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7/12/67

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Lee's departure could signal major FCC changes. p31
ANA, NAB, networks, stations hit fairness rule. p34
Commission codifies personal-attacks standards. p68
Program lineups: TV network summer-fall showsheets. p14

COMPLETE INDEX PAGE 7

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42



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**“Somebody grab a bullhorn!
They missed the finish line!”**

WJR was there.

The 1966 Port Huron to Mackinac Race. After 235 miles of stiff sailing, sixteen skippers took the finish buoy on the wrong side. They were disqualified. The irate sailors said the Race Committee pulled a fast one. The Race Committee said the sailors didn't read the race program.

WJR's Bob Reynolds broadcast the race and reported both sides of the controversy.

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Tigers baseball games—every one. All season long. The Lions and Michigan State football games. College basketball and ski reports. The Buick Open Golf Tournament, and the Michigan Amateur.

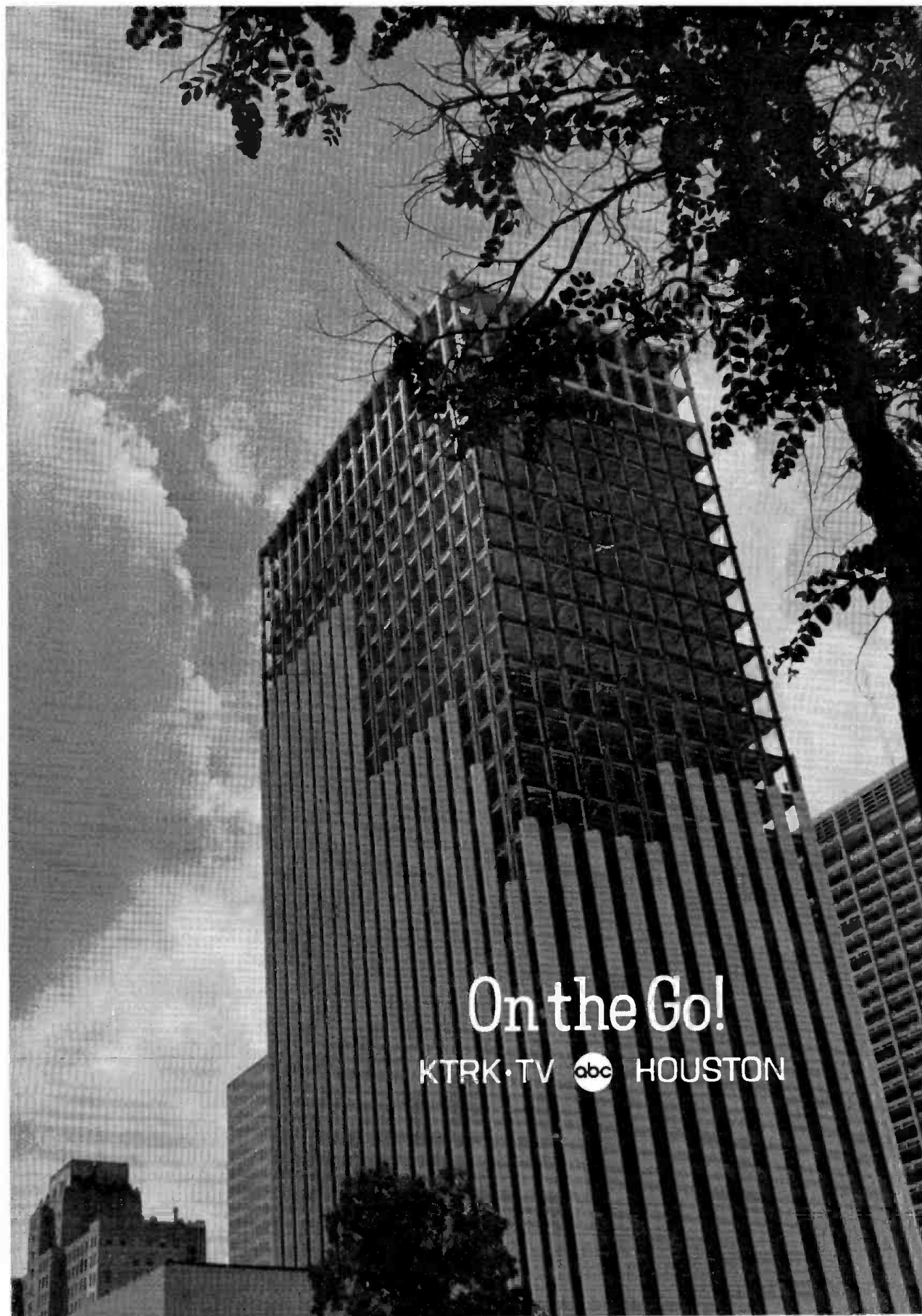
Buoy-room to bogeys, WJR's there.

That's why when time buyers talk about sports reach in Michigan, they talk about WJR. It's the grabber.

For more information, contact your Henry I. Christal Co. Representative.

WJR's there, with by far the largest audience in Michigan.

