANEY &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>Suite 71 1150 Connecticut Ave., N.W. Washington, D. C. 20036</td>
</tr>
<tr>
<td></td>
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<td>Phone 202-223-1180</td>
</tr>
<tr>
<td>ROSNER TELEVISION SYSTEMS</td>
<td>ENGINEERS CONTRACTORS</td>
<td>230 Newtown Rd. Plainview</td>
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<td>Phone 617-4-3777</td>
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<tr>
<td>FRANK A. ZOELLER</td>
<td>TELEVISION SYSTEMS CONSULTANT</td>
<td>20 Years Experience Box 366 - San Carlos, Cal. 94070</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phone (Area Code 303) 593-1751</td>
</tr>
</tbody>
</table>

### Service Directory

- **COMMERCIAL RADIO MONITORING CO.:** PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 195 S. Market St., Lee's Summit, Mo. Phone Kansas City, La Crosse 4-3777
- **CAMBRIDGE CRYSTALS:** PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge 38, Mass. Phone T Rawbridge 6-2810
- **PROFESSIONAL BROADCASTING:** CONSULTING ENGINEERS WASH. Coldwater, Michigan 1302 G, E. Everett Suite 716, Associations Member APOOB
- **COMMERCIAL RADIO ENGINEERING CONSULTANTS:** 42 Years' Experience in Radio Engineering 1710 H St., N.W. 209-4580 WASHINGTON 6, D. C. Member APOOB
- **GAUTNEY & JONES:** CONSULTING RADIO ENGINEERS 930 Warner Bldg. National 8-7757 WASHINGTON 4, D. C. Member APOOB
- **SILLIMAN, MOFFET & KOWALSKI:** Phone 202-8721 WASHINGTON 4, D. C. Member APOOB
- **JOHN B. HEFFELFINGER:** 9208 Denver, Colorado 5-7010 KANSAS CITY 14, MISSOURI
- **A. E. Towne Associates:** TELEVISION AND RADIO ENGINEERING CONSULTANTS 727 Industrial Road San Carlos, California 90407 Phone 916-1394 Res. 593-6706
- **JAMES C. McNARY:** Consulting Engineer National Press Bldg. Wash., D. C. Phone District 7-1205 Member APOOB
- **GUY C. HUTCHISON:** Consulting Radio Engineers 817 Crestview 4-8721 Phone 333-2401 Member APOOB
- **Serving The SOUTHEAST:** FREDERICK A. SMITH, P.I. Consulting Engineer 5 Exchange St. Charleston, S. C. 29401 A/C 803-723-4775

**Broadcasting, February 12, 1968**
SUMMARY OF BROADCASTING
Compiled by BROADCASTING, Feb. 1, 1968

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<td>22</td>
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</table>

1 in addition, two AM's operator with Special Temporary Authorization.
2 in addition, three VHF's operate with STARS, and two licensed UHF's are not on the air.

for further continuation of hearing (Doc. 16613-4).

STATION BOXSCORE
Compiled by FCC, Dec. 31, 1967

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<td>KQGX</td>
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FINAL ACTIONS
Cathedral City, Cal. — Glen Barnett, Broadcast Bureau granted 101.3 mc, 876, 3 kw, Ant. height above average terrain minus 150 ft, P. O. address: 7500 Highland Drive, Cathedral City, Calif.

FINES
Commission has informed licensees WDI Murphysboro, Ill. that they have incurred apparent forfeiture liability for "Wilfully or repeatedly" failing to observe provisions of Sec. 73.124 of rules against fraudulent billing. All licensees voted for forfeiture though Chairman Hyde noted this forfeiture is excessive. Action Jan. 31.

WDOG Allendale, S. C.—Broadcast Bureau by letter Feb. 6, notified WDOG that it was imposed apparent forfeiture liability of $200 for violations of rules, including §73.114.


CALL LETTER APPLICATIONS

PM, Western Broadcasting System, Moss Point, Miss. Requests WGIS.

KELT, WKO Broadcasting Inc., Big Lake, Tex. Requests KXMG.

New FM stations

APPLICANTS

Morrison, Colo.—Western Bible Institute. Seeks 91.5 mc. ch. 229, Ant. height above average terrain 146 ft, P. O. address: Box 8, Danville, 40442. Estimated construction cost $23,012; First-year operating cost $6,500; Principals: Board of Trustees, Western Bible Institute, Stanley Harwood, president and chairman, Gerald R. Stafford, vice chairman et al. Mr. Harwood is manufacturer SH unit is being built. Action Feb. 2.

Willsboro, Mo.—Junior College District of Jefferson County. Seeks 88.9 mc. ch. 205, 5.52 kw, Ant. height above average terrain 60 ft, P. O. address: Box 19, 62227, Estimated construction cost $6,350. Estimated construction cost $23,012; First-year operating cost $6,500; revenue minimum $7,900, P. O. address: Box 19, 62227. Estimated construction cost $23,012; First-year operating cost $6,500; revenue minimum $7,900, P. O. address: Box 19, 62227. Estimated construction cost $23,012; First-year operating cost $6,500; revenue minimum $7,900, P. O. address: Box 19, 62227.

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APPLICANTS

Morrison, Colo.—Western Bible Institute. Seeks 91.5 mc. ch. 229, Ant. height above average terrain 146 ft, P. O. address: Box 8, Danville, 40442. Estimated construction cost $23,012; First-year operating cost $6,500; revenue minimum $7,900, P. O. address: Box 19, 62227. Estimated construction cost $23,012; First-year operating cost $6,500; revenue minimum $7,900, P. O. address: Box 19, 62227. Estimated construction cost $23,012; First-year operating cost $6,500; revenue minimum $7,900, P. O. address: Box 19, 62227.

Willsboro, Mo.—Junior College District of Jefferson County. Seeks 88.9 mc. ch. 205, 5.52 kw, Ant. height above average terrain 60 ft, P. O. address: Box 19, 62227, Estimated construction cost $6,350. Estimated construction cost $23,012; First-year operating cost $6,500; revenue minimum $7,900, P. O. address: Box 19, 62227. Estimated construction cost $23,012; First-year operating cost $6,500; revenue minimum $7,900, P. O. address: Box 19, 62227. Estimated construction cost $23,012; First-year operating cost $6,500; revenue minimum $7,900, P. O. address: Box 19, 62227.

FINES
Commission has informed licensees WDI Murphysboro, Ill. that they have incurred apparent forfeiture liability for "Wilfully or repeatedly" failing to observe provisions of Sec. 73.124 of rules against fraudulent billing. All licensees voted for forfeiture though Chairman Hyde noted this forfeiture is excessive. Action Jan. 31.

WDOG Allendale, S. C.—Broadcast Bureau by letter Feb. 6, notified WDOG that it was imposed apparent forfeiture liability of $200 for violations of rules, including §73.114.

