Radio, TV meet the challenge of a national crisis. p23
TV networks' profits in 1967 drop 14.2%. p32
But BAR estimates network TV up 4% for first quarter. p36

Any kid who owns a Tom Mix ring today, is pushing forty.
Warren Bahr remembers those good old radio days. Yet he'd rather buy time on radio's new programs. He knows that 180,000,000 listeners are spending billions of dollars on products which commercials sell on modern day radio. So to any smart advertiser pushing forty, Tom Mix is just a good memory.

Edward Petry & Co.
Banker,
broker,
railroad man,
grocer,
builder,
librarian,
fireman,
mayor,
nurse,
police,
doctor,
lawyer,

No matter what your business, it involves moving information. Voice. Video. Or data. And nobody knows more about moving information than the people who run the largest information network in the world.
The Bell System.
That's why we keep a man on our payroll who specializes in your business. The Bell System Communications Consultant. He knows how to help your company plug into the world's largest information network.
Call him in soon. Let him show you how!
Availabilities!
Blair!
Capital Cities!

KTRK ~ TV
Houston

The Right combination!
Both have helped make Pennsylvania famous

Wheatland, home of President James Buchanan, is one of the important historic landmarks of Pennsylvania, located in Lancaster. President Buchanan purchased the home in 1848 and lived there until 1857. After his term as president, he returned to Wheatland where he lived until his death. The mansion, in its approximate original condition, with authentic pre-Civil War furniture, receives many thousands of visitors yearly.

Just as this stately landmark brings distinction to Pennsylvania, WGAL-TV also attracts attention to the Commonwealth. WGAL-TV was the first television station to be founded in its great, multi-city region. Channel 8 was also first to bring full-color to its area. Today, with a high-ranking 30% color penetration*, advertisers can depend upon WGAL-TV for consistent and rewarding results.

**WGAL-TV**

Channel 8 • Lancaster, Pa.

*Based on Nov. 1967 ARB estimates for both metro area and ADI; subject to inherent limitations of sampling techniques and other qualifications issued by ARB; available upon request.

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco
Summit meeting

Organized effort to resist broadcast-spectrum raid is developing in wake of Chicago convention of National Association of Broadcasters. Next week it's expected that emergency committee, headed by NAB President Vincent T. Wasilewski, and Association of Maximum Service Telecasters President Jack Harris, KPRC-AM-TV Houston, will call on heads of networks seeking their participation in all-industry joint effort. Others tentatively in delegation are Willard E. Walbridge, Capital Cities vice president and general manager of KTRK-TV Houston, and Lester W. Lindow, executive director of AMST.

With NAB committed to contribution of $100,000 and AMST to raise possibly half that amount through special assessment voted at Chicago meetings, group is expected to ask three TV networks to contribute at least equal amount. This fund presumably would be supplemented by assessments from other trade groups identified with station ownerships and therefore having stake in preservation of entire broadcast spectrum range. Also to be considered will be setting up of Emergency Council, including all segments of broadcasting, to direct counterattack on encroachments as well as to resist regulatory threats such as FCC's proposed duopoly (one-to-a-customer) rule.

Think tank

FCC is on verge of taking major—and, it's believed, unprecedented—step of engaging close study into current problems. It was soon invite bids on two-part project: (1) study of ways to relieve congestion in land-mobile frequencies and (2) analysis of mass of comments already filed with FCC's inquiry into future regulation of computer networks.

Word last week was that FCC has put off long-promised study into over-all demands on spectrum that may be created by sophisticated communications techniques that will require much of wide range of frequencies. Last July, commission proposed wide-ranging study. Now officials say that more specific problems must come first.

Organization men

Far from being discouraged about syndication prospects, producers and distributors of TV programing soon will consider formation of their own trade association, using Television Film Exhibit (TFE) as springboard. About half of 44 companies in field now are TFE members, and hope is to have all entities in field actively participate in project which would have full-time instead of voluntary executive group working from NAB convention to convention.

At Unger of Independent Television Corp., TFE's incumbent executive-committee chairman, queried all companies last week on convenient time for meeting in New York to postmortem convention activity and consider permanent organization. While traffic at Chicago TFE show was down, substantial business was sold and most syndicators are now following up with generally good results. Traffic drop-off was attributed largely to virtual elimination of giveaways and consequent flight of "freeloaders."

Image overseas

There's rebuilding to be done abroad as well as at home in wake of Martin Luther King assassination and civil disorders. United States Information Agency, which has made progress during past two years under direction of former broadcast attorney, Leonard Marks, has monumental task of retrieving American prestige even in western world. Communist front has seized opportunity to blacken U. S. as "jungle" and reportedly has incited vandalism at USA and other U. S. installations abroad.

Top of the line

There's seems no question as to what will be most expensive series on network prime-time schedule in 1968-69 season. None of the Game, 90-minute weekly series from Universal TV for NBC-TV has budget of $10 million allocated for total of 24 shows. This works out to more than $400,000 per show, figure believed to be considerably above what network is paying for series. According to Universal officials, some shows could cost as much as $1 million, others $400,000 or less but minimum of $10 million will be spent for 24 to be made, with three separate production units set up to make eight each.

Half price

Land-mobile radio users are fuming. They've just been told it'll cost them about $5 million to modify transmitters and receivers to meet FCC deadline of June 1 for narrow-banding urban systems. What makes them irate, it's said, is that expense may be closer if they finally get additional spectrum space from UHF area of TV, or sharing rights with TV in some of those bands.

Broadcasters are, of course, adamantly opposed to giving up any of their spectrum space, although position on sharing is unsettled at moment. Last February, FCC ordered mobile services to cut circuits in half, from 50 kc width to 25 kc (Broadcasting, Feb. 12).

Back again

Lincoln-Mercury Division of Ford Motor Co., Dearborn, Mich., which had fully sponsored Olympic coverage on NBC Radio last February, reportedly has signed for summer Olympic coverage on same network (Oct. 12-17 from Mexico City). For Grenoble winter events, NBC Radio scheduled 65-minute reports that originated in France. Kenyon & Eckhardt, Detroit-New York, is Lincoln-Mercury's agency.

Offshore deal

Soon to be announced will be all-inclusive contract covering construction, operation and training of personnel for Bahamas' first television service. Contract has been awarded to Bah-Tel Corp., subsidiary of Cimarron TV Corp., which owns koco-TV Oklahoma City. Contract, to run $2.5-$3 million, covers installations at Nassau (ch. 13) and Freeport (ch. 8) along with translators, plus operation of two AM stations and one FM now in existence on islands. New TV stations are expected to be on air by January 1969.

Negotiating contract for Cimarron was Ben K. Wett, executive vice president and general manager, who becomes president of Bah-Tel. Transaction was handled with Geoffrey Thompson, minister of internal affairs of native Pindling government, and Dr. George White, chairman of Bahamian Broadcast Commission.
THE PART THAT IS GREATER THAN THE WHOLE.

According to RADAR, if you buy a one-quarter sponsorship of NBC Radio’s NEWS ON THE HOUR, you’ll reach more different people than if you buy the entire Monday through Friday programming schedule of our principal competitor.

In fact, NEWS ON THE HOUR can take anyone—no wholes barred.

RADIO NETWORK

Source: Audience data are based on RADAR estimates, Spring 1967, a 4-Network Study, and are subject to the qualifications of this study which are available on request.
TV-radio win wide acclaim for riot coverage, hailed as important element in keeping violence from getting further out of hand. Explosive 10 days costs $5.65 million in pre-emptions plus $1 million for added personnel. See . . .

CRISIS MATURITY . . . 23

FCC data, usually out in late summer, show three TV networks and their 15 O&O's had 4.3% rise in total revenues last year, but 14.2% slump in profits before taxes to $160.2 million from $185.8 million in 1966. See . . .

NETWORK PROFITS DIP . . . 32

Broadcast Advertisers Reports estimates 1968's first-quarter levels will show six of top-10 TV network advertisers increasing their network investment over 1967. P&G, Bristol-Myers are down, however. See . . .

TOP 2 SPEND LESS . . . 36

MacManus, John & Adams Inc. set to merge with West, Weir & Bartel. Acquisition would put MJ&A billings at more than $130 million annually, moving it into top-15 advertising agencies in the country. See . . .

MJ&A TO ACQUIRE WW&B . . . 42


$1 MILLION FM SALE . . . 46

There wasn't a lot of new product at NAB convention this year, but equipment exhibits were biggest and splashiest yet. Good sales reported as increased attention was given to automated and other AM-FM gear. See . . .

BACK IN SPOTLIGHT . . . 55

Public Broadcast Laboratory, which took a good deal of flak its first season, may move into closer relationship with National Educational Television as they undertake joint coverage of this year's political events. See . . .

ETV POLITICAL SHOWS . . . 98

Two day delay in presenting two-and-a-half hour Academy Awards show costs ABC-TV estimated 13-million viewers. Hectic and tragic events of last 10 days cast slight pall over award ceremonies. See . . .

SHIFT HURTS OSCAR . . . 98

FCC tackles its first equal-time problem involving CATV system, but adroitly manages to resolve it without saying whether or not it has authority over CATV's in such cases, says system simply had been fair. See . . .

EQUAL TIME ON CATV'S . . . 99

Two TV's, two radio stations face total $6,000 in fines for airing contests declared lotteries. One cited is Pepsi-Cola contest which may be carried by number of other stations. FCC decision may have far-reaching effects. See . . .

FCC DRAWS LINE . . . 104

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Broadcasting, April 15, 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.
MEMO TO AD AGENCY:

give me a graphic illustration of the LIN Broadcasting Corp. additions since Jan. 1

how’s this?

You can illustrate a broadcast-based complex of communications related companies with building blocks. But, you can’t demonstrate dynamic synergism graphically. The LIN Broadcasting Corporation has grown spectacularly. Starting in 1961 with a single radio station, LIN has closed 1967 with aggregate sales in excess of $12,000,000, and projected sales for 1968 in excess of $25,000,000. Responsibility to communities — to clients — to co-workers — to stockholders — to suppliers. That’s LIN. If you would like a copy of our annual report, write us. Box 2701, Nashville, Tennessee.

* pending FCC approval
Cox, Johnson polling 59 Oklahoma stations

UNOFFICIAL LETTER ASKS ABOUT NEWS, PUBLIC AFFAIRS

FCC Commissioners Kenneth A. Cox and Nicholas Johnson on Friday (April 12) initiated study of how selected group of Oklahoma radio and television stations are serving their public, particularly in area of news and public affairs programming (CLOSED CIRCUIT, April 8,Broadcasting,March 18).

Survey is part of what Commissioner Cox says is effort to get colleagues to take license-renewal process "more seriously." Oklahoma stations' licenses are due for renewal by June 1.

Project includes letters to ABC, CBS, and NBC. Commissioners asked them to list news and public affairs programs they carried since Dec. 1, 1967, and to report on record of their Oklahoma television affiliates in clearing for them.

In addition, commissioners are making analysis of information already filed by stations in their license-renewal applications. They have indicated interest in stations' policies on commercials, programing, and staffing.

Letters were to licensees of all 13 TV stations in state, including three educational stations, and to 28 AM's and 18 FM's.

Commissioners Cox and Johnson have frequently been at odds with colleagues on renewal matters, generally on question of whether stations proposing relatively small amounts of news and public affairs should be queried further or their applications designated for hearing.

Commissioner Cox feels that information that staff is now instructed to provide is inadequate. He said last week that he and Commissioner Johnson hope to develop picture of state of service in Oklahoma, then will prepare memorandum on kind of license-renewal procedures they feel are indicated.

**Don't Have to Reply** Commission officials noted that survey is independent project of two commissioners, and not official action. Consequently, there is no legal obligation on part of stations to respond.

There was also question as to whether law requiring Bureau of Budget to pass on questionnaires issued by federal agency to more than 10 individuals applies to commissioners' letters. In view of Bureau's continuing review of agencies' activities, it seemed that commissioners' letters could trigger Budget inquiry into whether spirit of law is being violated.

Letters to stations referred to report of President's commission on civil disorders, and asked what programing had been presented to deal with problems on race relations discussed in report. President's commission referred to media's "failure" to report adequately on race relations and ghetto conditions.

**ETV's to be Negro voice?**

Methods to get educational TV stations to become the voice of "black community" were explored in top-level government, industry and ETV meeting in Washington Friday (April 12) (see page 29). Suggestions, which ranged from shows starring local Negro talent, programs on black community problems and African culture, employment services and legal aid, were presented to four-hour ETV workshop in New York Sunday (April 21).

**Bass Bros. get KAUZ-TV on 4-to-3 FCC vote**

Bass Brothers Enterprises got its fifth TV station Friday (April 12) when FCC announced approval of $3.1 million purchase of KAUZ-TV Wichita Falls, Tex.

KAUZ-TV was bought from Paul Harron, who owns WKTU TV Utica, N. Y., and recently bought WMW-FM TV-11-Po
poland Spring-Portland, Me., from enter
tainer Jack Paar for $5 million. Mr. Harron bought channel 6 Wichita Falls station from Sydney A. Grayson group in 1963 for $2.36 million.

Bass group, with Perry R. Bass as president, already owns KFDA-TV Amarillo, Tex.; and its two satellites, KFW-
TV Clovis, N. M., and KFDA-TV Sayre, Okla. All are VHF. Group bought KCST (TV) San Diego (ch. 39) last year for $1.1 million.

Commission approval was on 4 to 3 vote, with Commissioners Kenneth A. Cox, Nicholas Johnson and Robert T. Bartley dissenting. Latter said in statement: "...This is clearly a classic example of the continued concentration of control of this medium into fewer and fewer hands."

**Time's first newspaper purchase falls through**

Plans for Time Inc.'s acquisition of Newark Evening News have been "terminated because the principals were unable to conclude a final purchase agreement," officials of both companies announced Friday (April 12).

Deal would have paid Evening News Publishing Co. owners, Edward W. and Richard B. Scudder, about 325,000 shares of Time Inc. stock, valued at slightly more than $29 million when plan was announced two months ago, and Time also would have assumed $5 million mortgage (Broadcasting, Feb. 19).

New York Stock Exchange was not open Friday but Time Inc. stock closed Thursday at 100$, which would put value of 325,000 shares close to $32.8 million--appraisal of more than $3.6 million since acquisition plan was announced.

Scudder's ownership of WTVJ-FM Newark was never involved in deal.

Termination was announced in brief joint statement by Scudder Brothers and Time Inc. President James A. Linen. Spokesman noted acquisition had always been contingent on reaching final agreement and said failure to reach one was sole cause of breakdown. They said it was not related to reports of Justice Department investigation or to contingency on favorable tax rulings. Acquisition would have marked Time
Fred P. Shawn, VP and general manager of WJXS-TV Jacksonville, Fla., named executive VP of U. S. Communications Corp. (group owner), Philadelphia, effective April 29. P. A. (Buddy) Sugg, former executive VP of NBC in charge of owned and operated stations, came out of retirement to become consultant to USCC. (CLOSED CIRCUIT, March 11) elected to company's board and head of its executive committee. Robert F. Doty, operations manager of WVT(BTV) Tampa-St. Petersburg, Fla., appointed general manager of U.S. Communications Corp.'s WPHL-TV Philadelphia. Mr. Shawn, at one time an executive of NBC, was general manager of WSNM-TV St. Petersburg, Fla., before putting WJXS-TV on air in 1966. Mr. Ford noted that proposal is another reason for broadcasters and CATV operators "to recognize their common interests, to work together toward their mutual objectives."

Peter A. Dow, executive on Plymouth advertising account at Young & Rubicam, Detroit, appointed advertising manager of Chrysler - Plymouth Division of Chrysler Corp., that city. Mr. Dow will be responsible for supervising, guiding and coordinating planning and execution of all phases of Chrysler, Imperial and Plymouth car line advertising. Mr. Dow joined Campbell-Ewald Co., Detroit, on Chevrolet account in 1958 and moved to Y&R on Plymouth account in June 1966.

Inc.'s expansion from magazine and group-station operation into newspaper publishing. Spokesman said Friday Time was still interested in getting into newspaper business and hoped eventually to have several newspapers.

FCC proposal puts CATV stations in same boat

Broadcasters opposing FCC's stiff "one-to-a-customer" limit on broadcast ownership (see page 44) have found unusual ally in National Cable Television Association. In letter to membership NCTA, President Frederick W. Ford warned that this proposal is "danger to our industry."

"What is to keep the commission from saying tomorrow that you can't own a TV, FM or full-time AM station in the same market where you also own a cable television system?" he said. Restriction would also hinder "well-qualified individuals who risked their money" to develop TV from investing in cable.

Mr. Ford noted that proposal is another reason for broadcasters and CATV operators "to recognize their common interests, to work together toward their mutual objectives."

PKL's net is down; cancels dividend

Papert, Koenig, Lois, New York, in interim report to stockholders made available Friday (April 12) said it will not pay dividend for first quarter 1968, and that net income for three months ended Feb. 29 was down by almost 20%.

Past months have been tough for PKL: It lost Xerox, Quaker Oats accounts, among others. Last week, however, PKL was confirmed to handle political campaign of Senator Robert F. Kennedy (D-N. Y.) (BROADCASTING, April 1). Also, PKL said it added Philadelphia National Bank and Prince Matchabelli during quarter.

For three months ended Feb. 29:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
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<tbody>
<tr>
<td>Earned per share</td>
<td>80.10</td>
<td>89.11</td>
</tr>
<tr>
<td>Gross billings</td>
<td>9,875,520</td>
<td>9,442,744</td>
</tr>
<tr>
<td>Net income</td>
<td>73,974</td>
<td>91,265</td>
</tr>
<tr>
<td>Commission and service fee income</td>
<td>1,54,664</td>
<td>1,424,481</td>
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</tbody>
</table>

KY. CATV told to stop duplicating stations

FCC hearing examiner has found CATV system in Winchester, Ky., in violation of commission's nonduplication rules, and has ordered it to comply. Examiner David L. Kraushaar, in initial decision issued Friday (April 12), said Tele-Television of Winchester Inc.'s violation of nonduplication rules have been repetitive and have impeded commission's efforts to protect local UHF stations against effects of importation of distant signals.

Stations involved are WWTY-TV and WLEX-TV, both Lexington, Ky., which serve Winchester. They have since 1966 sought protection against duplication by network signals of stations in Cincinnati and Louisville.

Examiner said that stations had given system "proper and adequate notifications, in accordance with the applicable rule provisions," and that Tele-Television is "continuing in violation of the rules." He said system has not provided any justification for withholding cease and desist order.

Dixon, Turner on tap at Senate hearing

Windup of hearing on "failing newspaper" bill, featuring testimony from Paul Rand Dixon, chairman, Federal Trade Commission, and Donald Turner, antitrust chief at Justice Department, is scheduled for Tuesday (April 16).

In preceding sessions, Senate Monopoly Subcommittee members, under chairmanship of Senator Philip A. Hart (D-Mich.), probed deeply into newspaper ownership of broadcast properties (BROADCASTING, April 1). Messrs. Turner and Dixon are expected to discuss media concentration implications of bill and current FCC policies.

NBC gets NCAA tourney

NBC-TV has purchased TV rights to National Collegiate Athletic Association basketball championship tournament for next two years at estimated cost of more than $1 million.

Other bidders included ABC-TV, CBS-TV and Sports Network Inc., which has televised contest for last six years. SNL still plans to cover regional leagues during regular season and East-West all-star game.

NBC-TV is discarding past policy of running all games at night, has scheduled three rounds of tournament in 1969 on Saturday afternoons—March 8, 15 and 22, with semi-final round in prime time on Thursday, March 20.
Why WFAA-TV, Dallas/Ft. Worth Bought Warner Bros.-Seven Arts’

VOLUME 13

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All First Run Off-Network

"With the phenomenal audience reaction to movies on television, it becomes increasingly important for the station operator to evaluate his movie product under contract and examine all new features available. In our considered opinion, Warner Bros.-Seven Arts' Volume 13 will maintain the quality programming image built up by WFAA-TV over the years. This new Volume affords scheduling in any time period, be it prime time or otherwise."

Mike Shapiro
General Manager,
WFAA-AM-FM-TV

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DALLAS: 508 Park Avenue • (214) 747-9925
LOS ANGELES: 291 S. La Cienega Blvd., Beverly Hills • (213) 657-1771

BROADCASTING, April 15, 1968
A calendar of important meetings and events in the field of communications.

**APRIL**

April 15—Deadline for filing comments on FCC's proposed rulemaking that will permit type-approval of AM modulation monitors that do not incorporate indicating meters.

April 15—Foreign policy conference held by Department of State for editors and broadcasters. Speakers include Secretary of State Dean Rusk. Interested parties may request invitations from: Office of Media Services, Department of State, Washington, D.C. 20520.


April 16—Chicago chapter of The National Academy of Television Arts and Sciences' Salute to Canadian Television, featuring Canadian Consul General Stanley Allen. WMAQ-TV Chicago.


April 16-18—18th annual broadcast industry conference sponsored by San Francisco State College. Broadcast media awards are voted to entries of unusual merit in both radio and television. San Francisco State College, San Francisco. Inquiries about entry details should be addressed to Professor Benjamin Draper, Film & Television Department, San Francisco State College, San Francisco 94132.

April 17—Annual shareholders meeting of American Telephone and Telegraph Co. to elect directors and auditors and to act upon other matters. Boston.

April 17—Annual stockholders' meeting of General Telephones & Electronics Corp., to determine number of and elect directors; to consider and act upon proposal to amend certificates of Incorporation and upon proposal concerning cumulative voting and pre-emptive rights. Conrad Hilton, Chicago.

April 18—Luncheon meeting of Chicago chapter of The National Academy of Television Arts and Sciences, featuring as guest speaker David Sunskind on "What's Good About Television." Continental Plaza, Chicago.

April 18—Annual stockholders meeting. Time Inc. to elect directors, to eliminate limitations on number of directors and to transact other business. Time & Life Bldg., New York.

April 18—Special luncheon celebrating the 50th anniversary of the Broadcasting Executives Club of New England. The luncheon

is in honor of CBS-TV's Ed Sullivan, in his 30th year in the television industry. Sheraton Plaza hotel, Boston.

April 18—Annual spring convention of Oregon Association of Broadcasters. Speakers include Douglas Anello, NAB general counsel. Thunderbird motel, Eugene.

April 18—Annual spring convention of Oregon Association of Broadcasters. Speakers include Douglas Anello, NAB general counsel. Thunderbird motel, Eugene.

April 19—Annual spring convention of Oregon Association of Broadcasters. Speakers include Douglas Anello, NAB general counsel. Thunderbird motel, Eugene.

April 19—Annual spring convention of Oregon Association of Broadcasters. Speakers include Douglas Anello, NAB general counsel. Thunderbird motel, Eugene.

April 19—Eleventh annual Western Heritage Awards Presentation, sponsored by National Cowboy Hall of Fame and Western Heritage Center. Civic Center Music Hall, Oklahoma City.


April 23—Annual stockholders meeting. General Precision Equipment Corp., to elect directors, approve appointment of independent public accountants, and other business. Biltmore hotel, New York.

April 23—Annual stockholders meeting of Zenith Radio Corp. Chicago.

April 23—Annual stockholders meeting of Faede, Coke & Belting Inc., to elect directors, approve new class of 100,000 shares preferred stock, increase common stock to 4,000,000 and transact other business. Continental Plaza, Chicago.

April 23—Annual conference, Petroleum Industry Electrical and Instrument Contractors Association. Among speakers is Frederick W. Ford, president of the National Cable TV Association, who will speak on "Tomorrow's Technology Today." Galveston, Tex.

April 24—National convention of Alpha Epsilon Rho, national honorary radio-tele-

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**DATEBOOK**

- 1968 RAD REGIONAL SALES CLINICS
  - April 15—Minneapolis, Holiday Inn airport.
  - April 21—Kansas City, Mo., Sheraton Motor Inn.
  - May 22—Chicago, Sheraton Hotel.
  - June 14—Little Rock, Ark., Marion hotel.

---

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New York, 111 John - San Francisco, 505 Montgomery Chicago, 765 W. Jackson - Atlanta, 54 Peachtree, N. W.
THIRD WORLD NEWS ROUNDUP

(SUMMARY)

SOMETHING NEW ON THE FACE OF THE WORLD TODAY ... THERE REALLY IS LAND ACROSS THE WESTERN WATER.

THAT STORY -- PLUS REPORTS ON THE FLOGGING SCANDAL IN FALONICA AND THE RUG CRISIS IN PERSIA -- FROM UNITED PRESS INTERNATIONAL.

(NEW LAND)

FROM ACROSS THE WESTERN OCEANS ... A REPORT THAT THE SPANISH NAVIGATOR CHRISTOPHER COLUMBUS HAS DISCOVERED LAND.

THE THREE SHIPS COMMANDED BY COLUMBUS SENT A LANDING PARTY ASHORE ON AN ISLAND THIS MORNING. U-P-I CORRESPONDENT DON QUIGG WAS WITH THE SAILORS AND REPORTS COLUMBUS PLANTED THE FLAG OF SPAIN ON A BEACH AND CLAIMED THE ISLAND IN THE NAME OF THE SPANISH CROWN.

THE ISLAND IS POPULATED, BUT QUIGG REPORTS THE INHABITANTS DO NOT APPEAR ORIENTAL. HE SAYS THE ISLAND DOESN'T SEEM TO BE PART OF THE CHINESE EMPIRE. THE SPANISH ARE HOPING TO FIND A NEW TRADE ROUTE TO THE ORIENT IN ORDER TO BREAK THE PORTUGUESE MONOPOLY.

THIS MORNING'S LANDING -- MADE AT DAWN -- CLIMAXED A HARROWING MONTHS-LONG VOYAGE ACROSS MORE THAN FOUR THOUSAND MILES OF UNCHARTED OCEAN. THE THREE SHIPS EMBARKED FROM PALOS, SPAIN, ON AUGUST 3RD.

THE INHABITANTS OF THE NEW LAND REPORTEDLY ARE FRIENDLY -- THOUGH QUIGG REPORTS THERE WAS SOME FEAR AT FIRST THAT THE INVADING SPANISH MIGHT BE CANNIBALS. THE ISLANDERS SAY THEY HAVE A CONSIDERABLE CANNIBAL PROBLEM. THE NEW LAND IS CALLED GUANAHANI (GWAH-NAH-HAH'-NEE) BY THE PEOPLE LIVING THERE -- BUT THE SPANISH HAVE NAMED IT SAN SALVADOR.

(MORE) EC955ACS 10/12

ANTWERP 6 STOCKHOLM 0
CALEDONIA 3 ATHENS 0
MSR GA FLAX

NKR AUDIO

LO MSR
NKR GA
NKRAT

SECOND AUDIO ROUNDUP

25. :21 A-CARPINTHIA, FALONICA (AUGUSTUS TIBA) DESCRIBES FLOGGING (XXX ME AGAIN; SOBBING FADED).
26. :42 V/A GUANAHANI ISLAND IN NEW WORLD (DOC QUIGG W/NAVIGATOR CHRISTOPHER COLUMBUS) SPANISH DISCOVER NEW LAND, CLAIM FOR CROWN.
27. :40 V/A-GUANAHANI IS. (QUIGG W/SOUNDS OF LANDING PARTY ROWING ASHORE, NATIVE DRUMS) DESCRIPTION OF SPANISH LANDING AND ISLAND.
28. :50 A/GUANAHANI IS. (RAW SOUND FOR MIXING) SOUND OF SPANISH ROWING ASHORE, DRUMS, NATIVE CHANT (X X X CHANTING FADED).
29. :125 A/GUANAHANI (NUKO KOOWA, LOCAL RESIDENT) EXPLAINS APPREHENSIONS OF LOCAL POPULATION (X X X TO EAT 'EM).
30. :19 A/GUANAHANI (COLUMBUS) DESCRIBES LANDING (X X X FEET WET).
31. :43 V/A-LONDON (GEORGE LINDSAY W/PRINCE OF WALES) BRITISH COURT IN UPRAO OVER NEWS OF SPANISH DISCOVERY.
32. :41 V/A-ATHENS (ED INGLES W/GERORGIOUS PAPIODOU) PAPINDOU DESCRIBES HOW WILL WIN MIDDLEWEIGHT TITLE TONIGHT.

CD1101AES 10/12

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In 1968, more than 6,500 subscribers around-the-world count on that kind of reporting of history in the making now, from UPI.

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NETWORK SALES PRACTICES: the myth and the facts. Is the sponsor getting what he pays for?

WHAT IS HAPPENING IN THE SMALL MARKET? Indications are spot is down more seriously than it is in the larger markets. Can turning to local advertisers take up the slack? What do the reps suggest?

WHY GOLF? The cost per thousand is slightly higher than for other types of programming yet some sponsors buy golf shows year after year.

CAN LARGE AGENCIES ALSO BE CREATIVE? The current rash of small agencies, established on the premise that it takes a small agency to do a creative campaign, has several of the largest agencies attempting to prove otherwise.

WHAT'S HAPPENING ON DAYTIME TELEVISION? A few years ago the daytime schedule was pretty dull going but it's a different story today.

OTHER FEATURES will include Focus on Finance, Focus on Commercials . . . and the monthly Television Encounter—"Are Television Censors Overly Active?"

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Dwight Bailey

HOLLYWOOD
1680 N. Vine Street 90028 213-463-3148
Bill Merritt

Circulation: 12,000
Deadline: April 22

Rates

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Color $150 (AAAA)

TVB REGIONAL SALES CLINICS:

April 16—Omaha, Sheraton Fontana.
April 18—Houston, Kings Inn.
April 19—Jacksonville, Fla., Downtown Holiday Inn.
April 20—Minneapolis, Sheraton Ritz.
April 20—St. Louis, Sheraton Jefferson.
April 21—Charlotte, N.C., Holiday Inn.
April 21—Chicago, Continental Plaza.
May 3—Washington, Sheraton Park.
May 3—Detroit, Sheraton Motor Inn.
May 9—Columbus, Ohio, Sheraton Columbus.
May 10—Pittsburgh, Hospitality Motor Inn.
May 14—Oklahoma City, Downtown Holiday Inn.
May 15—New Orleans, Sheraton Charles.
May 17—Memphis, Sheraton Peabody.
May 20—Boston, Sheraton Plaza.
May 27—Buffalo, N.Y., Sheraton Motor Inn.
June 17—Los Angeles, Sheraton Wilshire Motor Inn.
June 18—San Francisco, Sheraton Palace.
June 19—Portland, Ore., Sheraton Motor Inn.
June 20—Denver, Sheraton Malibu.

*indicates first or revised listing.

BROADCASTING, April 15, 1968
"I'm in a telephone booth..."

my wife is a diabetic...

I don't even have shoes...

and I want a goddamn job!"

The story is true. The real man's name was Don. After months of welfare handouts, he'd reached the end of his rope. In one last act of desperation he made a phone call. To Les Crane, on KLAC Two-Way Radio.

Thousands heard Don's heart-rending story. And the response was immediate. They came to Don's house that night with clothes and food. He was offered a job and reported for work the next day. Don's new boss says he's a good worker and already has suggestions for improving the company's product.

Today Don's future is brighter. "It's nice to know somebody cares," he said later. Two-Way Radio involves people. It gives them a chance to voice their own opinions. Without you, there wouldn't be Two-Way Radio. And Don would still be jobless.

KLAC/57
Metromedia Two-Way Radio in Los Angeles/Represented by Metro Radio Sales
McLendon's contribution

EDITOR: I am a bit perplexed after reading your editorial in the April 1 issue entitled "No Game for Amateurs." The first paragraph starts out: "The conversion of KFWB Los Angeles from a top-40 format to all-news may very well mark the beginning of a significant trend in radio. If the KFWB format works, all-news formats are certain to be introduced in many major markets."

Then the editorial goes on to mention McLendon's XTRA news out of Tijuana (Mexico) and WNUS Chicago.

I fail to see how KFWB's conversion to all-news deserves the editorial plaudits of your fine publication. Gordon McLendon blazed the trail for KFWB and all other all-news stations back in 1961 when he and I served as consultants in designing the world's first all-news format. In those days, it was an extremely gutsy move and many broadcasters regarded us as having lost control of our senses...

Now that I've left the McLendon corporation after some 15 years, I can write you this note from a completely unbiased position. Let the industry note that when the final chapters are written in modern broadcasting the name Gordon McLendon must be written in letters of gold on every page. To do less would be to ignore the most dynamic force in radio in the past 20 years.—Donald C. Keyes, president and general manager, WW NUS-TV.

(He point of the editorial was that the type of news service that Mr. McLendon pioneered—minimum original reporting, maximum reliance on wire-service reports—had been superseded by the more comprehensive journalistic services now provided by Westinghouse and CBS outlets in New York and Los Angeles. Mr. Keyes failed to mention that the McLendon operations in Tijuana and Chicago have abandoned all-news.)

TALK, BUT NO ACTION

EDITOR: Once again manpower needs were discussed at the National Association of Broadcasters convention and once again nothing was said or done to alleviate the problem except recommendations that "something" be done to encourage communications courses in colleges and "radio clubs" in high schools. . .

I had hoped some positive steps would be taken at this year's convention but I was sadly disappointed. After the small-market radio workshop conference I was told in effect that small stations can't afford to hire summer help. I wonder if they can afford not to hire students, especially when there are so many talented and qualified young people in college...—Paul E. Schmidt, 610 14th Street, S.E., Minneapolis (student at University of Minnesota).

KAND on fulltime

EDITOR: We respectfully call your attention to an error in your "Changing Hands" column in the April 1 issue. KAND Corsicana, Tex., is a fulltime facility operating on 1340 kc with 1 kw daytime and 250w nighttime. . . . It is extremely important to us for all agencies to know that KAND is not a daytime.—Richard C. Parker, general manager, KAND Corsicana, Tex.
SHOW PICKING MADE EASY

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SHARE OF AUDIENCE
NTI First Performances to Feb. ’68

YOUNG ADULTS (18-49) NTI / NAC
First Performances to Jan. ’68

YOUNG WOMEN (18-49) NTI / NAC
First Performances to Jan. ’68

POPULARITY
Total TV Q Score
First Performances to Feb. ’68

1 2 (tie) 3 4

POPULARITY AMONG YOUNG ADULTS (18-49)
TV Q Score
First Performances to Feb. ’68

1 3 2 4

NEW PRODUCT BUYERS
Brand Rating
Index ’67
Latest available report

82 HOURS IN COLOR / AVAILABLE / FALL ’68

Note: Audience and related data are based on estimates provided by the rating services indicated and are subject to qualifications issued by these services. Copies of such qualifications available on request.
MONDAY MEMO from ROBERT J. COLOMBATTO; Davis, Johnsen, Mogul & Colombatto

Forest Lawn radio commercials try to take the death out of driving

One morning while driving to work bumper-to-bumper on the crowded Pasadena Freeway, I was jarred out of my semi-coma, early-morning alertness by the sound of wildly screeching brakes. This seemed improbable since we were only driving at about 10 miles an hour for a few yards and then stopping. But with every stop there came the sound of what I was sure was a car badly in need of a brake job.

Finally, my lane caught up to the brake screecher, and I was shocked to see that the cause of it was a young man in a yellow convertible with the top down. He had a paperback book precariously held on his steering wheel and he was nonchalantly reading and driving in a tough stop-and-go situation. The brake squeals were the result of his need to slam on his brakes at the last second because his eyes were glued to the book.

It really annoyed me to think that this idiot reader-driver could be the cause of a painful whiplash to the driver of the car in front of him. My annoyance grew to real indignation a moment later when a highway patrolman drove between our slowly moving lanes of traffic, looked at our reading driver in the convertible, and didn't so much as waggle a finger at him. Then it suddenly struck me that we have become so blasé driving automobiles that we are actually inviting accidents.

From that day on I kept my eyes open and looked for other freeway fanatics. They were easy to spot. Men do shave while driving down the freeway at 60 mph. . . . Men and women do drink from cups of steaming coffee while trying to negotiate curves at breakneck speeds.

Jealously, I must report that some men have their ear lobes nibbled and the backs of their necks kissed by demonstratively amorous females while hurling down the slander and twisting concrete raceway.

While I was pondering the contemporary attitudes that would encourage us to flirt so madly with potential disaster, I was faced with the rather practical necessity of trying to increase public awareness of the fact that our client Forest Lawn was not only the world's best-known cemetery, but had, in fact, mortuary services to offer.

Now, next to the sex life of an amoeba, mortuary services are about the last thing that anyone wants to hear about. And we had an even tougher problem: Forest Lawn is so well known as a cemetery that mention of the name almost blocks out any further opportunity to talk about mortuary services.

While struggling with this rather unique problem, it dawned on me that here was an opportunity to do our client a service; give our client the chance to make a significant public-service contribution; and, at the same time, possibly prevent that guy in the yellow convertible from rear-ending me some day on the Pasadena Freeway. So copy chief Norman Lenzer and I proceeded to try to formulate a radio campaign to accomplish these tasks.

The radio campaign that emerged was a series of six one-minute spots hitting directly at the dumb driving that could cause death on the freeways. The client message in each case was a suggestion on how to break the habit. We did commercials on drunk driving, drinking coffee while driving, and shaving while driving. My personal favorite is the lovers' commercial (announcer, as recorded):

"Every evening here in Southern California, lovers court tragedy on our freeways. In the beginning they have the look of love. Warm young love. But in the end they only look dead. They're the young lovers snuggling together behind the steering wheel. They laugh. They kiss. And very often they kill themselves, blinded by a love that can't possibly survive on a crowded freeway. If you're one of these collision-bound romancers, we have a suggestion for you—one that can save your life. Right now, write a check for two hundred forty-five dollars. This two hundred forty-five dollars will cover the cost of undertaking at the finest mortuary in the world—Forest Lawn Undertaking—for you. Put your check in an envelope. On the front write 'Forest Lawn Mortuaries.' Don't worry about an address. Forest Lawn Mortuaries serve all of Southern California. Now put the envelope above your dashboard—where it'll help you think twice before using the car seat for a love seat. Good. Everyone loves a lover—alive."

The results by all measures have been startling and positive. And we, as well as our client, are currently basking in the warm glow of a successful campaign. By the client's admission it has never—in 20 years—had such extraordinary public response to an advertising campaign. Including the fact that mortuary cases are up. Which is not to say we knocked 'em dead, but we did influence the choice of undertakers!

And perhaps the single most tangible proof that these spots may, in fact, have saved at least one life occurred a few weeks ago at the Cypress Mortuary of Forest Lawn. At approximately 9:30 p.m. the night mortician answered the doorbell and was greeted by a well-dressed, middle-aged man who announced that he was very drunk, had heard our commercials, and since he didn't want to be brought in feet first, he wanted Forest Lawn to help him. The mortician brought him in and fed him coffee for a couple of hours before sending him on his way.

Could we have gotten the same impact on another medium? I think not to the degree of radio because we really needed the listeners' imagination to "smooth out the edges" in this very touchy area. Death is tough to talk about. Tougher to show. Forest Lawn's first foray into this area needed the "gentling" of this medium.

Robert J. Colombatto is founding partner and creative director of Davis, Johnson, Mogul & Colombatto Inc., reportedly the fourth largest independent advertising agency in Los Angeles. The agency was founded in January 1959. Among its accounts, besides Forest Lawn Memorial Parks, are McDonald's drive-in restaurants, Glendale Federal Savings & Loan and Plymouth Dealers of Southern California. DJM&C billed about $5 million last year.

BROADCASTING, April 15, 1968
25,077 busy signals on one subject

A single subject, involving just one of the area's 7 counties, rang up 25,077 telephone busy signals for our person-to-person Open Forum programming. Washington's only 50,000 watt news, information and sports station turns on people, turns on sales. Want more proof? Call collect: (code 202) 244-5678 . . . let our Mr. Dobra turn you on.

Wtop turns on people

A POST-NEWSWEEK RADIO STATION IN WASHINGTON, D.C. / Represented by CBS Spot Sales
HI-RISE IN AUTOMOTIVE SALES! Hop into the Hi-Rise markets where our viewers spend over $400 million* annually! Auto sales need a boost? Just give a honk to the boys at Blair.


The Communicana Group

WSJV-TV
Fort Wayne

WKJG-TV
Fort Wayne

Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart

The Elkhart Truth (Newspaper)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP
Crisis proves TV-radio maturity

Broadcasters win wide acclaim; explosive 10 days costs $5.65 million in pre-emptions plus $1 million for added personnel; spot business recovers quickly

Television and radio emerged with new esteem last week from what may have been the stormiest 10 days of news coverage in their history.

It started with a major peace move and far-reaching political developments and quickly exploded into violence with rioting in scores of cities following the assassination of the Rev. Dr. Martin Luther King Jr.

Broadcast coverage of the riots and of the slain civil-rights leader's funeral was widely hailed as an important element in keeping the violence from getting further out of hand and in gradually restoring calm.

The consensus late last week was that television and radio had acquitted themselves well—as well as they did in the other turbulent national stories of the decade, the assassination of President Kennedy in 1963 and the Arab-Israeli war last year.

While broadcasters won plaudits, however, they were losing money.

Complete figures won't be known for weeks or months, but the best estimates available last week indicated that broadcast news coverage pre-empted approximately $5.65 million in network, national-spot and local time sales—much of which may be recovered through make-goods—and that, in addition, the network news organizations alone ran up out-of-pocket costs totaling approximately $1.3 million in providing coverage.

There was no way to estimate the total spent by individual stations and group broadcasters on extra staff, overtime and general production of their own special coverage in the tumultuous 10 days.

Hectic Period • The $5.65-million estimate spanned the period from President Johnson's March 31 speech announcing a move to de-escalate the war in Vietnam—and his decision not to seek or accept renomination—through the funeral for Dr. King on Tuesday and wrap-up programs that night.

Special television coverage during the period totaled more than 55 hours on the TV networks alone. Special radio-network coverage passed the 33-hour mark.

Authorities estimated the $5.65-million pre-emption figure as follows: $1,300,000 in network TV time pre-emptions.

$100,000 in network radio time pre-emptions.

$1,750,000 in TV spot sales.

$750,000 in radio spot sales.

$750,000 in local TV sales.

$1,000,000 in local radio sales.

The national business covered by these estimates would represent a loss of more than $500,000 in agency commissions if none of it were recouped through make-goods.

The slow-down in national-spot business was described by one station representative this way: "Business had been strong in March and April. At 11 o'clock Friday morning [April 5, the day after Dr. King was killed], it all stopped." He said there was "only a

Soul brother gives the word in Washington

To help calm down the youths who were running in packs through business sections of the city, Washington officials on April 6 turned to a 34-year-old Negro singer whose ability to work up an audience had been long established. Before TV cameras and radio microphones James Brown poured his soul into a message urging an end to the disorders in the city.