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BROADCASTING CORPORATION



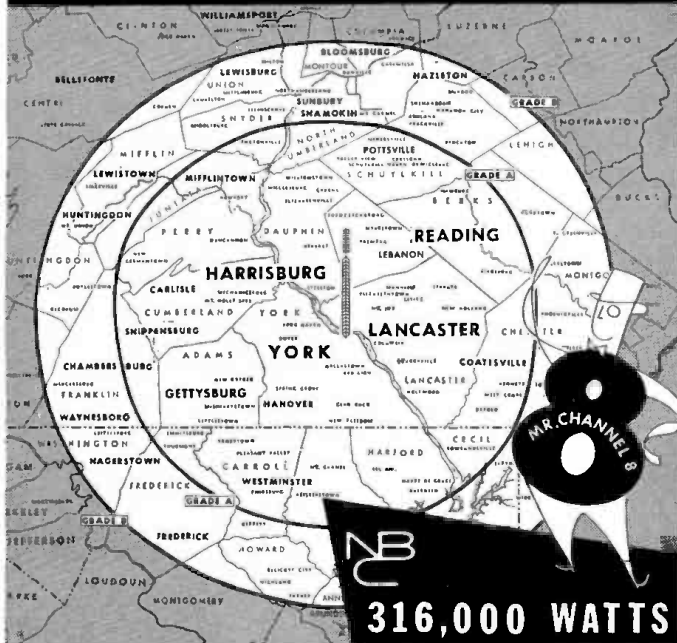
On the Go!
KTRK-TV abc HOUSTON

THE LONG VIEW

LANCASTER-
HARRISBURG-YORK-
LEBANON IS
ONE TV MARKET
WITH **WGAL-TV**
CHANNEL 8



MULTI-CITY TV MARKET



CHANNEL 8 reaches a great, thriving area, including these four major markets, as well as many other communities. And, it delivers the giant share of the viewers in its market.

Another priceless plus: 26%* color penetration for its all-color local telecasts and NBC programs.

*Based on Feb.-Mar. 1967 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

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Representative: The MEEKER Company, Inc.
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Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster-Harrisburg-York, Pa. • KOAT-TV Albuquerque, N.M.
WTEV Providence, R.I./New Bedford-Fall River, Mass. • KVOA-TV Tucson, Ariz.

Gaping hole

Who's to succeed FCC Commissioner Robert E. Lee if he sticks by announced intention to quit (see page 31)? That was open question at end of last week. Several shopworn candidates whose names have been advanced in past reemerged as soon as Lee story got out, but so far as could be learned, there was no one on or near top of any list at White House. If Mr. Lee leaves, it will be first non-Democratic vacancy since Fred Ford resigned in early 1965.

Eye on wire

CATV systems soon may be offered steady source of programming from United Network, now trying to hit the comeback trail (BROADCASTING, July 3). Among plans designed to make network viable is arrangement whereby CATV systems not carrying signals of United affiliates would be fed network programming, either via long-lines or air transport.

Showdown

FCC apparently voted itself into major First-Amendment test when it adopted parts of its fairness doctrine as formal rules last week (see page 68). Pierson, Ball and Dowd, Washington law firm that year ago, on behalf of string of station clients and Radio and Television News Directors Association, promised to appeal if FCC adopted rule, last Friday decided to go through with it. Firm's intention is to challenge constitutionality of whole Section 315, political broadcasting law, including its section on fairness.

There's chance that National Association of Broadcasters will also appeal FCC's adoption of fairness rule—on theory FCC rulemaking provides better constitutional test of fairness doctrine than Red Lion, Pa., case that NAB had earlier decided to attack (BROADCASTING, June 19).

Better figures

U. S. Census Bureau TV set counting will cover twice as many households in sample this year, due to happy circumstance. TV hitchhike in 1966 survey could be used in only 75% of bureau's basic sample; this year it's included in nearly full sample. Moreover, Census has expanded basic sample itself. Set count sample (in-

CLOSED CIRCUIT®

cluding UHF and color penetration among other data) will now cover 50,000 households, giving local data "yield" almost double 13 largest metropolitan areas available in 1966 study. Results will be out in fall.

Also new this year: A. C. Nielsen Co. is picking up costs for added tabulations (demographic information on income, age, education, occupation etc.) that will be included. Study is co-sponsored by American Research Foundation and FCC. Three TV networks and National Association of Broadcasters underwrite basic costs.

Money bind

Tight money has delayed, if not killed, \$8 million acquisition of ch. 10 WAVY-TV Norfolk, Va., by Daily Press Inc., publishers of *Newport News Daily Press* and *Times-Herald* and *Times-Herald* and owner of WGH. Transaction for NBC-TV affiliate and its AM counterpart, which was to be sold off, was entered into last March, subject to financing, but inquiry last week yielded disclosure purchase had not been consummated because of financing problem, though parties were still hopeful.

A step toward pay TV

Report of FCC's committee on pay television is expected to be released this week. Word persists committee will recommend establishment of pay-TV service (CLOSED CIRCUIT, April 17 et seq.). However it's doubtful committee members—Commissioners Kenneth A. Cox, Robert E. Lee and James J. Wadsworth, chairman—will be unanimous. Pay-TV question will not go to commission immediately, with final action several months away—time lag that should be sufficient for Congress to express its views on matter.

If Congress doesn't head it off, commission will probably adopt its committee's basic recommendations. Commission adopted last notice of rule-making in proceeding—which talked more in terms of how pay-TV service should be established, rather than whether—on 6-to-0 vote in March 1966 (BROADCASTING, March 28, 1966). And there's been no noticeable shift to anti-pay-TV position on part of commissioners since then.

Back to print

Without fanfare, Herbert Mitgang, executive editor and assistant to president of CBS News, is understood to have resigned to return to *New York Times* where he will be member of newspaper's editorial board. Mr. Mitgang was taken from *Times* by former CBS News president, Fred W. Friendly, and his position at CBS News will not be filled; his duties will be rotated among senior executives on staff.

House hunting

Whether FCC will move this fall to new building at 20th and M Streets, N. W. (in new "uptown" Washington business area) hasn't been decided although agency is hard pressed by Post Office Department to vacate its present space and by General Services Administration, government house-keeping agency, to move to new location by fall. FCC feels that while present 20th and M site is big enough to accommodate existing organization, it isn't adequate to absorb expected expansion. FCC has to make up its mind soon if it's to vacate Post Office by "fall".

