

## WEEK'S HEADLINERS



Mr. Goldberg



Mr. Grossman

**Martin E. Goldberg**, VP in charge of electronic data processing for H-R Television, New York, named VP and director of data processing and research planning. **Mel Grossman**, director of sales promotion and special events, named VP and director of television sales research and promotion. Also announced was designation of **Avery Gibson**, VP in charge of H-R Facts, effective Oct. 1. Sales promotion and research activities for H-R radio and television stations will now be handled separately, with **Ruth Berenstein**, who has been in charge of radio research

and promotion since early last year, becoming director of radio sales development. **Dale Paine**, western division research manager, named manager of research, with responsibility for day-to-day sales research activity for all H-R Television divisions.

**Fred L. Lemont**, marketing VP of Carter Products division of Carter-Wallace, New York, joins Wells, Rich, Greene, that city, as executive VP and head of all marketing services. At Carter, Mr. Lemont was responsible for marketing such products as Arrid, Rise and Hot Rise. Previously he spent seven years at Ted Bates, New York, where he was a VP and account group head and three years at Procter & Gamble.



Mr. Lemont

For other personnel changes of the week see **FATES & FORTUNES**

of WILD Boston from Noble Broadcasting Corp. for \$275,000 and agreement not to compete for five years within 50 miles.

Dynamic Broadcasting is owned by Leonard E. Walk, James H. Rich and Bernard M. Friedman, and is licensee of WAMO-AM-FM Pittsburgh, WUFO Amherst, N. Y.; WOAH Miami and is applicant for new UHF in Youngstown, Ohio.

In addition to purchase price, Nelson Noble, president and principal stockholder of Noble Broadcasting, will be employed as consultant for two years at \$25,000 per year. WILD, founded in 1946 and acquired by Noble in 1958, operates daytime on 1090 kc with 1 kw.

### Chicago Bulls for WGN-TV

WGN-TV Chicago has announced it has obtained exclusive rights to air dozen out-of-town games of Chicago Bulls, new member of National Basketball Association. Schedule starts in October.

### Orders two mobile color units

RCA reported Friday (Aug. 26) additional \$837,000 order by WHDH-TV Boston for two color TV mobile units, bringing station's current orders for RCA color equipment to more than \$1.4 million. Earlier contract included 10

cameras, seven live, three film plus related gear.

One mobile unit will have four and other will have two live color cameras, and both will carry audio and switching equipment along with power generators, making units serviceable as self-sustaining "studios."

### Sophia Loren on color TV?

Illustrative of trend toward co-production abroad by U. S. companies (BROADCASTING, Aug. 22), Wolper Productions is on verge of closing deal that would star Sophia Loren in two one-hour color specials. One program is understood to be musical show centering around Italian actress and second is TV profile on Miss Loren. Wolper is division of Metromedia Inc.

### Viking earnings double on rise in sales of 42%

Theodore B. Baum, executive vice president of Viking Industries Inc., Hoboken, N. J., has announced increase of 114% in earnings and 42% rise in sales for six months period. Mr. Baum attributed firm's favorable results to ready acceptance of company's solid state amplifier line and to increased orders for coaxial cable.

Viking Industries manufactures CATV

cable, electronic parts and operates CATV systems in Pennsylvania and Ohio.

For six months ended June 30:

	1966	1965
Earnings per share*	\$0.43	\$0.20
Net sales	8,075,423	5,685,351
Net income	557,529	260,313

\*Adjusted for 3 for 2 split paid May 27, 1966.

### Klein group gets 'Chargers'

Eugene V. Klein, president of National General Corp., large CATV operator and theater exhibitor, is new president of San Diego Chargers of American Football League. Mr. Klein and Samuel Shulman, vice president of NGC, each acquired 20% of Chargers in sale of team late Thursday (Aug. 24). Team was purchased by 21 businessmen for \$10 million, highest price ever paid for professional football team.

George Whitney, vice president and general manager, and Bill Fox, station manager of KFMB-TV San Diego are among minority stockholders in new ownership. Also among new owners is Pierre Salinger, former White House news secretary, now vice president of Continental Airlines.

### Fremantle sells direct to Australasia sponsors

Fremantle International has concluded two advertiser sales abroad for TV series it distributes overseas. Rhodesian Breweries Ltd., Salisbury, bought *The Greatest Fights of the Century* and *Texas Rasslin'*, and S. H. Benson, Nairobi, has contracted for 156 episodes of *Hint Parade* for brewery client.

Fremantle reported direct sales following trip (of 30,000 miles) by Bob Laphorne, "Australasian" managing director of Fremantle, covering East and West Africa; South Arabia, Mauritius, India and Hong Kong. In nine-week trip he sold 22 series (1,434 episodes) in all of active Africa TV markets. Among 22 series: *The Beatles* (half-hour cartoon), *The Beachcomber*, *Silents Please*, *Knockouts*, *It's a Small World*, *The Eartha Kitt Show*, *Debbie Drake* and *The Magic Boomerang*.

### Record high at Fox

Revenues from film-rentals of feature films to theaters and TV, and of TV film series reached record high at Twentieth Century-Fox Film Corp., during first six months of 1966, according to report issued by Darryl F. Zanuck, president.

For six months ended June 25, 1966:

	1966	1965
Earnings per share	\$2.13	\$2.03
Film rentals	97,502,000	60,469,000
Net earnings	6,110,000	5,811,000

BROADCASTING, August 29, 1966