"Don't terrorize. Organize," he implored. "Don't burn. Give the kids a chance to learn. Go home. Look at TV. Listen to the radio. Listen to some James Brown records."

Then he defined his interpretation of black power. "When I was a boy I used to shine shoes in front of a radio station in Augusta, Ga. Today I own that station. That's black power."

Mr. Brown was referring to WRDW Augusta which he intends to purchase for $377,500. The sales contract was filed with the FCC last week and an application for transfer is due to be filed shortly. Sellers of

the 5-kw ABC affiliate on 1480 kc are George C. Nicholson and family.

This will not be James Brown's first station. In December the FCC approved the purchase of WGNY (now WJBE) Knoxville, Tenn., a bankrupt 1-kw daytimer on 1430 kc, from the receiver for J. Olin Tice for $75,000.

Licensee of WJBE and purchaser of WRDW is J. B. Broadcasting Ltd. Mr. Brown owns 90% of J. B. Broadcasting and the other 10% is owned by Gregory H. Moses Jr., Mr. Brown's business manager.
trickle" of sales on Monday and Tuesday (April 8-9) but that business began to pick up last Wednesday and was approaching normal last Thursday.

By way of comparison, the networks provided 456 hours of radio and TV coverage during the events surrounding the assassination of President John F. Kennedy in November 1963. Total out-of-pocket cost to the networks to cover that event was estimated at $3.1 million (Broadcasting, Dec. 2, 1963). Last June’s crisis in the Middle East and the subsequent visit to the U. S. by Soviet Premier Aleksei Kosygin cost the networks about $10 million, including estimated pre-emption losses, for 155 hours of special coverage (Broadcasting, July 17, 1967).

Network Breakdown * During the recent 10-day period, ABC News devoted 12 hours and 55 minutes of television programing to Dr. King’s assassination and funeral, beginning with the first reports of his death on April 4. Three hours of special TV coverage were devoted to the President’s de-escalation and noncandidacy address and related developments such as Senator Robert Kennedy’s (D-N. Y.) news conference, the initial response from Hanoi, etc. (Broadcasting, April 8). ABC Radio provided four hours and eight minutes.

CBS-TV carried a total of 19 hours and 46 minutes of special news programing during the fateful 10 days. Fifteen hours and 15 minutes were devoted to events surrounding Dr. King’s death, and four hours and 32 minutes to the President’s announcement and related developments. CBS Radio provided 11½ hours of special coverage.

During the same 10-day period, NBC News presented 19 hours and 55 minutes of special television coverage of the major events. Of this, more than 14 hours were devoted to Dr. King’s death, and the rest was devoted to the domestic and international ramifications of the President’s speech. In addition, NBC News prepared two two-hour Today shows—one devoted entirely to Dr. King, the other to President Johnson’s decision. NBC Radio presented nine hours and 38 minutes of special coverage during the period.

In addition to special news bulletins, Mutual provided about eight hours of special coverage (one-and-a-half hours on the President’s speech and related developments and six-and-a-half hours on Dr. King’s death and his funeral). Regularly scheduled newscasts during the weekend contained live reports from Memphis, where Dr. King was killed April 4, and Atlanta, where his funeral was held April 9.

The UPI Audio Network fed to its more than 300 radio-station clients coverage on both the President's speech and the events surrounding Dr. King's death, as well as complete coverage of the funeral. UPI Audio also moved the tape of a sermon by Dr. King during which he told his congregation what he wanted to be remembered for at his funeral—not as a Nobel Prize winner, he said, but as a committed man. It was taped Feb. 4.

Public Broadcast Laboratory on Sunday, April 7, devoted the entire two hours of its weekly program to Dr. King. PBL presented what was called an “unfinished documentary” on the civil-rights leader from film gathered in preparation for a special program originally planned for April 21, the eve of a scheduled march in Washington. Following Dr. King’s murder, PBL decided to present the footage. A number of ETV stations have since repeated the PBL program, among them WETA-TV Washington which presented it in local classrooms at the request of the District of Columbia school system last week.

Troubled Times * Throughout the days following Dr. King's death, network newsmen covered rioting and civil disturbances in large cities throughout the nation.

Coverage of the violence, however, was generally carried in regularly scheduled newscasts in an effort not to exacerbate already tense situations in numerous ghetto areas. Network news crews, like their counterparts from local affiliates, abstained from using bright lights and other conspicuous pieces of equipment.

Activities of the eventful period reached a climax on Tuesday (April 9) as the radio and TV networks devoted virtually all of their daytime operations to covering Dr. King’s funeral in Atlanta. ABC-TV, CBS-TV and NBC-TV began coverage at 10 a.m. at the Ebenezer Baptist Church, connected with the main Morehouse College, the outdoor service on the college campus, and finally, burial in South View Cemetery. Each TV network presented about seven and-a-half hours of color coverage from Atlanta.

Still later in the week, on Thursday (April 11), the networks went live from the White House as President Johnson signed the 1968 civil rights bill. TV and radio transmissions lasted about 15 minutes.

Network-TV coverage in Atlanta was on a pool arrangement under the overall supervision of CBS-TV. Decision was made to provide pool coverage for the majority of the events in Atlanta was made by network news chiefs late Friday afternoon (April 5). On Saturday and equipment began converging on the city in order to set up and make connections with New York through the Southern Bell Telephone Co. All networks, faced with so little time, drew support from affiliates in the general area: CBS went as far as KRLD-TV Dallas-Fort Worth for six color cameras and switching devices.

A total of 20 cameras were deployed at strategic locations: four NBC cameras were placed at the Ebenezer Baptist Church; three three-camera units were located along the 4.2-mile route from the church to Morehouse College; and six cameras were located at the college, which served as the main switching point and as the location of each network’s anchor camera.

Coverage of the cortege was augmented, thanks to ABC-TV, by a hastily built, but expeditious, color flash unit consisting of a color camera and a
microwave dish mounted on a rented truck (all three TV networks are readying more sophisticated color flash units for coverage of this summer's political convention). Coverage at the grave site was provided by the four NBC cameras which were located earlier at the church.

Network personnel in Atlanta numbered about 150, 80 of whom were assigned to the pool. An additional 50 or so local men were hired as runners, drivers, etc. Robert Wussler, director of special events, CBS-TV News, supervised pool coverage. Robert Rogow of ABC and Karl Hoffenberg of NBC headed the crews of their respective networks.

Coverage the Key = Regular formats were dumped, commercials were put aside, newsmen came in (they didn't have to be called), planes were chartered, overtime was prevalent and what it might cost was passed over as individual stations found themselves seeking the right thing to put on the air in the aftermath of the April 4 assassination of Dr. King and as civil disorders erupted in more than 100 cities.

For the Negro-programed radio stations the switch from pounding soul music or roaring rhythm and blues to sacreds, gospel, religious music and in some cases recordings of Dr. King's speeches was a natural move. It was on those stations that the commercials were dropped like hot potatoes from Thursday night through Sunday.

The mass-audience stations carried news bulletins and news specials on Dr. King's death. Many sent their own personnel to Atlanta for coverage of the funeral. Requests for calm by civic officials, show business and sports personalities were widespread.

Then both radio and TV stations in many markets found themselves with a new ball game, one they had not expected to play until the middle of summer.

In cities scattered all over the country violence flared up as gangs of Negro youths moved through ghetto business sections, looting stores and setting fire to some.

The situation varied from city to city although Washington, Baltimore and Chicago were acknowledged as among the hardest hit. But stations in all the affected markets had learned lessons from the Chicago, Newark and Detroit riots of 1967 and the Watts riot of 1965.

A spot survey by Broadcasting of some stations in several of the major markets where civil disorders occurred showed that at the local level the theme was "restraint." As Irwin Margolis, news director of WRC-AM-TV Washington, and a veteran of the Watts and Cleveland riots, put it: "We put forth the most conscientious effort ever to use restraint. What we have learned is to be totally unemotional and restrained."

TV stations shot countless rolls of film—from on foot, by car and from helicopters. One lesson from past riots paid off. The camera crews went into the heart of the disturbances without special lighting. For the most part they went in unmarked cars and used only available light for their color film. To make the film airable they came back to the stations and pushed it through the processors.

In Washington stations had been readying their news crews for Dr. King's planned "poor people's march" on the capital later this month. (It has now been postponed to May.) Most stations had already established the guidelines they would live by and the rash of looting and arson that struck the city on April 5 and continued through the weekend gave them a chance to use the guidelines.

At WAVA Arlington, Va., an all-news station programing to Washington, guidelines had been established in June 1967 and had undergone periodic updating. Last week John Burgreen, general manager, said he was "amazed at how well the guidelines stood up." The only difficulty he had was "to get the newsmen out of the station and to bed" so they could start fresh the next day. "They wanted to stay on."

Some 6,000 persons were arrested in Washington, 12,000 army troops were in the city in support of police and national guard forces, the city was under curfew beginning April 5, but officials never referred to the outbreak there as a riot. As a result none of the stations used the term.

TV Coverage = Shortly after the outbreak began, a communications center was set up in police headquarters and WTSP-TV moved in a camera, which ultimately became the video feed to the city's TV stations. And with some regularity Mayor Walter Washington and Cyrus Vance, presidential troubleshooter, turned up around the 6 p.m. and 11 p.m. news times with reports to the people.

The mayor later found time to give the media a pat on the back. "Never in my public life, never in my experience," he said, "have I seen a more responsive media. . . . I am appreciative for the press, radio and TV that
has reported, and reported accurately and reported well and fast. . . ."

WBMJ-TV Washington stayed on all night Friday and Saturday (April 5-6) by programming movies. On Saturday night it was joined in the all-night vigil by WRC-TV and WTOP-TV. The outbreaks caught WTOP-TV in the process of "unmarking" its news cars and running out for gas masks.

WITO-TV Washington had sent a new official for the assassination, flew him back to Washington on Friday and then shuttled him via helicopter to Baltimore when that city's ghetto erupted.

In Baltimore - Baltimore's civil disturbance began about 5 p.m. April 6 and officials had praise for the radio-TV reporters who worked among the gangs trying to get them to "cool it."

The stations generally seemed satisfied with the guidelines they operated under, but WJZ-TV said it would later reassess its news coverage to see if their plans were adequate.

WJZ-TV also began its televised baseball games a few days early when the Maryland adjutant general suggested such a telecast might help calm the populace. The opening game originally scheduled for Tuesday (April 9) was rescheduled for Wednesday (April 10).

WJZ-TV got permission from the Orioles and National Brewing Co., which owns broadcast rights to the games, to make the pickup. The game was carried without commercials. In their stead between innings were short newscasts and appeals from the Baltimore players ("Baltimore's my home too; let's not burn it down.") to keep the city quiet.

WBAL-TV got its camera into the Baltimore Armory national guard headquarters first on Saturday and provided pool coverage that day.

As an example of trying to avoid inflammatory comments or film, Bob Matthews, news director, said films of police firing on snipers, white men with guns in the trouble area and black militants making inflammatory statements weren't used. The station ran all-night movies, Saturday, Sunday and Monday and checked the titles beforehand. One feature that was scratched: "Black Widow."

Stations in Pittsburgh experienced difficulties in the lack of a central location for official statements. The disturbances there caught WNBC-TV with enough personnel but without the proper equipment. David Kelly, news director, said the station rushed to rent unmarked cars and radio equipment where it was available.

While most TV stations said they did not have live coverage of looting and arson because to move remote gear into those areas might have incited the gangs to further action, KDKA-TV Pitts-

burgh got live fire coverage from a camera on the roof of its studios.

Careful Handling * Station officials in the New York area generally avoided the bulletin news story in favor of a well-balanced presentation at a later time. They said they checked and double-checked all reports and rumors that could have been interpreted as inflammatory.

Several news directors said they had minimized reports of fires and civil unrest on the theory that this approach would not set off a chain reaction of additional fires and disorder.

Stations in their actuality reports concentrated on the reactions and views of civil rights officials who were not likely to incite an aroused Negro populace. They emphasized that views of the militants were reported but not generally as voiced by them.

Stations indicated that the cost of commercial pre-emptions was substantial but felt that most of this expense would be recouped through make-goods.

On television, WABC-TV, WCBS-TV and WNBC-TV presented virtually all the coverage provided by the networks and supplemented this with on-the-scene reports by their local newsmen. The independent TV stations - WOR-TV, WNEW-TV WPIX(TV) and noncommercial WNET(TV) - covered the assassination and ensuing developments on regular newscasts, and, in some instances, with special reports and documentaries.

Network from Atlanta

An untold number of stations sent personnel to Atlanta for localized coverage of the funeral last week of Dr. Martin Luther King Jr. But for some 60 Negro-programed stations in the U. S. plus stations in Mexico and Canada the feed came from the American Freedom Network.

Put together by WAOK Atlanta, the network also fed WERD and WGOO Atlanta as well as other stations across the country. The WAOK line into the Ebenezer Baptist Church was the only audio line into the church and was used as the pool line for all audio pick-up for that part of the ceremonies.

A possible outgrowth of the funeral coverage is creation of a formal network to feed news and special events among Negro stations.

On radio, the rule was to expand the number and length of newscasts. Stations with rock 'n roll formats generally tempered the tone of their music, concentrating on spirituals or what they called "calm music."

WLW New York, a Negro-programed daytime and WLW-FM, normally a jazz station, went to simulcasting Friday through Sunday with an all-news format and "hot line" telephone to various city officials. WLW was asked to stay on the air past its normal 7:15 p.m. sign-off on Friday and Sunday, and continued to broadcast until midnight.

WLW-FM and WRFR(FM) New York originated a 32-station multicity telephone question show on Tuesday night for listeners to talk to civil rights leaders. The special hook, was called the Nonviolence Network.

WWRL New York and WDB-AAM-FM Memphis, both Negro-programed stations of the Sonderling Broadcasting Group, announced establishment of college scholarships totaling $10,000 in memory of Dr. King, who headed an editorial the night of the assassination, urging restraint, and also fed it to other Sonderling stations.

Brown Concert * "The turning point" in Boston's crisis of nonviolence following the murder of Dr. King, according to a spokesman for Mayor Kevin White who was present at the Convention (April 5) on noncommercial WGBH-TV of a two-hour concert by singer James Brown (see page 23).

TV presentation of the sell-out event, which had been scheduled for months prior at the Boston Garden, was widely credited by Negro leaders, city officials and broadcasters with keeping more than 12,000 of the anticipated audience of 15,000 - predominantly young Negroes - at home the night after the assassination.

The request for concert coverage was made to WGBH-TV because the mayor's office felt "the noncommercial station was the only one geared up and flexible enough to handle the job at that late hour."

WGBH-TV was also the only station that was able to put a mobile unit manned entirely by black staff members into the ghetto according to Hartford Gunn, its manager.

The Boston stations appeared to have achieved a generally smooth integration with city government on one hand and the black community on the other, but largely at the initiative of their news sources. Mayor White met reporters in city hall throughout the crisis, and, according to Bob Caulfield, WGBH-TV news director, "police liaison was a complete improvement over the last crisis."

Chicago coverage appeared to be more restrained this time around but so were police and there were fewer bloody confrontations. Burning and
Among Carolina teenagers no other personality has such a following as does WSOC-TV's Jimmy Kilgo. Swinging vehicle is "Kilgo's Kanteen", Saturday dance and party show now in its tenth successful year.

Natural outgrowth has been Kilgo's solid endorsement among women. His "Midday" show, five days weekly, is the number one interview-variety program in this area.

Ask us or H-R to give you advertiser success stories on both of these business producers. Then let's pick the slot that will do a big job for you in the important Charlotte market.

NBC / Represented by H-R

Charlotte's
WSOC-TV
Boycotts urged as means to improve Negro's TV image

Members of the New York chapter of the National Academy of Television Arts and Sciences were confronted with a wide range of militant Negro opinion—and threats of boycotts—Thursday evening (April 11) at an NATAS forum on "Through the Looking-Glass — a Black Man's View of Television." Negro leaders ranging from William Booth, chairman of the New York Commission on Human Rights, to Charles Kenyatta, leader of Harlem's Memorial Society, agreed on a shift from the appeal to white consciences to what one called "pressure on advertisers—organize a boycott" as the means of redressing racial imbalance in media employment and the presentation of a distorted image of minority groups on television.

The talk of boycott was for the most part general, although Mrs. Florencie Kennedy, an attorney and head of the Media Workshop of New York, did suggest that Procter & Gamble, television's biggest customer, would be "a good place to start." The audience, Andre Baruch, well known announcer, during a question-and-answer session, supported the idea of a boycott on the theory that big business, not advertising or television, is primarily responsible for discrimination against minority groups. P. Jay Sidney, a commercial actor, said that "any change must come from the efforts of black people. We spend $28 billion every year and we don't have to beg favors. Boycotts are the leverage needed for change." Panel members also agreed on the importance of the problems being discussed. Mr. Kenyatta said: "Communications is the power structure of any country. The media, especially television, could change the country overnight."

Percy Sutton, Manhattan borough president, was moderator for the session. Panelists in addition to Mrs. Kenyatta and Messrs. Booth, Kenyatta and Sidney were Lincoln Lynch, chairman of the United Black Anti-Poverty Front; Benjamin H. Wright, manager of the Marketing Division of Clairol, and James Farmer, former national director of the Congress of Racial Equality.

looting were serious but most stations covered it past tense and factually without emotional overtones. Many Chicago stations adhere to a voluntary code that they will not report a disorder presently going on and pinpoint where it might be. Worst again was restrained, learned from previous disturbances.

WLW and WLWT (TV) Cincinnati reported their coverage was best described as "restrained" and said they were criticized by a few listeners for downplaying the Monday night disturbances. Tuesday night WLWT editorialized on why it did so and said favorable comments followed later in the week.

WLWT Negro cameraman Walter Scarsborough was able to film a six-hour pray-in Monday in Avondale where only Negroes were allowed to take part, including only Negro police.

The assassination had far-reaching effects on the broadcast industry even on the West Coast, whose cities, for the most part, remained calm throughout the crisis. The most publicized reaction to the assassination was the postponement of the Academy Awards from Monday to Wednesday (see page 9B).

KLAC Los Angeles announced that it would co-sponsor and broadcast live a charity event in honor of Dr. King. The so-called "Friendship Rally," to be held on Easter Sunday at the Hollywood Bowl (April 14), also listed the Southern Christian Leadership Conference Foundation and the Urban League as sponsors. The event was to be attended by civic leaders, clergymen, celebrities and such performers as Steve Allen, Oscar Brown, Dean Jones and Eartha Kitt, who were to put on a two-hour show at which funds to carry on Dr. King's work would be solicited. The broadcast on KLAC was scheduled to be sponsored by First Western Bank as a public service.

Westinghouse's new all-news operation, KFWB Los Angeles, bought space in the Los Angeles Times, to publish an on-air editorial delivered by its general manager James R. Lightfoot. The editorial—headed "We give credit where credit is due..."—applauded the black operational unity committee for keeping peace in the city. "It's the committee, it's each individual with the committee that makes us proud to be a part of Los Angeles. Most people will take the peace in our city for granted—that is our shame," the editorial concluded.

KBHK-TV San Francisco, Kaiser's new UHF, was forced to cancel the first two of its scheduled telecasts of Oakland Athletics baseball. An April 11 game with Baltimore in that city was changed from a night to a day game because of civil disorders. The change made the broadcast time inconvenient to Northern California viewers and KBHK-TV cancelled its telecast. A Sunday telecast (April 14) of a game with and in, Washington also was cancelled because the station decided that recent events have made an Easter morning baseball telecast seem inappropriate. The two cancelled games will be replaced in the schedule by two others yet to be announced, keeping the station's total of telecast games at 25 for the season.

Meeting on disorder lessons considered

A national conference of all media representatives to go over the "lessons learned" in the racial rioting that swept the nation last week is under consideration by various federal government leaders, but no decision has been made yet to hold such a meeting.

Originally, it was thought that the President's Commission on Civil Disorders, which only last month issued its report on the 1967 riots (Broadcasting, March 4), might be thinking of sponsoring such a meeting, but this assumption was dashed when on Thursday (April 11), Illinois Governor Otto Kerner, chairman of the commission, denied that he had called an emergency session.

Governor Kerner's office said that he had always intended to reconvene the commission, but that the time had never been set. There are supplemental commission reports to be approved, it was pointed out by commission sources. It was also noted that the commission's assignment was to investigate the 1967 disorders, and that with the issuance of its reports its job was completed.

The only other possible sponsor of such a conference, it's believed, would be the Department of Justice, whose
Community Relations Service has been holding a series of such meetings since last year (Broadcasting, July 10, Oct. 23, 1967). Even on the eve of the disorders that followed the assassination of Dr. Martin Luther King Jr., the CRS had been host at a March 31, April 1-2 meeting at Syracuse University, for New York state radio, TV, newspaper and magazine editors (except those in New York City). And less than a week before the Syracuse conference, CRS had sponsored a similar meeting of Iowa and Nebraska media representatives at Creighton University, Omaha.

Conferences similar to those in Syracuse and Omaha had already been scheduled for the remainder of this spring; they are to be held in Los Angeles, San Francisco, Seattle, Kansas City, Houston, San Antonio, Miami and Washington.

**Educational broadcasters reschedule meeting**

Educational broadcasting's role in civil disorders was to be charted in a meeting of government, industry and noncommercial - station representatives last Friday. Guidelines to help prevent urban chaos and to define ETV stations activities during riots were to be the major topics.

Originally scheduled for last Monday (April 8), the high-level meeting was postponed because of national civil disorders following the assassination of Dr. Martin Luther King Jr.

Sponsored by the Educational Television Stations Division of the National Association of Educational Broadcasters, the meeting will develop material to be presented at the ETS managers' conference in New York on April 21.

Among participants at last Friday's meeting, held at the Brookings Institution in Washington, was Ben Holman, assistant director of media, Justice Department. Mr. Holman addressed a session on urban problems at the NAEB convention last November.

Other government and industry participants were Julius Cahn, an assistant to Vice President Hubert Humphrey; Winthrop Griffith from the President's council on youth opportunity; Herbert Kramer, Office of Economic Opportunity; John Leslie, Department of Labor, and Norman Varner, vice president, J. Walter Thompson, New York.

Representatives from seven ETV stations, an instructional TV system, and Robert Squier, National Educational Television, were to join the NAEB group headed by Chalmers Marquis, executive director, ETS, and Jerrold Sandler, executive director, National Educational Radio, at the meeting.

"Report on ETV in the Ghetto," a compilation of noncommercial programming on urban conditions, was sent by NAEB's TV division to Vice President Humphrey at his request.

**TV handling of minority plight studied by NATAS**

The National Academy of Television Arts and Sciences trustees met in Washington April 5 and 6, after the murder of Dr. Martin Luther King and during the civil disorders that followed, and passed several resolutions concerning what a spokesman described as "television's handling of the plight of disadvantaged minorities."

The NATAS trustees called on "the entire industry" to:

- "Exert a far greater effort to report on all facets of the lives of minority groups."
- "Expand vastly its efforts to seek out minority group members, especially the hard-core unemployed, and to provide programs of training and employment in TV and related industries."
- "Exercise even greater awareness of television's impact during civil disorders and use reasonable restraint in coverage."

![YOU MAY NEVER BE HEARD 5 MILES AWAY* -](image)

**BUT... WKZO Radio Talks to More Auto Buyers and Dealers in Greater Western Michigan!**

If you want the ear of people who sell — and buy — cars, WKZO Radio will pass the word farther and better than any other radio station in Greater Western Michigan.

The map tells it like it is. There are 156 Ford, Chevrolet, and Plymouth dealers in WKZO Radio's primary service area—102 more than the next station covers. And our stronger voice works for all kinds of retailers — not just auto dealers.

Why whistle around in the market, when you can shout it from the rooftops over WKZO? Let your Avery-Knodel man help your selling message carry throughout Greater Western Michigan!

*The whistled language of La Gomera, Canary Islands, can be.
The series is "Name of the Game," and it represents a brand-new television concept.

Each Friday night's drama will be a 90-minute "World Premiere" film invested with maximum Hollywood production values.

Yet, these films—the highest-budgeted ever produced regularly for television—will also be part of a continuing dramatic series, with continuing stars and interrelated backgrounds.

An individual production unit will be assigned to each of the three stars—another series "first"—to insure the top-drawer film values of each drama.

The stars—Gene Barry, Tony Franciosa and Robert Stack—will be playing important figures in a high-powered magazine complex. Their world is an adventure-filled arena of high and low-level exposés, and the intrigues of nations and people.

"Name of the Game."

There's never been a series like it.

NBC TELEVISION NETWORK
**TV network profits dip in '67**

FCC data, usually out in late summer, cover networks and owned stations only; 4.3% rise in total revenues last year fails to offset pretax losses

The three television networks and their 15 owned stations had total revenues of $1,216.7 million in 1967, up 4.3% over 1966's $1,166.3 million—but profits before taxes slumped by 14.2% to $160.2 million in 1967 from $186.8 million in 1966.

The 1967 financial data for the TV networks and their owned stations were released last week in a surprise move by the FCC. This is the first time the commission has issued a partial report on the broadcast industry's financial position.

The commission reported that from network operations alone, the networks earned revenues of $913.4 million, up 5.5% over 1966's $903.9 million, but that pretax net income was $55.9 million, down a hefty 29% from 1966's $78.7 million. Total revenues of the networks' 15 owned stations reached $263.3 million, up merely 0.3% over 1966's $262.4 million. Income before federal income taxes totaled $104.3 million, down 3.5% from 1966's $108.1 million.

Earlier this year, Television Bureau of Advertising estimated that total network billings in 1967 reached $1.5 billion, although it's clear that this figure, compiled for TVB by Leading National Advertisers, is not strictly

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**BROADCAST FINANCIAL DATA OF THREE NATIONAL TV NETWORKS AND THEIR 15 OWNED AND OPERATED STATIONS, 1967**

(In millions of dollars)

<table>
<thead>
<tr>
<th>Item</th>
<th>Total</th>
<th>% Change from previous year</th>
<th>Networks</th>
<th>% Change from previous year</th>
<th>15 owned &amp; operated TV stations</th>
<th>% Change from previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Amount</td>
<td></td>
<td>Amount</td>
<td></td>
<td>Amount</td>
<td></td>
</tr>
<tr>
<td>A.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenues from the sale of time:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Network time sales to advertisers</td>
<td>506.9</td>
<td>(1.2)</td>
<td>40.7</td>
<td>0.2</td>
<td>40.7</td>
<td>0.2</td>
</tr>
<tr>
<td>2. Deductions from network revenue from sale of time to advertisers:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Paid to owned and operated stations</td>
<td>402.5</td>
<td>0.7</td>
<td>202.5</td>
<td>0.7</td>
<td>202.5</td>
<td>0.7</td>
</tr>
<tr>
<td>b. Paid to affiliated stations</td>
<td>402.5</td>
<td>0.7</td>
<td>202.5</td>
<td>0.7</td>
<td>202.5</td>
<td>0.7</td>
</tr>
<tr>
<td>Total participation by others (excluding commissions) in revenue from sale of network time</td>
<td>243.2</td>
<td>0.7</td>
<td>243.2</td>
<td>0.7</td>
<td>243.2</td>
<td>0.7</td>
</tr>
<tr>
<td>3. Total retentions from sale of network time</td>
<td>404.4</td>
<td>(2.1)</td>
<td>363.7</td>
<td>(2.4)</td>
<td>40.7</td>
<td>0.2</td>
</tr>
<tr>
<td>4. Non-network time sales:</td>
<td>529.4</td>
<td>(1.3)</td>
<td>272.8</td>
<td>(2.8)</td>
<td>256.6</td>
<td>0.3</td>
</tr>
<tr>
<td>a. National and regional advertisers</td>
<td>228.8</td>
<td>(0.9)</td>
<td>228.8</td>
<td>(0.9)</td>
<td>228.8</td>
<td>(0.9)</td>
</tr>
<tr>
<td>b. Local advertisers</td>
<td>37.4</td>
<td>7.8</td>
<td>37.4</td>
<td>7.8</td>
<td>37.4</td>
<td>7.8</td>
</tr>
<tr>
<td>Total non-network time sales</td>
<td>266.2</td>
<td>0.2</td>
<td>266.2</td>
<td>0.2</td>
<td>266.2</td>
<td>0.2</td>
</tr>
<tr>
<td>5. Total time sales</td>
<td>670.6</td>
<td>(1.2)</td>
<td>363.7</td>
<td>(2.4)</td>
<td>306.9</td>
<td>0.2</td>
</tr>
<tr>
<td>6. Deduct—Commissions to agencies, representatives, etc.</td>
<td>141.2</td>
<td>(0.6)</td>
<td>141.2</td>
<td>(0.6)</td>
<td>141.2</td>
<td>(0.6)</td>
</tr>
<tr>
<td>7. Net time sales</td>
<td>529.4</td>
<td>(1.3)</td>
<td>272.8</td>
<td>(2.8)</td>
<td>256.6</td>
<td>0.3</td>
</tr>
<tr>
<td>B. Revenues from incidental broadcast activities:</td>
<td>529.4</td>
<td>(1.3)</td>
<td>529.4</td>
<td>(1.3)</td>
<td>256.6</td>
<td>0.3</td>
</tr>
<tr>
<td>a. Talent and programs</td>
<td>638.1</td>
<td>9.3</td>
<td>637.0</td>
<td>9.3</td>
<td>637.0</td>
<td>9.3</td>
</tr>
<tr>
<td>b. Syndy broadcast revenues</td>
<td>49.1</td>
<td>7.2</td>
<td>49.1</td>
<td>7.2</td>
<td>49.1</td>
<td>7.2</td>
</tr>
<tr>
<td>Total from incidental broadcast activities</td>
<td>687.2</td>
<td>9.1</td>
<td>680.4</td>
<td>9.2</td>
<td>680.4</td>
<td>9.2</td>
</tr>
<tr>
<td>C. TOTAL BROADCAST REVENUES</td>
<td>1,216.7</td>
<td>4.3</td>
<td>953.4</td>
<td>5.5</td>
<td>263.3</td>
<td>0.3</td>
</tr>
<tr>
<td>D. TOTAL BROADCAST EXPENSES</td>
<td>1,056.5</td>
<td>7.9</td>
<td>897.5</td>
<td>8.8</td>
<td>159.0</td>
<td>3.0</td>
</tr>
<tr>
<td>E. BROADCAST INCOME (before Federal income tax)</td>
<td>160.2</td>
<td>(14.2)</td>
<td>55.9</td>
<td>(29.0)</td>
<td>104.3</td>
<td>(3.5)</td>
</tr>
</tbody>
</table>
Calif. bill would tax commercial TV for ETV

A bill that would encourage educational television and radio at the expense of commercial stations has been introduced in the California legislature. Assembly bill 100, sponsored by Patrick D. McGee (R-Los Angeles), would establish a six-member California radio and television commission and also would impose a license fee on all commercial stations of 4% of the gross receipts derived from the sale of advertising in the state. Three-fourths of the tax would be used to promote the growth and development of educational TV and radio stations and for experimentation by such stations to improve the programs of commercial stations. The remaining 25% would be used for instructional television in the state's school system. A hearing on the bill is scheduled for this week (April 16) in Sacramento.

Assemblyman McGee is vice chairman of the committee of government organization, which will conduct the hearing. Last year he tried unsuccessfully to impose a similar tax. The American Advertising Federation is urging advertisers, agencies, advertising clubs and broadcasters to "fight this threat to the freedom of advertising." The bill, if passed, would become effective in January 1969.

Business briefly . . .

Bristol-Myers Co., through Young & Rubicam, both New York, will begin extensive radio campaigns for Excedrin and No-Doz on ABC's American Information, Contemporary and Entertainment Networks. No-Doz commercials are to start May 20; Excedrin is set for June 17 start.

MEM Co., Northvale, N. J., (men's toiletries) will use network television and radio for first time in 1968 Father's Day and graduation campaigns. Through Al Paul Lefton, company will place commercials on NBC-TV, while Space & Archer will place MEM's commercials on the four ABC Radio networks.

Agency appointments . . .

- Mr. Christmas Inc. and Christmas Creations, manufacturers of holiday decorations, have appointed E. A. Korchnay Ltd. for advertising and public relations. There was no previous agency. A campaign is planned for all media.
- National Nugrape Co., Atlanta, has assigned its Nugrape, Sun Crest and Kickapoo Joy Juice advertising to Jerry Della Femina and Partners, New York. Previous agency was Chack Shields Advertising, Atlanta. National Nugrape was recently acquired by the Moxie Co., a Della Femina client.
HE'S GOT Purse-ONALITY

Bob Braun opens up thousands of purses daily on his noontime 50-50 CLUB. Recent Sales successes include—pulling a quarter of a million entries in three weeks for a Nu-Maid contest, breaking a midwestern bakery's sales record for two consecutive months, keeping a regional dairy's four switchboard operators swamped with orders an hour after each show, selling out Sears "Chatty Cathy" stock in two days.

Let Bob Braun show you what he can do for your product. Join such knowledgeable sponsors as Procter and Gamble, Bristol-Myers, Colgate, GE, Gillette, Kellogg's, Drackett, Standard Brands, American Can, Nabisco and Culligan.

For facts on the Midwest's best noontime buy, call your Avco Radio Television Sales Representative today.

AVCO BROADCASTING CORPORATION

TELEVISION: WLWT Cincinnati/WLWD Dayton/WLWC Columbus/WLWI Indianapolis
WOAI-TV San Antonio/RADIO: WLW Cincinnati/WOAI San Antonio/WWDC Washington, D. C.
KYA & KOIT San Francisco/Above represented by Avco Radio Television Sales, Inc.
WWDC-FM Washington, D. C./Represented by QMI.
Six of the top-10 TV-network advertisers in the first quarter of 1968 increased their network investment over 1967's first-quarter levels, according to estimates being released today (April 15) by Broadcast Advertisers Reports.

The number-one and number-two advertisers in network TV for the period spent less, however, in this year's first quarter. Procter & Gamble was down from $32,055,600 in the first three months of 1967 to $30,870,400 in January-March 1968, while Bristol-Myers was down from $18,181,100 to $15,-007,200.

Ten of the top-20 advertisers spent more during this year’s first quarter, as did 28 of the top 50.

Six of the top-10 brands, 10 of the top-20 and 34 of the top-50 increased their network spending in the first three months of 1968. Anacin was number one with $4,618,500 as compared to $4,373,800 in the first quarter of 1967. Aika-Seltzer was number two with $3,993,400 as against $3,524,800 in the first quarter of 1967.

BAR estimated total TV-network billings for the three months at $416,-935,000, a gain of 4% over the same period a year ago (Broadcasting, April 8). BAR said 1,382 different brands and services were advertised on network TV during the three months, and that the top 50 accounted for $94,096,100 or 22.5% of the total. Fifteen cigarette brands among the top 50 accounted for $28,853,300 while eight cold remedies and related pain relievers added up to $22,342,300.

Rep. appointments...


<table>
<thead>
<tr>
<th>Brand/ product</th>
<th>1st quarter 1968</th>
<th>1st quarter 1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anacin tablets</td>
<td>$4,618.5</td>
<td>$4,373.8</td>
</tr>
<tr>
<td>Aika-Seltzer</td>
<td>$3,993.4</td>
<td>$3,524.8</td>
</tr>
<tr>
<td>Salem menthol filters</td>
<td>$3,552.7</td>
<td>$3,822.0</td>
</tr>
<tr>
<td>Winston filters</td>
<td>$3,321.6</td>
<td>$4,151.9</td>
</tr>
<tr>
<td>MOC general promotion</td>
<td>$3,296.2</td>
<td>$3,588.8</td>
</tr>
<tr>
<td>BAYER aspirin</td>
<td>$3,126.0</td>
<td>$2,965.5</td>
</tr>
<tr>
<td>Bufferin tablets</td>
<td>$2,925.6</td>
<td>$2,249.3</td>
</tr>
<tr>
<td>Listerine antiseptic</td>
<td>$2,410.1</td>
<td>$2,737.3</td>
</tr>
<tr>
<td>Miracle White cleaner</td>
<td>$2,273.8</td>
<td>$640.2</td>
</tr>
<tr>
<td>Kool menthol filters</td>
<td>$2,103.0</td>
<td>$2,489.0</td>
</tr>
<tr>
<td>Tareyton filters</td>
<td>$2,029.8</td>
<td>$2,346.6</td>
</tr>
<tr>
<td>Viceroy filters</td>
<td>$1,950.0</td>
<td>$1,233.8</td>
</tr>
<tr>
<td>Colgate Dental Cream</td>
<td>$1,983.8</td>
<td>$2,556.7</td>
</tr>
<tr>
<td>Vanquish remedy</td>
<td>$1,928.2</td>
<td>$2,125.2</td>
</tr>
<tr>
<td>Chesterfield 101 filters</td>
<td>$1,936.0</td>
<td>$1,543.0</td>
</tr>
<tr>
<td>Dristan tablets</td>
<td>$1,923.4</td>
<td>$2,346.6</td>
</tr>
<tr>
<td>Contac cold spray</td>
<td>$1,905.6</td>
<td>$2,107.5</td>
</tr>
<tr>
<td>Excedrin pain reliever</td>
<td>$1,867.6</td>
<td>$2,202.5</td>
</tr>
<tr>
<td>Pall Mall Gold filters</td>
<td>$1,825.7</td>
<td>$3,645.3</td>
</tr>
<tr>
<td>Tide powder detergent</td>
<td>$1,785.6</td>
<td>$1,785.6</td>
</tr>
<tr>
<td>Pall Mall menthol filters</td>
<td>$1,764.6</td>
<td>$1,825.7</td>
</tr>
<tr>
<td>Parliament filters</td>
<td>$1,703.9</td>
<td>$1,543.0</td>
</tr>
<tr>
<td>American Gas Association gas promotion</td>
<td>$1,654.5</td>
<td>$1,628.6</td>
</tr>
<tr>
<td>Winston Super king size filters</td>
<td>$1,651.7</td>
<td>$1,628.6</td>
</tr>
<tr>
<td>Volkswagen</td>
<td>$1,621.5</td>
<td>$1,327.6</td>
</tr>
<tr>
<td>Marlboro Extra Long 100's</td>
<td>$1,614.1</td>
<td>$1,543.0</td>
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<tr>
<td>Newport menthol filters</td>
<td>$1,536.7</td>
<td>$1,356.9</td>
</tr>
<tr>
<td>McDonald's Drive-ins</td>
<td>$1,507.8</td>
<td>$494.8</td>
</tr>
<tr>
<td>Head &amp; Shoulders, shampoo cream/lotion</td>
<td>$1,496.2</td>
<td>$1,311.2</td>
</tr>
<tr>
<td>Cheerios cereal</td>
<td>$1,496.0</td>
<td>$1,613.8</td>
</tr>
<tr>
<td>Clinch spray cleaner</td>
<td>$1,496.0</td>
<td>—</td>
</tr>
<tr>
<td>Crest mint toothpaste</td>
<td>$1,489.8</td>
<td>—</td>
</tr>
<tr>
<td>Crest regular toothpaste</td>
<td>$1,485.5</td>
<td>$2,611.7</td>
</tr>
<tr>
<td>Pan American air travel</td>
<td>$1,473.1</td>
<td>—</td>
</tr>
<tr>
<td>International coffee promotion</td>
<td>$1,469.3</td>
<td>$1,521.9</td>
</tr>
<tr>
<td>Ford Mustang</td>
<td>$1,447.1</td>
<td>$1,117.4</td>
</tr>
<tr>
<td>Arrid spray deodorant</td>
<td>$1,429.1</td>
<td>$774.7</td>
</tr>
<tr>
<td>United Air Lines air travel</td>
<td>$1,417.9</td>
<td>$1,273.7</td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>$1,392.4</td>
<td>$180.0</td>
</tr>
<tr>
<td>Carnation Instant breakfast</td>
<td>$1,332.1</td>
<td>$1,941.1</td>
</tr>
<tr>
<td>Trans World Air travel</td>
<td>$1,317.5</td>
<td>$1,120.6</td>
</tr>
<tr>
<td>Ultra Brite toothpaste</td>
<td>$1,313.3</td>
<td>—</td>
</tr>
<tr>
<td>Kent filters</td>
<td>$1,296.1</td>
<td>$2,951.2</td>
</tr>
<tr>
<td>L &amp; M Golden 100's</td>
<td>$1,289.0</td>
<td>—</td>
</tr>
<tr>
<td>Ivory liquid detergent</td>
<td>$1,277.3</td>
<td>$1,129.5</td>
</tr>
<tr>
<td>STP oil additive</td>
<td>$1,276.8</td>
<td>—</td>
</tr>
<tr>
<td>Goodyear Polyglazes tires</td>
<td>$1,265.0</td>
<td>—</td>
</tr>
<tr>
<td>Vote toothpaste</td>
<td>$1,248.3</td>
<td>—</td>
</tr>
<tr>
<td>Bold laundry detergent</td>
<td>$1,239.5</td>
<td>$2,034.1</td>
</tr>
<tr>
<td>Marlboro filters</td>
<td>$1,234.3</td>
<td>$2,560.6</td>
</tr>
</tbody>
</table>

The top-50 network TV brand/products ranked for the first quarter 1968 with comparative first quarter 1967 expenditure estimates shown.
...and one to grow on!

It is singularly gratifying in this, the Twentieth Anniversary year of TV10’s service to the Philadelphia community, that The National Academy of Television Arts and Sciences has bestowed on WCAU-TV The 1967-1968 Station Award for community service programming.

This highly-coveted national Emmy—the only one given to a local station each year—is welcome recognition of TV10’s close union with its community. For two decades we have addressed ourselves wholeheartedly to the exposition of community problems, with a view to stimulating public interest and action.

In accepting this honor, we dedicate ourselves anew to ever-growing effort in the cause of the Greater Philadelphia community.
Retailers use more TV, HF-TV says

STORES, MANUFACTURERS USE ITS SERVICE AS AD AID

Local retailers' growing interest in and use of color TV as their advertising medium is being reflected in the expanding business of HF-TV Inc., New York, according to sales manager, Louis Sirota.

HF-TV, a subsidiary of Alderman Studios Inc., High Point, N.C., provides a color-commercial library service to furniture and department stores and to TV stations.