No ex parte

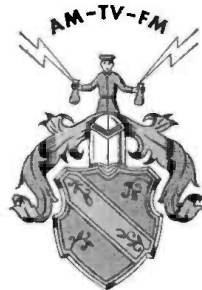
FCC voted last week to reject host of CATV complaints charging improper contacts of FCC commissioners by representatives of Association of Maximum Service Telecasters. Rejection was based principally on determination that informal talks between four FCC members and AMST delegates dealt with general policy, not individual cases (BROADCASTING, May 15). Order is due out this week.

Movies for CATV

Identity of CATV operator said to have bought over 300 feature films from Seven Arts for showing over cable systems in Harlingen, Tex., area (BROADCASTING, July 3) has become known. He's Lester Kamin, principal owner of KXYZ-AM-FM Houston and of Southwest CATV group that owns four operating systems (Brownsville, McAllen, Mission and Pharr) and has 10 others under construction in same Lower Rio Grande Valley area.

This is the easy part.

Some wise man once said: "Saying is one thing; doing is another." It is easy for us to quote inspiring thoughts here. But we realize that our reputation is earned, not by what we say here, but by what we do, every day, now and in the future.



The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac

WEEK IN BRIEF

Robert E. Lee has letter of resignation on LBJ's desk, but President wants commissioner to stop in and have chat first. Lee's action surprises intimates and leaves vacancy for Republican on FCC. See . . .

IF LEE GOES . . . 31

Although general feeling is that Congress, not FTC, is body to rule on cigarette advertising and labeling, tobacco manufacturers are keeping their counsel on FTC's new cigarette advertising attack. See . . .

ADVERTISERS LEERY . . . 32

ANA adds its voice to NAB, ABC, NBC and large number of licensees in taking FCC over coals for cigarette-fairness ruling. NAB asks stay on ruling until reconsideration petitions are processed. See . . .

ADVERTISERS JOIN ATTACK . . . 34

ARF subcommittee sees strong possibility of creation of CATV advertising laboratory. Final report on feasibility of such operation may be offered by mid-August. Study narrows to two markets. See . . .

CATV AD LAB . . . 38

Vernard, Torbet & McConnell's television division merges into Adam Young to form Adam Young-VTM Inc. VTM's radio stations go to new Alan Torbet Associates, headed by former VTM executive VP. See . . .

VT&M TV DIVISION . . . 46

Sample forms of NBC-TV's new affiliation contracts produce few surprises. New contracts seem to be modernized, simplified version of what has been in use for years. No increase in payment seen. See . . .

CONTRACT CLEANUP . . . 48

Names look familiar and arguments are expected to echo earlier statements when witnesses on Corp. for Public Broadcasting bill make appearances before House Commerce Committee this week. See . . .

FAMILIAR VOICES . . . 54

For third time in five years NBC will receive American Bar Association's gold gavel award. Other ABA winners include WTVN-TV, WBRC-TV, WNBC-TV, WIBG, WHCC and Westinghouse Broadcasting Co. See . . .

NBC TO RECEIVE GAVEL . . . 66

By unanimous vote FCC codifies part of fairness doctrine. Rulemaking, first proposed in April 1966, applies to personal attacks and to editorials for or against political candidates. See . . .

FCC TIGHTENS FAIRNESS . . . 68

Radio and television newsmen expressing some anguish over voluntary agreements not to broadcast bulletins of disorders and riots. It may help in crowd control but they feel it has tinge of censorship. See . . .

NOT IN PUBLIC INTEREST . . . 68

DEPARTMENTS

| | | | |
|------------------------------|----|-------------------------|----|
| AT DEADLINE | 9 | MONDAY MEMO | 28 |
| BROADCAST ADVERTISING | 32 | OPEN MIKE | 22 |
| CHANGING HANDS | 56 | PROGRAMING | 68 |
| CLOSED CIRCUIT | 5 | WEEK'S HEADLINERS | 10 |
| DATEBOOK | 22 | WEEK'S PROFILE | 89 |
| EDITORIAL PAGE | 90 | | |
| EQUIPMENT & ENGINEERING | 63 | | |
| FANFARE | 66 | | |
| FATES & FORTUNES | 75 | | |
| FINANCIAL REPORTS | 58 | | |
| FOR THE RECORD | 78 | | |
| INTERNATIONAL | 64 | | |
| LEAD STORY | 31 | | |
| THE MEDIA | 48 | | |



Broadcasting

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**Our Classroom 5 made
young imaginations soar.
And earned us a famous
Ohio State Award.**

The award was for "Flight of Birds", a program written and hosted by Norman D. Harris, Director of the Needham Elementary Science Center. It was telecast last December on our Classroom 5 educational series,

produced in cooperation with Mass. Dept. of Education. Of 330 television programs entered, it received a 1967 Ohio State University Award for meritorious achievement among local TV shows on natural and physical sciences.

Of course, we're pleased the Ohio State judges liked the program.

But what's more important is that all of our Classroom 5 students gained insight into the mysteries of flight.

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Represented nationally by Blair Television, a division of John Blair & Company.



BRC seen facing fall decision on hypoing

Two troublesome subjects — hypoing ratings and how to report audiences of satellite TV stations—are headed toward Broadcast Rating Council for decision, it was learned Friday (July 7). Committee on Local Television and Radio Audience Measurements (COLTRAM), industry advisory group, has come up with proposals that are being studied by BRC's standards committee, Fred Houwink of Washington (D. C.) Evening Star stations, and probably will be up for BRC action in September. They were discussed preliminarily at BRC meeting last week—at which Donald H. McGannon of Westinghouse Broadcasting was re-elected chairman, and Dr. Kenneth Baker, executive director, reported that Media Statistics and American Research Bureau had reactivated their applications for accreditation of their radio rating services.