**Broadcasting**, February 12, 1968

**Review board on San Fernando, Calif. FM broadcast proceeding.** Docs. 7765-7768, granted March 15 action Jan. 30.

**Review board on San Fernando, Calif. FM broadcast proceeding.** Docs. 7765-7768, granted March 15 action Jan. 30.


**Chief Hearing Examiner James D. Cum- near, hearing to serve Bitterroot Telecasters Inc. and Telecasters Inc. for new VHF TV Trans. to serve Gateway, operating on ch. 20, rebroadcasting pro- grams of KREY-TV Montrose. Action Jan. 31.


**Chief Hearing Examiner James D. Cum- near, hearing to serve Bitterroot Telecasters Inc. and Telecasters Inc. for new VHF TV Trans. to serve Gateway, operating on ch. 20, rebroadcasting pro- grams of KREY-TV Montrose. Action Jan. 31.


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Help Wanted—Sales—(cont'd)

Go with a winner! Write KVON, Napa, Calif.

Countryperson member of 7 station group offers opportunity for future management-ownership. Account list including full fringe benefits. Guarantee Plus commissions can net you more than $10,000 first year. Write to Manager, WILL, Lansing, Michigan.


Announcers—(Cont'd)

Need mature, stable, C&W announcer able to handle production, Texas coastal market. Send tape, photo, qualifications and salary requirement. Box B-118, BROADCASTING.

All-around rhythm and blues. Some news, DJ. Production. We are a progressive, southern group-owned station and we are looking for a mature announcer with good personality and potential for a professional. Tape, resume, references and photo to: Box B-122, BROADCASTING.

On the way up? This could be it! Mid-Atlantic market of 400,000 5 kw needs mature, dynamic MOR 1st phone announcer. Evening shift. Salary open. Tape and particulars to Box B-124, BROADCASTING.

5000 watt daytimer in major southwest market has openings for two, reliable mid-morning and evening announcers. Experience necessary. The market is not your run-of-the-mill, returning air check and resume. Box B-128, BROADCASTING.

We can offer a good position to a dependable announcer. Salesman. Group organization with two stations now. Also some potential. The future is very bright. Average salary for Midwest location. Box B-134, BROADCASTING.

First phone? Try a winner. Write: KVON, Napa, Calif.

Immediate opening for experienced announcer. Background in news and copywriting. Send tape, resume to WASA, Havre de Grace, Md. 21078.

Immediate opening—experienced morning man. Established single station MOR, heavy local news, sports. Active account list if you have sales experience. Good salary plus 15% commission. General Manager, WCBY Radio, Cheboygan, Michigan.

Suburban Chicago, combo, 1st class license, permanent, open now. Send complete information and tape to WEAW, Evanston, Illinois 60202.

Chicago suburban: 1st class. Complete information and tape to WEAW, Evanston, Illinois.

Where are all the good radio announcers? WYXK needs mature, experienced announcers for adult format. Excellent opportunity and pay in fast growing market with well-established, successful station. Send tape, photo and resume to Manager, WFXR Radio, Huntsville, Alabama, 35804.

One of Washington, D.C.'s leading quality music stations has an opening for an experienced announcer with noble voice. Special emphasis on commercial production. No top talker. Requires MOR with regular pay increases. Five day, forty hour week. Five weeks paid vacation and other standard benefits. Send resume, recent photo, and latest equipment. Call (301) 667-4800 or write: Chris Storey, WQXM, 8121 Georgia Avenue, Silver Spring, Maryland 20910.

Excellant opportunity—really a fine opportunity—for announcer with first class li- cense. Immediate opening, more experience, the more weekly starting salary. To: H. M. Thayer, President, WQHQ, Kingston, New York,
Announcer—(Cont'd)

Announcer—first phone opportunity for advancement wanted for this newly acquired AM/FM station. Must be 21, in good health and hold class license. Contact Charles Doil, 301-781-1550.

Technician—(Cont'd)

Chief needed at medium market AM/FM station. ATC automation, excellent equipment & working setup, top fringe benefits. Will pay for right man. Contact Jack Severson, WCBU Radio, Manitowoc, Wisconsin. (No collect calls please)

Interesting opening for 1st phone. New paper accession. Technician with some experience. Call or send information to Chief Engineer, WAVI/WDAG, 513-224-1197, Dayton, Ohio 45408


Engineer, fulltime, 1st class license. Transmitter and studio operation and maintenance. Call or send WPIK, Alexandria, Va., 703-593-3000.

Immediate opening in top AM-FM, Atlanta. 1st phone, with maintenance experience. No board work. Send resume to Technical Director, WQXI, Atlanta, Georgia.

Engineering Consulting firm seeks experienced engineer who possesses background of experience and responsibility in all phases of CATV and a willingness to travel. Engineering degree desirable. Address applications to Williams, B. C., & Associates, P. O. Box 1326, 3628 Daley, Fort Worth, Texas 76118, 817-384-9311.

NEWS

Experienced on-air news director needed by southern California contemporary station to expand and manage department. Send resume and photo to Box A-341, BROADCASTING.

Aggressive newswoman who seeks career in broadcast journalism. Excellent opportunity to move department in progressive Pennsylvania small market. Must be able to combine education, sales management, and copywriting, creative. Call or write Box A-236, BROADCASTING.

Foreign correspondent post opening soon in Bonn. Send tape and complete resume of solid news background. Energy and interest prime factors. German language necessary, but crash course at company expense might be arranged for right man. Equal opportunity employer. Box B-130, BROADCASTING.

Major radio network newsroom in New York must quickly have top grade experienced Broadcaster. Apply with tape, production experience. Reporting, air experience required. Salary commensurate with background ability. An equal opportunity employer. Box B-135, BROADCASTING.

Newsmen ... with experience, or potential, Radio-TV news departments. Upper sampler at full time. Send complete resume, letter and salary requirements to Box B-138, BROADCASTING.

Wanted full-time newsmen, to double as sports announcer. Send resume to U. J. Keppers, Mgr., KASM, Adrian, Minnesota.

Newsmen wanted immediately for Central Florida's top station. Must be experienced and almost immediately available. Apply with tape. Box B-139, BROADCASTING.

Wanted experienced newsmen, to share immediate opening with group station. Company paid health insurance. 31 days paid vacation, 12 holidays. Send resume to: Bill Sharpe, KXAN, Austin, Texas.

Producing, Programing, Others

Gal Friday. Gather and write news, write good commercial copy, voice with seductive qualities. Good pay, successful small market AM/FM stations. Box B-34, BROADCASTING.

N. J. station needs PD who can handle production, sales & air spots, with ability to pay sales & salary requirements first letter. Box B-146, BROADCASTING.

Production manager for five thousand watt fulltime key suburban northeast market number 1 station. MOR. sports, community news, newsmen. Must be a proven voice, P. D. experience or equivalent. Opening sales position. Ability to handle national promotion. Box B-146, BROADCASTING.