In an interview last week, Mr. Sirota said 415 retailers now use the service compared to 273 last November, more than a 50% increase, while 51 manufacturers across the country now underwrite the production of the commercials for their individual product lines.

The TV service, a counterpart to the newspaper matte services that have kept local retailers wedded traditionally to newspaper advertising, was introduced in Chicago nearly a year ago to retailers attending the National Summer Furniture Show (Broadcasting, June 26, 1967). The underwriter manufacturers are in the fields of home furniture, carpeting, lighting and home entertainment (TV sets, phonographs, etc.). Their commercials are distributed by HF-TV at a cost of $35 per kit, including suggested scripts and storyboards.

TVB Backing - The color-commercial kit concept has had the blessings of the Television Bureau of Advertising since its inception. Mr. Sirota, a former retailing expert on TVB's staff in New York, said the bureau will be showing several of the commercials during TVB's regional sales clinics this spring.

While retailers are being educated and sold on local color TV both as to cost (comparisons of costs for fringe-time one-minute commercials with the price of a full page, black-and-white newspaper ad are used) and as a sales tool, HF-TV also is concentrating on stations --"they are our best salesmen," Mr. Sirota said. He noted that a sampling of 20 stations (one outlet in each of 20 states) brought a response of 60 stations reporting new business from existing retail clients and six stations detailing business from new accounts.

Stations now are being sent monthly mailings giving them leads for new business (pointed out to markets where retailers have indicated interest in color TV) and station salesmen are being offered "minikits," cut-down versions of what's sent to retailers and to station management. As part of its campaign in educating the retailer on the advantages of color TV in local selling, HF-TV will be represented at the Southern Furniture Market in High Point, N.C., April 19-26.

Alderman has been a major supplier of graphic and sales promotion materials to the home furnishings industry, including newspaper matte services. In recent years it has developed extensive color film and picture facilities.

Alderman's entry into TV—via HF-TV—"is getting the attention of the home furnishings industry. One publication in the field (NRFA Reports) interviewed home furniture dealers in depth as to the color-television medium. In its February issue, the publication said its studies indicate that "generally speaking, a retailer can buy time for at least five 60-second color commercials for the same cost as one full-page black-and-white newspaper ad." The publication cited HF-TV as a color commercial service in the field and presented stories of retailers using the service with sales success.

Sampling - HF-TV for its part has sampled 200 markets and found the comparison of costs to be closer to eight to 12 one-minute (non prime) commercials for each black-and-white page of advertising in newspapers. NRFA Reports gave these dealer examples found in its surveying:

"One large southern retailer, for example, actually decreased his total advertising expenditure because of going into television (the 16 one-minute spots used cost him less than the one three-quarter-page newspaper ad that was dropped from the store's advertising schedule).

"After concentrating on newspaper advertising, a midwest store in business just 16 months now devotes 95% of its ad budget to color TV." Still other results were reported as to reach and selling power of color TV ads used by the dealers interviewed.

Among the manufacturers underwriting the commercials are American of Martinsville, Basset, Bryhoul, Cabin Crafts, Daystrom, Drexel, Heritage, Henredon, Johnson/Carper, Kroehler, Lees Carpets, Stanley, Thomasville, Williams, Wunda Weve, General Electric (portable color-TV sets), Kodel

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC Week ended March 31</th>
<th>Cume Jan. 1-March 31</th>
<th>CBS Week ended March 31</th>
<th>Cume Jan. 1-March 31</th>
<th>NBC Week ended March 31</th>
<th>Cume Jan. 1-March 31</th>
<th>Total minutes week ended March 31</th>
<th>Total dollars week ended March 31</th>
<th>1968 total 1968 total</th>
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<tbody>
<tr>
<td>Monday-Friday</td>
<td>$145.8</td>
<td>$1,100.5</td>
<td>$4,461.5</td>
<td>73</td>
<td>$444.1</td>
<td>930</td>
<td>5,707.8</td>
<td></td>
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</tr>
<tr>
<td>10 a.m.-6 p.m.</td>
<td>1,360.3</td>
<td>3,112.2</td>
<td>2,451.3</td>
<td>31,320.1</td>
<td>792</td>
<td>78,854.4</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Saturday-Sunday</td>
<td>326.2</td>
<td>4,396.8</td>
<td>853.8</td>
<td>14,161.7</td>
<td>289.3</td>
<td>6,099.4</td>
<td>262</td>
<td>2,492.1</td>
<td>3,151</td>
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<td>6 p.m.-7:30 p.m.</td>
<td>1,349.0</td>
<td>16,462.5</td>
<td>835.8</td>
<td>14,161.7</td>
<td>289.3</td>
<td>6,099.4</td>
<td>262</td>
<td>2,492.1</td>
<td>3,151</td>
</tr>
<tr>
<td>Sunday</td>
<td>182.0</td>
<td>2,072.9</td>
<td>240.9</td>
<td>3,112.2</td>
<td>289.3</td>
<td>6,099.4</td>
<td>262</td>
<td>2,492.1</td>
<td>3,151</td>
</tr>
<tr>
<td>7:30 p.m.-11 p.m.</td>
<td>5,211.7</td>
<td>71,657.0</td>
<td>6,572.0</td>
<td>88,025.1</td>
<td>6,572.0</td>
<td>88,025.1</td>
<td>431</td>
<td>17,882.7</td>
<td>5,537</td>
</tr>
<tr>
<td>Total</td>
<td>$8,786.9</td>
<td>$115,116.0</td>
<td>$10,420.7</td>
<td>$144,154.8</td>
<td>$1,933</td>
<td>$30,765.6</td>
<td>23,693</td>
<td>$416,935.0</td>
<td></td>
</tr>
<tr>
<td>March Totals</td>
<td>$39,144.1</td>
<td>$52,156.4</td>
<td>48,501.0</td>
<td>Total minutes 8,181</td>
<td>$139,801.5</td>
<td>$139,801.5</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Drop in, anytime

...morning, noon, night, 7 days a week, 24 hours a day, 365 days a year, weekends, holidays and any other time you can think of. Greyhound Package Express is always wide awake and ready to accept and ship your packages. GPX carries your shipment aboard regular Greyhound buses running on fast frequent passenger schedules. Your shipment goes wherever Greyhound goes. And Greyhound goes just about everywhere in the U.S.A. Sleep is for puppies, pussycats and people. GPX never sleeps. Got a package or a complete shipment you want to get someplace in a hurry? Remember GPX! You'll save time and money. Choice of C.O.D., Collect, Pre-paid, or open a Greyhound Package Express Charge Account. For additional information about service, rates, schedules and routes, call Greyhound or write: Greyhound Package Express, Dept. 8-D, 10 South Riverside Plaza, Chicago, Illinois 60606.

It's there in hours and costs you less

<table>
<thead>
<tr>
<th>From</th>
<th>Buses Daily</th>
<th>Running Time</th>
<th>20 lbs</th>
<th>30 lbs</th>
<th>40 lbs*</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>32</td>
<td>2 hrs.</td>
<td>$1.75</td>
<td>$2.05</td>
<td>$2.30</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>33</td>
<td>2 hrs. 15 mins.</td>
<td>1.50</td>
<td>1.70</td>
<td>1.95</td>
</tr>
<tr>
<td>Los Angeles-San Diego</td>
<td>33</td>
<td>2 hrs. 15 mins.</td>
<td>1.50</td>
<td>1.70</td>
<td>1.95</td>
</tr>
<tr>
<td>Chicago-Milwaukee</td>
<td>28</td>
<td>1 hr. 50 mins.</td>
<td>1.75</td>
<td>2.00</td>
<td>2.20</td>
</tr>
<tr>
<td>Richmond-Norfolk</td>
<td>19</td>
<td>1 hr. 45 mins.</td>
<td>1.85</td>
<td>2.10</td>
<td>2.40</td>
</tr>
</tbody>
</table>

*Other low rates up to 100 lbs. See shipments, too.

It's another service of diversified Greyhound Corporation.
and Simmonds.

Among HF-TV clients are some of the biggest and best known retailers in the U. S., including such stores as Bullocks in Los Angeles; Bonwit Teller and The John M. Smyth Co. in Chicago; Carrico Furniture and L. S. Ayres in Indianapolis; Stewart Dry Goods in Louisville, Ky.; Kornmeyer Furniture in Baton Rouge; D. H. Holmes in New Orleans; "and" Belew's Furniture in Shreveport, La.

Also, Barbo's Inc. in Stoneham, Mass.; Englander Futurniture Shops in Detroit; Steketee's in Grand Rapids, Mich.; Kents Interiors in St. Louis; Miller & Paine in Lincoln, Neb.; Brandeis in Omaha; F & R Lazarus in Columbus, Ohio; Strouse-Hirsbergs in Youngstown Ohio; Strawbridge & Clothier in Philadelphia; Fowler, Dick & Walker in Wilkes-Barre, Pa.; Cain-Sloan Co. in Nashville; Sanger-Harris in Dallas; Fingers Furniture in Fort Worth; Thalheimer Brothers in Richmond, Va., and Boston Store in Milwaukee.

Airlines increased radio-TV ads in '67

Network and spot broadcasting received the most benefits from an increase in airline advertising expenditures in 1967, according to a recent annual report by Travel Research International Inc., New York.

Out of a total $121 million spent by domestic and international airlines, TRI figures show television with more than $36 million, a 25% increase over 1966. Network and spot radio carried around

Xerox limits sell time

Xerox Corp., Rochester, N. Y., will use only three minutes of the nine minutes of commercial time to which it is entitled to present an anti-war feature film, "Paths of Glory," on ABC-TV on May 1 (9:30-11 p.m.) without commercial interruptions, it was announced last week. A Xerox spokesman said there will be single 90-second commercials before and after the film. Xerox announced several weeks ago it had decided to sponsor the film on a network basis even though it has had repeated showings on stations since it went into syndication in 1961. The sponsor said the film "has never enjoyed the audience it deserves" (Broadcasting, April 1). $19 million, a gain of 22% over the previous year. Magazines and newspapers showed lesser gains.

Proportionately, television has 30% of the total expenditures, up 2% and radio has 16%, up 1%, according to TRI. Newspapers are down 1% with 34% and magazines are down 2% to 20% from 1966.

The 1967 report continues a trend toward increased broadcast advertising by the airlines, the research firm said. Robert A. Peattie Jr., TRI president, predicted that television's share will "soon overtake and pass newspapers.

New ad agency grows with broadcast accounts

An advertising agency subsidiary, Project 68, New York, is expanding its accounts in the broadcast field. Its newest client is Mark Century Corp., New York, a radio-program service company (also in TV production), for which it will handle advertising and promotion for three of the firm's national radio packages. Billings come to some $100,000.

One of the first clients of Project 68, a subsidiary of Doremus & Co., New York, was ABC Radio, which now operates a four-network service. ABC's billing comes to approximately $450,000.

The new Doremus unit was formed only last February. Lee W. Baer, who resigned as president of Emerson Foote Inc., New York, last December, is chairman and chief executive officer of Project 68; Robert W. Pleyer, a Doremus vice president, serves as its president, and Robert M. Lehman, formerly a vice president of Tatham-Laird & Kudner, is its senior vice president. It has offices at 555 Madison Avenue.

SNI signs sponsors for golf tournament

Five advertisers have signed for Sports Network Inc.'s telecast of the final two rounds of the New Orleans Golf Tournament May 11-12.

Eastern Air Lines (Young & Rubicam) has bought six minutes both days, General Electric (BBDO) has five minutes both days, Unroyal golf balls (Doyle Dane Bernbach) has two minutes Saturday and one Sunday. Humble Oil (McCann-Erickson) has one Saturday and two Sunday, and Dodge Division of Chrysler Motor Corp. (BBDO) has two minutes on Sunday.

Saturday's broadcast will be 5-6 p.m. EDT and Sunday's 4:30-6 p.m. Announcers are John Dormer, Jim McCarty, Bob Toski and Ray Scott.

No more room at the 'Laugh-In' for '68-69

NBC-TV's Rowan and Martin's Laugh-In (Mondays, 8-9 p.m. EST) is sold out for the 1968-69 season.

Participating sponsors and agencies are Miles Laboratories Inc. (Jack Tinker), Colgate-Palmolive Co. (Ted Bates), Vick Chemical Co. (Leo Burnett), General Mills (Dancer-Fitzgerald-Sample), Ford Motor Co. (J. Walter Thompson), John H. Breck Inc. (Young & Rubicam), American Tobacco Co. (BBDO) and Brown & Williamson Tobacco Co. (Post-Keyes-Gardner).

The program is coproduced by George Schlatter-Ed Friendly Productions and Romart Inc., with Mr. Schlatter producing and Gordon Wiles directing.

Pfizer's Pacquin shifts agencies

Charles Pfizer & Co.'s Leeming/Pacquin division will shift its Pacquin brands from MacManus, John and Adams to LaRoche, McCaffrey & McColl on July 1.

M&JA will keep Visine eye drops, Thermodent toothpaste, Barbasol shaving cream and new products. La Roche currently handles Ben-Gay, Desitin baby products and Hai Karate men's toiletries.

The Pacquin brands bill an estimated $2.5 million, according to an agency spokesman. The products have been advertised heavily on radio and television in the past, a company spokesman said, and plans will probably change very little.

Pfizer & Co. spent over $2 million in television and about $300,000 in radio last year for Pacquin's, according to Television Bureau of Advertising and Radio Advertising Bureau figures.

Quaal hits 'climate of distrust' in NAM speech

Mounting evidence of government intrusion into business activities, through attacks on advertising, and a "climate of distrust" encouraged in the name of consumerism have prompted Ward Quaal, president of WON Continental Broadcasting Co., Chicago, to call on businessmen to engage in consumer programs of their own.

Speaking during an April 10 symposium on industry, government and
When it is vital to reach and influence America’s largest Negro community

**Lindsay Praises Negroes Here After Walking Tour of Slums**

By RICHARD REEVES

Mayor Lindsay walked through streets lined with smashed windows and crumpled iron window grilles yesterday afternoon, then praised Negroes in New York for calming the violence that hit the city Thursday night.

The station's studios are above an insurance office that was damaged in the disorders Thursday night. WLIB normally ends its daily AM broadcasts at 7:15 P.M., but it has stayed on the air the last few days until midnight with programs designed to ease tensions.

**WLIV Plays Key Role in Harlem**

For the first time in its 26-year history, Harlem-based WLIB — by staying on the air 44 hours past its 7:15 p.m. sign-off last Friday (5) and Sunday (7) — did so at the behest of Mayor John V. Lindsay and Manhattan Borough President Percy Sutton, who saw the Negro-oriented station as a prime outlet for cooling area passions after the slaying of the Rev. Dr. Martin Luther King.

Additionally, Lindsay wired the FCC of his role in causing WLIB to continue on the air and he asked for its approval after the fact.

WLIV, which won a Peabody Award last year for community service, risked Commission censure and fine and in extending its time span, honored in on clear channel WOWO, Ft. Wayne. Its AM and FM facilities dropped their X86 and commercials and when not covering memorial tribute they simulcast phone-ins manned by Lindsay, Sutton, State Human Rights Commissioner Robert J. Mangum and other Negro leaders.

The WLIB stations are operated by New Broadcasting Co.

**By JACK GOULD**

But in all the broadcasting in the last few days, of which one listener or viewer can hope to hear only a very small part, a special accolade is due to WLIB, the radio station in Harlem at 1190 kilocycles.

WLIB has done what still eludes, most of the largest broadcasters and networks: to get away from the familiar officials in the civil rights movement and plumb the opinions of ordinary New Yorkers. Mayor Lindsay, have recognized this service of answering telephone calls from individual listeners. To its credit, WLIB does not hesitate to cover facts that may distress the black community, such as there are individuals who are more headliners in news media than they are real Negro leaders. As a Negro-oriented station, WLIB shows more genuine candor as a friend of the black people than other stations who are hesitant to raise tough matters.

WRRV, at 106.7 on FM radio, owned by the Riverside Church, plans at 8 P.M. tomorrow to link together more than 10 radio stations to break through the crust that separates what officials may say and what average people may say. WLIB and WRRV have found that on difficult social issues the average listener may be far less hesitant than the professional journalist to explore some of the difficulties and promises confronting the black community.

Judged by recent broadcasts, such efforts deserve both commercial and non-commercial support, because based on WLIB’s broadcasts and WRRV’s earlier call-in on the draft situation, they may have found a tentative bridge over the racial barrier and could start fruitful dialogue between blacks and whites. There is a compelling power in listening to troubled people speak from their hearts and their own personal experience.

The New York Times, Saturday, April 6, 1968

The New York Times, Sunday, April 7, 1968

The New York Times, Monday, April 8, 1968

**WLIV**

Harlem Radio Center

10,000 WATTS/1190 310 Lenox Avenue at 125th St., New York, N.Y. 10027

BROADCASTING, April 15, 1968
consumer interaction sponsored by the marketing committee of the National Association of Manufacturers, in New York, Mr. Quaal urged all three forces in the marketplace to rebuild bridges of "mutual trust, understanding and respect."

Mr. Quaal, chairman of the board of governors of the Association of Better Business Bureaus International, praised that group's program to establish consumer-affairs councils in major cities as "grass-roots sounding boards."

In his plea that businessmen head off "meddlesome" government intervention, Mr. Quaal said: "Government should limit its regulation of industry to the greatest extent possible, and business thus bears concomitant responsibility to assume greater moral burdens."

Also in advertising...

New address - Rockwell, Quinn & Wall Advertising has moved from 717 Fifth Avenue to larger quarters at 555 Fifth Avenue, New York 10017, telephone (212) 697-6565.

Major clients added - Universal Commercial-Industrial Films, North Hollywood, a division of Universal City Studios, has been retained by the Coca-Cola Co. and the Firestone Tire & Rubber Co. to produce a series of commercial and industrial films. Both of the new projects will be produced and directed by William N. Burch, using multiple location sites as well as studio sound stages. Portions of the Coke work will be filmed in Atlanta, while portions of the Firestone project will be shot in Indianapolis.

Traffic cop - Sara Jane Fritz, traffic sales and service technician, has announced establishment of a consultancy to TV stations for establishment of new sales-service procedures. Miss Fritz will visit stations for four to six weeks while establishing operating techniques, and maintain out-of-market communication with clients for one-year period. Address: 168 Clayton Avenue, Battle Creek, Mich.

Negro marketing - Greener, Hiken, Sears, New York, radio station representative specializing in the Negro market, has developed a "response evaluation" report series with Media Innovation Inc. and is distributing the reports.

MacManus, John & Adams Inc. expects to be billing at more than a $130-million annual rate by the middle of this year. This new billing level for the agency, which handles substantial General Motors advertising, would move it up to a position among the top-15 agencies in the country.

The raised sights of MJ&A spring from a proposed merger disclosed last week by MJ&A and West, Weir & Bartel. Under the merger (already approved by MacManus stockholders but requiring similar action by WW&B's shareholders) MJ&A in effect would add the WW&B operation to its own.

MacManus, John & Adams currently bills about $100 million in the U. S. and another $10 million overseas, while West, Weir & Bartell bills approximately $20 million. According to MJ&A officials, the agency now is about 19th in billings size among all U. S. advertising agencies. In terms of radio and television business, the merger would put MJ&A in the $36-million billing class. (MJ&A handles about $30 million in broadcast, WW&B some $6 million.)

A majority of the officers and personnel of West, Weir & Bartel (it currently employs 152 people) will be added to the New York and Hollywood offices of MJ&A. The MacManus agency has a large new eastern regional office in New York (Broadcasting, Feb. 12), and in addition to its Hollywood office has headquarters in Bloomfield Hills, Mich. (Detroit), and has other offices in Chicago, St. Paul, Toronto, London and Zurich. MJ&A employs 800 people.

Weir to Vice Chairman - Under terms of the proposal, Walter Weir, president of WW&B, will join MJ&A as vice chairman and member of the board. Ernest A. Jones is chairman; Charles F. Adams is president, and Donald E. Jones is executive vice president of MJ&A.

The agencies' principals said a merger between the two was "first broached

MJ&A to acquire West, Weir & Bartel

PROPOSED MERGER WOULD MOVE AGENCY INTO TOP 15

Commercial preview: Hawaii’s natural candy store

Aloha, wahinis and kahunas. C and H, "the pure cane sugar from Hawaii," welcomes you to the land with "miles and miles of outdoor candy stores."

Using charming Hawaiian children, the natural beauty of the islands and waving cane fields, C and H, Coronado, Calif., will appear in a series of 60-second spots in more than 50 cities west of Chicago. The campaign began April 1.

One spot shows Lehua, a 6-year-old Hawaiian beauty, who announces proudly: "I bet more than a hundred people come here every year just to see what we got here." She then presents her island home, its orchids, beaches and cane fields.

The commercials, created by Honig-Cooper & Harrington, San Francisco, were filmed in color on location in Hawaii by the Haboush Co. They will be supplemented by radio spots, trade ads and promotional programs for retailers.
Ho Chi Minh said he was ready to talk peace.

And too many people had to wait 20 minutes to find out.

The biggest story of the year broke and most of the world’s news services didn’t have it.

Not for a minute or two. But for 20 minutes! And these days, that could be a lifetime.

At 9:52 a.m., Wednesday, April 3, Reuters News Wire and The Reuter-Ultronic Report, the financial news wire, carried the following item:

“SINGAPORE—HANOI SAID TONIGHT NORTH VIETNAM WAS READY TO MEET AMERICAN REPRESENTATIVES TO CONSIDER AN END TO FIGHTING.”

At that moment, other news services were sending reports stating Hanoi’s antagonism to President Johnson’s offer.

It took a full 20 minutes before the other services sent up-to-date reports.

If you were a Reuter subscriber, you know how important this was.

If you weren’t a Reuter subscriber, you don’t have to be reminded.

When minutes—or even seconds—can make the difference, you want the fastest, most astute news service there is.

Give us a call and let us put you where it’s at.

several years ago when Ernest Jones and Walter Weir visited Australia as guest lecturers before the Australian Marketing Association and that discussions continued from time to time with a decision made recently because “the time was right.” They said the agencies are “compatible in creative philosophy” and are “without serious product conflict” in the clients they handle.

Some $35 million of the M&A billing is represented by GM (the agency also handles GM’s Pontiac and Cadillac accounts). Other major clients are Dow Chemical, 3M Co., Chas. Pfizer, Bendix, Standard Oil (Indiana), American Oil, General Time Corp. and the U. S. Air Force. West, Weir & Bartell accounts number, among others, Arnold Bakers, Celanese Corp., International Telephone & Telegraph, Litton Industries, Sterling, U. S. Tobacco and Reuzit Home Products.

JW T’s Strouse puts emphasis on basics

The some 275 media executives who attended the monthly Advertising Club of Los Angeles luncheon at the Sheraton West hotel last week were surprised. They came to hear Norman H. Strouse, chairman of J. Walter Thompson Co., New York, reveal his insights of a 40-year career. Instead Mr. Strouse summed up all that he learned in a single statement: “Good advertising is the product of concentrated thought, working with tried methods and full-blooded organization for the accomplishment of profit-making results. Neither haphazard nor novel theories . . . has any place in a modern advertising campaign.”

The words were written by Mr. J. Walter Thompson in 1906 and, throughout his talk, Mr. Strouse pointed out that the “fundamentals of advertising have not changed materially” in the ensuing 62 years.

The ad maker’s role remains the same, the function of advertising is unchanged and the only conspicuous changes are the details of advertising and the continual refinement of techniques.

Having affirmed his conviction that “there has been no real change in the rationale” of advertising (risking, he acknowledged, being labeled the “voice of tradition”), Mr. Strouse went on to offer some random observations about the business of advertising and advertising agencies. He sees continual growth for advertising as a whole and for J. Walter Thompson, in particular. He expects new services to be developed and new uses of advertising to be discovered, pointing out that more than $40 million of JWT’s domestic billings in 1967 came from service instead of product accounts.

Fight Against Poverty • According to Mr. Strouse, advertising deserves credit “for bringing into being a society of abundance, but must also accept responsibility for having generated ‘enormous dissatisfaction among those who cannot buy the products it dangles before them.’ He urged that the fight against poverty be carried on by the advertising community but cautioned against allowing “the headline news of poverty” to change or throw over the system that has brought about unprecedented material wealth and social advances.

Mr. Strouse also indicated that the gross national product “must and will continue to increase,” which will mean that advertising will be involved with bigger markets, media, clients and agencies. He believes there’s “no foreseeable limit to size” of an agency “provided the unit of the organization is maintained.”

He asked agencies to use “restraint and discretion” in recruiting talented people from their competitors. “If the practice of drawing from the outside is the rule rather than the exception,” he explained, “the organization becomes an anthology rather than a unity.”

The “most radical change” that Mr. Strouse sees “is the ephemeral nature” of the advertising products and the selling ideas and forms. Today, he pointed out, no campaign has the life expectancy of a few years ago.

Mr. Strouse also noted the troublesome phenomenon of fragmentation in

THE MEDIA

One-per-market under attack

First petition opposing
FCC’s station-ownership limitation is filed

The first formal opposition to the FCC’s proposed one-to-a-customer rule-making was filed with the commission last week. It was in the form of a petition for reconsideration of the interim policy that is in effect pending conclusion of the rule-making, but the arguments used provide a foretaste of what the commission can expect when comments on the proposed rule are submitted by June 26, the filing deadline.

The petition was filed on behalf of KCLI Inc., licensee of KJIN and KCLI-FM Houma, La.; Dixie Radio Inc., licensee of WDLP-AM-FM Panama City, Fla.; John W. Spottwood, licensee of WKWP Key West, Fla.; and Woofum Inc., licensee of WROM Marietta, Ga.

The controversial proposal under consideration would limit station acquisitions to one per market as a means of fostering diversification of ownership. The only exception would permit licensees of a daytime AM outlet to acquire an FM or TV station.

The commission is processing applications currently on file, but it is delaying action on those coming within the scope of the proposed rule that were filed after the rulemaking was issued, on March 28.

Harsh Policy • The petitioners called this interim policy “sweeping and extremely harsh,” and asked the commission to abandon it. At the most, they said, the commission should substitute for it a case-by-case approach.

Such an approach, they said, would “permit the commission to protect the integrity of its diversification policies without retarding broadcast services” in instances where an interim application of the proposed rules can be shown to be against the public interest.

Two of the licensees filing the petition—KCLI Inc. and Dixie Radio—had executed contracts to sell their stations, but had not filed the applications before the rulemaking was issued. A third licensee on the petition, Spottwood, had been preparing to apply for a construction permit for an FM station in Key West.

The petitioners said the commission was “grossly unfair” in exempting from the interim policy applications already on file while refusing even to consider on an ad hoc basis applications which had been prepared under existing rules.

In urging reconsideration of the interim policy, they focused their attention on the small markets; they predicted that the comments filed in the rulemaking would show “to the commission’s satisfaction” that blanket application of the rules would severely retard the growth of broadcast services in such markets.

Agree With Goal • They said they agree with the goal of diversification of ownership, but added that “the public interest cannot be deemed to have been served by achieving that goal through the elimination of multiple ownership in small markets, where without the vital economies available only to multiple-
the market place. The benefits of advertising pressure are sometimes eroded, he feels, by the need to meet short-range and unrealistic sales objectives in a turbulent marketplace where brand jostles brand for shelf space.

In his concluding remarks, J. Walter Thompson's chairman gave a cautious endorsement to agency diversification. "I believe that a degree of diversification outside the advertising-agency field would be healthy in modifying some of the natural risks of our particular kind of enterprise," he said.

Top advertisers switch to radio

NBC Radio's Labunski reports highest sales in 10 years for network

If Colgate-Palmolive can be "a turned-on network radio advertiser, spending about $2,450,000 for network radio in 1967," why can't Procter & Gamble and Lever make it the big-three soap companies in the medium?

The reference to Colgate being in and Lever and P&G out was made in an address last week to the Broadcast Advertising Club in Chicago by Stephen B. Labunski, president of the NBC Radio division.

A theme of Mr. Labunski's speech was the rediscovery of network radio by some of the biggest U. S. advertisers—he named Kellogg, Morton Salt, Abbott Laboratories, Armour Meat Packing, Benrus, Citgo, Madison Laboratories, Stuckey's Inc., "and even Shakey's Pizza Parlor"—and noted, too, the increase in network radio budgets by such advertisers as duPont, Nabisco, Chrysler, Plough, American Express—and Colgate.

Cautioned Mr. Labunski: "By the time P&G and Lever complete their reassessments, they may find they are too late—because network radio is operating at record, near sell-out levels."

Sales Booming • Mr. Labunski said NBC Radio had its highest level of sales in 10 years in the first quarter 1968, a period in which he said virtually all other media fell well below "year-before figures."

With only two weeks gone in the second quarter, Mr. Labunski said, NBC Radio had already broken the 10-year record, and for the third quarter the network's sales were already 23% ahead of last year's at this time.

In his speech, Mr. Labunski combined basic findings of Radio's All-Dimension Audience Research (RADAR) study financed by the four networks with the upbeat radio spending habits of national advertisers, as reported by the Radio Advertising Bureau, to emphasize radio's vitality.

He said there's an accelerating trend among advertisers to discard old media myths and to increase their radio budgets. These moves, he indicated, were basic to a comeback of network radio, which he said was "once regarded as the stepchild of the (radio) medium."

New Products • The employment of radio to introduce new products was cited by Mr. Labunski who said the advertiser was using this medium "not just because it is inexpensive, but mostly because of radio's new-found ability to reach so many different consumers, so quickly." Radio, he said, is being used in the new-product introduction by General Foods for Maxim coffee—"a direct 'violation' of orthodoxy in new-product launching by multibrand companies of the General Foods type."

Mr. Labunski said that "long ago, the Lord and Procter & Gamble ordained that the way to introduce a new product was in television and full-page newspaper ads. Now radio is beginning to be used, and that's good news indeed because so high a proportion of today's advertising is devoted to new products."

Among the other advertisers using radio heavily for new-product launching, he said, are the Breek Division of American Cyanamid on behalf of its Go Go Light, and Bristol-Meyers on behalf of Vote toothpaste.

CATV argument delayed

The FCC as postponed oral argument in the San Diego, Calif., CATV case until April 26. The argument, before the full commission had been scheduled for April 8, but was rescheduled because of "the press of other matters."

CPB schedules its first meeting

The Corp. for Public Broadcasting will hold its first formal meeting on April 26 in the Washington law offices of Steptoe and Johnson, Stephen Ailes, former secretary of the Army, who is acting as CPB's legal aide, will provide space for the business meeting in his office.

In announcing the meeting, Charles H. Brown, public relations director of the International Executive Service Corps whose president, Frank Pace, is CPB's chairman, said that the selection of president for the grant-making corporation and the location of its permanent office will be discussed. Bylaws and CPB's organization will also be on the agenda.

Mr. Brown reported that Mr. Pace is presently vacationing in the Caribbean while recuperating from his kidney-stone operation. He is expected to return to New York by Sunday, April 21. It is hoped that all 15 CPB board members will attend the meeting.

Meanwhile, progress on CPB's federal money bill was delayed by higher-priority civil-rights measures and by the congressional Easter recess. Action, however, is expected next week, after the House returns from its Easter vacation. House leadership last week indicated its interest in the CPB bill by scheduling floor debate on or after April 24, pending prior clearance by the Rules Committee.

The bill, an administration measure, would move CPB's authorization for a $9 million "seed money" appropriation from the 1968 fiscal year, ending June 30, to fiscal 1969.

Ryan enters bill on hiring practices

A bill to prohibit discrimination in employment practices by broadcasting stations has been introduced by Representative William F. Ryan (D-N.Y.). The measure would amend the Communications Act to require stations to
New ABC Radio network concept endorsed

The affiliates advisory boards of ABC's four radio-network services have gone on record with a resolution hailing the four-network concept as "the most important step in radio broadcasting in recent years."

The action was taken, ABC Radio spokesmen said last week, at a joint meeting of the four advisory boards following their election by affiliates at a meeting in Chicago during the National Association of Broadcasters convention (Broadcasting, April 8). The joint meeting was also held in Chicago.

ABC quoted a spokesman for the advisory boards as saying that "the multi-radio-network concept has revitalized the industry and has established a blueprint for radio for years to come." The spokesman was also quoted as saying the boards have complete confidence not only in the concept but also in the individual ABC Radio networks.

The advisory boards will meet with other affiliates of their respective networks from time to time, and will also meet jointly on matters in which they have common interests. The next joint meeting was set for June 3-4 in New York.

The four boards also elected their respective chairmen: George Hatch, K ALL Salt Lake City, was named chairman of the affiliates advisory board for the American Information Radio Network; Ben Laird, WDUZ Green Bay, Wis., for the American Contemporary Radio Network; Dick James, WBBW Youngstown, Ohio, for the American Entertainment Radio Network, and Craig Bowers, KMYR (FM) Denver, for the American FM Radio Network.

Some of the members of the advisory boards of ABC's four network radio services are shown with the networks' officials (l to r): R. E. Lee Glasgow, WACO Waco, Tex.; Pat Nugent, WIVC(FM) Peoria, Ill.; Dee Coe, WWCA Gary, Ind.; John Shepard, WVLV Grand Rapids, Mich.; Ed Allen Jr., WADOR Sturgeon Bay, Wis.; Walter Schwartz, ABC Radio president; Charles Blackley, WTON Stauton, Va.; Ben Laird, WDUZ Green Bay, Wis.; John Lee Davenport WISE Asheville, N. C.; John Behnke, KOMO Seattle; Craig Bowers, KMYR(FM) Denver; Dick James, WBBW Youngstown, Ohio; Earl Mullin, ABC vice president in charge of radio station relations; George Kravis, KRAV(FM) Tulsa, Okla., and Si Goldman, WJTN Jamestown, N. Y.

file such employment data as the FCC deems necessary to enforce nondiscrimination.

The congressman's office indicated that the timing of the bill's submission involved no specific connection with the racial disturbances that followed the assassination of Martin Luther King Jr. The matter had been under study for some time, an aide said, and followed explorations by the congressman, in conjunction with the United Church of Christ, of possible steps the FCC could take to eliminate hiring discrimination by stations, especially in the South.

The bill would add controls to those already administered by the Equal Employment Opportunities Commission, but would give the FCC direct authority in the area and enable the commission to act without waiting for a specific complaint, as is now required of the EEOC. In addition, smaller stations not now covered by EEOC procedures would come under FCC regulation on hiring practices. The EEOC deals with companies that employ 25 or more persons.

The Ryan bill would add a new section to the Communications Act: "Sec. 331. No broadcasting station shall engage in discrimination in employment practices on the basis of race, color, religion, sex, or national origin. Each broadcasting station shall furnish to the commission with each application for a broadcasting station license and annually during the term of such license such data on its employees as the commission may require to carry out the purposes of this section."

$1-million FM sale sets new high

The first $1-million FM sale was approved by the FCC last week. It's modern music WDBN(FM) Medina, Ohio, and it was sold by Theodore Niarhos and associates to Robert McBride Miller and group. Medina is about 30 miles south of Cleveland, and 10 miles northwest of Akron.

Included in the $1-million price is $300,000 for an agreement not to compete on the part of Mr. Niarhos and his associates, as well as $50,000 for the station's library of taped programs.

The purchase was made by WDBN Inc., which is composed of 15 stockholders. Mr. Miller owns 46.5% of WDBN Inc.; he and his family own 34% ("de facto control," the FCC said) of group broadcaster Cleveland Broadcasting Inc., which owns among other stations, WERE-AM-FM Cleveland. Mr. Miller personally owns 1.3% of Cleveland Broadcasting.

Because there is a 20% overlap of the one microvolt per meter contours of the Medina and Cleveland FM stations, which would involve a violation of the FCC's duopoly rule, Mr. Miller has re-signed as an officer and director of Cleveland Broadcasting, and has placed his personal stock interest in that group in an irrevocable trust—the trustee being a financial institution.

Cleveland Broadcasting (of which Richard Miller is president; founder
Another station shakes hands with

Salesmanship

Doug Manship and Jack Drake announce the appointment of NTvS as national representatives for KRGV-TV, NBC’s window on the rich Lower Rio Grande Valley. This handshake brings together two of the most dynamic factors in the industry today. Watch things happen.

NTvS
National Television Sales, Inc.
Fastest-growing Television Sales Firm in the Country.
New York—Chicago—Los Angeles
San Francisco—Atlanta—Dallas
Ray T. Miller Jr. died last year) came into broadcasting in 1949 when it put WERE-FM was founded a few months later. In 1960, the Millers' bought WLEC-AM-FM Sandusky, Ohio, for $420,000, and in 1962, KFAC-AM-FM Los Angeles for $2 million.

UHF Applicant & Cleveland Broadcasting is also one of two applicants for TV channel 19 in Cleveland, and was recommended for the grant in an initial decision by an FCC hearing examiner, and later by the commission's review board. Its opponent, Community Telecasters of Cleveland Inc., appealed these decisions to the full commission. While the appeal was pending, the two applicants came to an agreement that provided for Cleveland Broadcasting to withdraw its application, receiving less than $50,000 for out of pocket expenses and leaving Community Telecasters as the remaining applicant.

Following a survey by the buying group, the new WDBN owners decided that the best method of integrating the station's activities with the community was to create a community advisory board to meet with management and ownership twice a year. Chairman of the board will be the mayor of Medina, who will also recommend two other members. The Miller group proposes to establish similar advisory boards in Cleveland and Akron.

The ownership transfer was approved by the commission with only Commissioner Kenneth A. Cox dissenting. Commissioner Nicholas Johnson abstained from voting.

FCC moves toward new budgetary system

FCC Chairman Rosel H. Hyde and an even dozen commission staff members briefed a House Government Operations Subcommittee last week on the agency's progress in applying the latest wrinkle in federal management techniques — a planning-programming-budgeting system.

Mr. Hyde noted that the commission is already organized into mission-oriented bureaus in line with PPBS concepts as a result of legislation passed by Congress in 1952, but that steps are underway to recast the commission's internal budgeting system and categories to conform with procedures now being widely adopted by government agencies.

Such changes, it was explained, would have more effect on record keeping than on the FCC's organization chart. Subcommittee response to the commission's presentation was favorable: Subcommittee Chairman Jack Brooks (D.-Tex.) said he felt the FCC was making good progress toward complying with congressional PPBS goals for agencies.

Chairman Hyde said that commission budget processing until fiscal year 1970 would follow category breakdowns presently in force, but a redesign of the categories is being proposed for fiscal 1970 and thereafter.

The new budgeting system would operate under four major headings: Research and planning in communications technology; mass communications by wire and radio (including commercial and noncommercial broadcast and cable television); intercommunications by wire and radio (the common carriers), and commission and support activities (such as legal, accounting and engineering services, as well as functions of hearing examiners, whose services would be prorated among the various appropriate categories).

Changing hands...

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

KXIS Pittsburg, Calif.: Sold by Duane Wadsworth and associates to Don Johnston and group for $350,000. Mr. Johnston is an electronics distributor. To be retained as station manager by the new owners, following FCC approval, is William Exline. KXIS is full-time station on 990 kc with 5 kw. Broker: Hogan-Feldmann Inc.

WWBN(FM) Miami: Sold by Paul A. Brake to Dynamic Broadcasting Co. for $244,000. Dynamic, which is headed by Leonard Walk, president, owns WAMO-AM-FM Pittsburgh, Wild Boston; WUFO Buffalo, N. Y., and WAOH Miami. WWBN, founded in 1948, is on 101.5 mc with 31 kw. Broker: Blackburn and Co.

WYPI Ypsilanti, Mich.: Sold by Craig Davids and group to Robert Koch for $135,000. Mr. Koch is from Bloomfield Hills, Mich. Mr. Davids also owns KCKY Coolidge, Ariz. WYPI is 500 w daytimer on 1480 kc. Broker: J. B. Siebings Co.

APPROVED * The following transfers of station interests were approved by the FCC last week (for other FCC activities see For the Record, page 111).

WDBN(FM) Medina, Ohio: Sold by Theodore Niarhos and associates to Robert McBride Miller and group for $1 million (see page 46).

WTOS(FM) Wauwatosa, Wis.: Sold by Robert H. Perthel and others to Career Academy Inc., Milwaukee (Wis-
Colorado Springs CATV gets nod from FCC

A lengthy study that questioned the effectiveness of the FCC’s CATV rules in protecting small-market TV stations failed to impress the commission last week. The import of the decision rejecting that study is that the commission expects a more persuasive showing from small-market TV’s before it will designate below-top-100 market CATV proposals for hearing.

By a 4-to-2 vote the commission permitted Vumore Video Corp. to begin cable operations in Colorado Springs. That community is in the Colorado Springs-Pueblo market, ranked 138th.

The study was prepared by Robert L. Coe and James O. Saunders of Ohio University’s Center for Research on Broadcast Management and Economics (Broadcasting, March 18 et seq.). Mr. Coe is a former executive with ABC. The study was designed to bolster opposition to the cable proposals by KBDA-TV Colorado Springs and KOAA-TV Pueblo. The stations called for a hearing, contending that Vumore’s carriage of four Denver commercial stations would have an adverse economic impact upon their operations.

The commission disagreed, saying the stations failed to make a basic showing of economic impact. It also said that there was no need for a hearing on the proposal since no applications have been filed for vacant UHF channels assigned to the market, the existing stations in the market have reported increased profits and the market has had rapid growth.

The study purported to show that the commission’s assumption in requiring evidentiary hearings for CATV’s proposing to import distant signals into the top-100 markets, and not the smaller ones, is a false one, at least as it applies to this market. The commission contended it when it formulated its CATV rules that small-market stations would usually be able to affiliate with a network—and thereby benefit from carriage and nonduplication protection—since most of those markets are served by less than three stations.

But the study claimed that in the Colorado Springs-Pueblo market, where each network is affiliated with a VHF, the several UHF’s that may be activated won’t have a chance for network affiliation. If further claimed that the nonduplication rules wouldn’t protect the nonnetwork programing of a fourth, independent station.

The commission said the study didn’t supply “adequate support” for those allegations, although that decision reportedly was reached after some dispute among staff members. And it said that “without a special showing,” no evidentiary hearing was required before CATV service could begin in below-top-100 TV markets.

There’s Noah biz like radio biz

Few broadcasters can claim the luxury of a station-by-the-sea, but the staffers at WXTA Pawtucket, R.I., have the oats to prove it.