COLTRAM, headed by Howard Mandel of National Association of Broadcasters, proposes that hypoing be defined as buying audiences—getting people to tune in for reward other than program quality. If it occurred during or one week before rating period—which is when it usually does occur—BRC would require rating services to note that fact alongside offending station's numbers in ratings books. For BRC purposes, COLTRAM would have satellite defined as one sold in combination package with parent station and

Sitting this one out

Price of National Football League games on CBS-TV is "a little too rich" for 13-year sponsor of games. So Philip Morris plans to sit on sidelines this year rather than pay \$75,000 per minute for piece of network's major 21-game package (see page 40).

Major package, called plan A, has already attracted P. Lorillard and R. J. Reynolds on participating basis.

Philip Morris, sponsor of games since 1954, could buy into CBS's plan B at \$48,000 per minute for 16 games, but has shown no interest thus far.

would have services report (1) parent station's audience, (2) parent-and-satellite combination audience and (3) whether satellite was duplicating parent's programing.

New Jersey U agrees on World Trade Center move

WNJU-TV Linden-Newark, N. J., has reversed earlier decision to keep its antenna atop 102-story Empire State Building site in favor of move to proposed 110-story World Trade Center in New York. UHF outlet now has revised agreement with Port of New York Authority (WTC builder), where latter pays costs of new equipment needed in relocation and later is reimbursed by WNJU-TV.

Station spokesman said decision to move was based on this economic consideration, previously seen as "onerous financial burden" (BROADCASTING, June 12). Also cited by WNJU-TV is additional technical evidence that convinced station directors move to WTC would be favorable.

WNJU-TV's decision means it will join eight other New York area stations planning to move to twin towers in 1971. FCC is scheduled to open hearings July 24 in New York on problem of TV interference expected from WTC location.

Philadelphia UHF sale to Seven Arts approved

FCC granted sale of CP for WTGI (TV) Philadelphia, by Bernard Rappoport to Seven Arts Production Ltd. for \$14,202.66, Friday (July 7).

Seven Arts is 100% owned by Seven Arts Associated Corp., New York, TV film syndicator. Seven Arts Associated is owned by Seven Arts Associated Ltd., Toronto, which recently acquired one-third interest in Warner Brothers Pictures Corp., from Jack L. Warner (BROADCASTING, Nov. 21, 1966).

In same action, FCC granted extension of time to complete construction of WTGI(TV), ch. 23, and dismissed opposing petitions by New Jersey Television Broadcasting Corp. (WNJU-TV Linden-Newark, N. J.) and WIBF Broadcasting Co., permittee of WIBF-TV Philadelphia. It returned as unacceptable for filing, application by MG-TV Broadcasting Co. (Philadelphia group) for channel 23 in Philadelphia.

Spectrum's new look to be scanned by FCC

FCC, looking way down road and seeing such sophisticated uses of spectrum space as those involving home communications center, plans over-all study of new specialized communications developments.

Commission announced projected study Friday (July 7) but without providing details. These along with scope of inquiry and procedures under which it will be conducted will be disclosed in order to be issued soon.

Commission noted development of specialized uses in communications field—for example, CATV that would permit public not only to view entertainment at home but to shop, bank and perform other functions from there. It said problems of single ownership of multiple communications channels of access to home, coupled with control over material going over such channels, raises question as to nature of new cable distribution forms and appropriate type of regulation.

Commission's CATV task force had proposed sweeping inquiry into variety of services that CATV could provide. Elements of this proposal will be incorporated into over-all inquiry.

Another factor is American Televi-

Anti-smoking twist

KIZZ El Paso is in predicament. For past three years it has presented 763 one-minute anti-smoking announcements and not one cigarette advertisement.

In letter circulated to advertising agencies, I. T. Cohen, president of KIZZ, noted that station is not in position, therefore, to comply with FCC's fairness doctrine on cigarette advertising. He expressed fear that non-compliance with ruling "will jeopardize our position, make us subject to fine or imprisonment or loss of license."

He added: "If your agency has cigarette account, we will consider it a favor if you would send us some commercial copy which we will broadcast free in order to comply with FCC fairness doctrine."

WEEK'S HEADLINERS



Mr. Henry

Alan Henry, national radio sales manager, all news sales, Westinghouse Broadcasting Co., New York, rejoins Sponderling Broadcasting Corp., that city, as VP, group operations, after eight-year absence. Before

coming to Westinghouse Mr. Henry was with Metromedia Inc.—first, as assistant to president, and later as VP-general manager of Metromedia's KLAC Los Angeles. Mr. Henry has also held management positions with broadcast properties in Miami and St. Louis. Sponderling stations are WWRL New York, WDIA Memphis, WOL-AM-FM Washington, KDIA Oakland, Calif., KFOX-AM-FM

Long Beach, Calif., and WOPA-AM-FM Oak Park, Ill.



Mr. Hubbard



Mr. Deeney

Stanley S. Hubbard, executive VP, named president of Hubbard Broadcasting Inc. **Gerald D. Deeney**, formerly assistant treasurer and controller, elected VP and controller. Hubbard group comprises KSTP-AM-FM-TV St. Paul-Minneapolis, KOB-AM-FM-TV Albuquerque, N. M., and WGTO Cypress Gardens, Fla.

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

sion Relay Inc.'s 150 applications for microwave facilities to feed CATV systems. ATR's proposals, if granted, would provide for cable networks covering vast stretches of country. Question proposals raised is whether they represent efficient use of microwave.