Country music program director experience. East Coast. Modern format. Must be skilled in copywriting, creative programming, hard production commercials. Send qualify- ing tape, personal, and samples of pro- duction to Box B-147, BROADCASTING.

Need continuity director for station in mid- west. Small city. Pay range $450 to $550 per month. Production experience helpful, but not necessary. Send resume and samples of commercials to Box B-149, BROADCASTING.

Wanted radio pert for forty hour board and maintenance position. Experience desirable. Mature person should apply. Need for Friday AM, Saturday PM, Sunday PM. Apply to Box B-150, BROADCASTING.

Due to promotions 50,000 watt, top rated, contemporary format AM station seeks some- one to do good production, commercials, and airshift. Looking for someone with strong production on front to back. Must be funny and do something other than give time and temperature. Good pay, good working conditions, every third weekend off, some travel. For resume send photo to: William Ryan, KEEL Radio, Box 1, Shreveport, Louisiana 71114.

Production manager/production manager has been promoted within our 7 station chain. Replacement should have 1st class ticket, ability to handle general management, experience in multi- station operation. Send resume to Box B-151, BROADCASTING.

Top line promotion consultant needed. Company paid health insurance. Moving expenses, relocation plan, paid vacation, opportunity for advancement and salary commensurate with experience and ability. Send resume, tape, photo, immediately to Bob Todd, WQAM, Miami. Personal interview at our expense a must.

Situations Wanted—Management

General manager. Strong on sales. Creative. Good administrator. 22 years successful all- around management. Opportunity in small market where ability and versatility can be shown immediately. Box B-152, BROADCASTING.

Experienced metro market general man- ager with outstanding sales track record. Top performances. Desire to manage large sales department. Promotions possible. For serious inquiries contact Box B-153, BROADCASTING.

General manager—broken all sales records, strong programing promotions top thirty markets only. Box B-96, BROADCASTING.

Currently selling Los Angeles radio to agencies. Solid experience in local and regional sales promotion. Salesmanship in all phases of station operation. Excellent unimpeachable record sales desire above L. A. area. Phone Bob E. Y. I’m ready for full management. Markets of over 500,000 only. Contact Box B-154, BROADCASTING.

Operations Manager available March 1. Experienced professional. Happiest when com- mand load is heavy. Has ability to hire and supervise well organized staff. Top refer- ences. For serious inquiries contact Box B-155, BROADCASTING.

Florida station manager three years proven sales, listener building ability available. Hours week varies. BF background, age 55, sober, best references. Steve Keegan, 218 Dakin, Kissimmee, Fla., phone area 305-268-5959.

Sales

Salesmanager/salesman to work under Com- mercial Manager. South 12 years radio, excellent references. Available 60 days. Present GM of direction, program, product market. Box A-334, BROADCASTING.
Situated Wanted
Sales—(Cont'd)

Southeast—sales manager with announcing, phone sales experience. Full management opportunity. Box B-87, BROADCASTING.


Announcers

Where’s my break into top-40? Have 3rd & what it takes! Box A-138, BROADCASTING.


Young MOR or top announcer. Single, looking for 3rd position to relocate, hard worker, versatile. Box B-56, BROADCASTING.

Excellent voice, versatile, young, professional, experienced, much more than required. Box B-52, BROADCASTING.

Negro dj with limited experience. N. Y. school grad. 3rd position. Will accept part time. Box B-77, BROADCASTING.

Experienced announcer, creative versatile dj. Authoritative newscaster, aggressive sales, management potential. Dependable, Box B-78, BROADCASTING.

Aggressive, dj, announcer, NYC trained, dependable, desires first position to relocate. Box B-79, BROADCASTING.

Top 46 personality wants first big break—four years experience—proven rate holder—service complete—married—23 years old, presently employed—desire larger market—no drifter. Box B-81, BROADCASTING.

Disc Jockey, newscaster, salesman, experienced, authoritative, aggressive, versatile, cun, responsible, with third endowed, desired family man. Box B-84, BROADCASTING.

Sportscaster play by play, major college and pro. Ten years experience, ten years radio or TV. Box B-87, BROADCASTING.

Rooper or Pulse sagging? If you would like to join a station and work hard, contact your Contemporary Music. If 12 years of broadcast experience, offensive. Box B-89, BROADCASTING.

Saint Louis college sophomore, summer employment, preferably in college town. Experienced. Third position. Box B-90, BROADCASTING.

Professional sounding, dj, beginner. Broadcast school grad. 3rd road, 26 years old. Draft free. Single. Very dependable, easy to get along with; ambitious. Worked 21 yrs. with top radio & TV Boston as film editor—etc. Desire N. E. Area. MOR or Top 44, Box B-94, BROADCASTING.


My humorous friends talk to me. throwing down the gauntlet. Four for the tape. We like to talk during wee hours. Top 40, 4 yrs. college. Box B-107, BROADCASTING.


Desire sales. Experienced, dependable, third endowed, tight board. Authoritative, versatile, creative. Box B-112, BROADCASTING.

Situated Wanted
Announcers—(Cont'd)

Announcer, dj, experienced, married, newscaster, radio DJ, preferably AAA, not flotter or prima donna, will settle down. Box B-123, BROADCASTING.

Pro dj, tight board, third endorsed, dependable, available now. Box B-123, BROADCASTING.

Dj announcer, experienced, creative, versatile, dynamite! Dependable. Tight board, third phone endorsed, will relocate. Box B-127, BROADCASTING.

Experienced dj/announcer, newscaster; NYC trained; 3rd position, creative, authoritative; sales work welcomed. College graduate, B.A.; Communication Arts. Contact. Recent graduates & experienced. Call 212-822-3283, write Box B-131, BROADCASTING.

Great young personality plus Drake format . . . working in large Massachusetts market. Desires more pay. College, tight, no draft, dedicated. Tape, resume, etc., on request. Box B-132, BROADCASTING.

MOR—dj—first—Ogden’s—excellent potential college market western states. Box B-136, BROADCASTING.

Announcer presently employed with top position. R & TV trained, permanent position with stable, well managed non personality FM or AM. Five years experience in general music, sales, programing and news. Box B-155, BROADCASTING.

Authoritative Newscaster, dj announcer, family man, will relocate. Box B-153, BROADCASTING.

Network voice, absent from radio 10 yrs. 7 yrs. in film. Love news. 5 yrs. weather interpretation. Can obtain 1st phone. Many references. Box B-157, BROADCASTING.

First phone combo: experienced, college management potential, like? Box B-158, BROADCASTING.

R&B Jockey, Negro, 1st class license. 3 yrs experience in medium and medium markets. Veteran, excellent references. Will relocate anywhere. Box B-159, BROADCASTING.

Radio school grad, 24, knowledge of sales and sports. Anywhere east of Mississippi. Box B-161, BROADCASTING.

College location for wife; 1st phone, dj—board experienced. 3rd experience. Top personality, good contemporary music. . . 12 yrs. of broadcast experience. Box B-89, BROADCASTING.