Flood waters from the nearby Blackstone River last month engulfed the station’s offices and studios causing minor power and transportation problems. But with the help of an emergency antenna system and a borrowed rowboat to ferry to the staff, operations went on as usual.
New Mexico broadcasters in political races

Broadcasters in New Mexico have been heavily involved in majority races—and in several communities, as candidates. One race resulted in a clear-cut victory, but another was a cliffhanger that ended with a broadcaster-mayor being unseated.

Newly elected mayor of Santa Fe is George Gonzales, manager of KDCE Espanola. Campaigning in the face of local newspaper opposition, Mr. Gonzales nevertheless ran first in a field of four, with 4,780 votes. Incumbent Pat Hollis ran second with 4,518.

In Belen, incumbent Mayor Carter Waid, general manager and news director of KARS Belen, narrowly lost an election so close that, because of ballots allegedly cast by unqualified voters, another election was held last week. In the first election Mr. Waid trailed his opponent by nine votes on the first count, and a recount narrowed the gap to six. More than 30 ballots favoring his opponent were subsequently challenged as invalid.

But in the subsequent reballoting, held Tuesday (April 9), Mr. Waid lost by a margin of 136.

Hearing set in WNOR lawsuit

Argument on a motion to dismiss a lawsuit against the former owners of WNOR-AM-FM Norfolk, Va., is to be held today (April 15) in federal court there. The motion claims the lawsuit should have been filed in state court.

Texas State Network filed the lawsuit against Louis H. Peterson and others and is seeking $2 million in damages. The suit claims the Peterson group failed to live up to warranties in its contract to sell the stations. Among the charges are that the cash flow and net income figures were incorrectly stated, that certain equipment used in the operation of WNOR-FM did not meet FCC standards, and that the stations' chief accountant left suddenly "under circumstances that would cast doubt upon the accuracy of the accounts."

The Norfolk stations were sold by the Peterson group to Arnold Malkan and associates last year for $1,233,750.

Vaden leaves Triangle to start new firm

H. Taylor (Bud) Vaden has resigned as assistant to the vice president at Triangle Stations after working for the station group for six years. Mr. Vaden resigned at Triangle to open a new firm specializing in group meetings, conventions and trade show participation for broadcasters.

The new company, known as Lewis, Scott & Frederick Inc., is located in the Philadelphia suburb of St. Davids and will provide a complete range of meeting services, including the handling of travel and facilities and development of displays exhibits and presentations.

Media reports...

New home = WWNY-AM-TV General Manager James W. Higgins has announced that work will get under way in October on the new building for the stations' offices and studios in downtown Watertown, N. Y. The modern structure will house the complete operations of both the radio and TV stations.


WABC-TV changes = WABC-TV New York has moved its account from deGarmo, McCaffrey Inc. to The Lampert Agency, both New York. Billings are estimated at approximately $1 million.

ETV comes to Long Island = Construction is expected to begin soon on transmitting facilities for the first noncommercial educational station on Long Island, to be established at Nassau Community College in Hempstead. The Nassau county board of supervisors has allocated $250,000 toward establishing the station, with matching funds to come from the State Education Department in New York. The UHF station, which will operate on ch. 21, is expected to begin operations on Oct. 1.

Fast action returns WAJA-TV to the air

Three cameras destroyed in the blaze

Million-dollar fires have a way of putting people out of business, but at WAJA-TV Miami, where flames gutted studios and destroyed equipment, some quick help from the outside enabled the station to return to the air after losing only eight hours.

Through the combined cooperation of Scantlin Electronics, which rerouted part of its Chicago-bound NAB exhibit to re-equip the station; National Airlines, which made the rerouting possible; Visual Electronics, which shipped a color vidicon camera and an engineer to install it; and WQAM and WRIZ, both Miami, which offered their studios for the UHF's audio productions, results of the March 23d blaze were hardly recognizable to viewers the following day.

As general manager Jud Holstein described it: "Everytime I turned around someone else had performed a miracle."
O'Konski introduces all-or-nothing bill

All radio receivers able to tune in the AM broadcast band—even the tiniest transistor models—would be required to have FM capability under the terms of a bill introduced last week by Representative Alvin E. O'Konski (R-Wis.). The bill had been scheduled for introduction in late March (CLOSED CIRCUIT, March 25) but technical changes in legislative language forced a delay, Mr. O'Konski's office said.

The bill (H.R. 16523) generally follows the format of the All-Channel (TV) Receiver Act, passed in 1964, which requires all television sets to be capable of receiving both VHF and UHF stations. Mr. O'Konski cited the all-channel TV law when he explained to BROADCASTING that providing a similar stimulus for FM had long been one of his goals.

Representative O'Konski is a long-time broadcaster who established his first station—an AM outlet in Merrill, Wis.—in 1946. “I lost my shirt,” he observed candidly. Since then, he added, he has sought ways to make FM more accessible to listeners. Currently Mr. O'Konski is licensee of WAOZ-TV ch. 12 Rhinelander, Wis. (his home town), but declares he doesn't plan to seek an FM license. Rhinelander has an FM allocation but it is occupied by WOTS-FM. Oneida Broadcasting Co. is the licensee.

Mr. O'Konski's bill would empower the FCC to require AM-FM capability and performance standards for all broadcast receivers shipped in interstate commerce or imported for sale to the public. Under the terms of the bill, FM-only receivers and tuners would also be required to provide AM-band reception.

Dates set for Dingell's spectrum-shortage probe

Spectrum-shortage data hunters on Capitol Hill will go to Detroit and Newark, N. J., in early June, seeking ammunition for the fight to provide relief for land-mobile services. The House Small Business Subcommittee on Regulatory Agencies, headed by Representative John Dingell (D-Mich.), has chosen those two cities for on-location hearings in order to investigate effects of spectrum scarcity during civil disorders.

June 7 is the date set for the Newark probe. The subcommittee is to hear witnesses in Detroit on June 10. Both cities were the scene of widespread disturbances last year, and enough time has now elapsed, subcommittee counsel noted, that a fairly complete record can be developed on those disorders. But he did not rule out the possibility of the subcommittee's taking additional testimony on the situation that developed after the assassination of Martin Luther King (see page 23), both in Detroit and Washington.

The Detroit and Newark hearings are a continuation of a hearing held in Washington (BROADCASTING, Feb. 26) that took the form of panel discussions between broadcasting and land-mobile interests. After compilation of a full hearing record the subcommittee plans further sessions with the FCC looking toward solution of spectrum problems.

U.S. electronic exports top imports

Importation of foreign-made television receivers in 1967 climbed 8.4% to $126 million, and radio imports were up 23% to $198 million, the marketing services department of the Electronic Industries Association reported last week.

Imports of selected consumer electronic products last year totaled $397 million, up 17.5% from 1966's $338 million.

U. S. consumer electronic exports in 1967 reached $46.6 million, up nearly 1% from the $46.3 million exported in 1966. Exports of auto radios were up 43.3% to $5.1 million, and radio-phonograph combinations were up 14% to $2.6 million.

During 1967, American electronics exports reached $1.7 billion, while imports totaled $806.4 million. Consumer electronic imports ranked first, at $396.8 million, while military-industrial electronic exports topped that category with $1.2 billion.

NASA says TV camera still set for Apollo

Reports that live TV cameras would not fly with the first manned Apollo space flight, scheduled for earth orbit this fall, were termed erroneous last week by officials at National Aeronautics and Space Administration in Washington.

“No decision has been made to delete the live TV cameras,” a NASA spokesman said. “At the present time, the plan remains as originally established: to have two live TV cameras in the command module.”

Word that television cameras might be removed from the spacecraft to lighten the load came from the Manned Spacecraft Center in Houston earlier last week.

The first manned Apollo flight—in preparation for a journey to the moon next year or in 1970—remains scheduled for the third quarter this year. Some doubts have been expressed, however, that this schedule will hold, following the unsuccessful Saturn I-B launch from Cape Kennedy earlier this month.

How Comsat customers saved $20 million

The FCC's resolution of the question of who should be authorized to deal directly with the Communications Satellite Corp. for service has resulted in savings of more than $20 million annually for international users.

FCC Chairman Rosel H. Hyde reported this last week in a panel session of the second conference of the American Institute of Aeronautics and Astronautics in San Francisco.

The chairman discussed the so-called authorized-user controversy in reviewing the unique problems the commission has faced in regulating Comsat.

He noted that the 1962 act creating the corporation provided for a company in which up to 50% of the stock is owned by international carriers, which are authorized to elect six of the 15 directors. Thus, while the carriers, as stock owners and electors of Comsat directors, have a financial stake in the success of the company, as owners of other means of communications, they are competitors of it. The carriers are also Comsat's customers, since Comsat has a monopoly on providing international satellite communications service.

Authorized-User Controversy. The authorized-user controversy developed when Comsat sought authority not only to provide satellite circuits to carriers but to serve customers wishing to lease circuits directly from it. Among those involved were the TV networks. Comsat was opposed on this by carriers fearing a loss of revenues. And the pressures, to which the executive branch of the government contributed by throwing its weight behind Comsat's position, were considerable.

The commission eventually decided that, as a matter of policy, Comsat should be barred from providing service directly, except in unusual circum-
New Garden’s design doesn’t solve all color-TV problems

Broadcast facilities at New York’s new Madison Square Garden have received mixed reactions since its official opening Feb. 12.

In the 20,000-capacity arena eight camera platforms have been constructed above exit ramps on both sides and at one end, and a potential broadcasting-press section has been built below the mezzanine. Lighting was designed to meet the technical requirements of color cameras. Outlets at various points around the arena connect TV cameras to interior feed lines leading to a truck dock at street level, where mobile transmitter units will be able to establish connection. There is a ramp inside the building enabling equipment trucks to pull inside to load and unload.

Handy Interviews = Additional space has been provided for half-time features at sports events. Announcers have a choice of nearby empty dressing rooms for interviews in contrast to rooms located far from the press box in the old garden.

Another feature is the Felt Forum, a 5,000-seat theater, which has three camera locations besides the stage itself. Color-TV pickup is also possible from the 48-lane bowling alley. Closed-circuit television facilities eventually will be installed in the major areas of the garden, which also includes the unfinished cinema, hall of fame, art gallery and exhibition rotunda.

Some of the events already broadcast from the arena include New York Ranger hockey games and New York Knickerbocker basketball games on WOR-TV and WNYC locally, a New York Athletic Club track meet on ABC-TV and CBS-TV National Hockey League games of the week. The Bob Hope USO special on NBC-TV formally opened the arena Feb. 12. The heavyweight and middleweight championships last winter were transmitted to theaters live by Theater Network Television.

Different technical problems accompanied the different events, however. ABC-TV found that although the center camera position was excellent for most of the finishes in the track meet, there was no facility at the finish line of the hurdling event, and the network had to build its own camera platform. A spokesman also complained that the angle of light was a problem and lighting wasn’t adequate in the corners, so 16 spotlights were used to supplement the lighting.

Ticket Buyers Lose = A CBS-TV spokesman praised the internal cabling and lighting, but found that it was difficult to get cameras in position for the hockey game without obstructing the spectators’ views. NBC-TV’s relatively static Bob Hope program enabled the cameramen to sit down and thus not block the spectators’ line of vision, but it required much more light than that provided by the garden. NBC officials said overhead lighting was good, but for their purposes more “front light” was needed, which the Garden couldn’t supply.

WHN and WOR-TV were generally satisfied with the broadcasting facilities, although announcers for both felt that the press box in the old garden couldn’t be equaled for the view of hockey action.
conference banquet, while Dr. Eggers, assistant administrator for policy at NASA, will discuss "Aerospace Technology and Society" at the May 22 conference luncheon. There will be 10 technical sessions with scientists presenting papers on aerospace, biosciences, communications, computers, education, energy sources, lasers, oceanography, simulation and transportation. Theme of this year’s conference is "Electronics Serving Mankind."

**New zoom and focus** Zolomatics Corp. of Hollywood has developed a combined zoom and focus drive for the Angenieux 12-120 mm. zoom lens used in shooting motion pictures. Priced at $750 the zoom and focus motors are mounted on the same bracket and operated from a hand-held battery pack.

**Whither goes Webcor** Consolidated Merchandising Corp., New York, distributor of a consumer electronics equipment line under the name of Viscount, has announced purchase of the Webcor name, patents and goodwill from International Fasteners Research of Los Angeles. Consolidated plans to use the name Webcor on a new line of products ranging from cassette tape recorders to color TV produced by firm’s Japanese facilities.

New Mini-Lites = Berkey-ColorTran Inc. (a division of Berkey Photo Inc.), Burbank, Calif., has introduced Mini-Lite models "6" and "10" featuring an improved reflector design which increases light output by more than 30%. The lights, which weigh less than 5 lbs. and measure less than 3 inches deep, are designed to serve as "fill" lights for motion picture, TV and still photographic applications requiring continuous duty operation. Prices for the Mini-Lite "6" and "10" range from $38.95 to $53.

**Sues National Video**

A suit has been filed by General Telephone & Electronics Corp., New York, against National Video Corp., Chicago, charging patent infringement in the production of color television picture tubes. The action was filed in U. S. District Court for Northern Illinois asking the court to issue the injunction by National Video and to assess an unspecified amount as damages.

New UHF drive unit offered by Marconi

Marconi Co. Ltd., major British manufacturer of broadcast equipment, has developed a new solid-state UHF drive unit, which is currently being sold in Britain and elsewhere and eventually is expected to be made available in the U.S.

Marconi’s sales representative in the U.S., English Electric Corp., New York, said last week that units have been ordered as part of 31 transmitters being sold in Britain and in Europe and once this backlog has been handled, the unit would be introduced for sale in the U.S.

The drive unit, Marconi said, provides “an output of 5 w vision and 10 w frequency-modulated sound.” Color-correction circuits and other circuits are included in the unit for quality performance on various standards, according to Marconi.

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**P-R International gets German affiliate**

Parker-Rumrill International, worldwide agency network established last November by Rumrill-Hoyt Inc., New York, and H. T. Parker’s agencies in London, has affiliated with a German agency, Ruhr Studio, and its public relations affiliate, OTT, mbH.

The new company, Parker-Rumrill GTI, mbH, will be based in Essen, with an office in Dusseldorf.

Other affiliations are Parker-Rumrill Europe SA in Brussels, and Parker-Rumrill-Caibing AB, Stockholm, with plans being negotiated for joint companies in France, Italy, Canada and Latin America.

**Canadian sales push**

ITC to record high

Independent Television Corp. will gross more than $1.4 million in Canada for the month of March 1968, setting a sales record there for fiscal 1967-68, it was announced last week by Abe Mandell, ITC president.

The record-breaking year in Canada will be achieved, he said, through the purchase by the CTV network for all English-speaking markets of the *Man in a Suitcase*, Captain Scarlet and the Mysterons, The Champions and new productions in The Saint series; by the CBC network of The Baron; by all French-language stations of The Champions, Man in a Suitcase and Captain Scarlet series; and by the CBC-owned stations of three ITC feature-film packages, “The Magnificent 15”, “The Deluxe 20” and “The Exploitable 13”.

Mr. Mandell said that for the 1967-68 fiscal year, which ends April 30, ITC will gross in excess of 40% more than the previous fiscal year, which also had set a record.

**Abroad in brief ...**

*Radio-Quebec* = The Quebec provincial government has set aside $5 million in credits for Radio-Quebec in its 1968-69 budget. Radio-Quebec was created to provide educational radio and TV programs (*Broadcasting*, March 4).

*Suitcase series* = The CTV television network will present the series premiere of *Man in a Suitcase* on Thursday, May 2, 10-11 p.m. EST. The producer of the new series is Sidney Cole, known for his work on the *Danger Man* series.

**Feminine focus** = The CTV network will present a special one-hour documentary on the woman in contemporary society, *The New Woman*, on Tuesday, April 23 at 8:30 p.m. EST. The program will look at the “new woman” through the lives of four representative Canadian women.

**Japro in Mexico** = Japro Antenna Co. of Sacramento, Calif., has formed a new subsidiary in Mexico City. Japro de Mexico will design and manufacture television and FM broadcasting antennas as well as vestigial sideband filters, harmonic filters and diplexers. Marketing and sales of products manufactured by the new firm will be handled by Visual Electronics S.A., Genova 20, Mexico City.

**Vancouver sale** = Don Macdonald, assistant manager of CFUN Vancouver, B. C., has announced the sale of CFUN to Radio Futura Ltd. of Verdun, Que. He said the sale agreement was for about $1 million and is subject to approval by the Canadian Radio-Television Commission. Radio Futura Ltd. operates CKVL-AM-FM Verdun. CFUN has been operated by Burmond Holdings Ltd. of Welland, Ont.

**Compton’s Dutch partner** = Compton Advertising Inc., New York, reports it has purchased an interest in Reclame adviesbureau van den Biggelaar N.V., Amsterdam, Holland, which billed almost $2.2 million in 1967. Compton’s International group of agencies are located in 22 countries.

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Don’t drop this amplifier into your coffee.

It may look like a sugar cube, but it tastes like an amplifier.

An operational amplifier to be specific. One of the many at Harvey’s. And despite its tiny size, it’s a no-compromise piece of equipment with low noise and low distortion.

The audio field, in general, will probably be seeing a lot of these sugar cube amplifiers in months and years to come. But Harvey’s customers have had a taste of them for some time already.

The product specialists at Harvey’s have been recommending and using these operational amplifiers as a matter of course lately.

And Harvey’s has been making available and recommending a lot of other fantastic products of miniaturization too.

The new FET limiters, for example. In addition to being ultra-compact, they’re also ultra-fast with ultra-low distortion. And although they’re not exactly ultra-cheap, we bet they cost a lot less money than you’re probably afraid you’d have to spend.

And we’ve got the new FET condenser microphones. And all the new tape recording equipment you’ve been reading about.

(Harvey’s is prepared to supply you with complete 24-track tape set-ups, high-speed duplicators, and packaging equipment for cassettes and cartridges faster than you can decide where you’re going to put them.)

Call Harvey’s often. And if you’re not already on our mailing list, get on it.

Harvey’s can keep you in touch with products so new, you may find some of them a bit hard to swallow.

Harvey Radio Co., Inc.
Professional A/V Division, 2 West 45th St., New York, N.Y. 10036 (212) JU 2-1500
Radio gear back in spotlight

While color cameras and other TV refinements were plentiful observers agree automated and other AM-FM equipment won increased attention this year

The 1968 equipment exhibit at the National Association of Broadcasters convention in Chicago may not have set record sales for all time. But without reservation it was the biggest and splashiest—and sales for the most part were good.

Color-television cameras, video-tape recorders and monitors once again were clearly the top attractions of the show and, as usual, there were pretty girls in ample numbers to demonstrate technical proficiencies. A battle of the camera makers for the light weight portable market is obviously taking shape.

In total, most observers at the technical display agreed, there was not a lot of new product this year. Much of what was seen represented further refinements on existing product lines. Especially evident was the growing use of integrated circuitry in equipment components, largely in TV-switching and signal-processing systems, but also in some radio product.

The NAB exhibit is no longer strictly a broadcasters' event, based on the continuing expansion of the cable television exhibits and associated product. The educational and industrial market also is becoming a key show factor for the makers of such items as monochrome TV cameras and helical scan 1-inch video-tape recorders.

Expansion of control systems for the automation of transmitting and studio equipment was a distinct trend at the show. Gates Radio Co., for example, had a completely automated radio station in actual operation at its exhibit. The automation trend is making advances in the television field and competition among suppliers for this type of equipment is growing.

The trend is for automated logging and billing as well as equipment control.

Radio Comeback • Color television has dominated the NAB exhibit for many years, partly because of its arresting visual ability on the display floor. Radio equipment this year, however, scored a new high in total display space occupied.

Byron Fincher, manager, radio sta-
Going to the top for details about RCA’s new TK-44A color camera, James Sharman (r), chief engineer of KOAT-TV Albuquerque, N. M., listens to explanation by Edwin C. Tracy, division vice president-sales, Broadcast Systems Department, RCA, Commercial Electronics Systems Division.

Starr Knight, the lovely model who posed for Shibaden Corp. of America’s color-TV camera, shows the unit to Rea B. Bowman, consulting engineer, Broadcast Maintenance Service, during her break.

Intricacies of General Electric’s new PE-350 color TV camera are being clarified for Charles F. Robison (r), chief engineer, WOOD-AM-FM-TV Grand Rapids, Mich., by GE’s district sales manager Earl Platt.

Latest version of the Norelco PC-70 Plumbicon color camera is given inside-out look for Frank Wheeler (l), KHON-TV Honolulu, by Abe Jacobowitz, broadcast sales manager, Philips Broadcast Equipment Corp.
Lighter, better color cameras out this year

New three-tube design is featured; studio gear improved, field equipment more compact

The switch to virtually all color cameras for broadcast use was so subtle at the NAB exhibits this year that it was almost missed. Color has been so strong for so long now.

Not that there were not many monochrome cameras still on display. There were. All the major firms had them. But the black-and-white cameras seemed more and more to be aiming for the educational and industrial markets or the strictly budget broadcast operations. Another growing monochrome camera market: cable television systems.

The battle among the color-camera makers now appears moving in the direction of lighter weight and greater reliability for the studio models and the ultimate of compactness and portability for the field camera.

Both CBS Laboratories and Norelco came in with new tiny color cameras: the CBS Labs model capable of remote wireless operation and the experimental Norelco model much smaller than its present PCP-70 back-pack portable. Ampex also showed its new small live, color camera now in use.

Trend: Three-tube (Plumbicons) seems to be the preferred camera design this year although both RCA and Sarkes Tarzian offer gear with four-tube pickup systems for those wishing them. Ampex also showed a new two-tube color camera.

RCA introduced the new TK-44A three-tube color camera ($74,800) which incorporates considerable integrated circuitry. Deliveries will begin in January 1969. The TK-44A weighs 98 pounds exclusive of lens, uses Plumbicon pickup tubes, has 10:1 zoom lens and features simplified optics. In field use it will function with cable lengths up to 3,000 feet.

RCA also displayed a revised version of its TK-42 four-tube color camera ($65,000). The TK-42 uses a four tube, a 4½-inch image orthicon, to produce extra picture detail for the three color channels. There now are more than 400 TK-42's in station use since the camera was introduced in 1962.

Those who stopped by RCA's exhibit to see the new Man-Pack color portable produced for NBC-TV's 1968 political convention use were disappointed. It wasn't on display, although

onto the balconies of the hotel's main entrance lobby. Ampex, the only major firm in the outside area, seemed more than pleased with the traffic flow there. It checked off over 22,000 for the four-day run.

Foreign broadcast product continues to grow at the show. So does equipment from new U.S. exhibitors, all of whom seemed very pleased with broadcaster reaction.

Some of the smaller exhibitors reported unusually good sales activity this year. Addressograph, for example, said its new automatic printing systems produced leads 10 times faster this year than last. Most tape-cartridge-equipment suppliers said they had brisk sales this year although in a few cases the action was off slightly from last year's show.

The postconvention technical seminar by Visual Electronics Corp. continues highly popular. Some 125 engineers stayed over to hear Visual experts tell of the latest developments.

**Stronger Transmitters** Among transmitters, higher powers in UHF as well as expansion of the twin-transmitter concept for extra protection against off-air breaks were highlighted. Many improved Am and FM transmitter features also were noted.

The expansion and refinement of test equipment and similar specialized product was apparent in Chicago. Increasingly stringent requirements for color-TV quality are partly responsible for the growing market in sophisticated units to test station equipment all along the line. But the market also is growing as a result of the growth of FM stereo and SCA multiplex broadcasting as well as the general trend to automation. When equipment functions unattended it must maintain high reliability, especially in TV.

How long can the Conrad Hilton continue to hold the NAB equipment exhibit? The question began to pop up again as the product exhibits swelled out beyond the traditional exhibit halls.
Continental's most delivered 50 kw delivers you most for your money!

MONEY IN THE BANK

<table>
<thead>
<tr>
<th>modulation</th>
<th>power</th>
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<tr>
<td>0%</td>
<td>82 kw</td>
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<td>30%</td>
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<td>100%</td>
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These average power consumption figures show how economically you can operate Continental's Type 317C 50,000 watt AM broadcast transmitter. The low power consumption at 100% modulation takes on more significance as your station's average modulation climbs toward 100% because of high limiting and speech clipping.

JUST THREE CABINETS

Continental's 317C is completely self-contained, including a 5 hp, 2,000 cfm blower housed inside the transmitter cabinets. Plate transformer is in a separate, self-contained enclosure next to transmitter.

COMPACT

Entire transmitter is 144" wide, 78" high, 54" deep and uses 54 sq. ft. of floor space. External plate transformer is 24" wide, 61" high, 38" deep. Wide doors give easy access to all cabinets, with walk-in access to driver and power distribution cabinet.

LOW SHIPPING COSTS

More money in the bank: Continental's Type 317C has a net weight of approximately 6,600 lbs.; three-cabinet configuration ships easily and inexpensively via truck, rail, ship or plane; standard fork lift equipment will do the job on-site.

LOW INSTALLATION COSTS

How's this for helping your profit picture? Minimum installation costs with Continental's 317C. Simple air intake and exhaust duct, main power panel and you're in business. One Continental customer was on the air 36 hours after receiving shipment. Right. On the air 36 hours after the transmitter cabinets were delivered to his station site. And he did it himself, reading our instruction book.

27 317C INSTALLATIONS

WRKO WM00 WKVM KWJJ
WCCO CHQM YVLL YVMR
WLAC KOMA DWS(2) WOR
WNEW(2) XETRA AFRTS(4)
RAI KYW BURMA BROADCASTING SERVICE RADIO
CAROLINE RADIO SAHARA
RADIO DOLPHIN
BRITAIN RADIO

Continental Electronics, Inc.
A SUBSIDIARY OF LTV ELECTROSYSTEMS, INC.
MAIL ADDRESS: BOX 17040/DALLAS, TEXAS 75217
it had been demonstrated publicly last fall (Broadcasting, April 1). RCA explained that since the firm's aerospace branch developed it, it wasn't included in the broadcast division exhibit.

New from GE: Incorporating engineering advances since the PE-250 was introduced two years ago, General Electric's new PE-350 color TV camera ($75,600) has new preamplifiers and improved video processing amplifiers. Like its predecessor, the new camera uses four lead-oxide pickup tubes, but of the more advanced separate-mesh types for improved performance. It weighs under 160 pounds with viewfinder and 10:1 zoom lens.

A cable adapter box and a remote video panel are accessories to the PE-350. The adapter box permits the new camera to be used with existing cable for older three-tube cameras. The remote video control panel keeps all cameras color-matched during a performance.

Commenting on the current controversy over three-tube vs. four-tube color cameras, William Gaiter, marketing manager of the Visual Communications Department, said that GE has built one-tube, two-tube and three-tube cameras and finds none that is equal to "our separate luminance four-tube camera."

To bring the over 200 PE-250 cameras up to PE-350 performance standards, GE offered retrofit kits ($7,000 complete) for camera modifications by station personnel. As would be expected, great interest was shown in the improvement kits.

Philips Broadcast Equipment Corp. showed the latest Norelco line of PC-70 three-tube color cameras (about $74,000), the original user of the Plumbicon pickup tube produced by the corporate parent, N. V. Philips of The Netherlands. Philips claims more than 600 PC-70's now are in use around the world with over 400 operating in the U.S.

PC-70's to be delivered this coming fall also will feature a Philips' breakthrough in new design of the Plumbicon tube that gives extra-sensitive reproduction of the color red, a highlight of the PC-70 demonstrations this year at the show. Campbell Soup cans or Pack Mall cigarettes, for example, come through on the screen in precisely the same hues using the new tube. Earlier they tended more to brownish reds.

Smaller Plumbicon: Still another tube breakthrough, although still developmental, was disclosed by Philips. It was a new miniature 5/8-inch Plumbicon tube which was featured in Norelco's new experimental 61/2-pound tiny color camera. Both attracted wide attention even though the picture quality still is considered improved be-
fore commercial application.

Philips also displayed production models of its PCP-70 "Little Shaver" back-pack live color camera ($100,000 each) and sold about a dozen of them. The prototype was shown last November in Denver before the National Association of Educational Broadcasters.

Although Ampex continued to demonstrate and sell the Marconi Mark VII camera ($75,500) in its space this year, Ampex unveiled its own new line of two-tube Plumbicon color cameras, the BC-200 ($50,000), a simple to-operate 50-pound camera. It is a studio version of the small Ampex BC-100 hand-held live-color camera that already is in network use for sports coverage. The BC-100 ($100,000) also was on display.

Two-tube Color — The BC-200 captures full color using three-tube circuitry based partly on the field sequential-type circuits developed for the CBS color system of the late 1940's, it was explained. The BC-200 also uses a new lightweight cable that weighs two ounces per foot and will function with up to 3,000 foot lengths. The BC-200 needs only 15 minutes warmup, Ampex said, and will run 12 hours without adjustment.

Ampex also displayed production models of its tiny portable BC-300 monochrome live camera which feeds the battery-powered back-pack VR-3000 high-band Videotape recorder, both first displayed last year. Deliveries of the system ($65,000) begin in May.

Another significant breakthrough in the tiny color camera art — wireless operation — was claimed by CBS Labs which displayed, but did not operate, its new three-tube Plumbicon color camera. Demonstrations are being given in the laboratory, however, CBS Labs said. Even when the camera is operated "on cable," it was added, the system requires but a standard RG59U single-strand coaxial cable of 1/4-inch diameter for full remote controlled functioning.

Called the Mintecam Mark VI, the CBS Labs camera head weighs 18 pounds including viewfinder and lens. Heart of the system is a new digital control design that permits one base station to control up to six cameras. When cable powered the camera will work up to two miles away, CBS Labs said.

The back-pack unit for wireless colorcasting has enough batteries to give 90 minutes of operation and it weighs 30 pounds. The camera-head viewfinder system, besides picture display, includes a full waveform monitor and the field strength of the NTSC signal reception at the base station. CBS Labs presently is building a prototype plus four production models for use by CBS-TV.

Sarkes Tarzian's studio color camera, the Polychrome 88D, introduced at last year's NAB convention, was redesigned and improved for this year's show. The camera's optics provide three-channel efficiency with a four-channel split. A five-position neutral density wheel was also incorporated. The four lead-oxide Plumbicon camera ($70,000) weighs 85 pounds without viewfinder and lens or 140 pounds complete, with average delivery in 30 days.

Shibaden Corp. of America displayed for the first time its three-Plumbicon color TV camera that features CBS Labs image enhancer, which is incorporated into the camera control console. The PMZ12C-3 camera ($50,000) is built with silicon transistorized circuits and integrated circuits are fully employed for longer life. The Japanese-made camera can be used for either studio or field work.

Cohu's 1000 series color-TV camera ($15,000) contains an optical system basically of two Petzval lens. The three-vidicon tube camera is said to meet the requirements of broadcast studios.

Sony completed its Videocorder system with introduction of its VCK-2100 TV camera with optional viewfinder. It also showed its new battery-powered video recorder and hand-held TV camera, which as a package weighs about 16 pounds. The hand-held camera is simple to operate and a dynamic microphone mounted on top of the camera picks up the audio. The entire system sells for $1,250.

D. B. Milliken introduced its micro-eye TV camera, the KXO 606, ($4,000 to $5,000 depending on the lens) and its new KXO 605 industrial microeye. These cameras can be combined with any standard TV monitor to form a closed-circuit system. The KXO 605 also comes with a self-contained transmitter for remote operation.

Sylvania's camera for educational TV, the SC-9A broadcast vidicon, has been updated and sells for $3,700 to $5,000.

Packard Bell introduced its new PB-940 vidicon TV camera ($1,365) as an economical answer in such uses as microscope work, document reading, data transfer and banking applications. The camera comes in two models: the 525 or 875 scan rate.

Telecomation Inc. also displayed an inexpensive vidicon camera, the TMC-2100. As a random interface camera, it may be used in industrial and other closed-circuit TV applications where broadcast quality pictures are not essential. By incorporating Telecomation's 2:1 digital sync generator, the TMC-2100 can operate with 2:1 industrial sync, providing additional quality.

For compact storage in remote trucks plus color-camera stability, TV Zoomar introduced its model HOB color-camera pedestal with removable legs ($800).
Camera to transmitter gear better

Chicago meeting sees integrated circuits that cut costs for both radio and television stations

Automation of the entire system between color-TV camera and the transmitter that sends the signal to viewers sprouted plentifully at this spring's engineering exhibit in Chicago.

Integrated circuits that greatly reduce equipment costs and increase reliability made their first thrust into both radio and TV components. The trend to solid-state plug-in modular construction was evident at all exhibits, a factor in the move to complete automation.

Visual Electronics' new Videograph display system and its accessories attracted crowds throughout the four-day engineer exhibit. The model 990 display control unit generates alphanumeric characters with three memory devices available for magnetic storage. Coded data is prepared on a display composer, which consists of a keyboard and editing monitor, for either instantaneous use or for storage for later use such as weather, sports scores and election returns.

Visual's Readyfile memory device, a tape cartridge system, can store up to 1,000 rows of prepared information. For the extensive needs of election returns, the Masterfile allows storage of 11,500 information rows that are available as either a row or as a complete frame. The Pagefile memory system, a magnetic disk with up to 72 separate recording tracks, stores entire frame of the video signal at a time. Special effects such as crawl, roll and blinking of words are standard features included with the display control. Visual reported that 16 display systems have been sold.

Alma Engineering featured its 6500-series video switching system with a new sync lock on the vertical interval pulse which causes the picture always to change at the same line during the vertical blanking period. The custom switchers (priced at $8,500 plus effects) are designed for nine input channels and five output. Alma also introduced its 9000 series pulse-controlled video switching system.

AMP Inc. added a new member to its line of switching and control systems—the line-preset type video/audio switcher, human engineered for operating ease. The basic system—a video switcher, transition rate and machine controls—is operated manually. But with the preset programmer, the equipment runs semi-automatically. Thirty commands can be stored in the programmer's memory. The automatic broadcast programer, a digital computer, can be added to the system and store many hours of switching and control commands, providing completely automated operation.

AMP's automatic broadcast programer bridges the man vs. machine struggle with a "English-like" language that is almost identical to normal station jargon. The systems input is by paper tape or punched cards, with editing instructions entered in the 8,192 word computer memory by typing them on the alphanumeric keyboard. The PDP-8 computer can control up to 150 sequential "scenes" and the events are logged on a teleprinter output as they occur. A monitor displays the status of on-air and upcoming scenes in the same language. The system offers control of all video and audio switching as well as all machine operations.

A new video signal multiplexer, the Mark 81, was introduced by Ball Brothers Research Corp. The Mark 81 (under $400) is designed to add EIA TV synchronization pulses to the output of video sweeping oscillators.

CBS Laboratories displayed its new image enhancer that is designed to increase the sharpness and detail of color images on home viewing sets. The technique is particularly effective in televising football games and other fast-action sporting events. The device examines coded color signals and automatically adjusts vertical and horizontal details to eliminate color softness.

Central Dynamics' automatic program control sets up commercial and stations break sequences for automatic operation of video and audio switching, mixeffects transitions and all machine control functions. The control system, which is priced at approximately $80,000 complete, has been sold to WRGB (tv) Schenectady, N. Y.

Chrono-log Corp. again showed its answer to the panic periods of TV station breaks and spots with the solid-state STEP system ($13,000) of switching automation.

Cohu Electronics introduced its new 9300 series switcher ($28,000) that accepts composite or noncomposite, color or monochrome, synchronous or nonsynchronous signals. The switcher has integrated circuits and modular construction, has 21 inputs and seven outputs, and has a double re-entry vertical interval switching system. Cohu also displayed its 2600 series video multiplexer ($795). Four video sources and
NOW . . . INSTANTANEOUS TITLES AND DISPLAYS
from keyboard or magnetic storage with Visual's Information Systems

Prepare news, sports scores, titles, weather, election returns and other video displays in milliseconds! The new Visual Electronics Information Systems require no camera chains or artwork — a result of the magic of magnetic memory cores, integrated circuits and other new techniques.

Complete Visual Information Systems provide for data preparation and storage ahead of time, with immediate pushbutton access for video display. The Visual system retrieves pre-programmed data instantly, performing digital-to-video conversion for direct display on the screen. Data stored in the memory core for future use can be changed and up-dated at will, directly from the keyboard. Thus, you combine the speed of pre-preparation and instant selection for TV display with the flexibility of making last-minute revisions.

Crisp, legible characters can be viewed with vertical or horizontal crawl, or "blinking" of key words can be programmed as desired.

Upgrade your titling and display operations with this sophisticated — but economical — state-of-the-art development from Visual Electronics!
TV Zoomar's prototype colorgard meter is demonstrated for LaRue S. Curd (l), chief engineer, King Broadcasting, Seattle, by David A. Newbrech, technical engineer, TV Zoomar, at the NAB engineering exhibit.

Sylvania Electric Products new mobile TV studio is displayed for Ivo Facca (l), chief engineer, channel 4, Montevideo, Uruguay, by Sylvania sales engineer Jack Elicott.

Telesync Corp.'s color crawl system is described by firm's Trig Lund (r) for Gerald M. Fry, Armed Forces Radio-Television Service, Canal Zone, Panama.

John McClimont, marketing manager, Front Projection System, demonstrates the new "Studio 90" system that was the company's standard bearer at this year's NAB convention engineering show in Chicago.

line video can be selected by pushbutton control for display on a scope or monitor. Plug-in circuit cards provide rapid access to facilitate maintenance.

Cooke Engineering Co. showed its complete line coaxial switching and patching equipment. Prices for the jacks ranged from $18 to $23, and the firm offers patch cords, panels, test probes and terminating plugs. New is the AD-2A audio distribution amplifier which contains five active plug-in printed circuit amplifier assemblies and one spare.

To compensate for high-frequency losses in cable transmission in studio-to-transmitter links, Dynair Electronics introduced its long-line Equa-Dyn system, which will transmit video for distances of up to 25,000 feet over 124-ohm balanced cable ($4,505) or with the same cable at 15,000 feet ($3,375).

Dynair also showed its VS-121B swicher-fader ($1,750) with preview buss, primarily for use in small broadcast stations, for remotes and for educational and instructional purposes. The swicher-fader has provisions for 12 inputs (six are designed for use with noncomposite video, the others are switch selected and four outputs.

Among new equipment is a simulated "on location" device of Front Projection Corp. The device involves a TV camera, front projection beam splitter and dual slide projectors with fade, dissolve, pop-on capabilities. The Front Projection Studio 90 system ($21,500) includes camera, pedestal unit, background projection unit and 10 by 12 inch screen. The first six units already purchased are scheduled to be delivered in a month.

The Grass Valley Group displayed the 1400 series video switching systems with solid-state modular construction. The 1400-1 switching system has 12 input and four output busses ($9,000). The 1400-2 system features 12 input and six output busses with provisions for two additional outputs ($19,335). Twenty input and seven output busses are built into the 1400-3 switching system ($28,600). The three video switchers have a series of factory options available.

Amid the diverse explosion of switching and processing gear seen at the show, another new major entry was made by Norelco as the Philips Broadcast Equipment Corp. continued its drive to be a total supplier to the broadcast field. The Norelco exhibit was jammed with an array of solid state switching equipment. Prices for other related products.

New gear in Q-TV Sales & Distributing Corp.'s line of teleprompting devices and systems is a cartridge-loaded model that eliminates the need to disconnect cables. Also shown was the new "duo" Q dispatcher system that has both horizontal and vertical applications. The
First for UHF

And another first for Stainless—an all UHF custom tower family perched 1,000 feet high above Detroit—WKBD-TV and WTVS, with WJMY soon to come. Kaiser Broadcasting stations chose this tower through their confidence in Stainless' experience (20 years in tower design and fabrication). Completion performance of only 70 days from sign-up to on-air won other Kaiser installations for Stainless. Get the details.

system weighs six pounds and sells for $2,660.

Richmond Hill Division of Riker Video Industries displayed its broad line of solid-state gear, including, switching gear, special effects generators and switching and production consoles. A new mobile van ($44,500), built primarily for educational TV use, was the highlight Sylvania Electric Products' exhibit this year. The mobile self-contained studio control room is divided into two sections: the front is the operating and control section, the rear contains the generator plant.

Sarkes Tarzian highlighted its new custom-built Digilogic line master control system for video production techniques. It includes the Metric system, an integrated system of video mixing, effects and keying, a digital sync generator, the Compulse system of sync generator signal encoding/decoding, a three-channel comparison of composite sync signals, and Dataproc, a video processing amplifier that clamps and reconstitutes the sync intervals of incoming composite video signals, thus removing disturbances.

More than 145 different effects are incorporated in ST's new video logic generator ($9,000) that performs additive and nonadditive mix and special effects. The unit's basic design is a four-channel system having A-B and C-D controls each feeding a master channel. ST also displayed a redesigned solid-state switching system ($15,000) that includes a three-channel automatic sync comparator, sync sensor, and new automatic output electronics that regenerates the signal.

Telesync Corp. demonstrated its horizontal-vertical color effects crawl system ($1,690) which mates easily over normal program picture and is introduced on normal typewriter keyboard. Telesync also showed its regular line of TV studio prompting equipment that is available both for sale and lease.

Visual Electronics displayed its new CSG-1 color sync generator ($2,650) that features digital design and integrated-circuit construction. The unit is equipped with a high-frequency clock that, Visual claimed, greatly reduces time-base instability that results from the jitter inherent in any oscillator circuit. The design permits going in and out of genlock while on air with negligible disruption of viewers' reception.

Telemet Co., another broad line supplier, featured its new Telechrome SS-140 vertical interval switcher ($40,000) a solid-state modular system to provide full color flexibility. The special effects systems can be used with all cameras.

Vital Industries displayed its new VIX-108 high-performance switching system and vertical interval production switcher which make extensive use of integrated circuits. The units were hooked in tandem to demonstrate how color signal can be passed through 240 switchpoints without any loss of quality. Vital also showed its lines of processing amplifiers and other related equipment.

Ward Electronic Industries introduced its new TS-211 video/audio switcher with A-B culbar and mix ($10,000). The switcher is designed for master control and small applications. It features all solid-state components, video inputs that may be all composite or all noncomposite, and is available with input clamping amplifiers. Ward reported that interest was high for its entire series of TS-2000 series vertical interval video switcher. The unit that was on display was sold off the floor. Its price: $30,000.

Monitors Galore * Ball Brothers Research Corp. showed the new 14-inch color broadcast monitor, the TCB-14R ($1,925), which is designed to provide easy access of controls.

Conrac Corp. introduced its KNA9 solid-state 9-inch monitor designed for closed-circuit use. Prices begin at $185 in the chassis-only model, with cabinet ($225) and dual-rack mount versions (405) also available. Offering switch selection of any of the four principal TV line standards, Conrac's CU14 monitor is priced just under $1,100.