WRAL-TV renewed

FCC on Friday rejected fairness-doctrine complaint of former Representative James D. Cooley (D-N. C.) and renewed license of WRAL-TV Raleigh, N. C. Mr. Cooley had claimed that station's principals and personnel had engaged in "conspiracy" to secure his defeat.

In another fairness-doctrine matter, commission dismissed complaints that had been filed against KTLA-TV Los Angeles by California's Democratic State Central Committee. Committee had withdrawn complaints after KTLA-TV agreed to accord committee treatment which, commission noted, appears "to go beyond minimum requirements" of fairness doctrine.

Renewals and reports

Thirteen radio stations in Arkansas, Mississippi and Louisiana received FCC letters along with renewals of their licenses Friday (July 7).

Stations were directed to report to commission in 18 months on commercial practices, as result of proposals to exceed 18 minutes of commercial time per hour.

UHF network affiliations eyed by House committee

Problems of UHF's seeking affiliation with networks continue to interest House Small Business Subcommittee on regulated industries under John D. Dingell (D-Mich.). Latest case to come to panel's attention involves WJYY-TV Jacksonville, Ill.

Staff member said incidents have prompted "major investigation," and specifically cited WJYY-TV's lack of success in gaining affiliation with CBS or ABC. He said staff would be studying situation, including progress, if any, and report could trigger hearing.

CBS and ABC officials say networks have discussed affiliation with WJYY-TV but both have refused affiliation. Area already has coverage by both networks, it was noted. ABC spokesman termed area "saturated by ABC affiliates in St. Louis and in Decatur, Moline and Peoria, all Illinois. New 1,000-foot tower in Decatur strengthens coverage in area, he added.

Offshore 'hippie' radio

Founder of pirate radio station called "Radio Free America" has taped TV program with Joe Pyne in which he said station will be used in part to air pro-marijuana and pro-homosexual views.

Robert Mantell, former network engineer and armed forces broadcaster.

indicates he will use writings from any published book, including dirty words, and will work to free American broadcasting from what he called censorship of sponsors. He'll operate from boat off Southern California shore, beyond three-mile limit of U. S., and intends to cover area from Santa Barbara to San Diego using 830 kc with "low" wattage. In interview, to be presented on KTTV(TV) Los Angeles tomorrow (July 11), it was disclosed that underground newspaper columnist Lawrence Lipton is partner in radio venture.

Open hearing is set for Jacksonville's channel 12

Channel 12 in Jacksonville, Fla., was put up for grabs by FCC Friday (July 7), in setting channel, now occupied by WFGA-TV, for comparative hearing.

Action follows by 26 months, U.S. appellate court order directing commission to reopen case (BROADCASTING, May 10, 1965).

Designated for hearing were applications of Florida Georgia Television Co. (WFGA-TV), Community First Corp., New Horizons Telecasting Co. and Florida Gateway Television Co.

In companion moves, FCC authorized WFGA-TV to continue broadcasting and denied interim operating requests by Community and Florida Gateway.

Court's action in 1965 said FCC had erred in 1963 when commission re-adopted its 1956 award to Florida Georgia after rehearing on ex parte charges made before House subcommittee.

Florida Georgia has been operating WFGA-TV since 1957. Wometco Enterprises, group owner, is 45.5% owner of station. Other principals are Alexander Brest, 24.5%, and Harold S. Cohn, 19%.

Florida Gateway is headed by former Florida Governor C. Farris Bryant. New Horizon's principal stockholder is Frank Pellegrin (23.3%), who has station holdings. Among principals of Community First is Edmund C. Bunker (9.92%), senior vice president of Interpublic Group of Co.'s and former CBS executive.

Radiation tests promised

After receiving exhaustive information from set makers on how they measure radiation from TV set components, National Center for Radiological Health has announced testing program of its own.

Radiological Center, branch of U.S. Public Health Service, will check potential X-ray hazard of TV tubes.

In Congress, hearing on set radiation has been promised, but no date set.

WIIC-TV has appointed Blair Television!

Looked at Pittsburgh lately? The land of the Golden Triangle—the ninth-ranking television market in the U.S.—