Third personality wants warm climate. Recent graduate of broadcasting institute. Contact Jim Hughes, Marquette, Michigan. Phone 226-6141.


19 year old broadcast school graduate, 4 years experience. Military completed. Re- located, although seeking permanent position on Eve. or Mid shift with medium market station. Box B-76, 727 Monroe St., #203, Rockerville, Maryland.


All night personality, young woman, recent college graduate, creative, writes news and copy, reads well, will relocate. Write Box B-141, BROADCASTING.

Female—40—December grad of Broadcast school. Desire work in copywriting, commercials or production commercials. Relocate. 3rd, Box B-114, BROADCASTING.

TELEVISION—Help Wanted

Management


BROADCASTING, February 12, 1968
TELEVISION

Help Wanted—Sales

We are looking for a man to take charge of our new 3-station television and radio affiliate. Must be cooperative, aggressive, medium size 3 station market, with the best sales staff in the midwest. Need creative writer. Reply Box B-18, BROADCASTING.

Kart Television is looking for a new TV and radio station manager.假如large, medium market affiliate. Send resume, tape and salary requirements. Box A-256, BROADCASTING.

Major VHF color CBS TV affiliate needs immediate replacement for an account executive serving the market. Excellent opportunity and a good future. Reply Box B-65, BROADCASTING.

Anchors

Wanted immediately... mature, experienced anchor for TV and radio. Reply Box A-253, BROADCASTING.

Technical

Assistant chief with heavy studio experience for Rocky Mountain CATV operation. Send resume and full resume to Box A-43, BROADCASTING.

Director of engineering—for established group of AM-FM-TV stations, east and southeast. Excellent opportunity for advancement, and excellent group. Reply in excellent community. Reply immediately for position, Box B-28, BROADCASTING, stating salary requirements in first letter.

CATV Chief Technician. Construction beginning on a new CATV system in Ohio, 5,000 people. First of series of fast growing CATV stations. Reply also with radio properties. Key ground floor opportunity. CATV/VHF—everything very helpful. Box B-55, BROADCASTING.

1st class engineers for operations, transmitter, business, sales, and network. VHF, medium market. Good place for family living. Send resume and address to Will Darch, KFDF-TV, Fond du Lac, Wisconsin.

Experienced maintenance engineer needed for setting up new CATV system. Reply Box B-96, BROADCASTING.

Chief engineer: take complete charge in top 15 market. Good salary, challenging growth opportunity. Box B-97, BROADCASTING.

We are looking for an engineering chief for new UFHV TV, sportsman's paradise—Fond du Lac, Wisconsin. Start April 1 and have us on air August 1 also with full control of new markets. Reply rapidly. Growing organization. Excellent pay and living. Send resume and address to Will Darch, KFDF-TV, Fond du Lac, Wisconsin.

Television studio technician required first class telephone license. Minimum three years experience. Write: Lou Bell, Studio Supervisor, WLTV Station, Inc., 643 Park Avenue, San Jose, Calif. (408) 286-1111. Equal opportunity employer.

Television engineer for station already on the air. In color, channel 9, NBC affiliate in low key market. Must have a young man willing to learn. Contact Wm. Yordy, KRGV, P.O. box 682, Weslaco, Texas—phone WO 6-8984.

TV Engineer, 1st phone. Will train beginning. KTVC, Ken Karr 318-483-6888.

1st class engineer—Illinois, 125 miles north of Chicago, needs full time, all-ages, all-color, all stations. Excellent opportunity to improve rating and make big money in the market. Box WQGM-AM-FM-TV, Hotel Quincy, Quincy, Ill. Write or write or phone Jim Martens, C. E., 222-6846.

Wanted immediately—TV engineer, first phone. Studio operation and maintenance. Good opportunity. Reply Box 1510, Springs Road, Jackson, Michigan 49530, or call 517-783-8281.

Technical—(Cont'd)

Asst. chief engineer—TV transmitter and/or VTR maintenance required, plus ability to help in supervising operation of 14 years or equivalent experience. All-color operation, established U in all-midi market. Reply Box A-28, Chief Engineer, WYKT TV, Lexington, Ky., 606-257-2717.

Wanted 3 first phone engineers, no experience necessary. Full time, permanent. Salary range $15,000 to $25,000.00 plus residence. Must have excellent experience and must be past experience prime requisites. Applicants must furnish their references of experience. Box B-155, BROADCASTING.

Announcers

Wanted immediately... mature, experienced announcer for TV and radio station. Reply Box A-253, BROADCASTING.


Studio engineer with first phone-permanent position. Contact Ray Krueger Chief Engineer, WCTV, 5003 Park 18th St., Mobile, Illinois 36625.

Immediatly openings for qualified technicians and operators. Must have experience and maintenance of 3 and 4½ I.0. cameras, monochrome and color film camera systems, TV Tape operator—solid electronic theory background, must have excellent experience and duplci- nation operation, night shift. Will consider recent trade school graduates. Opportunity to work towards college degree. Send resumes to Personnel Division, Indiana University, Bloomington.

Mr. AM broadcast engineer with 1st class license do you want to move into TV engineering with network and modern equipment in medium sized market? If you have two years solid experience within the last eighteen months technical schooling and are located within three hundred miles this South Central market, you may be the one. Experience preferred. Contact Program Director.

Engineering-technician. Ground floor opportunity to assist in installation, maintenance and operation of pioneering audio-video data access retrieval systems. CCTV, CATV, videotape, color, video and audio recording, and associated equipment. Minimum 3 years technical experience required. Salary range $100 to $150 per week. No nights or weekends. College fringe benefits. Inquire Personnel Division, Grand Valley State College, Allendale, Michigan 49401.

Engineering-technician. Must have some technical training. Send resume to Box B-28, BROADCASTING.

News

News director for Midwest radio and TV in competitive market. Excellent opportunity. These regional stations have excellent new equipment. Send complete resume and photo to Box A-231, BROADCASTING.

News assignment editor—take charge of one of the South Florida's largest, most aggressive staff. Pioneer station that offers unlimited professional experience and personal opportunities for top experienced TV newsmen. Box B-155, BROADCASTING.

Top rated all color news operation needs reporter-writer-photographer-announcer. In form of 1 man. Will consider radio experience. Minimum 3 years experience in medium Midwest market. Box B-157, BROADCASTING.

Expanding news operation in the nation's 34th market is looking for a competent TV junior with authoritative on-camera delivery. The man we are seeking must have an enthusiasm for television and must be able to develop his own stories for newscasts and documentaries. Send tape and resume to News Director, Box B-168, BROADCASTING.

Still looking for newsmen. Write, report and shoot film for TV-Radio. Send resume, tape and photo to Ed Huct, WTRC, Elkhart, Indiana.