Cooke Engineering Co. and Trompeter Electronics Inc. exhibited their broad ranges of patch panels, jacks, plugs, switches and matrices for both radio and TV.

Hewlett Packard displayed its line of new solid-state monochrome TV monitors. A 14-inch version is $900.

Rank Cintel introduced to the U.S. market its line of signal processing equipment, engineered especially for color. Rank Cintel also displayed its new 19-inch color monitor ($2,000) and its NTSC decoder ($850).

Cable is plentiful in spite of strike

Cablemakers were out in force and well supplied at this year's engineering exhibit despite the lengthy copper strike. Adequate stockpiling enabled the manufacturers to meet the market demand and take new orders without delay in delivery.

Andrew Corp. featured its new 8-inch diameter flexible Heliax coaxial cable which carries the TV signal from the transmitter to the antenna. It costs $24 per foot and extends the advantages of flexible cable to very low attenuation or very high power applications that formerly required rigid transmission line. Andrew also introduced two new
Higher power UHF transmitters shown

Business is good for every type of upgraded AM, FM and TV station transmitting equipment

Brisk business was reported by most manufacturers of AM, FM and TV transmitters and related gear at this year's National Association of Broadcasters engineering exhibit.

Higher power—especially in UHF equipment—and compact, solid-state construction featured the new transmitters that broadcasters considered for replacement or upgrading of their facilities.

RCA, which last year introduced its new 110 kw double klystron UHF transmitter ($425,000) and now is shipping them, this year introduced the new polygon 60-gain UHF antenna ($175,000) that will produce a full 5 mw of effective radiated power in all directions. The new antenna when coupled with the TTU-110A transmitter is described as the RCA Omni-Max transmission system. The new transmitter has already been shipped to WPHT-TV Philadelphia and the unit shown at the NAB is going to WEEO-TV Pittsburgh. The TTU-110A uses two vapor-cooled 55 kw klystrons to produce 110 kw output.

In the area of VHF TV transmission, RCA showed its new system for parallel operation of two VHF transmitters to assure-on-air time when a single unit fails. The working standby system provides for each transmitter to contribute half power to the normal signal. In event of failure, either unit provides enough to keep the station on the air with only a minor loss in signal strength. For NAB display this year RCA exhibited two 5 kw transmitters ($189,500). Several years ago RCA began offering twin FM transmitter combiners and a number are now in use.

Ampelec Corp. featured the 55 kw UHF klystron transmitter of Townsend Associates which it has absorbed. The unit has transistorized drive circuits as well as built-in test and monitoring facilities.

Solid-state drivers for both UHF and VHF transmitters were shown with the new 15 kw VHF transmitter, a first for General Electric in this power class. Rated at 1 kw for VHF and 100 w for UHF, the new drives have solid-state circuits to improve reliability. GE said transistors replaced 57 tubes in the VHF model and 34 tubes in the UHF driver. The drivers are priced from $23,600 for high channel VHF to $28,500 for UHF.

Deep inside the Philips Broadcast Equipment Corp. exhibit was the Norco 55 kw UHF klystron transmitter. It is made by Pye Ltd. of England, now a Philips subsidiary, and also comes in 10 kw and 30 kw power ratings. It features silicon solid-state circuits and power supply units and is designed for unattended operation as a single unit or in parallel mode.

Visual Electronics showed its new 55 kw UHF transmitter, VTU-55 ($285,000), which features a solid-state heterodyne driver. Twin high-gain power amplifiers use a five-cavity klystron with vapor cooling. The integrated design incorporates all functions—vestigial sideband filtering, linearity and phase adjustment, envelope delay pre-correction, etc.—in one package. James B. Tharpe, Visual president, reported that "several" VTU-55’s were sold at the exhibit.

Electronics, Missiles and Communications displayed a new 1 kw translator. The translators range in price between $28,000 and $30,000. Emco also showed its line of instructional-TV fixed-service transmitters and the 2500 power.
T. M. Raburn (l), president-general manager, KGYN Guymon, Okla., looks over new 10 kw AM transmitter he has just purchased from Claude Hill of CCA Electronics Corp. Among the other new products that were shown by CCA was a new 20 kw FM transmitter.

Bill Rollins (r), vice president-general manager, WSVM Valdese, N. C., gets answers to his questions about new 10 kw transmitter of Technical Material Corp. from Joseph P. Sabatino. The unit sells for $55,000.

Bauer Broadcast Division's 10 kw AM transmitter gets solid sell by Jack Sellmeyer (l) of Granger Associates in answer to questions put to him by consulting engineer, Fred W. Volkens, Sierra Madre, Calif. The new Bauer transmitter costs $20,500 and features instant plug-in access for remote-control operation from the broadcasting studio.

mhz TV converter (model 25-701). In the field of AM and FM transmitters, major manufacturers such as RCA, Collins and Gates displayed their latest products. There also was a broad array of AM and FM transmitters offered from a number of other firms.

American Electronic Laboratories unveiled its new 20 kw transmitter ($21,500), which features solid-state exciter using direct FM concept on carrier frequency.

The Bauer Broadcast Products division of Granger Associates exhibited its new AM transmitter line that features instant plug-in access for full remote control operation. The 10 kw model costs $20,500. Bauer also showed its new line of 3 kw and 5 kw FM transmitters ($10,750 and $11,500). These rigs have solid-state direct FM exciters and pushbutton stereo controls.

CCA Electronics Corp., which supplies a wide range of both AM and FM units for broadcasters, displayed its new 20 kw FM transmitter ($22,500). It comes with either monaural or stereo exciters and will operate unattended.

Continental Electronics highlighted its type 317C kw AM transmitter ($95,000) of which more than two dozen are now in use, plus its type 315C 5/10 kw AM transmitter ($22,000) of which more than 50 are now in use. Both were first introduced in 1964.

For the third year Gates Radio showed its 50 kw AM transmitter ($89,000) that features a vapor-cooled single triode PA tube and two triode modulator tubes. The VP-50 transmitter consists of three cabinets: one for high-voltage power supply, the amplifier cabinet and the RF cabinet. The transmitter has been installed at KDAY Santa Monica, Calif., and KXEL Waterloo, Iowa.

Standard Electronics Corp. featured its new 250 w FM multiplex transmitter ($5,000) as well as the company's diverse line of both AM and FM transmitters and step-up transmitter amplifiers. Standard also showed its model 935 stereo FM generator ($1,200) which has been modified for SCA broadcasting as well.

Technical Material Corp. showed its new 10 kw AM transmitter ($15,000) that is all solid state except for final stage. It has single knob tuning.

Wilkinson Electronics Inc. showed a novel AM satellite transmitter ($475) specifically designed for use within steel constructed areas where AM station reception is poor. Its purpose: To re-broadcast within the arena the station coverage of the sports event the fans are watching and trying to also hear on their transistor radios there.

Program and Control Gear - CCA Electronics Corp. introduced its new Watchdog automatic transmitter pro-

BROADCASTING, April 15, 1968
The Scully 280. Station engineers tell us that "its beauty is in its simplicity". Minimum gadgetry means minimum downtime. Simple, close-tolerance construction of the transport deck on a sturdy base means longer periods between alignments. Simple plug-in assemblies mean instant repairs. Simple operating procedures mean less chance for human error. There's a lot of meaning in simplicity. Call your nearest Scully Distributor and talk it over with him soon. Simply.

Scully
Recording Instruments Company
A Division of DICTAPHONE CORPORATION

BROADCASTING, April 15, 1968
Harold Rogers (r), KLIN-TV Lafayette, La., looks over new 55 kw UHF trans-

Collins Radio Co.'s 5 kw AM transmitter gets close examination by Bill Monroe (l) of Collins and Welton M. Roy, chief engineer, WHBQ-AM-FM-TV Memphis.

Towers and transmitter buildings are specialties of Advance Industries and P. J. O'Connor (r) points out structural features for Mort Henkin, president, K500-AM-TV Sioux Falls, S. D.

Map showing a typical Emcee translator system for extending TV coverage is studied by Gordon P. Brown (l), president-general manager, WSAV

Rochester, N. Y., with aid of Garr Johnson, vice president of the maker, Electronics, Missiles and Communications Inc.

Marti Electronics Inc. showed its RMC-2AX remote control and tele-
metry system for the control and metering of AM, FM and TV transmitters or a combination of transmitters. A 10-
channel system is offered as well as an optional 24-channel system. Completely solid state with plug-in modules, the Marti system is control compatible with studio-transmitter link, schedule C phone line or schedule AAA phone line. It is metering compatible with AM carrier, FM subcarrier and D.C. metallic loop.

Moseley Associates Inc. again fea-
tured its solid-state ADP-101 digital automatic transmitter logger for AM and FM as well as TV. The system has an automatic typewriter printout to give continuous readings and it records up to 10 transmitter readings every 10 minutes. An out-of-tolerance condition causes that particular reading to be printed in red and the internal audible alarm is sounded. A contact closure enables the use of an external alarm as well.

Rust Corp. showed its new RC-1000 remote-control equipment (S890) designed for a maximum of 22 control functions and a maximum of 10 metering positions. Each system consists of two units: the 1000T located at the transmitter site, and the 1000C installed at the station. The remote control equipment is designed to operate with the Rust automatic-transmitter logging equipment, the AI-500 Autolog.

ITT Electron Tube Division displayed the F-7007 high-vacuum tetrode for TV transmitters along with its line of power triode tubes.

The Machlett Laboratories Inc. division of Raytheon Co. exhibited its wide spread of power tubes for AM and FM as well as TV. The latest in both triods and tetrodes models were featured.

Varian Associates, supplier of power transmission tubes for both radio and television, displayed its new 935A klystron (S12,600) for UHF transmitters. The new klystron is a five cavity device which will produce 55 kw peak of sync pulse power with 46 db gain. The tube is vapor cooled and it can be driven by a solid-state driver. The tube also features a photosensitive arc detector circuit which automatically reduces drive power.
You're using our film?
We're using your commercial!

Ah, the disadvantages of having a great commercial shot on Eastman color film. We can't think of any. Eastman color shines beautifully on your product message. Your spot reflects brilliantly on our products’ abilities.

But your commercial isn’t merely moonlighting for us. It says a lot for the film medium. It demonstrates the flexibility film allows your creative team: writer, producer, director, cameraman, editor.

And think of the convenience it brings the traffic expeditor, media people, account supervisor, and sponsor. Such as being able to screen the commercial in its original full-color quality anywhere, any time.

EASTMAN KODAK COMPANY
Atlanta: 404/GL 7-3211, Chicago: 312/654-0200, Dallas: 214/FL 3-3221
Radio is ready for automation

Exhibits draw interest of managers anxious to improve service, cut cost

Radio's rush to automation—now spreading to complete station operations from a list of available spots to the billing of advertisers—was the wave of the future at this year's show. With an estimated 1,000 stations already in some degree of automatic programing, many more are ready to move up to the sophisticated gear that reduces personnel costs and eliminates make-goods.

Pulling crowds and providing a conversation catalyst normally reserved for color-TV camera displays, Gates Radio's 1 kw AM station ($44,500) was operated automatically to the extent permitted by FCC regulations.

Two Criterion 55 multiple cartridge reproducers handle the music. The 110 cartridges, each with a playing time of up to 10½ minutes, provide music capacity of almost 20 hours. Three rotary multiple cartridge reproducers provide 24 spot announcements each. The format is controlled by the SP-10 systems programmer which stores all commands to operate the system. Network cue equipment permits the system to join a network for newscasts.

Automatic logging equipment prints out the time and event of each program element. This log, when combined with the station's master program log, is accepted by the FCC. Transmitter logging equipment converts analog readouts into conventional logs that can be easily read. If operations deviate from the norm an alarm is sounded for transmitter adjustment or the system will automatically shut down.

Gates reported that several of the automated stations have been sold.

For stations desiring part-time automation, Gates introduced a monophonic system that allows from one to six hours of automation with two multiple cartridge transports providing basic program sources. Three Criterion cartridge decks supplying ID's and time announcements and the SC-48 programmer providing 48 events without repetition. The system includes provisions for addition of automatic logging. Prices for the system range from $5,000 to $10,000.

FM stereo program automation equipment, featuring a new tone sys-
tem for joining a network, was shown by Gates. Music is provided by two reel-to-reel tape transports; all spots are reproduced by the Criterion 55 multiple cartridge reproducer. The SP-10 programer runs the entire system and can control up to 10 audio sources. The complete system costs $19,415.

Prototype - Schafer Electronics highlighted its display with a prototype radio-station automation system using direct computer control, which it expects to have on the market in 10 months. The computer will operate the broadcast automation system, type program logs and calculate customer billing. Complete station automation will start at approximately $40,000, the company estimated.

Schafer also showed its line of broadcast automated systems. The basic 800 system with random access spot locator ($17,375 monaural, $19,480 stereo) or with random select carousel and memory ($11,940 monaural, $12,875 stereo) continued to attract high interest. Schafer’s all-Ampex 800-4 system with random access spot locator and audio clock ($22,835 monaural, $25,690 stereo) will provide up to eight hours of programing.

Disan Engineering Corp. used the latest computer technology in designing its new model random access selector. Each sequence is dialed in the memory, which can be automatically interrogated and the cartridge position read on the light bank. The memory holds up to 360 cartridge selections, and after setting, it is placed in the 490 reader, which starts the sequence. The new unit will combine with existing carousel units or with Disan random carousel handlers.

Full or Partial - International Good Music demonstrated its model 600 audio control systems for fully automated broadcasting or semi-automated operation with live announcer. The 600 system uses NCR punched cards to program the system and provide automatic logging and it ties in with the station’s traffic and accounting departments where the cards can be used on automatic accounting equipment. Each punched card represents a format feature such as spot, program, time check or intro. Changes can be made by substituting a card or manual operation.

IGM also showed its series 500 audio control system using special 24-hour timing controls to automate program functions. Since the basic design of this system in 1961 over 200 units have been built. IGM continues to market its taped music library services with more than 18,500 hours of music available. IGM also is entering the TV automation market, concentrating on educational field first.

Macarta Inc. displayed its new Car-
A highlight of the innovations in television film gear at the NAB this year was the introduction of 3M Co.'s new electron beam recorder that prints high-resolution 16 mm film directly from video tape masters.

The EBR-100 ($64,000) already has been sold to the U.S. Information Agency in Washington. It presently prints only monochrome film but 3M hopes to have it turning out color prints within two years.

The EBR-100 will print motion picture film directly from a live TV camera as well as from a video tape. Heretofore electron beam exposure of film had been done only in laboratory or military setups, 3M explained.

"By directly exposing motion picture film to a beam from an electron gun assembly, an image representative of the original scene is traced on the film at a TV line rate," it was explained by R. F. Dubbe, 3M Co. Mincom division research manager.

The film, he said, is a fine-grain stock which is developed in a conventional manner and produces a picture with very low background noise."

Nippon Columbia Co. Ltd. exhibited parts of its new multiplex-filter film system for producing full color in TV using ordinary black-and-white motion picture film. It is especially suited for fast color news coverage, Nippon said, and is in use by one station in Japan although it is not yet ready for offering in the American market.

Called the Monocolor system, the

Nippon technique requires that special filters be placed in the film camera and a special Monochrome decoder be added to the broadcast film chain. Although monochrome film is used, processed chemically as such, etc., the end result off the film chain is an NTSC color signal, Nippon said. Operational principal is based on the frequency separation one-tube color camera filed for patent by Nippon in 1962.

To answer the need for a low-cost TV recording system capable of producing 16mm film from video display, D. B. Milliken showed its DBM-1R1 electronics system. The system's heart—the DBM-64A camera—uses compressed air to transport and stabilize film in less time than the standard TV vertical blanking period, thus eliminating the shutter-bar problem.

General Electric introduced its new four-input, two output color optical multiplexer, the PF-12-A ($6,250), which permits the use of four projectors and two color cameras in any combination. The company claimed that four projectors could do the work of six on a single eight-by-eight-foot film island.

Projectors, Scanners, Chains • Allied Impex Corp. went to Germany to obtain the new Bauer 16mm telecine projector ($15,000) which is designed for full TV automation systems.

Packard Bell introduced the new PB-100 color-TV camera for broadcast film chains ($17,475). PB claims it has achieved four-channel standards of resolution, contrast and monochromatic...
New Gates TV Audio Console

can be expanded as your station grows.

Gates new dual-channel TV-15 audio control console is a big-facility board in a space-saving size. Compact, yet capable of providing complete audio control with proven solid-state reliability for your entire television operation.

The TV-15 features 15 mixing channels – six studio microphone channels, an announce booth channel, and eight medium-level channels. Each channel has a four-station interlocked push-button selector to expand the total number of inputs to 60. All channels are provided with a jumper card or preamp board for hi or low level inputs.

Easy-to-operate vertical attenuators provide precise audio control – and a cue position on each feeds the inbuilt cue amplifier. Audio follow video may be added by plugging in the remote controlled relays.

As your station grows, the TV-15 can be expanded to 21 mixing channels, or 27, or more.

Write for complete information.

Gates TV-15 with two TVS-6’s added for a total of 27 mixing channels and 108 inputs.
Kalart Co. Telebeam Division's big screen TV projector gets sold sell by Richard Zeulier (l) for benefit of Gordon Sechler, Instructional TV Center, Fort Lauderdale, Fla.

Automatic features of the Spectrum 32 TV slide projector system are described to Mario Quintanilla y Garcia (r), XHX-TV Monterey, Mexico, by Ward Redschaw of Spindler & Saupe Inc.

Manfred Zillikens (l) of Allied Impex Corp. tells of automatic features of the new Bauer 16mm TV projector to Bruce H. Ratts, chief engineer of WINS New York.

3M Co.'s electron beam recorder development for making 16mm film prints directly from video tape masters is described for Jerrold A. Friedman (r), chief engineer, WVBR-FM Ithaca, N.Y., by John Reeds of 3M Co.

compatibility with only three vidicon channels. Optional sub-panel plug-in modules are available to provide EIA color standard sync generator and NTSC encoder.

Philips Broadcast Equipment Corp. displayed several new Norelco products for TV film handling. Among these was the new PCF-701 Plumbicon color-film camera ($49,000), a three-tube system. Other items included a new 16mm telecine projector ($8,900) designed especially for TV and a new PCM-500 prism multiplexer ($2,100) which is not yet in production.

Rank Cintel introduced its new Mark VIII color slide scanner ($60,000) to the U.S. market. It handles 60 slides sequentially or at random. The system includes monitors and all processing amplifiers.

RCA reported continued sales activity for its TK-27 color film chain ($50,000), a four-tube system introduced four years ago. RCA said 341 stations now are using 560 of the units. The new TP-77 high capacity slide projector system ($6,000) designed especially for TV automation was also shown. The slide drum will hold 120 slides and deliveries will begin by the first of 1969. A developmental model was shown last year.

Top of the Spindler & Saupe Electroslide line this year was the two-by-two inch color slide projector ($2,845 with mounting plate, but without lens). Color, intensity and polarization are balanced between the projector's two channels. Projected slide-change time is one-tenth of a second, allowing slides to be shown as fast as one every second.

Technical Material Corp. displayed its new color film chain ($60,000) which is an outgrowth of the military TV gear it produced for flying transmitters in Vietnam. A monochrome film chain system also is available ($35,000). TMC also offered its lines of slide film systems and 16mm projectors.

Tele-Beam division of the Kalart Co. displayed a full line of TV and standard 16mm film projectors as well as the firm's latest model large-screen TV projector that will produce a picture up to 9 by 12 feet in size. Kalart's new desktop 16 mm projector and screen system ($595) for sales presentations also was shown.

On display at Telepro Industries Inc. were its 6000 rear screen projector and its model RA-500 random access slide projector as well as prompting devices, sequence selectors and control modules.

Television Equipment Corp. introduced the new automatic TV film projector for both color and monochrome ($14,000) manufactured by Hokushin Electric Works Ltd., Tokyo. The Hokushin line of standard 16mm projectors also is available.

Circuit improvements made for
Signal improvement broadcaster concern

Greater transmitter power and new gear to deliver improved signals can be wasted if the tower and antenna just can't do the job. Although the tower makers can't get their gear into the exhibit halls, they were present to confer on upgrading Am, FM and TV stations. But insulators, tower lights and associated gear were displayed to advantage.

The Dresser Crane, Hoist and Tower division again featured the firm's experience in the design of antenna-tower systems as well as their fabrication and construction. Dresser emphasized its specialties in tall tower installations, such as the 2,000 foot category, as well as those bearing Candelabra antenna mountings serving multiple TV stations.

Venezolano de TV, Caracas Venezuela, and Andres Serrano of Radio Rumbos, Caracas.

Utility Tower Co.'s type 4800 leg splice insulator raises a question by Jack Roth (I), president, KONO San Antonio, Tex., which is answered by Nate Sholar, Utility's division manager.

Fred Abel (I) of Alford Mfg. Co. describes TV delta wing dipole antenna to S. E. Aguerrevere y Cadena of Tarzian's color-TV camera were incorporated into its color-film camera ($50,000). An improved servo neutral density disk eliminates the individual neutral density controls.

Processors * Filmline Corp. presented the new FE-15 color processor ($10,000) for Ektachrome and reported that it sold one of the color-film processors off the floor to WJTM-TV Lansing, Mich. The FE-15 processes film at 15 feet per second. Sales for the FE-50 ($22,500) and the FE-30 ($16,400) color processors continued to be strong.

Compactness and simplicity, with a price tag just under $10,000, have resulted in wide acceptance of Houston Fearless Corp.'s new mini-color film processor. HF reported that the first production run of the new mini is about sold out. The company's Colormaster ($17,250), introduced two years ago, has had over 75 sales. The mini processes film at 15 feet per minute, with a dry-to-dry time of just over 27 minutes.

Faswald Co. introduced its new Mark IV S/S film-inspection-and-cleaning machine ($6,600) that has been sold to about 20 stations. The Mark X film-inspection-editing machine, introduced last year, is presently used by about 50 stations. The Mark X allows commercials to be inserted and removed easily, and films can be viewed at up to 400 feet a minute.

A hot, much talked about item of Arriflex Corp. was its new 16BL camera layout that is convertible for both single ($6,000) and double system ($8,000) magnetic sound. Other features include motor interchangeability and a choice of zoom lenses. Another camera, Arriflex 16 ($3,000), was shown. It features variable-speed electric motor, three lens and mirror reflex viewing.

Recent radio tower jobs by Rohn Systems Inc. sparks chat by Byron Finch (c), manager, radio station equipment merchandising, RCA, with Dick Kleine (r) of Rohn as Grady Rooker of Rohn answers phone query.
on a single tower. Dresser handles both guyed and self-supporting towers.

Fort Worth Tower Co. stressed its worldwide services in the tower field, covering structures for not only broadcast stations but also those for CATV systems and microwave relay. Fort Worth Tower also is expanding into other related areas of product and services and now offers a wide line of factory fabricated communications buildings of custom design which provide dust free and temperature controlled environments for electronic gear such as transmitters.

Jampro Antenna Co. exhibited its varied lines of antennas for TV, AM and FM. Antennas for FM included circular polarized types with adjustable power gain ratios, dual polarized and straight horizontal types. Jampro has worldwide design and installation services.

Utility Towers exhibited a complete line of solid-based insulators, highlighted by its new type 4800 leg-slice insulators. The company offers complete construction and installation service. All hardware is hot-dipped galvanized to prevent rust and corrosion.

Alford Manufacturing Co. showed its new Delta dipole antenna for channels 2 through 13 along with its complete line of VHF, UHF and instructional TV antennas, RF measuring equipment, deplexers and coaxial switches.

For the VHF market RCA showed a new butterfly panel antenna which is available on a custom built basis. The antenna wings are positioned backward for optimum impedance and radiation characteristics. This new antenna was designed to meet an increasing demand for stacked arrays, face mounting antennas and directional radiation patterns.

**Microwave linkage of increasing interest**

Educational TV’s interconnection of facilities and the trend to regional complexes of commercial TV stations are providing a growing market for microwave-relay manufacturers. More and more TV stations are tooling up for intercity links for specialized jobs beside their studio-to-transmitter links. CATV has also provided a new market for relay manufacturers to provide for importation of distant signals.

Microwave Associates reported brisk business in its compact portable microwave link for use with the new tiny portable color TV cameras offered this year. The firm said the first three units went to NBC-TV, the next two to ABC-TV and the next 11 to Illinois Bell Telephone Co. for use at the
Owning a Schafer Broadcast Automation System gives him time for the wild life!

African Safari in Kenya...
Sahara Safari in Vegas.
Since installing his reliable Schafer Broadcast Automation System, this station owner has time for that much needed vacation.

Even sickness or personnel changes won't interrupt his smooth running daily programming one bit.

And his system is ready for computer control... which means an investment in Schafer today is also an investment in the radio station of tomorrow.

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
Developments in color tape

Magnetic disk replay offers competition to recorders

Top attractions at the National Association of Broadcasters show for several years now, continued to draw the crowds at the 1968 Chicago event. But they found increasing competition from such new video recording production tools as the magnetic disk replay machine and the electronic tape editing system.

Trend: Broadcasters are looking hard at, and buying, some of the newer high-quality helical-scan tape machines using one-inch tape. They are cheaper and some even handle color quite well.

RCA introduced its new TR-70A high-band color tape recorder ($87,500) and showed its new compact TR-50 high-band machine ($54,800) (formerly the TR-6 and considerably refined) which was introduced in Denver last November at the National Association of Educational Broadcasters.

RCA claims the highest technical specifications possible in the art today for the TR-70A which enable it to produce multiple tape generations without degradations. The use of a chroma amplitude and velocity error corrector automatically corrects for variations between recording machines or between different recording heads.

RCA also introduced its new tape editing programmer ($7,000), a unique system for electronically editing TV tape which enables the operator by remote control to pre-program and preview the splicing function frame by frame. The system works with any high-band recorder. It features the use of 250 plug-in integrated circuits which perform the work of 2,000 transistors if the older solid-state components were used.

Portable System * Ampex Corp., which reported its top-of-the-line VR-2000 series of high-band color videocassette recorders continued to command plenty of action, also showed initial production units of its back-pack VR-3000 high-band color recorder system, its HS-100 slow motion disk recorder playback system and its new HS-200 computer-controlled disk record/editing system. The HS-200 is especially adapted to fast production editing of color commercials as well as programs and will be available in the fall.

As a remote portable unit, the compact VR-3000 operates by battery power but claims the same color capabilities as the high-band studio recorders. Deliveries of the VR-3000 begin next month, Ampex said, and the order backlog for the 55 pound system ($65,000) which also includes a monochrome hand camera (15 pounds) now exceeds $1 million. It was first shown last year and already has seen use in Vietnam.

The new HS-200 color disk recording and editing system ($130,000) can record frame by frame color animation. Ampex said, and can do it faster than any previous method. Its computer controls permit the operator precise and almost immediate access to any recorded frame from a push-button editing console.

The HS-200 system, which works as a total production tool by itself or in conjunction with high-band tape recorders, will be available this fall. It is an outgrowth of the HS-100 disk recorder ($110,000) which already is in use by the networks for sports telecasting. Existing HS-100's can be modified to HS-200 capabilities, Ampex said.

The rising popularity of the more economical helical scan one-inch videotape systems among broadcasters was noted by the separate Ampex exhibit devoted to this specialty line. Revised versions of these compact machines, such as the VR-7800 ($16,500 in color) introduced at the NAB in Denver, will give good NTSC color for as little as $12,000. They also can be easily patched into the bigger VR-2000's for dubbing.

Sony Corp. of America displayed its entire line of video tape recorders, which was highlighted this year by the

Democratic convention in Chicago in August. The gear is all solid state.

Marti Electronics Inc. offered its solid-state studio-transmitter link system and intercity microwave relay system designed especially for FM use. The systems handle either monaural or stereo signals. Program quality equals class AAA telephone lines, Marti said. Systems function in the 950 mc band.

Moseley Associates Inc. showed its line of solid-state studio-transmitter links for AM and FM use as well as its STL remote control systems. The equipment will also handle intercity relay for TV aural and FM stereo.

Raytheon Co.'s standard dual link 2A microwave radio equipment, used for studio-to-transmitter links, provides automatic transmitter switching and duplicate receiver protection. The equipment is all solid-state, except for the klystron, and is capable of transmitting color or black-and-white signals with program audio at a minimum output power of 1 w (plus 30 dbm) in the 5.9 to 8.5 GHz or 10.7 to 13.25 GHz frequency bands.

There can be little doubt about the lightness of Sony Corp. of America's DV 2400 video recorder the way Sony's Pat Dunn (I) handles it for Lee Gordon, program director, KRCG(TV) Jefferson City, Mo.

Memorex Corp.'s video tape product plays in beautiful color like this, John Studor (I) of Memorex claims, as he runs reel for Steve de Satnick, vice president-operations, WNDT(TV) Newark, N. J.-New York.

The integrated circuits that help this new RCA tape editing programmer do its tricks are shown by Len Laabs (I) of RCA to John Carroll, chief engineer, WNYT-TW Syracuse, N. Y.
new EV-210 one-inch video recorder—$3,750 for black and white, $1,000 more for color. The new product is entirely interchangeable with the Sony EV-200 series. Sony also showed its PV-120U Videocorder with variable slow motion, stop motion and roto-coil.

Visual Electronics’ new slow-motion video disk recorder, the VM-90 ($90,000), features design techniques that use half of the critical components of dual-disk recorders. The recorder was field tested during NBC-TV’s coverage of the Rose Bowl and American Football League all-star football games for instant color stop-action and slow-motion replays. The VM-90 is self-contained, including monitoring and operating controls, which allows it to be easily transported. Visual also introduced its own line of high-band broadcast tape.

Visual again displayed its high-band color Visual-Allen video-tape recorder ($100,000) and reported continued high interest and traffic around the unit. Visual’s recorder was first shown two years ago, and last year production models were on the floor. The recorder features a precision tape transport and head assembly. The more compact and economical VA-50 high-band color recorder was also displayed. Remote control gear is also available.

**Edit and Control** — Another new electronic tape editing and control system was shown by Electronic Engineering Corp. of California. The “On-Time” system ($14,000) plugs directly into existing Ampex VR-2000 connections and will automatically locate scenes at high speed forward or reverse, stop or cue at any preselected time and electronically splice. It also will synchronize recorders.

Gauss Electrophysics Inc., a subsidiary of MCA Inc., exhibited its new G12 ultra high speed audio tape duplicator ($10,000) and the new model 1260 endless-loop tape bin ($10,000). The tape bin handles one-inch helical scan TV tapes but can be modified for regular two inch tapes. It operates at speeds in excess of 300 inches per second and through integrated circuit digital controls can locate any given spot within a few seconds. One possible application: an economical tape delay or replay device for sports programs.

Memorex Corp. displayed its 78V high-chroma color video tape. Prices ranged from $62 for 18 mins (at 15 ips) to $295 for 98 mins (at 15 ips).

3M Co. reported continued high interest in its color dropout compensator system. The device automatically corrects all minor signal defects during high-band and normal video recording.

O. S. Freeman, vice president-engineering, WPIX(TV) New York, chews on pencil pensively as John Baumann of Electronic Engineering Co. reaches for control to demonstrate new On Time video tape automatic editing.

Highlighted in General Electric’s display was its new three-by-four-foot color TV display capable of either front or rear projection. GE plans to market the display, priced at $35,000, in the second quarter of 1969.

John Zebrauskas (seated), Chicago Board of Education’s radio-TV department, works Dynair Electronic Inc.’s remote controlled VS-121-B TV switcher-fader with help of Dynair’s George Bates.

William T. Martin (l), KLNI-TV Lafayette, La., listens to John P. Myers explain the new ultra-high speed tape duplication systems of Gauss Electrophysics Inc. Digital controls make system an economical delay broadcaster.

Visual Electronic Corp.’s new color TV instant replay disk recorder is shown to a Wall Street representative, Barry Vogel (r) of Hardy & Co.,’s institutional research department, by Visual president James Tharpe.
When the record's being broken,
Some things don’t happen twice. And if you don’t record it the first time, you don’t record it at all.

Take, for example, the Olympic games at Grenoble.

When a champion comes charging to the finish, he creates a dazzling moment that can never be recreated.

Except on something like tape. Wouldn’t it be a shame to miss it with tape that couldn’t handle the video or the sound?

That’s why we designed 78V as carefully as we did. It captures once-in-a-lifetime events the second they happen. Faithfully.

And that’s why ABC chose 78V to tape the Winter Olympics at Grenoble.

78V, the high-chroma tape for critical applications. The non-fail tape.

(For information, write us: Memorex Park, Santa Clara, Calif. 95050.)
Test equipment avoids errors

New techniques make unattended transmitters and switching gear safe

As automation moves forward to take human error out of radio and TV's technical arts, test equipment that blows the whistle at malfunctions keeps pace with the new developments, as shown at the National Association of Broadcaster's engineering exhibit. Unattended transmitters and video switching gear require careful check to assure quality-control of the signal. This is especially true in TV and FM systems.

Ball Brothers Research Corp. displayed the Mark 10 video processing and AGC amplifier ($4,600) that provides continuous monitoring and processing of video signals from a variety of originating sources. The unit is available in two models: the Mark 10-A is a video processing amplifier; the Mark 10-B adds AGC to the video processing capability.

Delta Electronics displayed its package of three test systems that enable monitoring of antenna efficiency and signal quality. The package includes an impedance bridge, a common point bridge and the RG-1 receiver-generator. The system is especially useful in checking directional arrays.

Dynair Electronics added a TV sync generator to its mini-series lines this year. The mini-sync incorporates silicon solid-state circuitry and is self-contained. Its price, $650, Dynair claims, is the lowest on the market.

Hewlett Packard exhibited a broad line of television and radio signal test gear as well as a new fault locator for the cable television field. The fault locator is able to check cables up to 3,000 feet and gives direct calibration in feet and percent reflection. Optional accessories also are available. The system will detect opens, shorts, bad splices and troublesome tap-offs and locate them so fast repairs can be made. Hewlett Packard also showed new lines of oscillators, impulse sound level meters, distortion analyzers and electronic counters.

Marconi Instruments unveiled new TV test equipment. Its TF 2905/1 ($1,750) sine-squared-pulse and bar generator provides two types of waveforms as well as oscilloscope trigger output and may be converted for color TV monitoring. Also shown was a blanking and sync mixer for use with...
an external synchronizing-pulse generator and video-test-waveform source ($680). Marconi also again showed its model 2360 TV transmitter sideband analyzer. The analyzer sells for $2,795.

Rohde & Schwarz displayed its new pulse-and-bar signal generator ($1,600) for monitoring and measuring transmission of monochromatic or color TV transmission systems. The fully transistorized unit is suitable for PAL, NTSC and SECAM systems.

The SPF standard video test generator has been improved, Rohde & Schwarz said. It features solid-state modular construction and sells for $4,995.

Designed to measure luminance, hue and saturation of the NTSC composite color television signal, Tektronix's new type 520 vectorscope ($1,850) is built with solid-state circuitry and features push-button operation. Dual inputs allow time-shared displays for comparison of input output signal phase and gain distortion.

Tektronix also introduced its new type 528 TV waveform monitor ($800) for measuring signals from camera outputs, video-systems output lines, transmitter video input lines and closed-circuit and educational systems.

TV Zoomar showed its prototype Mark II TV colorgard meter for color receiver manufacturers. The meter standardizes color receiver balance between production lines to improve product uniformity.

Videometrics Inc. showed a test signal generator ($5,800) which can be equipped to produce a wide range of test signals. To assure a minimum of source distortion, the various test signals are triggered so they do not occur during horizontal or vertical blanking periods. The unit features all-silicon solid-state and integrated circuits.

Visual Electronics displayed its VS-2088 video-tape processing amplifier ($4,950) and the CSG-1 color sync generator ($2,650).

Wilkinson Electronics Inc. reported good sales for its transistorized portable field meter for checking field intensities and other measurements. The 4N1 ($950) was introduced at the NAB three years ago.

**Problem of loudness has new solutions**

The problem of controlling loudness as experienced by the listener has been attacked from two sides and is moving toward permanent solution. Equipment shown at this year's National Association of Broadcasters engineering exhibit also eliminates audible distortions that

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Yes, the subjective loudness of sound can be accurately measured on this test scope, Dave Rose (l) of Hewlett-Packard claims for new equipment. Putting questions are E. Leon Brady (r), WMY-TV Greensboro, N. C., and Doyle Thompson, WMY-TVA chief engineer.

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Ed Maddox (r), chief engineer, Rust Corp., explains the design of the FM remote control to John Weiser, general manager, KUMU Honolulu, and his former secretary, Sherot Walley, who now lives in Chicago.

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Tektronix's new type 528 wave form monitor is shown to Dee Waymire (r), chief engineer, KHQ-AM-FM-TV Spokane, Wash., by Bill Demmerle, Tektronix field engineer.

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Don Dudley (r) of Videometrics Inc. points to component features of firm's test signal equipment for Harold Bartlett, chief engineer, KFDM-TV Beaumont, Tex.

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Delta Electronics Inc.'s RG-1 receiver/generator is operated by Robert Foley (r) of Delta for John Huffaker, Central GEEIA Region USAF, Oklahoma City.

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Wilkinson Electronics Inc.'s new solid-state frequency and modulation monitors hold attention of Michael Yonkovic (l), director of engineering, WWNY-AM-TV Watertown, N. Y., and Wilkinson's Paul Moffitt.
CBS Laboratories automatic loudness controller (model 710), which was displayed last year as a prototype, again attracted attention this year. The controller works by the station's setting a maximum loudness level. When the preset limits are exceeded, the program level is inaudibly reduced until the offending passage is over. The 710 is priced at $925 monaural, $1,650 stereo.

How loud is loud? If you really want to measure the loudness of subjective loudness, Hewlett Packard will sell the sophisticated test gear it exhibited. The 8051A loudness analyzer ($5,500) will freeze on an oscilloscope a wide range of sound measurements so that complex sound patterns may be carefully compared. The system is so devised that even the sound of a single typewriter stroke can be displayed and analyzed in fullest possible detail.

Gates Radio displayed its new M-6543 limiting amplifier ($595) with a three- to five microsecond attack time. The company claims that with the limiter even the most critical ear cannot detect audible distortions that are apparent with hard clipping. Asymmetrical limiting permits AM's to run positive peak modulation levels of 110% or 120% with negative peaks limited to 100%, which produces a louder sounding signal.

FM stereo shift boosts market

Improvements are noted in basic microphone and cartridge pickups

Changes seem to evolve slowly in the basic microphone and phono cartridge pickup markets but technical advances were evident in these product lines during the National Association of Broadcasters show. Bright spots: stereo records and the shift of FM stations to stereo operation are boosting product demand considerably.

Since so much of the long-play as well as popular disk recording is done on stereo records now, even AM's must install stereo phone pickups if they don't want to ruin the records after just a few plays. To help them, Shure Brothers, a major supplier in the microphone and pickup field, distributed a concise booklet explaining the conversion requirements.

Shure displayed its wide range of broadcast microphones, featured its new V-15 type high trackability phono card-

BROADCASTING, April 15, 1968
We’ve got news for you!

FILMLINE’S professional color film processors
now available for TV NEWS

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

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

After you check these exclusive Filmline features you’ll want to install a Filmline processor in your news department NOW!

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

- **FILMLINE OVERDRIVE FILM TRANSPORT SYSTEM**
  This marvel of engineering completely eliminates film breakage, pulled perforations, scratches and operator error. The film can be deliberately stalled in the machine without film breakage or significant change in film footage in solutions. The heart of any film processor is the drive system. No other film drive system such as sprocket drive, bottom drive or simple clutch drives with floating lower assemblies can give you the performance capability of the unique Filmline Overdrive Film Transport System.

- **TORQUE MOTOR TAKE-UP** gives you constant film take-up and does not impose any stress or strain on the film itself. Completely independent of the film transport system. This Filmline feature is usually found in professional commercial processors but is incorporated on the FE-50 and FE-50c models as standard equipment. Don’t settle for less!

- **TEMP-GUARD** positive temperature control system.
  Completely transistorized circuitry insures temperature control to well within processing tolerances. Temp-Guard controls temperatures accurately and without the problems of other systems of lesser sophistication.

- **TURBO-FLOW** impingement dryer. Shortens dry-to-dry time, improves film results, and carefully controls humidity content of your valuable (and sometimes rare) originals. Immediate projection capability is assured because the film dries flat without the usual curl associated with other film processors.

- **ZERO DOWN TIME** The reputation of any film processor is only as good as its reliability. The combination of the exclusive and special added Filmline features guarantees trouble-free operation with absolute minimum downtime and without continual operator adjustments. Recapture your original investment in 2 years on maintenance savings alone. Filmline’s “Push the button and walk-away processing” allows inexperienced operators to turn out highest quality film.

- **MATERIALS, CONSTRUCTION AND DESIGN** All Filmline machines are constructed entirely of metal and tanks are type 316 stainless steel, heliarc welded to government specifications. The finest components available are used and rigid quality control standards are maintained.

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


Labs/De Luna Labs, General Film Labs (Hollywood), Palme-Labs, Precision Labs, Mecca Labs, Color Service Co., Capitol Film Labs, FGW, Movie Labs, Technicolor Film Labs, Telecolor Film Labs, Gifford Film Labs, One Labs, All-Service Labs, NASA Cape Kennedy, Ford Motion Picture Labs.

TV Stations: WABY-TV, WHB-TV, WMAL-TV, WXYZ-TV, WJTV, WKAS-TV, WJTV, KINJ-TV, WPTO-TV, KNX-TV, WJTV.
Collins Radio Co.'s new Twin-Tape audio cartridge system gives Gene Riden (l), chief engineer, WIOD Miami, chance to pop questions to Gart Bolding of Collins, at the annual NAB equipment exhibition.

Improved model A tape cartridge of Audio Devices Inc. is discussed by Carl Ehlers (r) of Zenith Radio Corp. and Jules Sack of Audiotape.

President Paul Shore (l), Tapecaster Electronics, discusses the company's line of equipment with Francis V. Lough, commercial manager, and Irving Cottrell, president, both from WLNA-AM-FM Peekskill, N.Y.

Hugh Alien Jr. (l) of Gotham Audio Corp. shows Studer A-62 tape recorder to Ron Eddy, Magnetic Service Corp., Columbus, Ohio, and Richard Wolfe (r), WBNS-TV Columbus.