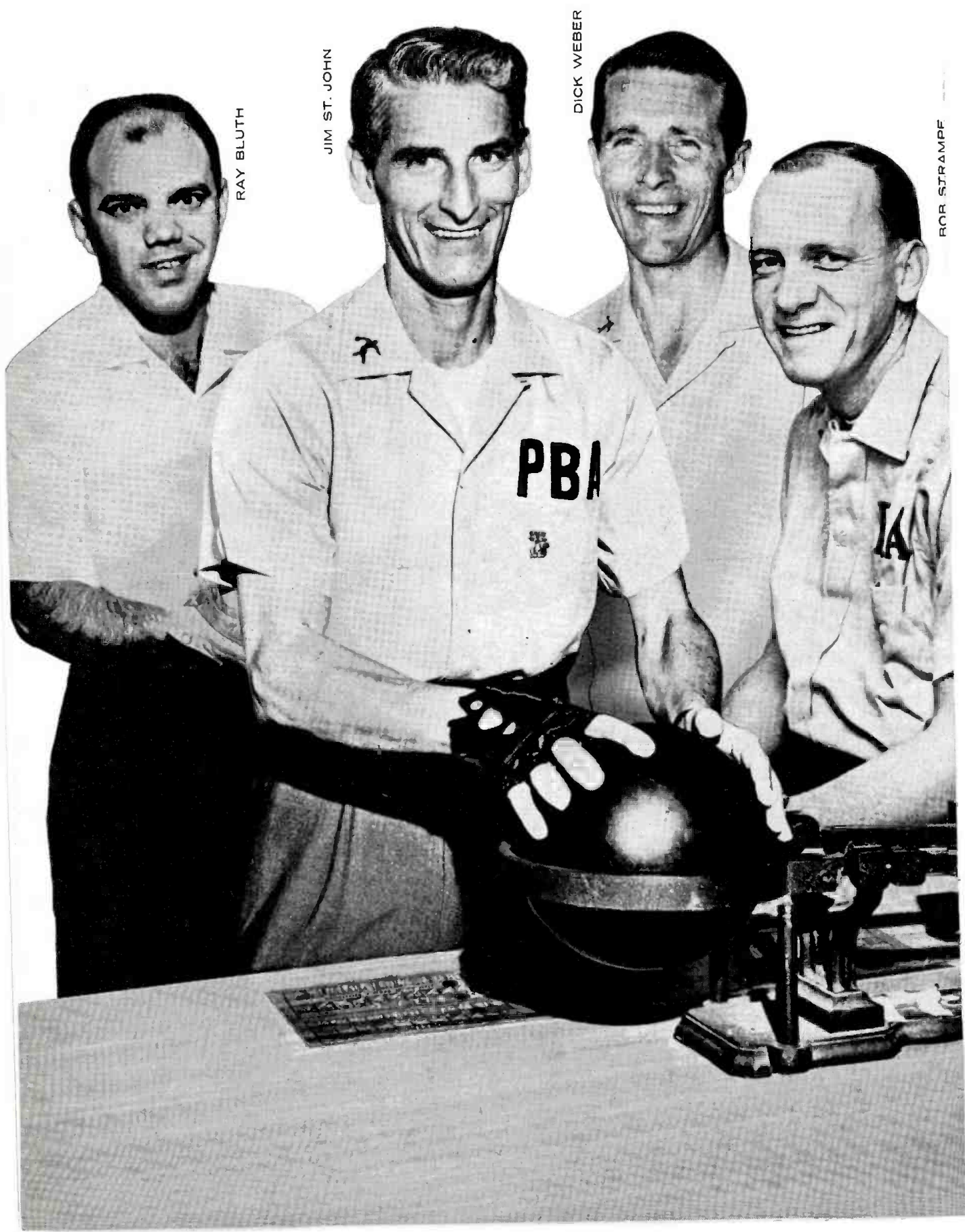
is the hub of a four-county area with an industrial output exceeding 31 of the 50 states. It's the home of such industrial giants as U.S. Steel, Alcoa, H.J. Heinz, Gulf Oil, Sealtest, Pittsburgh Plate Glass, Koppers Co., Jones & Laughlin Steel, the Mellon interests, and others.

Look to WIIC-TV if you want to sell Pittsburgh effectively.

A member of the Cox Broadcasting Corporation, this dynamic NBC affiliate has long been noted for its outstanding programming and community involvement. Many of WIIC-TV's award-winning documentaries are distributed nationally to schools and other television stations.

Now WIIC-TV has appointed the broadcast industry's number one station representatives, John Blair & Company, to represent the station nationally.





RAY BLUTH

JIM ST. JOHN

DICK WEBER

FOR STRAMP

The Strikers Strike Again

This is television's top bowling show. The world's greatest professional bowlers roll in head-to-head competition for big cash prizes on "Championship Bowling."

Stars like Ray Bluth, Jim St. John, Dick Weber and Bob Strampe. And Les Schlissler, Carmen Salvino and Jim Stefanch. And 18 other PBA champions. With all the action narrated by sportscaster Jack Drees.

There are 26 all-new hour shows in color. Each match is a real cliff-hanger with excitement, suspense and thrills right down to the finals when the champion is crowned.

TV stations, here is your chance to compete for a bigger share of the mass television audience. Bowling has delivered mass viewers to your competitors before. Why not sign up first for "Championship Bowling" in color?

Firestone Tire & Rubber Co. has already signed for a third straight year to sponsor "Championship Bowling" in most markets. There are other regional and local advertisers in your area who will quickly see the value of this proved property.

The strikers strike again. Now it's your turn to strike. You might even strike it rich. Strike now!

Look into this opportunity immediately. Call us collect: area code 312, phone: 467-5220. Or write Walter Schwimmer, Inc., 410 N. Michigan Ave., Chicago, Ill. 60611.

"Championship Bowling"



from *Walter Schwimmer* INC.

A DIVISION OF COX BROADCASTING CORPORATION

SHOWSHEETS

TV NETWORK SHOWSHEETS: the lineups for the summer

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: *sust.*, sustaining; *part.*, participating; *alt.*, alternate sponsor; *co-op*, cooperative local sponsorships; *cont.*, continued. All times Eastern. Showsheets are published at the beginning of each quarter.

SUNDAY MORNING

10 a.m.-Noon

ABC-TV 10-10:30 *Linus The Lionhearted*, General Foods; 10:30-11 *Peter Potamus*, part.; 11-11:30 *Bullwinkle*, Deluxe Reading, General Mills; 11:30-12 *Discovery '67*, part. CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.; 11-11:30 *Camera Three*, sust.; 11:30-12 No network service.
NBC-TV No network service.

SUNDAY AFTERNOON-EVENING

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-12:30 No network service; 12:30-1 *Face the Nation*, part.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Directions*, sust.; 1:30-2 *Issues and Answers*, part.
CBS-TV No network service.
NBC-TV 1-1:30 *Meet the Press*, sust.; 1:30-2 *Frontiers of Faith*, sust.

2-5 p.m.

ABC-TV No network service (Golf package—various times).
CBS-TV No network service (various times NFL Games, eff. 9/17).
NBC-TV No network service (various times AFL Games, eff. 9/3).