Production—Programing, Others

Radio-TV spots sports director for major south-eastern market. Radio play-by-play, football and basketball. TV sportscasts. Un- limited personal opportunities for dynamic broadcaster. Send resumes, salary requirements, qualifications. We'll call if interested. Box A-515, BROADCASTING.

Combined TV-FM-AM station in Iowa needs a young, aggressive program director with a good job offer. Previous experience not essential. Box B-175, BROADCASTING.

Wanted: 25 to 35 year old female personality to co-host Panorama on WTTG(TV), Washington. Must be trained in Journalism. Salary in excess of current preferred. Contact Program Director.

Situations Wanted—Management

Television/Radio executive, young, family man, age 45, wants out of New York rat race. Over 20 years experience all phases in sales, programming, promotion, management. Will do solid TV sales with some announcing. Have on camera experience. Now in market of 110,000. With larger market. Fourteen yrs. experience. Now consider any locale. Box B-143, BROADCASTING.

Sales

Looking for a really good salesman? You're talking to one! I never met an account I couldn't sell. 30. Now in radio. I'm looking for solid TV sales with some announcing. Have on camera experience. Now in market of 110,000. With larger market. Fourteen yrs. experience. Now consider any locale. Box B-143, BROADCASTING.

Announcers

Sports announcer... dynamic adlibber, play-by-play, color, play-by-play on college basketball, football, baseball and golf. Nitty sportscasts... dynamic play-by-play with some announcing. Box B-70, BROADCASTING.

Program—Operations manager, top ten station. Know studio, production, operation, and recording. Must have background in engineering industry. Box B-75, BROADCASTING.

Seeking TV station/organization to utilize 25 yrs. experience in advertising and promotion. Has network experience at local level. Strong creative administrator in programing with emphasis on high interest special events, sports, documentaries. On the street sales experience. Active in closed circuit TV. Has extensive industrial experience. Marketing. Early 40's. Shortly concluding contract with major TV station as programing and executive advisor. Interested in foreign government. For further information, contact Box B-60, BROADCASTING.

UHF station manager interested in joining top rep firm. Experienced all phases, production, promotions. Box B-144, BROADCASTING.

Production—Programing, Others

Radio-TV spots sports director for major south-eastern market. Radio play-by-play, football and basketball. TV sportscasts. Un- limited personal opportunities for dynamic broadcaster. Send resumes, salary requirements, qualifications. We'll call if interested. Box A-515, BROADCASTING.

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Program—Operations manager, top ten station. Know studio, production, operation, and recording. Must have background in engineering industry. Box B-75, BROADCASTING.

Seeking TV station/organization to utilize 25 yrs. experience in advertising and promotion. Has network experience at local level. Strong creative administrator in programing with emphasis on high interest special events, sports, documentaries. On the street sales experience. Active in closed circuit TV. Has extensive industrial experience. Marketing. Early 40’s. Shortly concluding contract with major TV station as programing and executive advisor. Interested in foreign government. For further information, contact Box B-60, BROADCASTING.

UHF station manager interested in joining top rep firm. Experienced all phases, production, promotions. Box B-144, BROADCASTING.
TELEVISION

WANTED—Equipment


MISCELLANEOUS—(Cont.)

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed under Broadway, Variety, Show-Biz Comedy Service—713 East 38th St., Brooklyn, N. Y. 11292.

Are you tired of low pay and bad weather? Join the sunny Sarasota and Sunny California radio stations. First Class Radio Telephone License in only six weeks, fully approved, $10.00 tuition, $110.00 deposit free. Rooms & apartments $10-15 per week. Classes begin Mar. 11, Apr. 11, May 11, June 11, 1956—$85.00 per week. Phone Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California.)

TELEVISION

Situations Wanted—News

Television radio news announcing. Commercial 21 years experience. Writing, Editing. Box 116, BROADCASTING.

FOR SALE—Equipment

Radome, 8 foot, fiberglass, heated. Andrews 16 KW, 20 kw in perfect condition. Unused. $150.00 each. Sierra Western Electric, Box 4968, Oakland, Calif. 94623 415-835-3097.

Priced for quick sale—12 kw UHF transmitter. General Electric type TT-35-A. Presently operating. Buyer call or write WCTC, 2222 Chickasaw St., Cincinnati, Ohio 45212.

New 20 kw towers, copper wire for ground systems, etc. Nationwide service. Associated Tower Service. (302) 563-5681.

Translator—Amateur band where antenna should be best coverage, not where power line happens to be. Use the TETRA-8000. No moving parts, simple to operate, leave unattended. General Radio Instrument Corp., Thermoelectric Division, Box 344-B, Hicksville, New York 11802, 516-651-400, ext. 260.

Pair RCA 448X Broadcast Microphones $120 each. Good operating condition. Phone 614-276-1414.

Leaves tape recorders, will take trade and finance. 10761-35, Miami, Florida 33151.

FM transmitters: ITA 3/5/7, 5 kw, $4,500.00; GE 3 kw, $2,500.00; RCA 1 kw, $1,500.00; ITA 300 kw, $17,000.00. Box 650, Lebanon, Tennessee, 615-444-6555.

Audio consoles complete with re-recording equalizers, compressor, three outputs in- cluding full controls, patch board included. Other associated equipment all in good condition. 212-PL-7-8885, Box B-154, BROADCASTING.

Television transmitters monitors, tube, microphone, camera, audio, Electro- find, 440 Columbus Ave., N.Y.C.

MISCELLANEOUS


Deejays! 6000 classified gag lines, $5.00. Comedy catalog free. Ed Corder, Box 3930, Mariposa, Calif. 95338.

"365 Days of laughs"—Daily radio gag service—100% quality oriented. Each gag guaranteed to be original. Sample a month $3.00. Box 3758, Merchandise Mart Sta., Chicago 60604.


INSTRUCTIONS

FCC License and Electronics Degree at the Elkins Radio Institute. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2903 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Fully approved. Contact your nearest Elkins Institute. Write Elkins Institute, 1136 Spring Street, Atlanta, Georgia 30306.

The Masters, Elkins Radio License School of New Orleans, a nationally accredited school, put your entire course in all First Class license curriculum. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 2603 Inwood Avenue, New Orleans, Louisiana 70130.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory training. Fully approved for Veterans Training. Elkins Radio License School of Chicago, 226 Main Street, Mount Prospect, Illinois 60056.

First Class License in six weeks. Highest rating license in the country. Theory and laboratory training. Approved Veterans Training School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

ANNOUNCING, PROGRAMMING, PRODUCTION, NEWS, CRAFT, SPOTCASTING, CONSOLE OPERATION, DISK JOCKEYING, AND ALL PHASES OF RADIO AND TELEVISION. diplomas awarded by a fully approved, independent, non-profit educational institution. Write Elkins Institute, 2903 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans, low-cost dormitory facilities at school. Reservations required. Enrolling now for April 10-June 26. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647.

Elkins is the nation's largest and most re- spected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2903 Inwood Road, Dallas, Texas 75235.