Howard Bell (l), sales vice president, Mole-Richardson Co., shows inside features of huge flood light system to fellow professional, Sumner Packer, Capron Lighting Co., Needham Heights, Mass.

Listen to the total sound of the Magnecord 1028, says Paul Bunker (l) of Telex-Magnecord-Viking, as Robert G. Blow, president, WJAK Jackson, Tenn., gives it a go.

ridge ($67.50) especially suited for FM stereo good-music stations and reported considerable interest in its new compact remote M67 mixer ($147). The M67 has a tone oscillator feature so that VU meters can be precisely zero calibrated with the studio.

North American Philips Co. displayed its new lines of AKG condenser and dynamic microphone systems, including the 9 volt C-451E condenser microphone modular system to meet every possible origination requirement. The C-451E ($179) features phantom feeding circuitry, eliminates use of power supplies and permits wide interchangeability of components and microphones on the same audio cable.

AKG also showed new two-way cardioid dynamic microphones, ranging in price from $69 to $185. Based on computer simulated acoustical research over the past two years, the two-way system automatically compensates for nearly all pickup situations and provides a flat response over the entire audio spectrum.

Altec Lansing introduced several new microphones, including its small size solid-state condenser microphone system ($250) that will operate either by battery or AC power. Using internal mercury batteries the system will function up to 2,500 hours or a full year. Altec Lansing showed two new cardioid mikes designed for hand use by performers, the 650A ($62.50) and the 651AH ($75).

Gray Research & Development Co. exhibited its new lines of stereo tone arms which minimize "to the vanishing point" the effect of a tone arm on reproduced sound while maximizing the number of distortion-free plays that could be obtained from a disk recording.

Gray's new Micro-Trak 12-inch arm ($72.50) is interchangeable with present equipment. Gray also showed its lines of broadcast equalizers and preamps, now solid state.

Gotham Audio Corp. exhibited the Neuman condenser microphones, including the new dual-cardioid microphone systems with AC power supply ($585) and the three-pattern switchable studio mike system ($753). Gotham is also marketing an FM stereo receiver ($995).

Microwave Associates demonstrated its new wireless Portamike developed especially for CBS-TV. The subminiature system ($7,000) will work within a quarter-mile range of the base receiving station and the Portamike's self-contained batteries provide six hours use.

Vega Electronics Corp. displayed its S-10 solid-state condenser microphone ($260) that employs field effect transistor circuitry.
Audio consoles of new design

Improvements for AM, FM and TV draw interest during convention

Audio control consoles showed significant technical advances—with new designs for AM, FM and TV—at this year’s National Association of Broadcasters engineering exhibit. Remote consoles for on-location pickup were feature items at many manufacturers’ displays, while studio consoles reflected the demand for greater switching as automation moves in.

Altec Lansing displayed its new custom design 9200A audio console which is priced according to the particular installation. Altec also showed an updated version of its 25073 stereo control console ($4,000) which enables three-channel stereo production. The unit has 12 input positions.

Collins Radio Co., displayed two new products in the fields of TV and audio consoles. The new 212T-2 television audio system ($9,950) is the second console of this TV product series. It uses photoconductive cell and lamp for noiseless switching and provides 32 inputs to 16 faders. The control panel is divided into two functional sections for complete assembly flexibility.

Collins’ new 212F-1 production remote console ($950) is a small multipurpose, expandable audio control unit for spot production or as an emergency control room or remote pickup control point. The 212F-1 has four input channels and functions with either AC line power or on batteries.

Electrodyne Corp., a firm which has made audio consoles for the motion picture and recording industries, showed audio consoles for radio and TV this year for the first time. It shared the Riker booth.

Fairchild Recording Equipment Corp. displayed its new solid-state integrated control module ($525) which functions as a building block to custom plan any audio console configuration desired. Fairchild also showed a broad line of plug-in audio system components such as microphone amplifiers, slide-wire faders, master attenuators, equalizers, preamps and similar gear.

Gate Radio’s new audio control console (TV-15), with its provisions for expanding facilities, was introduced for TV or large radio stations. The basic console ($12,200) has 15 mixing channels with four inputs each for a capacity of 60 inputs. To increase ca-

Rugged construction of Gates Radio Co.'s Criterion cartridge playback unit is shown to Andrew Busch (I) of KEYZ Williston, N. D., by Larry Pfister of Gates.

Major new entry into the tape cartridge field, patented Marathon cartridge, is described by Terry Cole (I) of Effective Communications Systems Inc. to Thomas Brask, WGBH-FM-TV Boston.

Fairchild Recording Equipment Corp.'s new audio console featuring plug-in control modules is explained by Fairchild's George Alexandrovich (I) to Roland Desjardins, chief engineer, WCBB(TV) Augusta, Me.

Charles Smith (r), president-general manager, WDEC Americus, Ga., learns about McCurdy Radio Industries Inc.'s new 4475 audio control console from Ken MacKenzie of McCurdy.

Nortonics' new 9000-series tape head replacement is shown to Gordon W. Trout (r), chief engineer, WIRE Indianapolis, by Roger Czerniak, Nortonics' distribution sales manager.

Broadcast Electronics' president Ross Beville (I) points out the features of the Spotmaster tape cartridge recording equipment to William Hunt, technical director, TR Inc., and Charles Hartmeyer, chief engineer, WHIZ Zanesville, Ohio.

Robert R. Hilker (seated), president-general manager, WCGC Belmont, N. C., tries out new compact disk jockey control center being described by Nippon Columbia Corp.'s executive vice president T. Kobayashi.
The panic comes out of TV program switching with use of AMP Inc.'s automatic switcher, the company claims.

AMP's Eric Vanderheyden (l) explains console configurations to Al Dalimonte of CBS-TV, New York.

Arthur Freilich (r), vice president, Chrono-Log Corp., explains the company's STEP system of TV automation to Jack Krous, chief engineer, WAWA-AM-FM Milwaukee.

Claude Shouse (l) of Cohu Electronics Inc. demonstrates his firm's new television production switcher for Thorston Kock of CBS Laboratories.

William Barnhart, (center), senior engineer, Grass Valley Group, shows a feature of the 1400 series video switcher to a convention delegate while to the right Ralph Voight (l) and Frank Maser, both of WBEN-AM-FM-TV Buffalo, N. Y., continue their discussion.

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capacity, TVS-6 sub-mixer units ($3,200) can be added. This unit has six channels with four inputs each. The basic console provides 15 channels and each has a four-station interlocked push-button selector allowing the same source to appear on two or more channels for cross-fading.

Granger Associates Bauer Broadcast division displayed its new audio console and production center package ($3,750). It includes turntables and twin microphones for stereo as well as the audio console. Bauer also showed its line of audio consoles for varied needs.

McCurdy Radio Industries showed its new TV production audio console ($30,000) that has up to 24 mixing channels and five submaster groups with two main program outputs. Any mixing channel can handle high-level or low-level signals. The console is completely solid state with all components fully modular.

McCurdy also displayed its improved television and film audio console ($18,000) that has 12 mixing channels with three submaster groups and two main program outputs. A total of 37 program sources can be accommodated by the console.

Nippon Columbia Co. Ltd. exhibited a new disk jockey console package including turntables, mike and compact console. Pricing is not yet set.

Sparta Electronic Corp. unveiled its complete new line of audio console gear ranging through all possible applications from remote to studio use. Compact package systems making up whole program origination units range from $2,100 to $3,950. The AC-155 including turntables, console microphone and desk runs $1,195 and functions either as remote unit or in the studio. Sparta's solid-state five-channel console is $495.

Visual's line of audio consoles for AM, FM and TV showed new internal engineering techniques. The solid-state "8x1" model, an eight-mixer console for monaural, is priced at $2,475. For stereo FM broadcasting, Visual offers its "8x2" console ($3,495) with up to 12 stereo sources. The "4x1" four-mixer, single-output console was designed primarily for use in preparation of cartridge or reel tape and is priced around $1,900. However, the unit's compact size allows the "4x1" mixer to be used as a sub-console for announcement booth or sub-control room installation. Visual also claims the unit is effective for on-the-spot mobile programming. All Visual consoles include electrical clocks for ease in logging production time.

Wilkinson Electronics Inc. introduced its modified and fully transistorized model TAC-18 audio console ($1,595). It provides 22 inputs and 7 mixer positions.
The all new solid-state color TV switching system of Telemet Co. is demonstrated for Bernard T. Wilkens (l), chief engineer of WKBN-TV Youngstown, Ohio, by Telemet's E. S. King.

Alma Engineering's new model 6500 solid-state video switching system is explained by Woodford Peebles (l) for Edward Waz of Eastman Kodak, Rochester, N. Y.

Dynair's mini-series closed-circuit TV equipment is held by Dwain Keller, Dynair sales manager, for inspection by George S. Merchant, manager systems engineering, Western Electronics, Calgary, Alberta.

Cooke Engineering Co.'s signal patching gear is described by R. B. Decker (l) for W. Bernard Marston of KHOF-TV San Bernardino, Calif.

Simply getting a close look at General Electric's modular control panels and switchers was difficult at NAB engineering exhibit in Chicago. This is just an indication of the crowd that passed through GE's exhibits.

Nubar Donoyan (l) of Vital Industries Inc. tells how IC's used in color TV switching systems helps maintain top signal quality through 240 crosspoints. Listening is W. E. Schettler, Walter Reed Army Medical Center, Wash.

Speaking quietly about Sarkes Tarzian's APT-1000 computer programing system are John Fergie, vice president, engineering, Springfield Television Broadcasting Corp., and Joe Ryan, ST's northeast regional manager.

The automatic TV program control capability of this new switching system by Central Dynamics Corp. is demonstrated for Max Berry (r) of ABC, New York, by Jim Landy of CDC.

Robert Lehtonen of Richmond Hill Division of Riker explains circuitry of new color video production switcher as Alan B. MacIntyre, University of North Carolina, Chapel Hill, takes close look underneath console.
Completely automatic features of Addressograph Multigraph Corp.'s new system for reproducing radio-TV logs and other station materials are discussed by (l-r): T. E. Marquette, Addressograph; C. J. Ulrich, Ulrich Advertising, Rockford, Ill.; Dr. John Logan, Aldersgate Foundation, Atlanta, Ga., and Harry Layman, KONG Visalia, Calif.

Automatic electronic logging, billing and other station functions now can be handled quickly by this system of Harwald Co., firm's Frank Schmidt (l) explains to Ron Born of WFLD(TV) Chicago.

Angela Cordova of Transface Process Co. tells Bazil O'Hagan, station manager, WNDU-TV South Bend, Ind., he can save money using her firm's plastic master reproduction system to cut paperwork.

Hostess Anneliese Yount explains to Robin Mathis, president of WCPC Houston, Miss., that F & M Systems Co. provides systems design services for radio as well as TV.

The latest phono pickup arm developments are told to Leo Rymarz (r), WWJ Detroit, by Bill Stacy, general manager, Gray Research and Development Co.

BROADCASTING, April 15, 1968
One-of-a-kind systems and services—from General Electric’s new TV display to an automated system for a station’s traffic department—pulled large crowds seeking solutions to their specific problems.

General Electric unveiled its new three-by-four-foot color-TV system for rear-or front-projection display on any normal screen surface. The heart of the display system is a single-gun light valve tube that can produce quality color-TV pictures as large as six-by-eight feet. The system will be priced at $35,000 for the three-by-four projection unit with delivery in limited quantities starting in the spring of 1969. GE spokesmen reported high interest in the system from ETV and the military for instructional use as well as broadcasters and production houses.

The black-and-white version of the display system will cost two-thirds of the color model. Replacements for the light-value tube will run about $12,000.

Advanced Industries featured the new transmitter house constructed of aluminum and steel. The pre-assembled building is specifically designed to house electronic equipment in a dust-free temperature-controlled atmosphere. Optional equipment includes offset doors, two-room buildings, heating and air conditioning systems, special wiring and general installation.

CBS Laboratories demonstrated its innovation for the educational market, an economical, compact slide-and-sound system called the Viewlex AVS-10 audio-visual system. Now in limited production, the system runs $350 per unit and plays newly developed audiovisual disks. Each disk, costing $12 to $20 in limited production, contains a central microgroove recording containing the lesson while the outer clear plastic rim contains 52 color visual stills. Each disk plays for 18 minutes.

F & M Systems Co. representatives were available to confer with station management on how to switch to color TV. The company designs and installs complete studio and mobile systems. Facilities in the van used by ABC-TV at this year’s Winter Olympics were created by the company. In radio last year, F & M installed Radio Free Asia’s complex in the Philippines. It also designs and installs microwaves systems.

Johnson Electronics Inc. showed its solid-state line of SCA multiplex tuners and receivers for the FM market as well as its latest SCA multiplex educational receiver. Integrated circuits are among some of the latest product features.

For computerizing a station’s traffic department, Harwald Co. introduced the Mediatron system 570, a custom-designed operation. The system electronically selects availabilities, analyzes audience composition, yields cost-per-thousand information and permits computer billing. Custom built prices range from $12,000 to $62,000. Among its display of weather instruments Texas Electronics Inc. showed its Mark IV-C Weatherminder that shows wind velocity, wind direction, barometric pressure and outside temperature. Other separate weather indicators were priced from $225.
Move to automation stirs interest in tape

The continuing move to radio program automation created a pressing market for tape cartridge and related equipment at the National Association of Broadcasters show. Many manufacturers reported excellent sales, often right off the floor, to stations switching to automation or semi-automation.

Broadcast Electronics Inc. displayed several multiple cartridge reproducing units including Spotmaster Five Spot ($1,750) and Ten Spot ($3,250). Each cartridge deck is removable from the front of the unit without affecting the operation of the remaining decks. Broadcast Electronics reported "a book full of orders" this year.

Collins Radio Co., which reported more off-the-floor sales this year at the show even though traffic seemed somewhat less, introduced its new Twin tape cartridge system for the audio market. The Twin tape system consists of two units: the 642E playback unit ($1,650 stereo, $1,440 mono) and the 216D record amplifier ($650 stereo, $450 mono). Combined into a system these units provide playback on both cartridges simultaneously, recording on one cartridge while playing on the other or dubbing from one cartridge to the other.

Effective Communications Systems Inc. displayed the new tape cartridge patented by Marathon and known as the Marathon differential pulley system. It is a continuous look cartridge, compatible to all tape players and provides from 40 seconds to 32 minutes of play at 7½ IPS. The differential pulley system permits full-forward winding up to six times operating speed without spew-out and eliminates pressure pads for most loads over 2½ minutes.

Effective Communications also displayed the Continental Electronic Wholesale Corp.'s Contel line of cartridge tape recording and playback machines, which features encapsulated and sealed components and plug-in modules. The new playback machine sells for $380 and the record-reproducer sells for $540.

Sparta Electronic Corp. showed its revised line of tape cartridge and reel tape system with solid-state design in both monaural and stereo systems. Apart from the single playback units ($495) and the record-reproduce units ($675), Sparta also featured its MC series of multiple cartridge players that rack mount either vertically or horizontally and handle both monaural and stereo.

Tapecaster Inc. showed several of its tape cartridge units featuring remote control, solid-state design and electron-ic tone cueing. Its 700-RP, a combined record-playback unit, sells for $450; a playback unit, for $300, and a combined record-playback unit with delay function for talk shows sells for $500.

Nortronics Co. showed its new studio professional replacements for Ampex and Scully recorder heads, the 9000 series. Nortronics claimed 40% greater wear life, extremely smooth low-end response down to 20 CPS and excellent high-end response. For the Ampex 350, the replacement costs $37.50; for the Scully 282-4, the price is $124.

Telex-Magnecord-Viking exhibited several professional audio tape recorders as well as stereo earphones and other related gear. The Viking 230 recorder is available in multiple component configurations depending on needs ($445 basic transport and up) while the Magnecord 1048 ($1,200) is well suited for stereo recording.

AM and stereo FM monitors modified

Monitors for AM and FM stereo were prevalent, refined by latest production techniques and were in obvious demand in the equipment market this year.

Belar Electronics Laboratory introduced a new line of add-on monitors for FM use. It also produces monitors for AM and TV. The new FM group includes the FMM-1 frequency and modulation monitor ($1,495), the FMS-1 stereo frequency and modulation monitor ($1,250) and the SCM-1 SCA frequency and modulation monitor ($795). Linking them all together gives a station full monitor check and control.

Collins Radio Co. introduced two new monitoring systems for monaural and stereo FM use, the 900C-3 modulation monitor ($2,500) recently type approved by the FCC and the 54N-L FM frequency monitor ($1,410).

The 900C-3 may be used for both stereo and monaural monitoring and maintains internal crosstalk and noise levels within the FCC specified standards. It also provides demodulating circuitry required to measure total percent modulation of the carrier.

The new 54N-1 FM frequency monitor is a special purpose digital counter designed to monitor the carrier frequency of an FM transmitter. Of all solid-state design, the 54N-1 detects and indicates errors in 100-hz increments from zero through plus or minus 2khz. Visual alarms and contact closures for operation of external interlocks or alarms are provided.

Gates Radio offered a complete line of FM monitors plus accessories for measuring stereo and SCA frequency...
parameters. The GTM-88S stereo modulation monitor features solid-state circuitry with provisions for addition of an SCA adapter. The monophonic modulation monitor ($1,495) incorporates the advances of the stereo model and can easily be converted to full stereo operation. The model GTM-88F frequency monitor ($995) comprises a crystal-controlled wide-band pulse signal with the FM transmitter center frequency.

Gotham Audio Corp. reported good orders for its new control room monitor speaker that incorporates two built-in 30 w solid-state amplifiers. The speaker has low, mid and high-frequency speakers and a reported frequency response from 40 cps to 16 kc. It sells for $520.

McMartin Industries Inc. exhibited the latest of its broad lines of monitors, amplifiers, signal generators and related products. McMartin’s new gear includes FM stereo monitors, frequency and modulation monitors, SCA multiplexer monitors and stereo generator. The firm also has both tubed and solid-state FM multiplex receivers and audio amplifiers.

Wilkinson Electronics Inc. showed a new AM frequency monitor ($895) and a new AM modulation monitor ($550). Both are solid-state and will function by remote control.

CATV suppliers display wares

Traffic is heavy at NAB exhibit hall; some wait on court’s decision

With half of the new CATV systems that began operation last year owned by broadcasters, community antenna manufacturers became full members of the equipment fraternity at this year’s engineering exhibit. Although few orders were taken, traffic at CATV booths was heavy and the leads were excellent. Many felt that business would boom once the Supreme Court decides the CATV copyright and FCC jurisdiction case now before it. As a Jerrold spokesman said: “There was more enthusiasm at this show than all others.”

New equipment on display from Ameco Inc. included a 12-channel solid-state heterodyne Channeler head-end ($990) plus solid-state line distribution gear. Ameco said sales for this equipment were brisk. Ameco also had on display a new CATV directional tap which sells for $9.

Craftsman Electronic Products Inc.,
George Barry of Kaiser CATV Corp., Phoenix, listens while Fort Worth Tower Co. hostesses D'Anna Ranklin (l) and Joan Preissinger assure him their firm's tower line includes CATV structures as well as those for radio- TV.

Matt Lysek (r) of Craftsman Electronic Products Inc. tells experience of his firm in manufacture of CATV directional taps, splitters and transformers to R. A. O'Connor, CBS-TV, New York.

Plug-in modular construction of Vikoa Inc.'s CATV line amplifier gives Leo Cull (r) of Vikoa good talking point with system builder, Dick Jackson of Jackson Communication Corp., Brookville, Ohio.

Entron Inc.'s directional coupling component for CATV systems is shown by C. Edward Harmon (l) to Joseph Stern, vice president, engineering, CBS Television Services, New York.

Ken Reichel (l) of Shure Brothers demonstrates new compact M67 microphone mixer for Ralph Utter, chief engineer of WEFM(FM) Chicago.

Kaiser CATV Corp.'s line extender amplifier gives Bill Winsett (l), chief engineer, WJAK Jackson, Tenn., chance to question Kaiser's Walter Baxter.

Ameco Inc.'s latest head-end receiving equipment for CATV systems is shown by Charles Maki (r) of Ameco to Solis Armando (l), TV del Norte S.A., Monterrey, Mexico, and Ruedo Rogelio, XET-TV Monterrey.

Richard Glickman (r), manager, research and development, Berkey-Colortran, pulls down a quartz light so that John Froome, vice president and program manager, KAKE-TV Wichita, Kan., can take a better look.

New portable lighting control system of Klieg Bros. is given close examination by (l-r): Herbert More, Klieg; Howard Lepple, director of engineering operations, Avco Broadcasting, and Vaun McArthur, chief engineer, KMVT(TV) Twin Falls, Idaho.

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a specialty supplier to the CATV field, showed its line of directional taps, splitters, transformers and other passive devices. This was Craftsman's first year at the NAB and the firm reported reaction to be "enthusiastic."

Jerrold Electronics Corp. had on display, among its virtually complete line of CATV gear, a new distribution system called Starline 20, permitting either 12-channel or 20-channel capability. Jerrold's new solid-state head-end unit Channel Commander II was also shown.

Kaiser CATV Corp. displayed its Phoenician Series line of cable distribution amplifiers, passive devices, powering devices, cable fittings and connectors. Among its new equipment this year was the KSLE line extender amplifier ($135) which may receive both horizontal and vertical stand-mounting, or pedestal-mounting.

Lenkurt Electric Co. showed its 76 type transistorized microwave systems (five separate systems in the series) for both color and black-and-white TV, and its type 75A to C heterodyne repeater systems which are solid state.

Scantlin Electronics Inc. highlighted a new electronic titling unit ($8,000) for the CATV programing market. Scantlin is manufacturing the video type generating machine and delivers begin in June. The equipment is being used by Television Presentations Inc. as part of its Alphamatic electronic news service for CATV systems and hotel closed-circuit operations. It will be leased for about $200 weekly and operates by electronic pulses from the UPI telegraph newswire and from the New York Stock Exchange. The system already is operating in New York and several other cities. TPI is a subsidiary of Sterling Communications.

One more channel is what Vikoa Inc. offered in its new Future 21 line of channel amplifiers. Futura 21 features quick change-over modules that convert a 12-channel to a 21-channel system without amplifier rescaping or housing changes. Production is expected to begin this spring. Vikoa also displayed its Climatecaster, for use in systems desiring local origination services. The unit telecasts time, date and weather plus six advertising, public service or news messages.

Lights are smaller and brighter than ever

Let there be light, stronger and brighter, especially for color TV. To meet this demand studio-lighting companies have responded over the years and this year added new equipment to answer both studio and remote problems.

Berkey-Colortran Inc. showed new lighting equipment including its Mini-Lite 6 and 10 series with integral four-leaf barn doors. The 6 series sells for $42; the 10 series for $53. B-C also displayed a single-ended quartz lamp with medium and wide focusing ranges and selling for $89. Other new equipment: Maxi-Brute ($198), scoop adapter ($22), multi-beam 2000 ($97) and set light ($58).

Century Lighting displayed its line of flood and spots available for the TV market. Among the new product displayed was a new 10-inch 2 kw Fresnel-lite quartz spotlight ($150) and a new 8 inch 1 kw version of the same lamp ($90). In the same line also is a new 6 inch 1 kw spotlight ($55). Prices do not include lamps.

Kliegl Bros. displayed its new portable light dimmer system and reported extensive interest from TV stations that do considerable remote work. The compact control unit can be checked as airplane luggage, Kliegl said, and the entire system can be easily handled by two men since it rolls and lifts without much effort. The system features SCR dimmers and will handle up to 24 dimmers. Price is $7,500. Kliegl also showed its full line of quartz floods and spots suited for color TV lighting.

Mole-Richardson Co. displayed its light equipment line that included quartz focusable spots, 1 kw, 2 kw Mighty-Mole, 650-w Teenie-Mole, all with variable beam focus from spot to flood; indirect diffused illumination spotlights from 750 w to 10 kw “Big Eye” flood light. New products shown include an 8 kw super-softlight that provides broad, flat lighting field for maximum “wash-out” of shadows; multicircuit quartz egg-strips and a five-light overhead strip.

For studio, theater and TV lighting, Sylvania introduced its new tungsten halogen lamps in 2000 w and 5000 w, which, the company claimed, have nearly three times the effective life of conventional incandescent studio lamps.
Camera accessories plentiful at show

Many camera accessory products were displayed this year in Chicago. Among them were the lens system manufacturers. Optical Imports Inc., for example, showed the Angenieux line of TV zoom lenses and had representative product in actual demonstration use on cameras of the various other exhibitors. The Angenieux 10:1 zoom was shown on RCA, GE, Norelco and Ampex cameras.

Albion Optical Co., distributor of the Rank Taylor Hobson line of TV optical product, showed new Varatol zoom lenses used on both RCA and Norelco cameras. The 10:1 zoom is priced at $14,600 and the new 16:1 zoom is priced $18,900.

Similarly, Tele-Cine Inc. demonstrated the Schneider line of TV lenses on cameras at the show. The Schneider 11:1 zoom was shown on Norelco gear and a special design zoom was used on the new tiny experimental Norelco color camera.

Power Optics Inc. exhibited new product from Evershed for remote control of the TV camera, including pan and tilt and control of optics such as zoom. An Evershed system for remote control of a color camera runs about $13,000.

Davis & Sanford Co. introduced its new cradle head for closed-circuit and educational TV cameras weighing up to 100 pounds. The cradle head comes in three sizes; the largest model is priced at $225.

Listec Television Equipment Corp. exhibited the Vinten line of powered TV camera pedestals and elevator dollies. The new type 556 Vinten pneumatic TV camera pedestal costs $2,600.

D. B. Milliken showed an image motion compensator that is attached to optical systems with a clear aperture of 58mm or less. The equipment provides image stabilization and has application for all TV cameras using zoom or fixed-focus lenses that are either hand-held or vehicle-mounted.

Quick-Set Corp. included among its camera mounting gear the Gibraltar crab pedestal ($1,035). It provides full floor mobility as well as 20 inches of height adjustment by turning a hand wheel.

ETV political shows planned

PBL and NET officials work on coverage financed by Ford Foundation grant

The Public Broadcast Laboratory, which has taken a good deal of flak in its first season of operation as a "virtually autonomous unit" of National Educational Television, may be moving into a closer relationship with NET as the two organizations undertake joint coverage of this year's primaries, conventions and election.

The arrangement, involving merged staff and facilities, may be "a pilot for PBL's second year of operation," according to John White, president of NET.

Av Westin, PBL executive director, last week said: "We have examined and will continue to examine all possible areas of closer cooperation, up to and including combined units." He described joint coverage as "merely a return to our original conception of using NET facilities and staff as required."

Alternate Plans - The $1-million Ford Foundation grant for political coverage followed approval of one of several proposals at various cost levels formulated by Mr. Westin and William Kobin, NET program director. Under the arrangement, Messrs. Westin and Kobin will oversee the operation, but Mr. Westin said he will retain "final editorial control."

The political unit will be flexibly organized, building up gradually for each of seven or two-hour programs to be seen between June and October. The unit will include at least one-third of the PBL staff of 90, according to Mr. Westin, and "at times as much as the entire NET publicity staff as well as free-lancers," according to Mr. Kobin.

Meetings were being held last week by representatives of the two organizations to make specific plans for programming, staff, facilities and financial allocations.

James Kerrian, NET producer, will be executive producer of the first special in June with the help of John Wicklein and John O'Toole, PBL producers. Production roles will be switched for later shows.

Writers' residuals up

Residual income for writers during February 1968 was up considerably over February 1967. Residuals collected from television showed a 38.3% gain, while a 44.3% increase was registered in residuals derived from theatrical films released to television. A total of $338,124.47 was collected for domestic and foreign residuals and royalty percentage compensation by the Writers Guild of America, West, last February as against $244,426.83 the previous February. Films-to-TV compiled $84,306.62 during February this year as compared to $58,413.80 a year ago.

For January and February combined the take this year came to $133,768.85 as against $79,650.76, a rise of 68% over the same two months in 1967. The grand total of all residuals collected for February 1968 was $422,431.09. For 1967 the grand total was $302,840.63.

Shift hurts Oscar show

Ratings fall off after Academy Awards postponed by Dr. King's death

Oscar has a way of living precariously. Last year a strike by the American Federation of Television and Radio Artists threatened until the last minute to keep the annual Oscar award ceremonies of the Academy of Motion Pictures Arts and Sciences off television and radio. Last week the assassination of Martin Luther King Jr. caused postponement of the scheduled Monday night (April 8) presentation of the awards and rescheduling of the event to Wednesday (April 10). The Governor's Ball, the traditional party that follows the awards ceremonies, was cancelled. It was the first time in the 40-year history of the Academy Awards that the presentation ceremonies were postponed and the first time the ball was omitted.

The postponement apparently cost ABC, which was carrying the event on radio and TV for the eighth consecutive year, millions of viewers. Based on the overnight Nielsen reading in New York, ABC estimated that some 52 million people viewed this year's telecast. The New York Nielsen showed a 40.4 rating and 73.1% share of audience. By comparison, ABC-TV's 1966 telecast of the awards was seen in 30,130,000 homes, registering a national rating of 56.0 and a recorded share of 77.2%. Last year's
The blankest sheet of paper in the world

There it is. Right in front of you. The blankest sheet of paper in the world.

You're supposed to write all sorts of clever things on it. Like a new campaign. Or a contest. Or a way to advertise a program. Or to stage a presentation. Or to promote your station's image.

And you can't think of a thing.

Well cheer up. No matter how good a broadcasting promotion man you are, there are bound to be days when the creative juices aren't flowing.

And, besides, there's something you can do!

Join the Broadcasters Promotion Association.

You see, ideas are what the BPA is all about. It's an organization that was founded on the theory that a hundred promotional heads can come up with more ideas than one.

And the theory works.

Just pick up a copy of the Broadcasters Promotion Association "Big Ideas" and you'll see what we mean. It's packed with promotional ideas. Ideas that really work. Ideas that can fill the blankest sheet of paper in the world.

Why don't you get a few hundred other bright guys to help you with ideas? And, at the same time, avail yourself of all the other handy BPA services?

Membership costs only $30 a year.

Is that too much to pay a hundred guys for a year's work?
KCBS climbs aboard all-news bandwagon

KCBS San Francisco announced last week that it will devote local programing almost entirely to news and information. The CBS-owned station will continue to carry the Arthur Godfrey program weekdays and Music 'til Dawn show, Monday through Saturday from 11:30 p.m. to 5:30 a.m.

KCBS indicated that it will be the only local all-news station in the San Francisco bay area. The change in format becomes effective May 27. Chuck James, operations manager of KYW Philadelphia, one of Westinghouse Broadcasting's three all-news stations, was appointed news director for KCBS. It's expected that KCBS will expand its existing local-news facilities substantially to handle the all-news format and that the station will get the full backing of CBS Radio's national and international news coverage.

Some tips on bridging the credibility gap

The role of television, radio, newspapers and the news magazines in current times of decision in both foreign and domestic affairs was assessed by Otis Chandler, publisher of the Los Angeles Times in a speech on April 5.

At an open testimonial luncheon in Los Angeles, Mr. Chandler analyzed the dilemma of pursuing and revealing the truth, no matter what the consequences. "I find it torturous ethics, and totally irrational, to contend that printing all you know is worth the lives of thousands of Americans," Mr. Chandler asserted.

But the newspaper executive, who was being honored at the luncheon by the Western States Advertising Agencies Association as its "Man of the Year," pointed out that the news media "must supply the public, in understandable form, the information essential for reaching a reasoned conclusion." Citing this as an "awesome" task, Mr. Chandler emphasized that "it is therefore mandatory that there exist a quality of reporting that the media never contemplated in the slaphappy days of recording with pencil and pad and camera the remarks of partisans," when a certain facility with the written word was the essential of the trade.

Instead, he explained, "the first requisite of journalists now... is to understand what they are observing." He laid down four hints as to how to handle the inevitable credibility gap that will exist between the news media and the government:

- Judge government "by what it does and not by what it says."
- "Don't play word games."
- "Don't jump at every contradictory quotation."
- "Weigh what has been achieved against the mandate of the people."

Directors delay strike against film producers

The April 30 deadline for a nationwide strike by television film and motion-picture directors was lifted last week. The immediate danger of the strike, which threatened to cut off all domestic TV-film and movie production, was avoided when the Directors Guild of America advised its members that the April 30 deadline "for withholding their services" no longer in effect. That's the date when the union's contract with management expires.

According to Debert Mann, president of the DGA, the strike date was set aside because of "good faith" shown by the Association of Motion Picture and Television Producers. The directors had been set to strike in a dispute over the use of their names in credit lines. They object to a contract the AMPTP has with the Writers Guild of America that gives writers so-called "possessory" credit. Under terms of this contract a director, for example Alfred Hitchcock with "Psycho," cannot get credit for his work in advertisements and screen billings. Instead the movie would be billed as Robert Bloch's "Psycho," since he was the writer.

In trade ads published last week, AMPTP, in a new policy statement, said that its member companies intend to "exercise control" over granting of any special credits above the minimums on the screen and in paid advertising and that each individual would be free to negotiate for all forms of special credits. It was this "expression of good faith" that led the DGA to announce its readiness to enter into contract negotiations and to postpone the strike deadline.

Program notes...

A day in the life of WMAL-TV Washington will present Lincoln's Last Day, a historic documentary, tonight (April 15), 8:30-9 p.m. With a prologue by Senator Everett Dirksen (R-Ill.), the color telecast retraces the steps of President Abraham Lincoln and his assassin, John Wilkes Booth, on April 14, 1865.

Fund raising in Chicago = Educational
WTWW-TV Chicago stages a six-day 12-hour daily live auction starting April 22 to raise funds for its noncommercial operation and local industry sources are participating in donating goods and services for the event. General Electric Co. is loaning two live color cameras. WMAR-TV Chicago has donated $3,500 worth of video camera equipment, and production time to the WTWW auction while WGN-TV Chicago is supplying a $900 Zenith color console. Video Editors of Illinois Inc. is giving editorial and finishing work for someone's new 30-second color commercial. Leo Burnett Co., which gets three-fourths of its billings from broadcasting, is donating a $3,000 page ad in Life.

Cartoons to Perin = Perin Film Enterprises, New York, has acquired distribution rights east of the Mississippi for a cartoon series, The Abbott & Costello Show. Co-ordination for the 156 five-and-a-half minute cartoons was done by Hanna-Barbera.

Draft resistance = We Won't Go, a one-hour film on young Americans resisting the draft, will be presented by NBC News on NBC-TV Friday, May 3 (10-11 p.m. NYT). Documentary was produced, written, directed and reported by George Page.

Five form Tintinnabulation = A new commercial music production company, Tintinnabulation, has opened at 151 E. 50th Street, New York. Kevin Eggers, owner of Poppy Records, heads the new firm; Paula Murphy, formerly with MBA Music, United Recording and VPI, is general manager; Jim Ryan, guitarist with "The Critters," is composer-lyricist; Tony Camillo, guitarist with "The Critters," will handle composing and arranging; and Tony Bongiorti is engineer.

Rise of Russia = Wolper Productions, which produced the three-hour study of The Rise and Fall of the Third Reich, presented on ABC-TV as three individual hour specials last month, will give the same documentary treatment to The Rise of the Soviet Union. The new study is being prepared for prime time showing during the 1969-70 season. It will be designed for presentation as hour specials on three successive nights and will deal with the history of Russia since 1881, with special emphasis on the revolution of 1917.

Media merger = Broadcast Services Syndicate, Chicago, producer and distributor of free radio program series such as The Washington Report and Robert St. John Reports, has merged with its parent company, General Media Associates Inc. The programs will still be available from General Media, which also announces a new free offering, Family Facts and Figures, a series of 52 3 1/2-minute shows underwritten by the Institute of Life Insurance and the Health Insurance Institute. Address: 230 North Michigan.

Sportscaster's TV show not under Section 315

Rafer Johnson, sportscaster for KNBC-TV Los Angeles and a member of a slate of delegates pledged to Senator Robert F. Kennedy in the California presidential primary, is back at work without anyone worrying about whether the station can be subjected to equal-time demands.

Mr. Johnson, the former Olympic decathlon champion, was off the air for two weeks while the FCC pondered whether or not his political activities brought him under the equal-time law. An attorney for the Kennedy slate requested the declaratory ruling after the station took him off the air.

The commission, acting last week after receiving a telegram from the California secretary of state, concluded that Mr. Johnson's appearances on KHEAC-TV during the presidential primary campaign would not constitute a use of the station's facilities within the meaning of the equal-time law.

The secretary of state told the commission that California does not regard a candidate for delegate on a slate of delegates in a presidential primary to be a legally qualified candidate for any public office. The state's attorney general concurred in the opinion.

The commission, furthermore, noted that the names of individuals on the slate do not appear on the ballot in the California primary. Rather, the electorate votes only for the candidate represented by the slate, including favorite-son candidates.

Barry into syndication

Ben Barry, general manager for syndication at the Triangle Stations has resigned, effective May 15, to reactivate his own TV distribution company, Barry Films, Inc., with offices at 101 West 55th Street, New York. In the Barry catalogue will be a package of 19 mystery features; a group of 17 action-adventure-spy motion pictures and third feature package that had been marketed under the title of "Triangle Eleven."
FCC draws line on lotteries

Four stations cited for carrying contests that are declared illegal

Two television stations and two radio outlets face the prospect of winding up losers in contests they were airing. The FCC says the contests apparently were really lotteries and has notified the stations they face apparent liabilities totalling $6,000.

The commission's action, furthermore, could have implications beyond the fortunes of the stations directly involved.

Those outlets, and the apparent liabilities they face, are WBBR-TV and WNEW-TV, both Wilkes-Barre-Scranton, Pa., each $2,000; KLPW Union, Mo., $1,000; and WMUU Greenville, S.C., $1,000.

The notification to Bob Jones University's WMUU could have immediate widespread impact, since a number of stations around the country are believed to be carrying variations of the Pepsi-Cola contest it was airing.

And the commission, in its letters to WMUU and the Wilkes-Barre outlets, indicated that contests could be regarded as lotteries even if the rules did not require participants to make purchases.

A purchase, or consideration, is considered one of the three elements constituting a lottery; the others are prize and chance.

Pepsi Contest • In the Pepsi-Cola contest, WMUU carried a number of spots in November and December announcing that the soft-drink company was giving portable tape recorders to the first 400 persons finding the words "transistor tape player" on the liner of a Pepsi cap.

The Wilkes-Barre stations promoted a contest for Vaughn's Sanitary Bakery, in which coupons of no value or of varying redeemable value, of up to $25, were inserted in every loaf of the bakery's white bread that was sold in retail stores.

The commission noted that in the Pepsi-Cola contest free caps were "supposedly available" from the local route man or Pepsi distributor, but that the WMUU copywriter deleted that from the spots that WMUU broadcast. Furthermore, the commission said, the rules didn't provide that free caps were available at all places where the soft drink is sold.

The bakery contest provided for the distribution of free coupons to the general public—but the rules limited the free ones to one to a customer. And, the commission said, it has information indicating that free coupons were not "distributed at all times at each retail outlet selling the bread as advertised."

But even if both contests did make it possible for persons to participate without making purchases, the commission said, those who did buy the product being promoted would have a better chance of winning.

Those buying Pepsi-Cola could obtain a greater number of chances, the commission noted.

Unequal Chance • And the rules of the bakery contest limiting the disbursement of free coupons restricted nonbuying participants to one chance, while the buyer could obtain as many chances as the loaves of bread he was prepared to buy, plus one free one, "if available," the commission said.

The commission said that this created an incentive to buy more Vaughn bread and that even those who would not otherwise buy the bakery's products would be more inclined to do so.

Under the circumstances in each of the cases, the commission said "it appears" that the contests were conducted as lotteries, "since all the elements of a lottery (prize, chance and consideration) were present."

The commission vote on the two cases was 6-to-0, with Commissioner Robert E. Lee concurring with a statement that, while he believes the contests constitute a lottery, "in the circumstances . . . I do not feel the fines are warranted."

Postal Law • Both decisions appear to be in line with a statement by the post office's general counsel, Timothy J. May, that soft-drink bottlers' onproduct prize plans might be in violation of postal lottery laws and, therefore, nonavailable. In a Feb. 15 postal bulletin he said the element of consideration "is not avoided by such meaningless statements as 'nothing to buy—caps are where you find them.' He said it is obvious that the public is expected to purchase the product."

KLPW's troubles grew out of an announcements last fall on behalf of Eagle Auto Sales and Bill's Auto and Home Supply. The spots for the auto company consisted of the reading of a newspaper advertisement offering a jackpot beginning at $50 and increasing by $5 for each automobile purchased between Nov. 1 and Dec. 15, 1967. The advertisement indicated that anyone purchasing a car was eligible to participate and said the winner would be chosen in a drawing on Dec. 16.

The spots for the auto and home supply company promoted a contest in which entrants were limited to those purchasing gasoline from the company. The prize was a $25 savings bond.

Each of the stations has 30 days to reply to the notice of apparent liability or to pay the forfeiture.

N.Y. ad club reveals its Andy Award winners

Young & Rubicam, Doyle Dane Bernbach and Jack Tinker & Partners won the top television and radio Andy Awards at the fourth annual presentation April 4 by the Advertising Club of New York.

Y&R's commercials for Bristol-Myers' Excedrin took first prize in radio single entry, radio campaign and television campaign categories, and its commercials for Union Carbide won in the over-one-minute television single category. Doyle Dane Bernbach was cited for its television single for Buitoni Foods, and Jack Tinker for its one-minute television single for Miles Labs' Alka-Seltzer.

Second places in the various categories were won by Y&R's Excedrin (2) and Union Carbide (2), DDB's Volkswagen and Tinker's Action for Transportation in New York State Inc. In third place in the various categories were Y&R with Excedrin, Union Carbide and Johnson & Johnson Band-Aids, Tinker with Action for Transportation, DDB with Volkswagen and Shaller-Rubin with Dell Publishing.

N.Y. art directors announce 47th awards

Six television commercials won gold medal awards at the Art Directors Club's 47th annual presentation in New York last week.

Three were tied in the one-minute consumer-product-commercial category: Carl Ally's Hertz commercial—Ralph Ammirati, art director/designer; Jack Tinker & Partners' Miles Laboratories (Akla Seltzer) commercial — John Danza, art director/designer; and a Doyle Dane Bernbach commercial for Gablinger's beer—Paul Wollman, art director/designer.