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:30 *I Love Lucy*, part.; 5:30-6 *Ted Mack and the Original Amateur Hour*, part.
NBC-TV 5-5:30 No network service; 5:30-6 *Sportsman's Holiday*, General Electric.

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:30 *The 21st Century*, Union Carbide; 6:30-7 No network service.
NBC-TV 8-6:30 *The Frank McGee Sunday Report*, part.; 6:30-7 *The Smithsonian*, part.

7-8 p.m.

ABC-TV 7-8 *Voyage to the Bottom of the Sea*, part.
CBS-TV 7-7:30 *Lassie*, part.; 7:30-8 *It's About Time*, part. (7:30-8 *Gentle Ben*, eff. 9/10).
NBC-TV 7-7:30 *Animal Secrets*, part.; 7:30-8:30 *Walt Disney's Wonderful World of Color*, RCA, Ford Motor Co., Kodak (eff. 9/10-RCA, Kodak, Gulf).

8-9 p.m.

ABC-TV 8-9 *The FBI*, Ford Motor Co.
CBS-TV 8-9 *The Ed Sullivan Show*, part.
NBC-TV 8-8:30 *Walt Disney*, cont.; 8:30-9 *Let's Make a Deal*, Procter & Gamble (8:30-9 *The Mothers-in-law*, Procter & Gamble, eff. 9/10).

9-10 p.m.

ABC-TV 9-11 *The Sunday Night Movie*, Gillette, L&M, R.J. Reynolds, part.
CBS-TV 9-10 *Smother's Brothers*, sust.
NBC-TV 9-10 *Bonanza*, Chevrolet.

10-11 p.m.

ABC-TV 10-11 *Sunday Night Movie*, cont.
CBS-TV 10-10:30 *Candid Camera*, part.; 10:30-11 *What's My Line?*, part. (10-11 *Mission: Impossible*, eff. 9/10).
NBC-TV 10-11 *The Saint*, part. (10-11 *High Chaparral*, part., eff. 9/10).

11-11:15 p.m.

ABC-TV No network service.
CBS-TV 11-11:15 *CBS Sunday News With Harry Reasoner*, part.
NBC-TV No network service.

MONDAY-FRIDAY

7-10 a.m.

ABC-TV No network service
CBS-TV 7-7:30 *CBS Morning News With Joseph Benti*, part.; 7:30-7:55 *CBS Morning News*, repeated; 8-9 *Captain Kangaroo*, part.; 9-10 *Captain Kangaroo*, repeated.
NBC-TV 7-9 *Today*, part.; 9-10 No network service.

10-11 a.m.

ABC-TV 10-10:30 No network service; 10:30-10:55 *Dateline: Hollywood*; 10:55-11 *The Children's Doctor*, Bristol-Myers.
CBS-TV 10-10:30 *Candid Camera*, part.; 10:30-11 *The Beverly Hillbillies*, part.
NBC-TV 10-10:25 *Snap Judgment*, part.; 10:25-10:30 *Sander Vanocur With the News*, part.; 10:30-11 *Concentration*, part.

11-Noon

ABC-TV 11-11:30 *The Honeymoon Race*; 11:30-12 *The Family Game*.
CBS-TV 11-11:30 *Andy of Mayberry*, part.; 11:30-12 *The Dick VanDyke Daytime Show*, part.
NBC-TV 11-11:30 *Personality*, part.; 11:30-12 *The Hollywood Squares*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Everybody's Talking*, part.; 12:30-1 *Donna Reed Show*, part.
CBS-TV 12-12:25 *Love of Life*, part.; 12:25-12:30 *CBS Midday News With Joseph Benti*, part.; 12:30-12:45 *Search for Tomorrow*, Procter & Gamble; 12:45-1 *The Guiding Light*, P&G.
NBC-TV 12-12:30 *Jeopardy*, part.; 12:30-12:55 *Eye Guess*, part.; 12:55-1 *Edwin Newman With the News*, part.

1-2 p.m.

ABC-TV 1-2 *The Fugitive*, part.
CBS-TV 1-1:30 *Summer Semester*, sust.; 1:30-2 *As the World Turns*, part.
NBC-TV 1-1:30 No network service; 1:30-1:55 *Let's Make a Deal*, part.; 1:55-2 *Nancy Dickerson With The News*, Clairol.

2-3 p.m.

ABC-TV 2-2:30 *The Newlywed Game*, part.; 2:30-2:55 *Dream Girl '67*, part.; 2:55-3 *News*.
CBS-TV 2-2:30 *Password*, part.; 2-2:30 *Love is a Many Splendored Thing*, eff. 9/18); 2:30-3 *Art Linkletter's House Party*, part.
NBC-TV 2-2:30 *Days of Our Lives*, part.; 2:30-3 *The Doctors*, part.

3-4 p.m.

ABC-TV 3-3:30 *General Hospital*, part.; 3:30-4 *Dark Shadow*, part.
CBS-TV 3-3:25 *To Tell The Truth*, part.; 3:25-3:30 *CBS Afternoon News With Douglas Edwards*, part.; 3:30-4 *The Edge of Night*, part.
NBC-TV 3-3:30 *Another World*, part.; 3:30-4 *You Don't Say!*, part.

4-5 p.m.

ABC-TV 4-4:30 *The Dating Game*; 4:30-5 No network service.
CBS-TV 4-4:30 *The Secret Storm*, part.; 4:30-5 No network service.
NBC-TV 4-4:25 *The Match Game*, part.; 4:25-4:30 *Floyd Kaber With The News*, part.; 4:30-5 No network service.

5-6 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-6:30 *Peter Jennings With the News*, part.; 6:30-7 *News*, (2nd feed); 7-7:30 *News*, (3rd feed).
CBS-TV 6-7 No network service; 7-7:30 *CBS Evening News With Walter Cronkite*, part.
NBC-TV 6-6:30 No network service; 6:30-7 *The Huntley-Brinkley Report*, part.; 7-7:30 *Huntley-Brinkley*, (2nd feed).