Radio, TV, and FM. Designed for radio operators. Update your knowledge of the radio and TV business. Free catalog. Orben Comedy Books, Atlantic Ave., Brooklyn, N. Y.

R.E.I. in the center of the U.S. can train you for the First Class Radio Telephone license in only six weeks. Fully approved. Rooms & apartments $10-15 per week. Classes begin Mar. 11, Apr. 11, May 11, June 11, 1956—$85.00 per week. Phone Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California.)

Are you tired of low pay and bad weather? Join the sunny Sarasota and Sunny California radio stations. First Class Radio Telephone License in only six weeks, fully approved, $10.00 tuition, $110.00 deposit free. Rooms & apartments $10-15 per week. Classes begin Mar. 11, Apr. 11, May 11, June 11, 1956—$85.00 per week. Phone Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California.)

"Yes it's new" R.E.I. at 800 Caroline Street, Fredericksburg, Virginia. Five of the most famous (5) week course for the 1st Phone License that makes it dependable. Call 272- 1411. Tuition and class schedule is the same for all R.E.I. schools.
INSTRUCTIONS—(Cont'd)

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, Detroit, Atlanta, Minneapolis, Denver, Seattle, Memphis or Los Angeles. Sixteen years FCC license teaching experience. Proven results. For references and reservations write, Bob Johnson Radio License Instruction, 1066D Duncan, Manhattan Beach, Calif. 90266. Individualized instruction. First phone 4-6 weeks. Guaranteed. Broadcast Engineering Academy, Box 5241, St. Louis 63136.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.


RADIO

Help Wanted—Management

BUSINESS MANAGER

Corporate growth has created the need for a Business Manager to act as executive assistant to the President of a New York headquartered broadcasting sales rep. company. The job includes directing all financial and administrative functions of the organization, including budget, sales forecasts, financial reports, personnel, etc. Candidate should present five years of progressively responsible financial and administrative experience, preferably with a broadcasting or advertising organization. Send complete confidential resume, including salary history, to Mr. R. Lasker, President, Avo Radio/Television Sales, Inc. 415 Madison Avenue, New York, New York 10017. An Equal Opportunity Employer (M/F).

Help Wanted—Sales

MR. RADIO STATION OWNER OR MANAGER

We sell your r.o.s. unsold time! Roberts Advertising Inc. has been selling air time for 33 satisfied radio stations for over five years. We sell for only one station in a market, and you must be within 600 miles of Chicago. Roberts salesmen will sell their proven program during a two week campaign once a year. We do all the work—all you do is log and air the spots. Your r.o.s. unsold time will mean big profits to you once each year, plus additional accounts and leads for your salesmen. Call collect: Area Code 312-743-5056 or write for station references in your area and details. Roberts Advertising Inc., 2705 W. Howard Street, Chicago, Illinois, 60643.

Help Wanted—Announcers

ANNOUNCER

#1—50,000 watt
Top Ten Market
MOR

looking for outstanding early-evening personality to complement our morning man. Send tape and resume to:

Box B-133, Broadcasting.

ANNOUNCER—TOP 40

Midwest Metro Market—Needs bright sounding young man to continue with Number One ratings. Tape and details to

Box B-137, Broadcasting.

SALES PROMOTION

ADVERTISING DIRECTOR

We're a top New York radio station looking for a top sales promotion/advertising director. The right candidate must be a seasoned sales-oriented pro with a creative flair for developing strong SELL material. You will, of course, be responsible for all advertising and marketing.

It's a great opportunity. The salary is as good as you are so send us your resume immediately.

Box B-169, BROADCASTING.

An equal opportunity employer

MR. OWNER . . .
WE RECRUIT TOP MANAGEMENT PERSONNEL

GENERAL MANAGERS
SALES MANAGERS
BUSINESS MANAGERS
PROGRAM DIRECTORS
PRODUCTION MANAGERS
NEWS DIRECTORS
CHIEF ENGINEERS

May We Confidentially Represent Your Station?

Nationwide Broadcast Personnel Consultants

645 NORTH MICHIGAN AVENUE CHICAGO 60611 AREA CODE 312—337 5318

BROADCASTING, February 12, 1968
ADVERTISING-PROMOTION MANAGER

One of America's leading broadcasting companies is seeking an experienced media advertising and promotion specialist. You will have complete administrative and creative responsibility at a major metropolitan market station and report directly to the General Manager. We are willing to pay top salary in industry to right individual. Since we own several broadcasting properties and related enterprises your growth potential is unlimited. Give us complete details of your training and experience. We will include salary requirements in your first letter. We will keep your application confidential.

Box B-152, Broadcasting.

Situations Wanted
Sales:

NEED SALES REP
MINNESOTA, WISCONSIN, MICHIGAN, ILLINOIS, INDIANA, IOWA, DAKOTAS

Major group is seeking an experienced, photogenic newsman. CBS affiliate, major market station in southwest. Excellent advancement opportunities, good salary. Send snapshot and details to

Box B-148, Broadcasting.

TELEVISION
Help Wanted
Sales

EXCEPTIONAL SALES PROMOTION OPPORTUNITY

Major group TV station in top five market invites experienced, imaginative individual to join growing creative team. Your target: Retail and national sales development for a station investing heavily in program and commercial production. Send confidential resume with sales promotion samples and salary requirements to

Box B-140, Broadcasting.

An equal opportunity employer.

Assistant Production Supervisor

Excellent opportunity for Assistant Production Supervisor at WHAS-TV, Louisville. Responsibilities would include supervision of seven or eight man Floor Department. We will shortly move into new studios with best color facilities available. Welcome creative applicants who have had experience in color lighting. Salary open. Forward vital statistics along with reasons why you feel you are qualified to handle this assignment to:

Mr. Alan Wilson
Administrative Assistant in Employee Relations
WHAS-TV
525 W. Broadway
Louisville, Kentucky 40202

FOR SALE—Equipment

1 RCA TP1-79J4LS Antenna (Ch. 27) with 55 degree electrical beam tilt. Good condition (150WKR 1.1 to 1 or less)
28 sections RCA MT 10609 UHF Trans. Line, 136 inch—20 ft. sections
Contact: R. J. Wickham, Dir. of Eng. WKKD-TV
Madison, Wisconsin 53701

Assistant Production Supervisor

Excellent opportunity for Assistant Production Supervisor at WHAS-TV, Louisville. Responsibilities would include supervision of seven or eight man Floor Department. We will shortly move into new studios with best color facilities available. Welcome creative applicants who have had experience in color lighting. Salary open. Forward vital statistics along with reasons why you feel you are qualified to handle this assignment to:

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28 sections RCA MT 10609 UHF Trans. Line, 136 inch—20 ft. sections
Contact: R. J. Wickham, Dir. of Eng. WKKD-TV
Madison, Wisconsin 53701

NEWSMAN WANTED

Major market station in southwest, CBS affiliate, has immediate opening for professional newswoman. Excellent advancement opportunities, good salary. Send snapshot and details to

Box B-156, Broadcasting.