Young & Rubicam received awards for two Union Carbide corporate commercials (Clement D. McCarthy and Donald Egensteine were the art direc-
tors). Georg Olden, of McCann-Erickson, was honored for a public-service television spot for the national Urban League.

'Saturday Review' honors seven TV shows

Seven television programs were cited last week in Saturday Review's 16th annual advertising awards for "achievement in public interest."

ABC-TV received an award for Africa, four-hour special sponsored by 3M Co. CBS-TV was cited for two programs: You're In Love, Charlene Brown, a special sponsored by Coca-Cola Co. and National Geographic Specials sponsored by Aetna Life & Casualty and Encyclopaedia Britannica Inc. CBS News's Middle East coverage and editorials by Eric Severeid were cited in the award given to CBS Evening News with Walter Cronkite. NBC-TV won for Meet the Press, sponsored by Fireman's Fund American Insurance Companies, The Bell Telephone Hour, sponsored by the Bell System, and NBC Experiment in Television.

Runners-up were The Smothers Brothers and Xerox-sponsored special Mark Twain Tonight and The Crucible, all on CBS-TV, Krushchev in Exile: His Opinions and Revelations, sponsored by Armour & Co., Block Drug Co. and Dr. Pepper Co. on NBC-TV, and National Educational Television Journal on NET-TV. Saturday Review also cited 27 print campaigns.

SDX announces award winners

Winners of the 36th annual Sigma Delta Chi Awards for distinguished service in journalism were announced last week in Chicago by the national headquarters of the professional journalism society. The awards, six of which are in broadcasting, are for outstanding performance during 1967.

For reporting of a single news event broadcast by radio, WUKY, Lexington, Ky., was cited for its coverage of the summer riots there, including a new special event, 'Tragic Tales From the Street.'

In the public-service category in radio, Westinghouse Broadcasting Co. received recognition for its project Silence Kills—Even Nice People Have It, an effort to awaken Americans to the dangers of syphilis.

In the field of radio editorializing, WBSA, York, Pa., won the award for its exposure of political payoffs under the title, "Who Gets the Ax in Taxes?"

John Lawrence of CBS News was honored for his reporting of a spot news event on television when he covered the Vietnam war and broadcast under fire.

For public service in television, NBC News, together with Fred Freed, Frank McGee, and Daniel P. Moyinihan, was cited for the program Summer '67, What We Learned, a probe of the Detroit riots.

For television editorializing, KTVY (TV) Oklahoma City was honored for its stand on a controversial toll-road project in the face of contrary opinions from other media.

The bronze medallions and plaques will be presented in ceremonies on May 4, according to Russell E. Hurst, SDX executive officer.

Drumbeats...

SRA awards * The Station Representatives Association last week scheduled its 1967 Silver Nail and Gold Key awards luncheon for May 7 at the Plaza hotel in New York. The Silver Nail award, initiated in 1958, is given to the "timebuyer of the year," while the Gold Key honors a broadcast time-buys now in an administrative position. Chairman of the 1968 awards committee is Martin L. Nierman, president of Edward Petry & Co.

Chariatable contribution * The William Randolph Hearst Foundation presented $18,000 to four Milwaukee area charities, it was announced by executives of the WISN Division of the Hearst Corp. The donations were presented by James T. Butler, vice president and general manager of WISN-TV and Herman A. Schneider, vice president and general manager of WISN-AM-FM to officials of Milwaukee Boys' Club; Pabst Theater Foundation; Easter Seal Society for Crippled Children and Adults in Milwaukee County Inc.; and Trinity Memorial Hospital, Cudahy, Wis.

Pacific Pioneer plaudits * Carlton E. Morse, creator of the radio and television series One Man's Family and I Love a Mystery, will be honored at the Pacific Broadcast Pioneers spring luncheon on May 17. Mr. Morse will be joined in Hollywood by many of the actors and actresses who performed in the two series.

'Today' touted * NBC's The Today Show will be a recipient of the Missouri Honor Award for Distinguished Journalism, to be presented on May 3 during the 59th annual Journalism Week at the University of Missouri. The bronze award, to be presented by Dean Earl E. English of the School of Journalism, will be accepted by Hugh Downs, Today's moderator and guest speaker at the presentation banquet. Six other awards will be presented in other journalism categories.

Ad Council 'Innercom' * The Advertising Council last week introduced Innercom, a new quarterly to service the advertising communications field. It carries editorial copy and reproduction of advertisements created by volunteer advertising agencies. The format was produced with the advice of Newcomb & Sammons, Chicago communications consultant firm.

California festival * KBAK-TV Bakersfield, Calif., has announced plans for the first annual Central California Film and Fine Arts Festival to be held at the station in September. The festival is to feature documentary, animation, sound, silent and experimental films submitted by students and professional film makers throughout the nation. Entry information may be obtained by contacting the promotion department of KBAK-TV.

'Cutest kid' contest * ABC-TV producer Bob Silvers's "Cutest Kids in America" contest, launched March 14 as a promotion for his quiz show, The Baby Game (2:30-3 p.m. EST), has drawn over 100,000 photographs for judging by celebrities. First prize is a $15,000 endowment paid at the age of 18. Winners will be announced in June.

Oversea Press Club awards highlight Asia

Asia was the subject for three of the four first-place winners of the 21st annual Overseas Press Club awards in the radio and television categories announced last week.

The best radio reporting award was won by ABC's Don North for his reports from Vietnam. The best television-reporting-from-abroad citation was won by NBC News for its Laos: The Forgotten War and Indonesia: The Troubled Victory, both produced by the late Ted Yates. NBC News's James Robinson and Welles Hangen won the best radio-interpretation-of-foreign-affairs award for their Red China: The Struggle for Power.

Eric Severeid, CBS News national correspondent, won the OPC's best television-interpretation award. OPC's awards dinner will be held April 22 at the New York Hilton hotel.

Headliner for WHOP

WHOP Hopkinsville, Ky., was the winner of a National Headliner Award medallion for consistently outstanding radio coverage of news events by a radio station in cities under 250,000 population. It was cited for its in-depth coverage of The Screaming Eagles Parade for Vietnam. WHOP was omitted from the list of award winners that appeared in last week's Broadcasting.
RCA earnings up 5% on lower sales

RCA last week reported record high first-quarter earnings representing a 5% increase over the corresponding period in 1967. Robert W. Sarnoff, RCA president and chief executive officer, said this profit momentum gave the corporation an "encouraging start" at a time of "general economic uncertainties." RCA, he said, was now "well positioned" for growth in 1968, providing the economy displays a "reasonable degree of vigor and stability."

Sales in the first quarter declined some $8.6 million to $778.2 million from last year's period which had enjoyed an all-time sales high for those three months. RCA has had six straight years of record sales and profits.

Mr. Sarnoff took note of increased competition among consumers in the color-TV receiver market and said that consumers are still buying RCA's brand over other makes "by a substantial margin."

For the three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.80</td>
<td>$0.75</td>
</tr>
<tr>
<td>Sales (products and services)</td>
<td>758,200,000</td>
<td>765,600,000</td>
</tr>
<tr>
<td>Net profit</td>
<td>38,700,000</td>
<td>38,500,000</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>62,550,000</td>
<td>62,400,000</td>
</tr>
</tbody>
</table>

Avco Broadcasting sales top forecast

Sales of Avco Broadcasting, a station group owner, are ahead of what had been predicted this year. It may be that this indicates that a retrenchment in advertising spending affecting all media is now abating.

This optimistic note by James R. Kerr, president of the parent Avco Corp., was presented to shareholders at the company's annual meeting held last Thursday (April 11) in Charleston, S. C.

Mr. Kerr also said that Avco sales were up 22% last year over 1966 in manufacturing, broadcasting and research. Commercial (nongovernment) operations now provide 75% of Avco profits.

Avco is a diversified corporation whose holdings in addition to its large manufacturing facilities include insurance and consumer-loan services. The corporation's earnings totaled $54.1 million in 1967, and its earnings in the first quarter ended Feb. 29 totaled $12.4 million.

During the meeting, stockholders were apprised of Avco's latest acquisition: Carte Blanche Corp. Avco bought control of Carte Blanche from the National City Bank, New York, for $16 million through stock purchases. Avco's continued diversification program reportedly involves the courting of 20th Century-Fox Film Corp. Thus far Fox has resisted the advances.

Avco Broadcasting

Fuqua sales jump over 200%, profits up 169%

Fuqua Industries Inc., Atlanta, a diversified company and parent corporation of Fuqua Communications Inc., a group broadcaster, reported healthy increases in net sales, net income earnings per share and average number of shares outstanding for 1967.

Net sales rose 205%, net income, 169%, earnings per share, 58% and average number of shares outstanding, 61%, according to the corporation's annual report to stockholders issued last week.

Broadcasting sales and profits, however, fell below expectations, the company said. Although broadcasting net sales were up 6.6% in 1967 over 5.9% for the previous year, they constituted only 8% of FTI's profits, compared to 11.7% in 1966. J. B. Fuqua, president, in the report attributed this decrease to the "nationwide slump in national advertising revenues."

For year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$3.81</td>
<td>$2.41</td>
</tr>
<tr>
<td>Net sales</td>
<td>60,173,000</td>
<td>18,698,000</td>
</tr>
<tr>
<td>Net income</td>
<td>4,888,000</td>
<td>1,745,000</td>
</tr>
<tr>
<td>Average number of shares outstanding</td>
<td>1,133,254</td>
<td>705,682</td>
</tr>
</tbody>
</table>

Reeves takes another step into real estate

Reeves Broadcasting Corp., New York group broadcaster and CATV owner, has made its second venture into the real-estate business with the acquisition of 50% of Realtron Corp., Detroit, a computer-service company for real-estate brokers.

Through an IBM-360 computer with voice answer-back and a touch-tone telephone connection, Reeves hopes to provide "communications through electronics" to real-estate-board subscribers nationally.

Reeves has developed a battery-powered touch-tone unit permitting a dial telephone to be connected to the computer. At present, the company has no definite plans for putting the computer to uses other than real estate.

Sterling devaluation causes O&M drop

Ogilvy & Mather International Inc., New York, advertising agency with branches operating throughout the world, reported that 1967 was its "most successful" year. Its annual report to stockholders was released last week. Due to the devaluation of the British pound sterling, which cost the agency $253,000, O&M's net income decreased.

According to the report, O&M International has become the 10th largest American advertising agency in world billings.

For the year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.32</td>
<td>$1.33</td>
</tr>
<tr>
<td>Gross billings</td>
<td>179,299,000</td>
<td>166,300,000</td>
</tr>
<tr>
<td>Fee and commission income</td>
<td>28,804,000</td>
<td>26,675,000</td>
</tr>
<tr>
<td>Other income</td>
<td>280,000</td>
<td>292,000</td>
</tr>
<tr>
<td>Income before taxes</td>
<td>3,308,000</td>
<td>3,049,000</td>
</tr>
<tr>
<td>Provision for taxes</td>
<td>1,719,000</td>
<td>1,612,000</td>
</tr>
<tr>
<td>Net income*</td>
<td>1,589,000</td>
<td>1,437,000</td>
</tr>
</tbody>
</table>

*(including extraordinary charge resulting from devaluation of sterling in 1967).

Cowles's net declines, but gross rises

Cowles Communications Inc., New York magazine and newspaper publisher and group broadcaster, reported a slight increase in gross revenues, but a loss in net income for 1967.

Gardner Cowles, chairman, in the company's annual report, attributed this loss principally to the launching and developing of the Suffolk (N. Y.) Sun.

Cowles stations are KRTN-AM-TV Des Moines, Iowa; WREC-AM-TV Memphis, and WESH-TV Daytona Beach-Orlando, Fla.

For year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share (loss)</td>
<td>($1,19)</td>
<td>($1,12)</td>
</tr>
<tr>
<td>Revenues</td>
<td>159,599,000</td>
<td>148,727,000</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>(3,636,000)</td>
<td>(3,788,000)</td>
</tr>
<tr>
<td>Number of shares outstanding</td>
<td>3,583,150</td>
<td>3,417,050</td>
</tr>
</tbody>
</table>

Sales rise, but income drops

Oak Electro/Netics Corp., Crystal Lake, Ill., a major manufacturer of TV receiver tuners and other electronic controls and devices, reported 1967 net sales up, but income down, principally due to $930,000 pretax costs in shutting down its Hartford, Conn., facility and relocating its line to other OEN facilities.

For year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$2.46</td>
<td>$2.88</td>
</tr>
<tr>
<td>Sales net and income</td>
<td>75,158,159</td>
<td>74,681,181</td>
</tr>
<tr>
<td>Income before taxes and moving expenses</td>
<td>5,179,701</td>
<td>6,196,584</td>
</tr>
<tr>
<td>Net income</td>
<td>3,206,478</td>
<td>3,206,584</td>
</tr>
<tr>
<td>Number of shareholders</td>
<td>4,358</td>
<td>4,115</td>
</tr>
</tbody>
</table>

BROADCASTING, April 15, 1968
Radio, TV dominate Wometco '67 report

Television and radio accounted for 67% of the profits and 26% of the revenue of Wometco Enterprises Inc. in 1967, the diversified Miami-based company has reported.

In its annual report to stockholders, the company also showed that its entertainment divisions (movie theaters, Seaquarium) accounted for 18% of earnings and 15% of revenue; soft drink bottling, 13% and 19%, food services, zero and 34%, and miscellaneous, 2% and 6%.

In 1967, Wometco had total revenues of $57,504,400 and net income after taxes of $4,302,700 ($1.27 a share). This compares with revenues of $49,636,700, and net income of $4,044,900 ($1.21 a share) in 1966 (BROADCASTING, Jan. 22).

The company also said that its TV stations had a 5% increase in gross revenues and an 8% increase in gross profits in 1967 compared to 1966. And, it added, it is seeking another TV station. Wometco owns WTVJ (TV) Miami, WLOS-AM-TV Asheville, N. C.; and 45.5% of WFGA-TV Jacksonville, Fla.

Sonderling sets records in 1967

Sonderling Broadcasting Corp., group station owner, last week reported record gross revenues and earnings in 1967. The company, which went public last year, is listed on the American Stock Exchange.

For the year ended Dec. 31:

\[
\begin{array}{llll}
\text{Earned per share} & 1967 & 1966 \\
\text{Net Income} & \$1.05 & \$0.88 \\
\text{Gross Revenues} & 6,440,000 & 5,965,000 \\
\end{array}
\]

*Net in 1967 is before an extraordinary item equal to 8 cents a share and in 1966 before an extraordinary item amounting to 9 cents a share.

New records at Trans-Lux


For year ended Dec. 31:

\[
\begin{array}{llll}
\text{Earned per share} & 1967 & 1966 \\
\text{Net Income} & \$0.95 & \$0.72 \\
\text{Gross Revenues} & 8,279,489 & 7,613,686 \\
\end{array}
\]

Wrather Corp. up in '67

Wrather Corp., Beverly Hills, Calif., TV syndicator, producer and owner of Muzak background music, reported a healthy increase in net income during 1967.

Jack Wrather, chairman and president, announced that CBS, for the 15th year, will be telecasting a new season's production of Lassie, television series owned by Wrather.

For the year ended Dec. 31:

\[
\begin{array}{llll}
\text{Earned per share} & 1967 & 1966 \\
\text{Net Income} & 1,110,503 & 751,284 \\
\end{array}
\]

Financial notes . . .

- The Outlet Co., Providence, R. I.-based group broadcaster, declared a regular quarterly dividend of $1.375 per share on its 3 1/4% convertible stock and a dividend of 16 1/4 cents per share upon common stock. Both are payable May 1 to stockholders of record April 19.

- Wometco Inc., diversified Miami-based company with broadcast holdings, has revised its method of payment in acquiring the 22-theater Commonwealth Theatres of Puerto Rico Inc. (BROADCASTING, Jan. 29). Instead of a stock transaction, Wometco is now offering $6 per share for the 51% interest owned by Rafael Ramos Cobian and family. A similar cash offer is being made to all of the other shareholders. Commonwealth has about $15,000 shares outstanding.

Red Owl registers 64% earnings gain

Red Owl Stores Inc., Minneapolis-based grocery chain that also owns three radio stations, announced last week an 11% increase in net sales and operating revenues, and a healthy 64% increase in consolidated net earnings after taxes for 1967.

Actual consolidated sales and operating revenues, however, showed a slight decrease. This decline, the company's annual report said, was "entirely attributable to the disposition of the wholesale and warehouse operations" and the abbreviated 48-week fiscal year changed to conform with that of Gamble-Skogmo Inc., holder of 80.4% of Red Owl common stock outstanding.

Red Owl stations are KSJSt. Louis Park and WESC Duluth, both Minnesota, and WMAX Yankton, S. D.

For year ended Jan. 27, 1968:

\[
\begin{array}{llll}
\text{Earned per share} & 1967 & 1966 \\
\text{Consolidated sales and operating revenues} & 313,327,928 & 337,483,386 \\
\text{Net sales and operating revenues} & 340,966,344* & 305,939,917 \\
\text{Net earnings after taxes} & 2,485,029 & 1,530,229 \\
\end{array}
\]

*52 weeks

---

as brokers, we are pleased to announce the completion of our recent transaction.

sale of

TV STATION WBTW, FLORENCE, S. C.
(Jefferson Standard Broadcasting Co.)

for

$4,500,000

to

DAILY TELEGRAPH PRINTING COMPANY
(Bluefield, West Virginia)

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET
NEW YORK, N. Y. (212) 355-0405
The college contribution

is a two-way street

There are two ways to look at it. There's the contribution the colleges make to business.

That's crucial.

Business employs about 42% of all college educated people. It uses their brainpower and skill in developing new products and methods. It fills management posts.

In the other direction, there's the contribution business makes to colleges.

The colleges welcome it. They need all the funds they can get. They're helping to prepare leaders for management, but the cost of this preparation—the whole cost of education—is going up sharply.

If business wants college talent, it must keep colleges in business. It can help finance their need for classrooms, facilities and especially teachers.

In this light, your aid-to-education program is an aid to your company.

SPECIAL TO MANAGEMENT—A new booklet of particular interest if your company has not yet established an aid-to-education program.

Write for: "THE RATIONALE OF CORPORATE GIVING," Box 36, Times Square Station, New York, N.Y. 10036.

College is Business' Best Friend

Published as a public service in cooperation with The Advertising Council and the Council for Financial Aid to Education.
BROADCAST ADVERTISING

F. Scott Kimmich, product manager with Geigy Chemical Corp., Ardsley, N. Y., joins Sudler & Hennessey, New York, as VP and account supervisor.

Charles R. Strotz, VP and director of communications, Campbell - Mithun, Minneapolis, moves to agency's Chicago office in same capacity.

Crofton Jones, senior VP and account supervisor for Hixon & Jorgensen, Los Angeles, named executive VP of client services. Lewis K. Woodward, senior VP and account supervisor, Robert Talpas, VP and account supervisor, and Robert Parr, manager of H&J's San Francisco office, all named to newly created positions of senior VP's and account group managers.

Roger Johnson, VP and account supervisor, named senior VP and marketing director.

Mr. Beech
George F. Beech Jr., account supervisor at BBDO, Detroit, named VP. Frank R. Wulf, with BBDO, New York, named to new post of VP and manager of sales development.


Mr. Wulf
Paul W. Moseley, director of advertising for PepsiCo Inc., New York, named VP-advertising.

Ivan Rosentrach, with Young & Rubicam, New York, joins Lever Brothers Co., there as associate media manager.

Ned Tolmatch and Frank Siebke, formerly with Ted Bates & Co. and Delehanty, Kurnit & Geller, both New York, join Daniel & Charles there as account executives.

Mr. Moseley

Walter E. Terry, VP and managing director of western operations for D'Arcy Advertising Co., San Francisco, elected senior VP. William F. Benz, advertising manager for Associated Brewers in South Bend, Ind., and Albert W. Huff, media supervisor at Leo Burnett Co., Chicago, appointed media supervisors for D'Arcy, St. Louis.


Mr. Sacher


Larry Lynch, media research supervisor at Papert, Koenig, Lois, New York, appointed director of research and sales service at TV Stations Inc., that city.

Mr. Stahl


M. E. (Doc) Fidler, VP sales, Radio Advertising Bureau, New York, named general sales manager, WPRO, Hartford, Conn.

Austin Peterson resigns as managing director, western division, of The Advertising Council, Los Angeles, to become travel consultant. He will continue to serve Council on Pacific Coast as consultant on media and agency relations.

Harry Diner, director of San Francisco office of Television Advertising Representatives, joins sales staff of KPIX(TV) San Francisco.

Morgan Cline, with Robert A. Beckett Inc., New York, joins Paul Klempner & Co. agency, that city, as account executive.

Robert L. Schuessler, manager of St. Louis office of Edward Petry & Co., named manager of Television Advertising Representatives office in Atlanta.

Margot Mallary, creative director of Sullivan, Stэтter, Colwell & Bales, New York, elected VP.


William R. Codus, account executive for WCBS New York, appointed general sales manager for CBS/DFM National Sales at CBS Radio Spot Sales, that city.

Perry G. Adams, broadcast coordinator for BBDO, San Francisco, appointed national sales coordinator in sales department of KNBR, that city.

Mr. Beadell
Walter Beadell, with Chicago office of Robert E. Eastman & Co., and Al Carroll, manager of Eastman's Dallas office, elected VP's.

Mr. Carrell

Edward B. Gore, with Anheuser-Busch Inc., St. Louis, appointed assistant to manager, marketing development.

MEDIA


Franklin C. Wheeler, with KHON-TV Honolulu, appointed general manager.

John W. Angst, general manager of Miners Broadcasting Service Inc., Lansford, Pa., also named VP. Miners Broadcasting stations are WLSH Lansford, WPAM Pottsville, and WMBA Ambridge, all Pennsylvania.

Mr. Wheeler
William J. McDowell, VP and general manager for XTRA Tijuana, Mexico, re-
signs. No future plans announced.


John L. Williams, program manager of WIND Chicago, named general manager, succeeding Wallace Dunlap, who becomes general manager of KYW Philadelphia. Both are Westinghouse Broadcasting Co. stations.

Don J. Brewer, management consultant in Washington since August 1966, appointed operations manager of KYW.

Willis P. Duff, program manager at KLAC Los Angeles, appointed to newly created position of director of radio at WDNN-AM-FM Boston.

Curtis Short, assistant manager and program director of KSVA Graham, Tex., named general manager. Mr. Short will continue as program director. Jim Jones, news director of KSVA, also named assistant manager.

Willie Harris Jr., national sales manager for Tichenor Spanish Group (KSBW-AM, Tex., KUNO Corpus Christi, Tex. and KIFN Phoenix), named general manager of KIFN. Arthur Thomas, general manager of KUNO, temporarily assigned to KIFN, returns to his station.

T. Lee Albert, with news department of WFMJ-TV Youngstown, Ohio, appointed general manager of WPEN (FM) Ellwood City, Pa.

Irwin H. Moss and Robert A. Daly, with CBS-TV network business affairs department, New York, named to newly created posts, respectively, of director of talent and program negotiations and director of planning and administration.

Eugene P. McGuire, senior operations analyst, financial planning and budgets, for NBC, New York, named business manager for NBC-owned WKYC-AM-FM-TV Cleveland.

PROGRAMMING

Barry Frank, director of sports planning for ABC Sports Inc., New York, elected to new position of VP in charge of sports planning. Chuck Howard, director of program production for ABC Sports, elected to new position of VP in charge of program production.

Sheldon Keller, producer of CBS-TV's The Jonathan Winters Show, resigns.

Anthony J. Hope, son of comedian Bob Hope, and director of business affairs for television at 20th Century-Fox TV, Los Angeles, named associate producer for ABC-TV's Judd for the Defense series.

Don Silverman, director of daytime programs, East Coast, for ABC-TV, named producer of The Dick Cavett Show, ABC-TV's variety-talk weekday series. Mr. Silverman, who had been associate producer with Talent Associates, New York, before joining ABC, replaced Forrest L. (Woody) Fraser, who has resigned as producer of show starring comedian Dick Cavett.

Robert I. Guy, appointed as head of first-run syndication wing of The Campbell, Silver, Cosby Corp., Beverly Hills, Calif., last January and former program development manager of Storer Broadcasting Co., named program director for KABC-TV Los Angeles.

Bob Terry, with WXYZ New Haven, Conn., named program director at WERI-AM-FM Westerly, R. I.


Lou Selener, formerly with EUE/Screen Gems and Videotape Center, both New York, joins MPO Videotronics Inc., that city, as producer-salesman.

NEWS

Chuck James, operations manager for KYW Philadelphia, appointed news director for KCBS San Francisco.

Mark Davis, with news staff of WTRF-TV Wheeling, W. Va.-Steubenville, Ohio, named assistant news director.

Jim Lee, WMBL Macon, elected president of Georgia AP Broadcasters Association.

Ron Magers, anchorman on late news for KGW-TV Portland, Ore., named evening news anchorman for KPIX(TV) San Francisco.

Ed Deverell, on news staff of KGO-AM-FM-TV San Diego, named anchorman for late news on TV. He replaces Cliff Kirk, who goes to KTTV(TV) Los Angeles. Jack Moorhead, lab supervisor for KGO, named to news staff as weekend news editor and general assignment reporter.


Ron Smith, formerly with radio stations in Massachusetts and New Hampshire, joins combined news department of WROW and WTEM(TV) Albany, N. Y.

Steve Campbell, from WTVN-TV Columbus, Ohio, joins news staff of WFMV-TV Greensboro, N. C.

John J. Harris, with U. S. Army, Fort Bragg, N. C., and Keith Crowther, with CFRN-TV Edmonton, Alberta, join news department of WTVG(TV) Durham, N. C.

Gene Jenkins, newswoman with KFMB San Diego, joins news staff of KNX Los Angeles. Vincent E. Lawford replaces Mr. Jenkins at KFMB.


Hal Ashby, NBC sports producer, named executive producer of sports for NBC-owned KNBR San Francisco.

FANFARE

Dorothy M. Leffler, manager of magazine division of CBS-TV network press information, New York, retires. Miss Leffler plans motor tour of U. S. during next year and then expects to open her own travel agency. Harry V. Coren, press information feature editor, assumes her duties.

Clark D. Vilas, with Dancer-Fitzgerald-Sample, San Francisco, named promotion director of Kemo-TV, that city.

Katie Ferguson, with KSAT-TV San Antonio, Tex., named community service director. Susan Turner appointed director of promotion and publicity and Frank Block appointed merchandising director of KSAT-TV.

Daniel W. Casey, formerly head of his own advertising and PR agency, and with Conklin, Labs & Bebee Inc. and WSVR, both Syracuse, N. Y., appointed director of community relations for WNYW-TVP, that city.

Al Gaylor, VP of Ken Juergens and Associates Inc., appointed promotion director of KWTX(TV) Oklahoma City. He replaces Montez Tjadren, who moves to Tulsa, Okla., to handle public relations for Advertising Inc.

Jeannette E. Paladino, PR account supervisor with BBDO, New York, joins Warwick & Legler, that city, as PR director.

Howard Sherman, publicist, Walt Disney Productions, New York, joins Morton D. Wax & Associates, that city, as an account executive in public relations.


EQUIPMENT & ENGINEERING

Richard G. Ellis, with KWW-TV Philadelphi, appointed technical director.

Thomas J. Dunsheath, manager of video engineering for consumer and educational products division of Ampex

BROADCASTING, April 15, 1968
Corporation, Park Ridge, Ill., named VP, engineering, for that division.

Warner T. Smith, VP in charge of research and engineering for Superior Continental Corp., Hickory, N. C., named executive VP.

Dave Spindle, chief engineer with WFMJ-TV Lafayette, Ind., named assistant chief engineer of WSVA-AM-FM-TV Harrisonburg, Va.

Walter S. Breuer, head of Graphics Unlimited, appointed southwestern marketing manager of Berkeley-ColorTran Inc. at 1425 South Main, Suite 9, Tulsa, Okla. Phone (918) 587-4827.

Robert F. Henderson and Frederick A. Smith, with visual communication products department of General Electric Co., Syracuse, N. Y., appointed sales engineers.


ALLIED FIELDS

Robert W. Healy, Washington lawyer, joins Washington law firm of Putrebse and Fletcher as partner.

John W. Letson, superintendent of Atlanta Public Schools since 1960, appointed to national advisory board of National Center for School and College Television.

INTERNATIONAL

John Svennevig, with J. Walter Thompson Co., for 13 years, joins the London Press Exchange Ltd., London, as TV manager.


DEATHS

Arthur E. Sudler, 63, board chairman of Sudler & Hennessey, New York, died April 5 at his New York apartment. Mr. Sudler founded agency and became its president and board chairman in 1936. He resigned from the presidency in 1966. Surviving are his wife, Janet, and daughter.

William A. Roberts, 68, Washington attorney and president of South Florida Broadcasting Inc. (which formerly held WVL-AM-FM [now WSRF-AM-FM]) FL.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, April 3 through April 10 and based on filings, authorizations and other actions of the FCC.

A abbreviations: Ann. = announced, ant. = antenna, aural = audio, CATV = community antenna television, ch. = channel, critical = hour, construction permit, D. = day, DA = directional antenna, ERP = effective radiated power, kw. = kilowatts, km = kilometers, LS = local substation, mag. = magnet, mod. = modification, N = night, PSA = preservice announcement, service area, SCA = special communications authorization, TVB = TV broadcast license, TVA = television area, ultra = ultra high frequency, V = unlimited. VHF = very high frequency, VHF = visual, W = watts, w. = weekly, w. = weekly.

New TV stations

San Francisco—Bay Broadcasting Co.—Broadcast Bureau granted UHF channel 38 (613-620 mc); ERP 750 kw, 24 kw a.m. Ant. height above average terrain 1,658 ft., above ground 551 ft. F. O. address: 244 Kearny St., San Francisco. Estimated construction cost $396,470; revenue $286,500. Studio and transmitter both San Francisco. Geographic coordinates 37° 49' 20" north latitude, 122° 27' 25" west longitude. Type trans., BCA TCU-300, type ant. BCA TPU-500. Legal counsel Ely, Duncan & Bennett, Washington; consultant engineering: R. A. Libbey, Berkeley, Calif. Principals: Edward D. Kell (49%), William P. Feuer (18.75%), Kathleen K. Rawlins and Helen Wallace (each 13.87%). Mr. Kell is president, and has real estate interests. Mr. Feuer is stockholder and has real estate interests. Mrs. Rawlins and Mrs. Wallace are stockholders.

Lauderdale, Fla., but holds no properties now) died April 8 at his home in Washington after long illness. Mr. Roberts was senior partner in Washington communications law firm of Roberts & McInnis, from which he retired in 1965. He represented former DuMont television network, among others. He is survived by his wife, Caro-Margaret, and two daughters.

Van Beuren Wright De Vries, 55, for merly general manager of WGR-AM-FM-TV Buffalo, N. Y., died of heart attack April 10 at Kenmore (N.Y.) Mercy hospital. Mr. De Vries joined WGR in June 1954 as program manager and was named general manager in 1957. He left WGR stations in March 1966 to work for NBC International in Caracas. After nearly year in Venezuela he returned to Buffalo area. Surviving are his wife, Betty Jean, two sons and three daughters.

Jack Denove, 57, television producer-director, died April 7 in Los Angeles. Mr. Denove produced religious programs for Christopher Films. Once VP for BBDO, he also produced and directed TV commercials for such advertisers as American Tobacco, duPont and Standard Oil. He's survived by his wife, Ann, three sons and daughter.

Review board in Patchogue, N. Y., TV proceeding. Docs. 17889-17890, granted petition for extension of time filed April 1 by Long Island Video Inc. and extended to April 16 time within which to file reply to opposition to petition to enlarge issues filed by Granik Broadcasting Co. on March 21. Action April 3.

Review board in Durham, N. C. TV proceeding. Docs. 17907-17912, granted joint request for approval of agreements and other relief pursuant to Sec. 15.35 of commission's rules and regulations, filed Feb. 26 by Durham-Raleigh Telecasts Inc. and WTVY Inc. Agreements are approved, subject to deletion of covenant not to compete; dismissed with prejudice applications of Durham-Raleigh Telecasts Inc. and WTVY Inc. Granted application of Triangle Telecasts Inc., subject to condition and terminated proceeding. Action April 5.

Consideration of grant of CP to new television station on Ch. 22 to King's Garden Inc., Seattle (Doc. 17889) became effective April 4 pursuant to Sec. 1.276 of rules. Ann. April 8.

OTHER ACTIONS

Review board in Patchogue, N. Y., TV broadcast proceeding. Docs. 17884, 17585-17586, granted Broadcast Bureau's petition to enlarge of questions of the time within which to file petition for enlargement of issues, filed Feb. 5 by Florida Gateway Television Co., Community First Corp. and The New Horizons Telecasting Co. Action April 8.

Review board in Patchogue, N. Y., TV proceeding. Docs. 17889-17890, granted petition for extension of time, filed April 1 by Granik Broadcasting Co. and extended to April 8 time within which to file opposition to petition to enlarge issues filed by Long Island Video Inc. on March 22.

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 7-4224
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

EDWIN TORNBERG & COMPANY, INC.
Direction change: Print new address above and attach address label from a recent issue, or print old address, including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.


cast Bureau granted mod. of CP to change ERP to 578 kw vs., 113 kw aur., specify studio location as Cooper Drive, Lexington, change type trans., Action April 3.

KWXL(TV) Morehead, Ky.—Broadcast Bureau granted mod. of CP authorizing changes in ERP to 520 kw vs., 10 kw aur., specify studio location as Cooper Drive, Lexington, change type trans., Action April 3.

WWMR(TV) Morehead, Ky.—Broadcast Bureau granted mod. of CP to change ERP to 100 kw vs., 10 kw aur., specify studio location as Cooper Drive, Lexington, change type trans., Action April 3.

KWON(TV) Owenton, Ky.—Broadcast Bureau granted mod. of CP to change ERP to 556 kw vs., 10 kw aur., specify studio location as Cooper Drive, Lexington, change type trans., Action April 3.

WCIC(TV) Ichaca, N. Y.—Broadcast Bureau granted mod. of CP to change ERP to 206 kw vs., 41.8 kw aur., trans. location to about 1500 ft. south-southwest of site previously authorized, specify studio location as 518 West State Street, Ichaca and mod. of CP to extend completion date to Oct. 4, Action April 3.

WKPI(TV) Pikeville, Ky.—Broadcast Bureau granted mod. of CP authorizing changes in ERP to 460 kw vs., DA. 233 kw aur., DA, specify studio location at Cooper Drive, Lexington. change type trans., Action April 3.

KLNI-TV Lafayette, La.—Broadcast Bureau granted mod. of CP to change ERP to 556 kw vs., 10 kw aur., specify studio location as Cooper Drive, Lexington, change type trans., Action April 3.

WOO-PW Meridian, Miss.—Broadcast Bureau granted mod. CP to 540 kw vs., 8 kw aur., trans. and change in sit. of CP, Action April 3.

WRIK-TV Ponce, P. R.—Broadcast Bureau granted mod. of CP to 200 kw vs., 7 kw aur., specify studio location as Cooper Drive, Lexington, change type trans., Action April 3.

LETTER APPLICATION

WAXH(TV) Hammond, Ind.—Requests In- stitution of rulemaking proceedings looking towards amendment of rules governing cable of televi- sion assignments to substitute Ch. 68 for Ch. 56 at Itaska, Wls. In alternative. substitution of some other channel for channel 56 is requested. Action Apr. 2.

LETTER PETITIONS

KZUX(TV) Thomson Broadcasting Co., Phoenix, Requests KZUX(TV)."
JANSKY & BAILEY
Consulting Engineers
1812 K St., N.W.
Wash., D.C. 20006
296-6400
Member APOOB

COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
Edward F. Lenetti, Chief Engr.
PRUDENTIAL BLDG.
247-1319
WASHINGTON, D.C. 20005
Member APOOB

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON, D.C. 20006
Member APOOB

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
2029 K St., N.W., 4th Floor
Washington, D.C. 20006
Telephone: (202) 223-4664
Member APOOB

JULES COHEN & ASSOCIATES
Suite 716, Associations Bldg.
1145 19th St., N.W., 657-3707
Washington, D.C. 20036
Member APOOB

PETE JOHNSON & ASSOCIATES
CONSULTING am-fm-tv ENGINEERS
P.O. Box 4318
304-925-6281
Charleston, West Virginia

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan 49036
Phone: 517-278-6733

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
West., D. C. 20004
Telephone District 7-1205
Member APOOB

A. D. Ring & Associates
42 Years' Experience in Radio Engineering
1710 N St., N.W. 298-6850
WASHINGTON, D.C. 20006
Member APOOB

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS 75209
Telephone: (214) 631-3630
Member APOOB

KEAN, SKLOM & STEPHENS
CONSULTING RADIO ENGINEERS
19 E. Quincy Street
Riverside, Illinois 60546
(632-2821)
Member APOOB

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44143
Telephone: 216-526-4386
Member APOOB

MERL SAXON
CONSULTING RADIO ENGINEER
622 Haskell Street
Lufkin, Texas 75901
634-955B
632-2821

JOHN H. MULLANEY & ASSOCIATES
Suite 71
1150 Connecticut Ave., N.W.
Washington, D.C. 20036
Phone 202-223-1180
Member APOOB

Rosalyn B. CARR
CONSULTING RADIO ENGINEER
622 Haskell Street
Lufkin, Texas 75901

Frank A. Zoeller
TELEVISION SYSTEMS CONSULTANT
20 Years Experience
Box 366 + San Carlos, Cal. 94070
(415) 593-1751

Paul Dean Ford
Broadcast Engineering Consultant
R. R. 2, Box 50
West Terre Haute, Indiana 47885
(812) 539-1661

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RADIO & TELEVISION
527 Munsey Bldg.
Washington, D.C. 20004
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CONSULTING ENGINEERS
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Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member APOOB

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CONSULTING RADIO ENGINEERS
1st & Field Engineering
10 Bozeman Blvd.
Box 808, Upper Providence
Member APOOB

William B. Carr
Engineers
Walker Bldg., 4028 Daley
Fort Worth, Texas
AT 4-9311
Member APOOB

Rosner Television Systems
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29 South Mail Plainview
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SUMMARY OF BROADCASTING
Compiled by FCC, April 9, 1968

<table>
<thead>
<tr>
<th>ON AIR</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed</td>
<td>CP's</td>
</tr>
<tr>
<td>Commercial AM</td>
<td>4,176</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>1,781</td>
</tr>
<tr>
<td>Commercial TV</td>
<td>694</td>
</tr>
<tr>
<td>Commercial TV-UHF</td>
<td>118</td>
</tr>
<tr>
<td>Educational FM</td>
<td>327</td>
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<tr>
<td>Educational TV</td>
<td>58</td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td>55</td>
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STATION BOXSCORE
Compiled by FCC, Feb. 29, 1968

<table>
<thead>
<tr>
<th>COM'L AM</th>
<th>COM'L FM</th>
<th>COM'L TV</th>
<th>EDUC FM</th>
<th>EDUC TV</th>
</tr>
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<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>1,416</td>
<td>1,746</td>
<td>614</td>
<td>321</td>
</tr>
<tr>
<td>CP's on air (new stations)</td>
<td>14</td>
<td>40</td>
<td>38</td>
<td>11</td>
</tr>
<tr>
<td>CP's total on air</td>
<td>4,189</td>
<td>4,189</td>
<td>614</td>
<td>321</td>
</tr>
<tr>
<td>CP's not on air (new stations)</td>
<td>87</td>
<td>254</td>
<td>172</td>
<td>36</td>
</tr>
<tr>
<td>CP's total authorized stations</td>
<td>2,630</td>
<td>2,630</td>
<td>614</td>
<td>321</td>
</tr>
<tr>
<td>Licenses denied</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Licenses deleted</td>
<td>1</td>
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<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Licenses pending</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

1 Includes two AM's operating with Special Temporary Authorization.
2 Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

To change ERP to 51.9 kw, viz., 9.3 kw aural, trans. and studio location to Highway 311, N. Fl. for W educational TV station, was amended by Order No. 9 of Apr. 9, 1968.

WGBM Baltimore — Broadcast Bureau granted license covering change in day and night of-ACT (to April 9, 1968, and license covering change in day and night of-DA-pattern (to April 9, 1968).

WJNS Trentwood, Mich. — Broadcast Bureau granted CP to change frequency from 630 kc to 590 kc, increase daytime power from 1 kw to 5 kw and install new trans.; conditions, Action April 9.

WBPN Quinsman, Miss. — Broadcast Bureau granted license to transmit on new station, specify type trans. Action April 30.

WDVJ Vinsland, N. J. — Broadcast Bureau granted license covering change in ant. system. Action April 9.

FCC denied appeal by "What the Bible Says Inc." Henrietta, N. Y. to reverse Re- view board's action denying WTBS request to dismiss competing applications of Woburn Broadcasting Corp. Geneseo, and John B. Weeks, Warsaw, both New York. Dismissal was made without prejudice to right by WTBS to raise matter again when exceptions are filed to initial decision. Appeal was dismissed for failure by WTBS to file within specified period of time.

FCC denied motion by WEAV Pitts- burgh, N. Y., for day of CP granted to Group Broadcasting Inc. for new AM in Plattsburgh, Action April 18.

WHEN Syracuse, N. Y. — Broadcast Bureau granted CP to make changes in DA- N-P of Apr. 30, Action April 9.

KRFK Bellevue, Wash. — Broadcast Bureau granted CP to change effective radi- ation, frequency, hours of operation, use of 1-AM, power, ant.-trans. location, change type trans. to No. Trans. Action April 9.

FCC denied petition for reconsideration of order setting hearing on application for renewal of license of WWGM Nashville, Tenn. Action April 9.

Broadcast Bureau granted mod. of CP's to extend completion dates for follow-
BROADCASTING, April 15, 1968

address: 44 Jeri Drive, Bountiful, Utah 84010. Estimated construction cost $16,740; revenue $25,000; profit $8,600. Principal: Ward W. Pink, sole owner. Mr. Pink is 49% owner of KBVC-Broadcasting. Ann. April 4.

FINACTIONS

Waukon, Iowa—Radio (FM). Broadcast Bureau granted license covering 98.5+ MHz to varied group in Waukon. Action April 15.

Final Actions

BROADCASTING, April 15, 1968

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Waukon, Iowa—Radio (FM). Broadcast Bureau granted license covering 98.5+ MHz to varied group in Waukon. Action April 15.
Help Wanted—Announcers

Wanted to move up to 200km market? Clever in the morning? Send tape & resume to Box C-181, BROADCASTING.