Lawrence Radiation Laboratory with over 5600 employees is located in the San Francisco Bay Area and is engaged in virtually all phases of nuclear energy research.

TV ENGINEER

To engage in engineering and design of experimental and special application closed-circuit systems and modification of existing systems. Requires a minimum of two years' engineering and operating experience in all phases of TV transmission and reception, including closed circuit TV. BS or MS.

For further information please send resume to Mr. Dan McGee, Personnel Department

Lawrence Radiation Laboratory
University of California
P. O. Box 808, 67-28
Livermore, California 94550
An Equal Opportunity Employer U.S. Citizenship Required

BROADCAST FIELD ENGINEERS

RCA

If you have experience in the maintenance of UHF or VHF transmitters, television tap 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, 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. We are an equal opportunity employer.

MISCELLANEOUS

HOW TO GO PUBLIC

and still retain control (as much as 80% if desired) of your business. All inquiries handled confidentially.


WANTED TO BUY—Stations

WANT TO BUY

A.M. Radio Station by individual. Single station market preferred. California or southwest area.

Box B-148, Broadcasting.

FOR SALE—Stations

LaRue Media Brokers Inc.
116 Central Park South
New York, N. Y.
212-246-3400

G. Bennett Larson, Inc.
R.C.A. Building, 5363 Sunset Blvd., Suite 701
Hollywood, California 90028-213/469-1171

Radio—TV—CATV

BROKERS-CONSULTANTS
BROADCASTING, February 12, 1968

FOR SALE Stations Continued

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<tr>
<th>Wis.</th>
<th>small fulltime</th>
<th>210$ cash</th>
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<td>Wyo.</td>
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<tr>
<td>Ala.</td>
<td>medium fulltime</td>
<td>150$ 29%</td>
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<td>M.W.</td>
<td>meter 47% VHF 1$ cash</td>
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<td>M.W.</td>
<td>coasta. daytime</td>
<td>175$ terms</td>
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<td>Ore.</td>
<td>medium fulltime</td>
<td>175$ 29%</td>
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<td>Calif.</td>
<td>Gulf meter daytime</td>
<td>175$ terms</td>
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<td>Calif.</td>
<td>S.E. meter daytime</td>
<td>100$ 29%</td>
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<td>Calif.</td>
<td>East major profitable</td>
<td>600$ 29%</td>
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CHAPMAN ASSOCIATES
media brokerage service*
2045 Peachtree Road
Atlanta, Ga. 30309

(Continued from page 69)

following VHF translator stations: K11DO and K13AB both Ensign, Utah.

■ Broadcast Bureau granted renewal of licenses for following VHF translator stations: K12DE and K129L both Emery, Utah.

■ Broadcast Bureau granted renewal of licenses for following UHF translator stations: K13AH McGil, K75AF Ely and K52IA Ely, both Nevada.

CATV

FINAL ACTIONS

■ Commission has authorized Alice Cable Television Corp, Alice, Tex., to add distant television signals to its operation, as requested by company in notifications July 7 and August 15, 1966 under sec. 74.1105 of rules. Action Jan. 31.


OTHER ACTIONS

■ Review board on Feb. 2 in Toledo, Ohio, CATV proceeding. Denial of motion to reconsider order filed Jan. 8 by Buckeye Cablevision Inc. and dismissed as moot motion expired. Order filed Jan. 8 by Buckeye Cablevision Inc. Board member Herbert Sharfman, concurring, Board member Nelson absent.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunninham in Winchester, Ky. (Toll-Deposition of Winchester Inc.) CATV proceeding, designated Examiner David I. Kraushar to serve as presiding officer; scheduled prehearing conference for Feb. 20 and hearing for March 7 (Docket 21580). Action Jan. 31.


■ Hearing Examiner Elizabeth C. Smith on Feb. 1 in Toledo, Ohio (Buckeye Cablevision Inc.) CATV proceeding, ordered that interrogatories served by Buckeye Cablevision Inc. on D. H. Overmyer Telecasting Inc. on Jan. 16, be suppressed (Docket 17882).
COMMUNITY ANTENNA ACTIVITIES

The following are activities of community antenna television reported for BROADCASTING, through Feb. 7.

Reports include application for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Indicates franchise has been granted.

King City, Calif.—Robert McVay owner of KRKC King City, has applied for a franchise.

Hammond, Calif.—Nation Wide Cablevision (multiple CATV owner) has been granted a franchise in the first year of the operation of the city will receive 5% or not less than $1,500 of the firm's gross annual revenue; this increases over five years to 6% or not less than $12,000. Percentage to city is contingent on the number of subscribers.

San Dimas, Calif.—International Cablevision of Southern California, has been granted a 15-year franchise.

Fluvanna, Va.—Fluvanna has been granted a 20-year franchise.

Junction, Ill.—Junction has been granted a 20-year franchise.

Installation and monthly fees for the five-channel system would be no more than $148.50 and $5.95, respectively.

An extra $1 a month will be charged for each additional outdoor. City will receive 75% of firm's annual gross revenues up to $80,000 and up to 10% on revenues over $145,000 a year for $5,500. Principals: William J. Dowdell, Ralph C. Allinger, William J. Heidrich and Everett A. Radley to WIBQ FM, to own and operate a television station.

Effingham, Ill.—Limestone Oil Co. has agreed to buy Effingham Cable Co. for 60,000 shares of Limestone Oil 30-cent cumulative convertible preferred stock. Effingham is a publishing company, Gencce Inc., Austin, Texas (multiple CATV owner).

San Marcos, Mass.—Cablevision Corp. of America (multiple CATV owner), Vermont Television Corp. of Boston, has applied for a franchise.

Bismarck, N.D.—Cablevision Corp. of America has proposed installation and monthly fees of $15 and $4.95, respectively. The MNF firm would pay the city 5% of its annual gross revenues and install a 20-channel system.

Bemidji, Minn.—Midwest Radio Engineers has been granted a franchise. Monthly fee for the 12-channel system will be $5.50. City will receive 5% of firm's net annual gross up to $1,000 installations and 7% for all above 1,000.

Kewanee, Neb.—Midcontinent Broadcasing Co. (group broadcaster and multiple CATV owner) has applied for a franchise.

Installation and monthly fees for the six-channel system would be no more than $25 and $5, respectively.

Ambridge, Pa.—Frontier Television Inc. (Alfred E. Anscombe, president) has been granted a franchise. Monthly fees will be from $15.50 to $35.50 with a $15 installation charge. City will receive percentage of revenue which will increase with 5% to 5,000 subscribers and going up to 10% for more than 5,000.

Boonville, N. Y.—Adirondack Cablevision Inc., Boonville, a subsidiary of Lebar- Friedman (multiple CATV owner) has been granted a 25-year franchise.

Installation and monthly fee in 1970 is $7.50 and $2.50 per month. City will receive 3% of the annual gross income.