First phone announcer, no maintenance, excellent climate and salary at 5 kw AM and 5 kw FM in South Central Illinois. Send tape and resume to Box C-238, BROADCASTING.

New major market contemporary needs professional personal. Photo-hold salesmen. First phone, extra pay. Box D-101, BROADCASTING.

Announcer for radio station strong on news, general production, including commercial writing. Opportunity for sales if experienced or adaptability will fit individual. Letter only now; confidential. Box D-129, BROADCASTING.

Announcer with good knowledge of middle music for Texas Gulf Coast station. Box D-168, BROADCASTING.

We need a clever bright morning man with 1st phone and 23 years old in our rating. Want to earn $8,000 or more? Talent fees for commercials. Midwest, top 40, adult operation. Seven station chain. Send tape and resume now to Box D-510, BROADCASTING.

Major market eastern independent FM seeks staff announcer, third class. Send tape and resume. Box D-533, BROADCASTING.

Immediate opening announcer 3rd class endorsed in country music station, capital city, choice hours, excellent. Send phone, phone 271-555-1234, or write Mr. Anderson, Box E-167, BROADCASTING.

Young aggressive midwestern group who recently took over first station presently in search of second property needs first phone announcer. Phone or write Bob Clark, KCNY, Nebraska City, Nebraska A. C. 402-579-3699.

Wanted “top announcer with first phone” for prime spot on MOR station. Station is the number one news station in the state. Opportunity for man wanting to join good operation. Send good salary & good working conditions.” Send resume to Jack Brewer, KWCO Radio, Box 701, Chickasha, Oklahoma.

Opening for 3rd phone announcer for modern, active community. Indiana city of 30,000. Station strong on local news and community, spot mix. Have solid experience. Contemporary music policy. This is a Findlay Publishing Company station with full company benefits. Send tape and photo to Gary Wright, WCSI, Columbus, Ohio 43080.

Wanted: Sports director, radio/TV. Strong on football and basketball, play-by-play. Age not as important as having experience, Send tape and photo to Tom Francis, Program Director, WIMA Radio, 223 North Main Street, Lima, Ohio.

First phone contemporary announcers. Call win, Canton, Ohio 44705. 216-952-5690.


Help Wanted—Technical

Engineer for directional fulltimer and FM in midwest. 1st phone necessary. Experience in FM not required. Good engineering, Send resume and salary requirements to Box C-268, BROADCASTING.

Chief Engineer, Medium market AM/FM station, Northeast U.S. No air work, Ideal com- pany, $1500/wk. Box D-25, BROADCASTING.

Come to the sunshine. Southwest’s fastest growing market seeks an engineer who can be experienced in all phases of studio and transmitter operations. Opportunity for first phone man who takes pride in his work; is self-motivating. Box D-75, BROADCASTING.

Assistant chief, first ticket, directional experience, no announcing. $2000 weekly to start. Box D-110, BROADCASTING.
Technical—(Cont’d)

Engineer-Announcer, Florida top 40 station, seeks engineer first, announcer second. Top pay and benefits for right man. Box D-272, BROADCASTING.

First phone chief engineer for full time AM-FM Ohio station. Must be strong on maintenence. Box D-244, BROADCASTING.

Radio engineer with excellent technical qualifications for Texas resort city. Box D-136, BROAD- CASTING.

Immediate opening, day- time goer FM radio station, Washington, DC. Box D-202, BROAD- CASTING.

Immediate opening. Large Philadelphia independent FM station seeks qualified Chief Engineer for career opportunity. Box D-222, BROADCASTING.

Chief engineer needed. Man who believes in maintenance of equipment. Must have technical knowledge and can handle any that does come along. Station is on coast with low pressure with most equipment fairly new. An adult operation run by pros, not kids. No announcing—no board work. Reply resume to Box D-224, BROADCASTING.

Somewhere there’s a qualified engineer who wants a new challenge. KLWJ, Lawrence, Kansas, one of the University of Kansas needs a chief engineer. Write KLWJ, Route 5, Lawrence, Kansas.

Immediate opening for first class engineer. Age fifty, will train beginner. Station WAMD, Aberdeen, Md.

Experienced chief engineer to care for our production department and do some ad selling. 20 hours MOR announcing weekly. Perma- nent position in Florida’s most attractive coastal community, $150 weekly to start. Workmanlike studio and banner stereo. Stuart, Florida.

Engineer with first class station maintenance, New FM being installed to be ready for AM. No announcing. WTVM, Taylor- ville, Illinois.

NEWS

News director, must be experienced reporter and on-air news personality capable of directing department, and personally doing a prime time newscast. Duties include creation of editorials, documentaries and public service programs. No. 1 station in state is looking for an experienced man. Send resume and references. Box D-113, BROAD- CASTING.

Announcer-newsman needed by middle- music network station in Texas resort city, six months’ age. Tape phase. Box D-167, BROAD- CASTING.

Eastern Iowa, on or about June 1st, needs one-line. No area code. It is a heavy duty, long distance, reporting, editorial commentaries and news. Must be experienced man who probably has worked staff to move up. Good pay. Good market. Send resume and tape. Write Bernard M. Jacobsen, Manager, KROS, Clinton, Iowa.

On air radio newsman for top rated medium market radio-TV news operation. Experi- enced in all phases of reporting, able to do his own writing, can deliver. Five day forty hour week. Rush short news tape, writing samples and complete resume to Durham Caldwell, WENH, Springfield, Mass. All material will be returned.

Production—Programming, Others

Creative copywriter for Corpus Christi radio station. Box D-168, BROAD-CASTING.

Producer-DJ-doctor: Important position in leading Michigan station. Top salary for top man, good fringe benefits. Send back- ground and picture. Write Fred Kluft, Sarno, Michigan. If possible tape of radio spots you have done. Box D-492, BROAD-CASTING.

Immediate openings for top-drawer program- director and experienced announcers—no experience necessary. Salary plus. Must have a to do attitude and ability. Box 7090, 886-6699, Charlotte P. Blackley, licensee WTON, Staunton, Virginia.

Situations Wanted—Management

Radio/radio, experience janitorial to plush management positions available in main- land and Hawaiian stations. Box 970, BROADCASTING.

Watch clock only during coffee breaks. Inter- ested top-flight on-the-job trained organ- ization headed by intelligent, business-think- ing individual. Excellent minimum salary is $3000 per month. Good prospects. Write Box D-121, BROAD-CASTING.

Radio sales manager—must sell to local business. Box D-132, BROAD-CASTING.

Charming female looking for good sales position in small market. Box D-135, BROAD- CASTING.

Situations Wanted—Announcers

Top 100 new sound, 3rd endorsed, draft deferred. Good commercial delivery and produc- tion experience. Box C-60, BROAD- CASTING.

Quality staff neophyte. Qualitative, interpretive, creative MOR. Exemplary MOR. De- sert jazz, 3rd endorsed. 2 yrs AFIRS. Box D-161, BROAD-CASTING.


Veslence announcer (MOR, R&R, authori- tative newsman, network play by play) experienced. Personable. Not a floater or prima donna. Also desire some sales. Box D-139, BROAD-CASTING.

Happy dj-announcer, experienced, adult sound, authoritative newsman, 3rd endorsed, married. Interested some sales. Box D-142, BROAD-CASTING.


Announcer—small or medium market. MOR—first, MOR—second, MOR—draft. MOR—draft exempt—prefer New York state or northeast. Prefer some personal interest in sports, interest in market. Large station. Box D-171, BROAD- CASTING.

J. Paul Emerson—contemporary professional—five years station experience—univer- sity years—draft exempt. First phone—draft exempt—top rated production manager— large market—no offers considered—call 505-245-6884 for resume and tape. Box D-171, BROAD-CASTING.

T. ten years experience. Summer relief con- sidered. Second endorse. Box D-179, BROAD- CASTING.

Experienced disc jockey announcer, married, mature sound, tight board, with third class F.C.C. license, authoritative, newsman, no preference. Latest rate—draft exempt. Box D-182, BROAD- CASTING.

Twelve years MOR and good music. AM and FM, competent F.D., announces, news, pro- duction. Third endorsed, married. No an- nouncing under $1,000. Available ASAP. Box D-184, BROAD- CASTING.

Ten years experience. Summer relief con- sidered. First phone, second endorse. Box D-185, BROAD-CASTING.

Top forty personality jock. May graduate of number one college station, 4 years college experience. Full time MOR. Top employer $3000 per month plus bonus. Draft exempt. Box D-186, BROAD-CASTING.

Continued

Situations Wanted—Announcers

Top forty pro. Equally strong behind the board and on the air. Must have at least first class skills. Box D-187, BROAD- CASTING.

Help! Am out of broadcasting—want to return as MOR or Newman. Many years experience medium-major mar- kets, dependable. 3rd endorsed. Prefer West Coast or overseas. Box D-188, BROAD- CASTING.


DJ announcer, pleasant personality, experi- enced, authoritative—21 st, 22 nd, 23 rd, 24 th. Box D-195, BROAD-CASTING.

Top announcer, 5 years experience. Great market. boxer for your station: Have real desire. Box D-196, BROAD- CASTING.

Give your small market, top forty station big boost. Has professional personality, medium market jock wants to upgrade your station’s image and sound. Program director. Box D-212, BROAD- CASTING.

DJ—third endorsed, I.B.A. grad. Six months on air and classroom training. 48—exempt. Box D-213, BROAD- CASTING.

7 years experience, good ratings, excellent references, draft exempt family man with family. Five day forty hour week. Box D-214, BROAD-CASTING.

Some college, third phone. About two years experience. $900. Box D-215, BROAD- CASTING.

DJ announcer, bright creative, personable, seeking first position. Hard worker and re- liable, well-versed in all phases of broad- casting. Good board skills. Box D-216, BROAD- CASTING.

10 years all phases—top sports—want secu- rity—married—family college grad. Box D-217, BROAD-CASTING.

Top forty: Creative professional swinger will boost your ratings and revenue as pro- gram director. First phone. No family. Draft exempt. Box D-225, BROAD-CASTING.

Announcer, first phone, experienced ma- rine, wants position. Western states. Box D-226, BROAD-CASTING.


First phone, top 40. Six years experience. Medium, medium market. Married, veteran, military, married. Box D-244, BROAD-CASTING.

Ich. phone number—write—Dale, 3217 31st Avenue South, Minneapolis, Minnesota 55406.

Good young country & western announcer. Good news, light board, draft exempt. Will work anywhere. Experienced. Contact Mike Higgins, 31 Steeples Road, Levittown, Pennsylvania.

Announcer, dj, seeking contemporary MOR, presently news station, strong on actual- ties, college and broadcasting school gradu- ate—27, married, vet- eran, some play-by-play sports, will relo- cate anywhere, any size. Box D-245, BROAD- CASTING.

Second floor, 1117 2nd Street, Coshocton, Ohio, 614-622-9888 after 1 p.m.

I left a good job to get my 1 st, I got my 1 st. Now I want another good job. I’m a top rated rock jockey, wants work at a station. Call Rob Sh uchdor 1-614-724- 5361.

Married, 1st phone, existing child in No- va. 31 years experience, drafting, tight board, mature voice. Have station and will relocate. Presently in Greenville, Mississippi. Would like to work in station. Presently an insurance salesman. Write: Norm Davis, 111 Gerald Street, Leeland, Mississippi 38756.
**Situations Wanted**

**Announcers—(Cont'd)**


Top dj, good music—MOR-pop—10 successful years in St. Louis. $12,000 minimum. Lee Coffee, 314-962-5167.

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**Technical**

Reliable, 1st phone, audio engineer desires responsible position in northwest. Marital, family. Competent engineer, 4 years experience, excellent vision. | Capacities: 33, advanced maintenance and automation systems. Desire assistant chief or produciton chief. Box D-125, BROADCASTING.

Chief engineer, many years experience, looking for a good permanent engineer. No announcing. Box D-151, BROADCASTING.

** Midwest:** first transmitter, VTR experience, or. Overtime desired. Box D-195, BROADCASTING.

Chief engineer available immediately. Family, Construction, proofs, maintenance. Box D-503, BROADCASTING.

Engineer, 1st phone, 13 years, AM FM, TV, RF and audio. Commercial production recording, technical in broadcast. I've done it. Willing to relocate for right situation. Box D-331, BROADCASTING.

Hardworking qualified experienced AM-FM engineer will travel. First, family man. 2 years college. Tel. 506-269-6628.

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**NEWS**

Newscaster on ND available. Heavy medium market experience. Also still photographer. Mature, dependable. Prefer West Coast or overseas. Box D-199, BROADCASTING.

Young responsible news director in N. E. market. Situation in need of an associate with greater potential. College, married with family. Box D-196, BROADCASTING.

Selling news newsmaker desires advanced position in either radio or TV news. Prefer all news or strong news station. Experienced in writing and editing local news. Reliable, willing and accept responsibility. Box D-217, BROADCASTING.

American radio news editor and announcer, 33, presently employed as foreign correspondent in Europe, seeks challenging position in the U.S. Desires preferably midwestern cities. Veteran married, experienced. Box D-320, BROADCASTING.

Heartland America, automated jumbo. Newman 16 yrs. exp. Three and one half years with NBC, also management. Experienced all phases of news. Best reporter, in-studio, writer. Excellent delivery. Good writer. Box D-33, DESIRE. Call or write. Box D-222, BROADCASTING.

Veteran reporter—15 years experience sports and news desires summer replacement work in metropolitan area. Box D-259, BROADCASTING.

I'm young, aggressive and looking. 25, A.B., Army, single, small market news director. Can run beat, sit desk, write. Have done Intelligent talk radio. Will hit the campaign trail. Work a phone show, or sit on the edge of calls. Would like all news or talk. Will consider free-lance. Box D-239, BROADCASTING.

Very strong, authoritative news voice. Broadcast school graduate, 24, third en-dorsing radio job, as staff newswriter. United States, Canada, Tape, resume available. Box 615 South Tacoma, Washington 66608.

Newman, strong on writing, reporting, de-bugging, short order. Experience. Recently USAP officer, available June 10. College grad, majored in English, have $150. Prefer east, but will go anywhere for right position. Write Captain William T. Flinn, 8655 Brae Brook Lane, Metairie, Louisiana 70003.

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**Situations Wanted**

**Production—Programming, Others**

Sports director available play-by-play experience in professional and college sports. Box D-168, BROADCASTING.

**Production—Programming, Others**

Operations/programming — experienced all phases television-radio including writing and producing, editing and air time. Family, college degree, stable, southeast only. Box D-264, BROADCASTING.

Attention FM! If you sell long term contracts have experience to write and produce for you. Tremendous sales builder! $170. Free audition tape and particulars. Box D-269, BROADCASTING.

Program director-all personality desires challenging position in mid-west. Ten years experience. Box D-218, BROADCASTING.

California Majors markets: Will swap even 13 years experience, all phases including GM for well paying operations manager or writer-producer job. This is my last month, no hurry. Box D-251, BROADCASTING.

**TELEVISION—Help Wanted**

**Management**

General manager for established network VHF station in 2-station market who has a strong TV sales manager, a record of TV sales accomplishment, experience in all phases, operations. G.M. must be a tough, detail person, have good sense administrator. This is a fine opportunity with excellent salary in a real pro. Box D-126, BROADCASTING.

**Sales**

TV salesman, with opportunity to become sales manager of large, all market in South. Liberal commission with advancement. Desires similar position with ABC. Must have experience. Box E-208, BROADCASTING.

If you are professional, experienced local TV salesman, this could be your opportunity to grow up. Top station in top market. Top group opportunities, Send detailed resume, hollow history, and phone to Box D-104, BROADCASTING.

Local sales manager—group-owned VHF in large midwestern market seeking candidates for top level, sales position. Qualifications must include experience in sales supervision and successful individual production. You will lead a young, aggressive team in a competitive and opportunity-filled situation. Send resume to Box D-118, BROADCASTING.

**TELEVISION—Help Wanted**

**Management**

NBC affiliate group operation in Kentucky's second market, has a sales opening for energetic and experienced sales executive. Experience required: TV sales executive desired for this group. Local Sales Manager. WLEX-TV, Lexington, Kentucky. 502-253-4464.

**Anouncers**

Personal announcer with mature voice for Texas VHF. No tapes please. Box D-158, BROADCASTING.

Illiades television station will have openings for general staff announcer capable of on-air, commercial delivery, and also a weather man. Would prefer different approach to weather—authoritative (meteorology background) or humorous. Send tape and resume to Box D-220, BROADCASTING.

**Technical**

Well-qualified engineer trainee with first class on Texas VHF. Box D-127, BROADCASTING.

Maintenance chief for Texas station. Must have supervisory responsibilities. Box D-164, BROADCASTING.

Engineer, best technical qualifications, relia- bility, Texas VHF. Box D-125, BROADCASTING.

Wanted engineer now employed for part time work. Must be capable of designing solid state color video power amplifiers. Work by hour, contact in modest speculative venture with potential. Box D-165, BROADCASTING.

Opening for 1st class studio engineer, color experience desirable, but will consider aggressiveness. Call or write Arthur Bone, WHJZ-TV, P.O. Box 13, Flint, Michigan, 48535.

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**TELEVISION—Help Wanted**

**Technical—(Cont'd)**

TV technician for permanent position. Experienced in video tape, film and live color, and production. Must work 13 hours per week. $199.50 per week to start. Excellent fringe benefits and retirement plan. First position after one year. Send resume to Chief Engineer, WTVN-CFM, 140 Highfill Avenue, Cincinnati, Ohio 45213.

Transmitter engineer for modern, color equipped, two station market. Box D-196. Box D-142 at all times. Must have experience in both operations and mainte-nance of VHF and UHF equipment. Opportunities for promotion. Frances offers fringe benefits, attractive salary. Send resume to Chief Engineer, WHYK, 1027 West 23rd Ave, Milwaukee, Wisconsin 53233.


Multiscale technician—to work on VTR's, FM audio, studio camera, and control room equipment. Experience desired. First class li-cense required. Must be able to work nights. Send resume with salary requirements to Chief Engineer, WHNY, New York, 11401, $400 North St. Louis Avenue, Chicago, Illinois 60625.

**TELEVISION—Situated Wanted**

Management

35 years old TV/radio general manager. Experience every phase. Delaware, including UHF. Any location. Excellent references. Resume available. Box D-198, BROADCASTING.

Manager: 20 years solid experience on-mikes, on the street, in Agency & Client offices, behind the desk in adminis-tration, selling, in operation. Box D-201, BROADCASTING. Send your resume from initial application to target dates. Present for management of network market. VHF. Box D-222, BROADCASTING.

All-pro for 19 years. I've held every position in broadcasting and have contacts with local and national leagues from setting lists to setting policy. I know the network and local. Need a proven pro on your management team? 41, married, 2 children. Box D-241, BROADCASTING.

**Announcers**

Quality in-depth weathercaster-announcer. Personal. Flawless background, excellent appearance and voice. 12 years professional, early 30's. Present for syndicated work over 5 years. Box D-32, BROADCASTING.

Announcers: Former radio—20 yrs. experience, experienced TV. Handsome. Box D-210, BROADCASTING.

**Technical**

Chief engineer position wanted in small or medium television market. Several years experience. Box D-194, BROADCASTING.

Chief engineer for your television station. Drop me a line. We will talk. Plenty of experience. Box D-100, BROADCASTING.

**NEWS**

News—editorial specialist seeks spot requiring friendly, imaginative presentation and writing, and to do a good job, knowing what's what. Position—scriptwriter. Excellent researcher, imaginative, competent and reliable. Box D-56, BROADCASTING.

**BROADCASTING,** April 15, 1968

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118
TELEVISION—Situation Wanted

Wanted, Low Supply Corp., Weaton, Ill. Phone, etc. Box 912.


Producer—director, looking for production job with executive responsibilities. Have produced news. Box 139.

Box 226, BROADCASTING.

Public affairs producer-writer. Thoroughly seasoned in all phases of film, TV and radio. Can show documentaries and short films (including science stories). TV special: humorous and straight radio features (including network contributions). Wants situation where personal social problems can be treated with imagination. Native Chicagoan. Box 230, BROADCASTING.

Production manager—creative director—14 years in medium market. Looking for challenge. Large company. Box 230, BROADCASTING.

WANTED TO BUY

Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No tank. Guaranteed. Box 231, BROADCASTING.

4-channel mixer (Gates Console or similar). For use in Magnecord P-T-D tape recorders. Hogan-Roger & Co., Ati. JMI, 106 W 5th Ave., Knoxville, Tennessee 37917.

Low priced 1 or 5 kw AM transmitter. Ready cash. Box 236, BROADCASTING.

Wanted to buy: Used UHF channel 21 receivers, or only: UHF RCA channel 22 antenna. Contact WANC-TV, 75 Scenic Highway, Asheville, N.C.

MISSISSIPPI—(Con't)

"365 Days of laughs"—daily radio gag ser- vice to be available in local market. Sample a month $3.00. Box 1768, Merchandise Mart Sta., Chicago, Illinois.

Dance lessons for Decays—Thousands of one-letters. $35, 90c, station breaks, etc. List in free. Causeway, Box 23, WJIN, Biloxi, Miss.

"Rock" aircheck recordings...top dj's...major market stations...inexpensive. Send for brochure. Dept. C, Box 1591, Portland, Oregon 97207.

Original-freshly written-radio material. Free sample—Box 31244-Diamond Heights, P. O. San Francisco, California 94131.

INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D.C. Free catalog. Great Lakes Electronics Institute, 3525 N. Western, Hollywood, California 90237.

Elkins is the nation's largest and most re- spected name in First Class FCC License training. Fully approved for Veteran's Training. Accredited by National Association of Trade and Technical Schools. Write Elkins Institute, 2929 East Wood St., Chicago, Illinois 60607.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully approved for Veterans Training. Elkins Radio License School of Minneapolis, 413 East Lake Street, Minneapolis, Minnesota 55401.


The Masters, Elkins Radio License School of Chicago, offers the highest success rate of any First Class License school. Fully approved for Veterans Training. Elkins Radio License School of Chicago, 1130 Spring Street, Atlanta, Georgia 30308.


Announcing, programming, production, newscast- ing, sportscasting, console operation. Approved by National Association of Trade and Technical Schools. Write Elkins Institute, 2929 East Wood St., Chicago, Illinois 60607.


R.E.I., in the center of the U.S.A. train you for the First Class Telephone License in only 8 weeks. Total tuition $350.00. Job placement free. Rooms & apartments $16-85 per week. Classes begin July 26, Call 925-5552 or write today—R.E.I., Inc., 1255 Main Street, Sarasota, Florida.


INSTRUCTIONS

Continued

"Yes It's New" R.E.I. at 808 Caroline Street, Fredericksburg, Virginia. But it's R.E.I.'s famous (5) week course for the 1st Phone License that makes it dependable, Call 344-1441. Tuition and class schedule is the same for all R.E.I. schools.

Earnings up to $200 weekly, 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s 1st school specializing in training 1st class F.C.C. technicians and announcers. D.J.'s, newscasters, production personnel. Announcer Training Studios. 25 W. 42 St., New York 1009. Veteran approved, licensed by N.V. State. Phone: 0X-9-5245.

Guaranteed first phone, 4-8 weeks. Broadcast Engineering Academy, 700 Lenway Ferry, St. Louis 31215. 314-669-2553.

First phone in six to twelve weeks through tape recorded lessons at home. Sixteen years' license teaching experience. Proven results. Bob Johnson Radio License Institute, 1800D Duncan, Manhattan Beach, Cal. 90266.

Jobs, Jobs, Jobs. Weekly we receive calls from the top stations throughout the fifty States, Wash., Ore., Mich., Wis., Okla., Texas, La., Ala., FLA, Ky., Va., N. J. Penn., Conn., Mass., and many more. These calls are for Don Martin trained personnel. To succeed in broadcasting you must be well trained and capable of competing for the better jobs in the Industry. Only the Don Martin School of Ra’to & TV, with over 30 years experience in Vocational Education, can offer training in all practical aspects of broadcasting. If you desire to succeed as a broadcaster, call or write for our brochure, or drop in at the Don Martin School, 1805 No. Cherokee, Hollywood, Cal. 90028. Find out the reasons why our students are in demand!

RADIO

Help Wanted

Management

GROUP OWNER

Has radio station manager’s position available in large midwestern market for individual who is thoroughly versed in all phases of radio station operation. Applicant must be able to motivate his department heads, especially sales and programming. Compensation based on salary plus percentage of profits. Reply to Box C-315, BROADCASTING.

Sales

FUTURE REP BRANCH MANAGERS

Our regional reps offices are growing and we’re ready to open more of them as soon as we can train qualified men. Our personnel needs have tripled in the last few years. Loads of opportunity for good hard workers who know their business. Excellent fringe benefits.

Write: Len Auerbach, President

REGIONAL REPS CORP.

1720 Huron Road

Cleveland, Ohio 44118

For Best Results

You Can’t Top A CLASSIFIED AD

TELEVISION—Help Wanted—Technical

TOP FORTY PERSONALITIES

We’re looking for:
BIG VOICES for a
BIG STATION paying
BIG BUCKS for the right man!

Please send tape and complete resume

Richard Ward Fotherley
Programing Director

WHB Radio

10th & McGee

Kansas City, Missouri

A Store Station

TELEVISION—Help Wanted—Production—Programing, Continued

Producer-Director-Writer

Immediate opening for creative, energetic producer-director-writer. We prefer someone with a few years experience, and familiar with switching function. In a few weeks we move into new all-color facility among finest in the country. Salary commensurate with ability and experience. Please mail replies to:

Mr. Alex Wilson
Administrative Assistant
Personnel Department
WHASTY
525 West Broadway
Louisville, Kentucky 40202

We’ve Made the Offer More Attractive

A couple of issues back we ran an ad to let the rest of the world know that we wanted to hire engineers. In that ad we said that we wanted men who are now in television; men who liked broadcasting, had pride in their work and wanted a chance to show how good they were. This is the kind of man we still want—if it sounds like you, I can offer you a job in one of the best equipped and fastest growing stations in the country. Here’s the offer I can make: The benefits of a well run union shop with a new top pay of $240 per week. A chance to do a job—and do it well—with equipment like PC-70, TK-40, and V-R-3000. A chance to work on shows that have meaning and value. Shows that will demand your best and will demand it constantly.

If you’re interested in moving to a large metropolitan VHF where people like to do television and are proud of what they’re doing, then call me or write to me today.

Larry Messenger, Technical Manager WHYY-TV

Philadelphia, Pa. 215-EV 2-9300

PRODUCT PLANNING MANAGER

TV BROADCAST EQUIPMENT

Company: Radio and TV transmitting equipment manufacturer.
Position: Product Planning Manager reporting to the General Manager. Responsible for the product planning activity including establishing product concepts, prices, sales requirements and guiding product development.
Qualifications: College graduate preferably in EE. In-depth knowledge of TV broadcasting equipment market. Strong background in sales and marketing responsibility required. Some product development experience desirable.
Compensation: Salary commensurate to background plus executive incentive participation. Full fringe benefits and profit-sharing retirement plan.
Future: Full opportunity to guide personal growth in relation to the growth of a new product area while functioning within a growth-minded, profit oriented company.
Location: Medium-size midwestern city with excellent schools and full facilities for the finest of family living.
Send resume or call Robert T. Fluent, Employment Manager, 217/222-9202.

GATES RADIO COMPANY
QUINCY, ILLINOIS 62301
An equal opportunity employer (M & F)

BROADCASTING, April 15, 1968
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 D-240, Broadcasting.
An equal opportunity employer.

TELEVISION

Situations Wanted

Management

WE RECRUIT EXECUTIVES

AND OTHER IMPORTANT TV/RADIO PERSONNEL

Call 312-337-5318
For Search Charges.

Nationwide Broadcast Personnel

Consultants

645 NORTH MICHIGAN AVENUE
CHICAGO 30611

FOR SALE—Stations

Confidential Listings

RADIO — T.V. — CATV
N.E. — S.E. — S.W. — N.W.

G. BENNETT LARSON, INC.
R.C.A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028 213-469-1171
BROKERS-CONSULTANTS

La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N.Y. 10019
315-3430

BROADCASTING, April 15, 1968

Situations Wanted—Announcers

LOOKING FOR AN ANNOUNCER?

Then write Jerry Berman a letter.

Jerry’s Job Placement Director at Columbia School of Broadcasting—with 26 offices coast to coast the chances are that we have a graduate near you. Just tell Jerry what you want and he'll send you a resume, photograph and audition tape of just the one you're looking for. Air mail.

Columbia School of Broadcasting

4444 Geary Boulevard/San Francisco 94116
(Not affiliated with CBS, Inc.)

Employment Service

1 57 MADISON AVE., NEW YORK, N.Y. 10022

BROADCAST PERSONNEL AGENCY
Sherry Barish Director

WHY BUY AN FM?

Build your own station
1,000 open freq. 48 states. Operate for $1,000 mo., with revenue potential $4,500 mo. You show FCC, $20,000. We do the work for reasonable fee.

TNT, Suite 202, 1616 Viceroy Blvd.
Glendale, Calif. 91201 213-246-4874

FOR SALE—Stations (Cont’d)

23045 Peachtree Road

CHAPMAN ASSOCIATES
media brokerage service

Atlanta, Ga. 30309

(Continued from page 115)

KOB-TV Albuquerque, N. M. Action April 1

Utah Mountain Ute Tribe, Tooele, Colo. — Broadcast Bureau granted CP for new VHF TV translator station to serve Tooele, operating on ch. 5, by rebroadcasting KOTU-TV Salt Lake City. Action April 1.

San Juan County, Aztec, Utah — Broadcast Bureau granted CP for new VHF TV translator station to serve Aztec, operating on ch. 5, by rebroadcasting KSL-TV Salt Lake City. Action April 1.

SAI.F — Help wanted — Job opportunities.

For The Record 121
Community Antenna TV Antennas

The following are activities in community antenna television reported to Broadcasting, through April 10. Reports include activities of those obtaining permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Indicates franchise has been granted.

Alameda County, Calif.—Televistas of California Inc. has been granted a franchise to operate in a 28-square-mile area in Southern Alameda County, with monthly charges of $14.95 and $4.90, respectively.

Arcadia, Calif.—Foothill Cable TV Co., a subsidiary of Deseret Cablevision Corp. (multiple CATV owner), has been granted a franchise in the city of Arcadia. The system will charge $5.

San Carlos, Calif.—Peninsula Cable Television Corp. has been granted a franchise in the city of San Carlos. The system will charge $4.75 monthly and $17.75 installation fee. Nation Wide Cablevision Corp. also holds a franchise.

San Bernardino, Calif.—H&B American Community Systems Inc. has been granted a franchise in the city of San Bernardino. The city will charge $4.75 monthly and $15.75 installation fee. Nation Wide Cablevision Corp. also holds a franchise.

KZEL-FM Eugene, Ore.—Seeks assignment of license from K-ZEL Inc. to George L. and Emily K. Zeiner. George L. and Emily K. Zeiner (each 50%). President: George L. Zeiner (50%) and Emily K. Zeiner (50%). Mr. and Mrs. Zeiner were made satisfied that there would be for the city by $4.75 monthly, and $15.75 installation fee. Nation Wide Cablevision Corp. also holds a franchise.

Soledad, Calif.—Data Video Systems, San Francisco, represented by John B. Pirie, has applied for a franchise. Firm offers a maximum charge return to are the same time, basic $4.50 for customers.

KXVL-AM-FM Hinton, Iowa—Seeks transfer of ownership of license for KXVL-AM-FM from Telmac Inc. to Hoff Communications Inc. (partner in ownership of license for KXVL-AM-FM from Telmac Inc.). The system will charge $4.75.

KXVL-AM-FM Hinton, Iowa—Seeks transfer of control of KXVL-AM-FM from Hoff Communications Inc. to Palladin Broadcasting Co. The system will charge $4.75.

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THERE'S really no reason why TV cameras can't be made the size of a match-box: Technical developments probably will make it possible in the near future. What prevents broadcast equipment from becoming so ultraminiaturized is the cost involved, the economics. Developments will be evolutionary. For instance, new technology, microelectronics, fibre optics, and other exotic developments in the state of the electronics arts will contribute to increased broadcast-equipment efficiency, longer equipment life, and shorter set-up time, and not to any radical changes in the size of cameras or transmitters, except for special applications.

So thinks Barton Kreuzer, vice president and general manager of RCA's Commercial Electronic Systems Division in Camden, N.J., and a man eminently qualified to express opinions about the state of the electronic arts. For one thing, Mr. Kreuzer is head of the world's largest producer of all types of broadcast equipment—transmitters, cameras, video-tape recorders, antennas—the works. The RCA division he leads also manufactures and markets closed-circuit TV and audio-visual products, microwave radio systems, marine communication and navigation equipment, mobile-radio equipment and electron microscopes.

For another thing, Mr. Kreuzer until August 1967 was division vice president and general manager of RCA's Astro-Electronics Division at Princeton, N.J. Employing new technologies—the same techniques now seeping into broadcast electronics—was a routine matter at AED, thanks to the largess of the federal government and to the need for ultra-small and ultra-reliable components for space applications. While Mr. Kreuzer headed AED, the division developed the highly successful TIROS and ESSA weather satellites, and the RELAY I and II communications satellites, all relatively tiny devices crammed with intricate electronic gear and rudely hurled into outer space on the tips of massive rockets.

For native New Yorker Barton Kreuzer, the expertise that enables him to speak out on matters electronic began developing in the years before graduation from the Brooklyn Polytechnic Institute in 1928. Mr. Kreuzer's early interest in radio was piqued by a professor; he earned a degree in electrical engineering and, fresh from school, in July 1928, joined RCA. One of his first jobs as a young engineer with the company was helping to establish RCA's pioneer television station, station W2XBS, in New York.

For Mr. Kreuzer, 1935 was an eventful year. He married the former Virginia Brown, and RCA named him head of its film-recording equipment sales in the East.

In 1941 he was named national sales manager, and in 1943 he was named manager of RCA theater-equipment activities. In 1946 he was promoted to manager of the RCA Industrial Products Department, where he was responsible for a wide range of products in the industrial and commercial electronics field.

In 1950 he was named general products manager for what was then RCA's engineering products division, which marketed defense, broadcast, communications, and industrial electronic systems. And in 1954 he was appointed director of product planning on the RCA corporate staff. While holding that job he was responsible for the investment of company funds and management direction for new-product developments.

Mr. Kreuzer in 1958 was named marketing manager of the then newly formed Astro-Electronics Division, and in 1960 he became its chief executive, a post he held until August 1967 when he became vice president and general manager of the Commercial Electronic Systems Division.

As head of the RCA division that manufactures broadcast equipment, Mr. Kreuzer is in charge of more than 4,000 employees working in five plants, located in Camden, N.J.; Burbank, Calif.; Meadowlands, Pa.; Gibbsboro, N.J., and on the Isle of Jersey in the English Channel. This last facility is strategically located to service magnetic recorder heads for video-tape recorders in Europe.

Although nine months as head of such a large and sprawling corporate activity are, relatively speaking, a short time, Mr. Kreuzer brings to the job a great deal of technical and marketing experience, as his record attests. He also brings to the Commercial Electronic Systems Division an appreciation of advanced, professional management techniques. These techniques, all of which lead to "cost effectiveness," were applied by Mr. Kreuzer to the Astro-Electronics Division and since moving to Camden he has begun applying them to the development of broadcast equipment and the other products of his division.

System Concept: Mr. Kreuzer also is emphasizing "systematization," or the development of devices that are matched for optimum performance. Under this concept, a transmitter and antenna, say, are not matched willy-nilly. Instead, each is designed and developed from the beginning with the other components' characteristics in mind, and the resultant system operates at peak efficiency.

Mr. Kreuzer figures he'll be able to put these management techniques—as well as his technical and marketing expertise—to good use in the coming years. He says the market for broadcast equipment, for instance, is an everwidening one. "Color is very much a growth field," he says. "There's still a great deal of colorization to do. And there's still a substantial market for black-and-white equipment, especially overseas and for educational and closed-circuit purposes.

Mr. Kreuzer also sees the increased use of video-tape recording as "a primary production medium." His appraisal of the broadcast-equipment market is bullish, because he feels the introduction of new technical advances will render older equipment inefficient and because all of the UHF channels have yet to be utilized completely. It appears Mr. Kreuzer's division will have plenty of work in the years ahead. The expertise of almost 40 years with RCA will be put to good use.
EDITORIALS

Only the beginning

The extent and diversity of the journalistic challenges that have confronted broadcasters in the past fortnight are probably unmatched by those of any other two-week period in radio and television history.

The President's unexpected announcement of his decision to retire, the convulsive shifts in political strategies that followed, peace feelers from an enemy that had been implacable, the assassination of a great Negro leader, outbreaks of looting and arson in cities across the land—any of those developments was by itself a news story of towering importance. Bunched as they were within so short a time, they made unprecedented demands upon the journalistic resources of the media.

Let it be said to those who find it easy to criticize radio and television that both media fully met the abnormal tests that were imposed upon them. To those who glibly say that broadcasters think only of their P&L statements, the record of commercial pre-emptions in the past two weeks is its own best answer.

The severest test of journalistic skill and editorial judgment came, of course, with the death of Martin Luther King Jr. Mishandled, the coverage could have triggered far more violent outbursts than those that did occur. Once civil disorders broke out, they could easily have been aggravated by inept broadcast coverage. But everywhere the broadcast journalists acted with professional restraint, without avoiding the responsibility to cover the news as it is happening.

It would be wrong to say that broadcast journalism grew up in the past fortnight. Broadcast journalism had already grown up; it was ready to discharge the enormous obligations that were thrust upon it.

Nor are the obligations likely to diminish soon. There will be more great events, planned and unplanned. Between the hard-news coverage of the events, broadcast journalists must dig for the reasons why events occur. In the aftermath of arson it is essential to find out what motivates the arsonists, what can be done to keep the fires from being set again.

Greater tests of broadcast journalism are yet to come.

Labor outlook

LABOR has been such a touchy subject for broadcast management that heretofore most meetings involving union discussions have been closed. This year's convention of the National Association of Broadcasters in Chicago was the exception—a session on labor relations was thrown open—and it was an eye-opener.

The some 500 (of the more than 5,000 at the convention) who attended the labor clinic learned that two tough unions—the Teamsters and the Communications Workers of America—are now courting station personnel at all levels.

The lesson gleaned from the two-hour session was that ownership and management would be well advised to husband their good people and to replace the incompetent or ne'er-do-wells before they become the shop organizers.

Equipment can be chromium-plated, automated and computerized, and mobile units can be Cadillacs, but they don't amount to a tinker's damn unless they're backed up by responsible people.

Events of the last fortnight underscore the extent to which broadcasters are in the business of journalism. Broadcasters must be mindful of what is happening to newspapers—even the best of them—perhaps because publishers took their manpower for granted a decade or so back.

These are the winners?

The magnitude of the missionary work that television and radio need to do with the general public is exemplified by the two papers that won their college-student authors $500 scholarships from the International Radio and Television Foundation this year.

The winners were announced last week, and both their papers make distressing reading. We cannot fault one winner's belief that for day-to-day news, radio is faster, more comprehensive and fuller than TV news; but on his way to that conclusion he does not leave many popular criticisms of television news unswallowed: Television "creates" events, often presents distorted if not false images, is preoccupied with action and contributes to violence. And the other winner, hailing the broadcast media as "tools to shape our world into any form we want," has this to say: "There has never been anything as powerful as radio and television. And there have never been more disappointing results."

It boggles the mind to think that these were the best papers in the competition. What was left for the worst to say? Nor are these authors total strangers to broadcasting. Both have had at least tangential experience in it and apparently plan to go into it professionally. We wish them luck—and clearer insights. As for their winning views, we can only hope the authors were exposed to at least a little television and radio some time last week in the apocalyptic aftermath of Dr. Martin Luther King Jr.'s murder. Any time last week. Just any time.

Political priority

As reported in this publication's April 8 issue, there has been a revival of effort to obtain a suspension of Section 315, the equal-time law.

Suspension is necessary if broadcasters are to give major candidates appropriate exposure in this critical election year. But suspension will not be achieved unless the broadcasters themselves argue persuasively for it. A coordinated effort is needed to get the Congress to move.

The long-range objective, of course, must be the elimination of Section 315 by one means or another, but that objective looks unattainable right now. Temporary suspension of the section would be good enough to see the broadcasters through the upcoming election.
KSTP Color TV’s Noon News delivers 43% more homes and 83% more Metro Rating Points than its nearest competitor. At 6:00 pm, KSTP-TV reaches 66% more homes than the other news station. At 10:00 pm, Monday through Friday, KSTP-TV’s News—Weather—Sports block tops the competitor’s 10:00-10:45 pm news by nearly 34,000 homes.

From 9:00 am to noon, Monday through Friday, KSTP-TV delivers an average of 23% more homes than the second station. From noon to 6:00 pm it assumes market leadership with average ¼ hour homes of 50,500! From 10:30 pm to midnight Monday through Friday the Johnny Carson Tonight Show is more dominant than ever with an average 118,500 homes and a 55% share through 11:00 pm. Saturday and Sunday programming continues this pattern.

The Today Show starts KSTP-TV’s daily broadcast day with a 78% share of the total adults, a trend that continues throughout the day. “Dialing for Dollars” 3:30-4:30 pm Monday through Friday, for example, delivers an average 69,300 adults. “Of Lands and Seas” 4:30-5:25 pm daily delivers 11% more adults than the competition and on Sunday, “The Henry Wolf Show” 12:30-1:30 pm draws a 44% share of all adults.

From 9:00 am until noon, Monday through Friday, an average 29% more total women watch KSTP-TV per ¼ hour than the second station. From noon to 4:00 pm, Monday through Friday the lead is 11% more women and from 4:00 to 6:00 pm it’s 26%. Again it’s “Dialing for Dollars” delivering 58% more women and 33% more women 18 to 34 years of age!
The Performance Picture Looks Great with BIALKON Orthicons

- New warranty—now extended to 1800 hours
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- No linear decline in sensitivity
- Five BIALKON camera tube types* now can replace 80 industry types

You get more with RCA BIALKON orthicons—in initial performance, hours on-air per your dollar, and in-camera stability.

See your RCA Field Engineer for full information about the five BIALKON camera tube types, now available from your RCA Broadcast Tube Distributor.

RCA Electronic Components, Harrison, N.J. 07029.

*Bialkali photocathode, electronically conducting glass target image orthicon