Roanoke, Va.—Clearview Cable TV Co. (Carl A. Ormsby, president, owner) has applied for a franchise.

Salina, Va.—Clearview Cable TV Co. (Burlington Communications, owner) has applied for a franchise. Installation and monthly fee would be $12 and $3 for the first two years, respectively. Firm offers a seven-channel system.

Whatcom county, Wash.—Bellingham Broadcasting Co. (Delta Cable, owner) has each been granted a franchise.

Belling- ham, Wash.—Bellingham Broadcasting Co. (Delta Cable, owner) has each been granted a franchise. Belling- ham, Wash.—Bellingham Broadcasting Co. (Delta Cable, owner) has each been granted a franchise.
OVER a decade ago, when the broadcasting industry and its legion of lawyers were being rocked by the ex parte scandals, a group of younger communications lawyers planned to confront their elders with this crack in the ethics of their profession. They didn’t go through with their plan principally because they were talked out of it by older conferees, and also because they weren’t sure how to prosecute their cause.

Today, Ben Fisher, one of those legal fledglings, is president of the communications bar—between those lawyers whose practice is founded on a pragmatic approach to communications law, involving in many instances a relationship with clients that transcends mere legal advice, and those who strive to follow strictly the precepts of the canons of their profession.

“We are not,” Mr. Fisher said then, in the forthright manner that is as much a trademark as his pleasant disposition, “a trade association. We are not captive counsel of an industry. We are professional members of the bar, charged by our own canon of ethics to act in a representative capacity only.”

Last month, Mr. Fisher was impelled to remind FCBA members that legal ethics prohibit references, in announcements by a firm, that it, or any of its members, specializes in administrative law. He has also warned about law firms participating in their own behalf before the FCC and about practitioners holding financial interests in broadcast stations.

Tough Question • Mr. Fisher also inherited, when he assumed the FCBA presidency, the sticky issue of FCC guests and FCBA functions. Since the association was formed 30 years ago, it had been the custom to have individual lawyers and firms invite members of the commission and their staff to FCBA banquets and outings. Last year, some 300 FCC members and employees were guests of the association at annual fall outings, a move that is felt to overcome the challenged practice of having them as guests of individual members. The problem, however, still remains.

One of Mr. Fisher’s colleagues who has been on both sides of FCC practice referred to him the other day as “a gentleman in the practice of law.” Another commented that he “exudes trust and confidence.” Both indicate that the regard with which his fellow lawyers hold him. But it would be an error to consider him a priggish Galahad be-
EDITORIALS

Case is still open

The upsurge in new network television advertisers in 1967, reported elsewhere in this issue as compiled by Broadcast Advertisers Reports, invites the quick conclusion that here at last is evidence to prove the argument that network competition is the big villain in spot TV's slowdown in 1967. After all, when 85 advertisers who used no network television in 1966 show up on networks in 1967, as compared with only 40 such additions the year before, there must be something aggressive afoot, mustn't there? Maybe so. But the evidence currently available does not confirm the argument. We checked the Television Bureau of Advertising's 1966 spot records and found that of the 85 who didn't use network in 1966, 39 didn't use spot either. Of the rest, only 15 spent $1 million or more in spot; they accounted for $53 million in spot—and, in 1967, $11 million in network.

Unfortunately 1967 spot estimates by advertisers are not yet available. Only when they are—in a month or so—can there be comparisons that will show whether there was in fact any real siphoning from spot to network in 1967.

Fair enough

The extent to which pressure groups are learning to use the FCC's fairness doctrine was evident in three decisions issued by the agency on Feb. 2 (Broadcasting, Feb. 5). In the decisions such disparate organizations as the leftist DuBois Clubs of America, the rightist John Birch Society and the Democratic State Central Committee of California were given access to air time.

All of these decisions were made in the cause of promoting robust debate on issues of importance. That is a cause that must indeed be served, but it will be less served than frustrated by continued intrusion of the government into programming judgments.

The cumulative effect of fairness-doctrine cases at the FCC must inevitably inhibit broadcasters from venturing into controversy. The natural disinclination of broadcast management to antagonize the establishment in its community will only be accentuated by the knowledge that the FCC lies in wait to give away valuable broadcast time.

Fairness is of course a widely admired principle, and a doctrine adopted in its name cannot easily be faulted in its motivation. But however admirable the principle of fairness, it must always be subordinate to the larger principle implied in the First Amendment which explicitly commands that the Congress shall pass no law abridging the freedom of speech or of the press.

Sometimes the FCC has acted as though it were less subject than the Congress to constitutional restraints. Such an action was the agency's adoption of its fairness rules which are now under attack in the courts. A ruling a fortnight ago by the Supreme Court just might foretell the end of the FCC's fairness dogma and apparatus of enforcement.

As reported in this publication last week, the Supreme Court decided to postpone consideration of one fairness case that had reached it through the lower courts until another case of larger consequence is decided by an appellate court in Chicago. The case now in the highest court involves a broadcast by the Reverend Billy James Hargis on WGGG-AM-FM Red Lion, Pa. The case for which the Supreme Court has now elected to wait is a frontal attack on the FCC's fairness rules by the Radio Television News Directors Association, CBS, NBC and others. This case is now before the U. S. Court of Appeals for the Seventh Circuit in Chicago.

For the FCC's militant believers in government control the Supreme Court action came as bad news. The case now in Chicago is a serious challenge to FCC authority, has been prepared by lawyers of great reputation and will be argued for RTNDA by Archibald Cox, former solicitor general of the United States. The combination is as formidable as any that is likely to confront the FCC and the incumbent solicitor general who must argue the commission's case.

But now it's a fair fight in the courts—as it would not have been if the Supreme Court had followed the government's advice to proceed with the Red Lion matter. Funny how fairness can be forgotten when personal advocacies are at stake.

Found weekends

Why not uniform Monday holidays? That's one legislative project which finds both industry and labor behind it along with a vast majority of the electorate. They've started the ball rolling in New York state where the assembly last week approved a bill to create more three-day weekends by moving five legal holidays that fall in midweek to the following Monday.

Uniform Monday holidays should improve employee morale, production and probably sales.

Both federal and state action is needed to attain the result. Congress would legislate for the federal establishment in Washington and in the field. But the states would have to implement their own laws, as was done by the New York legislature. Action by Congress unquestionably would encourage states to follow through.

The Smathers Bill (S. 1217, introduced last year) proposes that Washington's Birthday (which would be redesignated President's Day), Memorial Day, Independence Day, Veterans Day and Thanksgiving henceforth would fall on specified Mondays. There are slight variations of the Smathers plan proposed in other bills that have been introduced in the House.

We hope industry and labor will get behind the pending legislation now. In our view it's bound to happen, so why not this year?

"You make a lousy cup of coffee. Don't you ever watch those TV commercials?"

Drawn for Broadcasting by Sid Hix