11 p.m.-1 a.m.

ABC-TV 11-11:30 No network service; 11:30-1 *The Joey Bishop Show*, part.
CBS-TV No network service.
NBC-TV 11-11:30 No network service; 11:30-1 *The Tonight Show*, part.

MONDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Iron Horse*; (7:30-8:30 *Cowboy in Africa*, 8:30-9 *Rat Patrol*, part., eff. 9/11).
CBS-TV 7:30-8 *Gilligan's Island*, part.; 8-8:30 *Mr. Terrific*, part.; (7:30-8:30 *Gunsmoke*, eff. 9/11); 8:30-9 *The Lucy Show*, part.
NBC-TV 7:30-8 *The Monkees*, Yardley & Kellogg; 8-8:30 *I Dream of Jennie*, part.; 8:30-9 *Captain Nice*, part.; (8-9 *Man From U.N.C.L.E.*, part., eff. 9/11).

9-10 p.m.

ABC-TV 9-9:30 *The Felony Squad*, part.; 9:30-10 *Peyton Place I*, part.
CBS-TV 9-9:30 *The Andy Griffith Show*, General Foods; 9:30-10 *A Family Affair*, part.
NBC-TV 9-10 *The Road West*, Kraft; (9-10 *The Danny Thomas Hour*, Burlington Mills, R.J. Reynolds, eff. 9/11).

10-11 p.m.

ABC-TV 10-11 *The Big Valley*, part.
CBS-TV 10-11 *Coronet Blue*, part.; (10-11 *The Carol Burnett Show*, eff. 9/11).
NBC-TV 10-11 *Run For Your Life*, part.; (10-11 *I Spy*, part., eff. 9/11).

TUESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Combat*; (7:30-8:30 *Garrison's Gorillas*, eff. 9/12); 8:30-9:30 *The Invaders*, part.
CBS-TV 7:30-8:30 *Daktari*, part.; 8:30-9:30 *Spotlight*, part.; (8:30-9:30 *The Red Skelton Hour*, eff. 9/5).
NBC-TV 7:30-8:30 *The Girl From U.N.C.L.E.*, part.; 8:30-9 *Occasional Wife*, part.; (7:30-8 *I Dream of Jeanie*, part.; 8-9 *Jerry Lewis Show*, Lever Bros. and part.; eff. 9/12).

9-10 p.m.

ABC-TV 9-9:30 *The Invaders*, cont.; 9:30-10 *Peyton Place II*, part. (9:30-10 *N.Y.P.D.*, eff. 9/12).
CBS-TV 9-9:30 *Spotlight*, cont. (*The Red Skelton Hour*, cont. eff. 9/5); 9:30-10 *Petticoat Junction*, P&G; (9:30-10 *Good Morning, World*, eff. 9/5).
NBC-TV 9-10:55 *Tuesday Night At the Movies*, part.

10-11 p.m.

ABC-TV 10-11 *The Fugitive*, part.; (10-11 *The Hollywood Palace*, eff. 9/12).
CBS-TV 10-11 *CBS News Hour*, part.
NBC-TV 10-10:55 *Tuesday Night at the Movies*, cont.; 10:55-11 No network service.



Dave Morris, broadcaster, used to think he was too small for an IBM system.

At 8:30 every morning, Dave Morris's IBM system tells his 11 salesmen exactly how much "time" they have to sell—today, tomorrow, and the rest of the year.

Dave's system was installed in 1960. It schedules an average of 170 commercials a day—with no product conflicts.

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It has greatly simplified Dave's traffic procedures. And its printing program logs faster than ever before.

Dave Morris is president of radio station K-NUZ in Houston. His \$345-a-month IBM system has turned him loose for other important things—like new business.

Fill out the coupon. Maybe a small IBM system can turn you loose, too.

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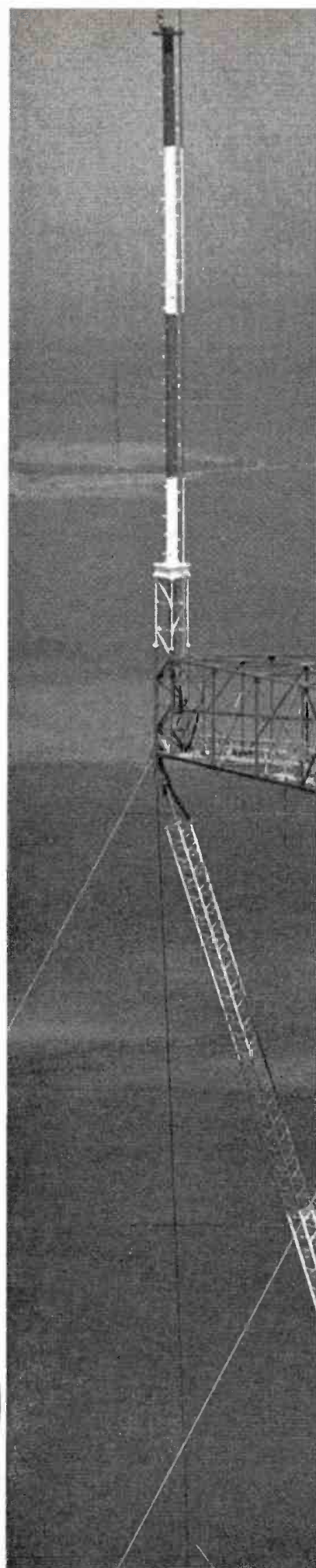
You get more than just an antenna from General Electric.

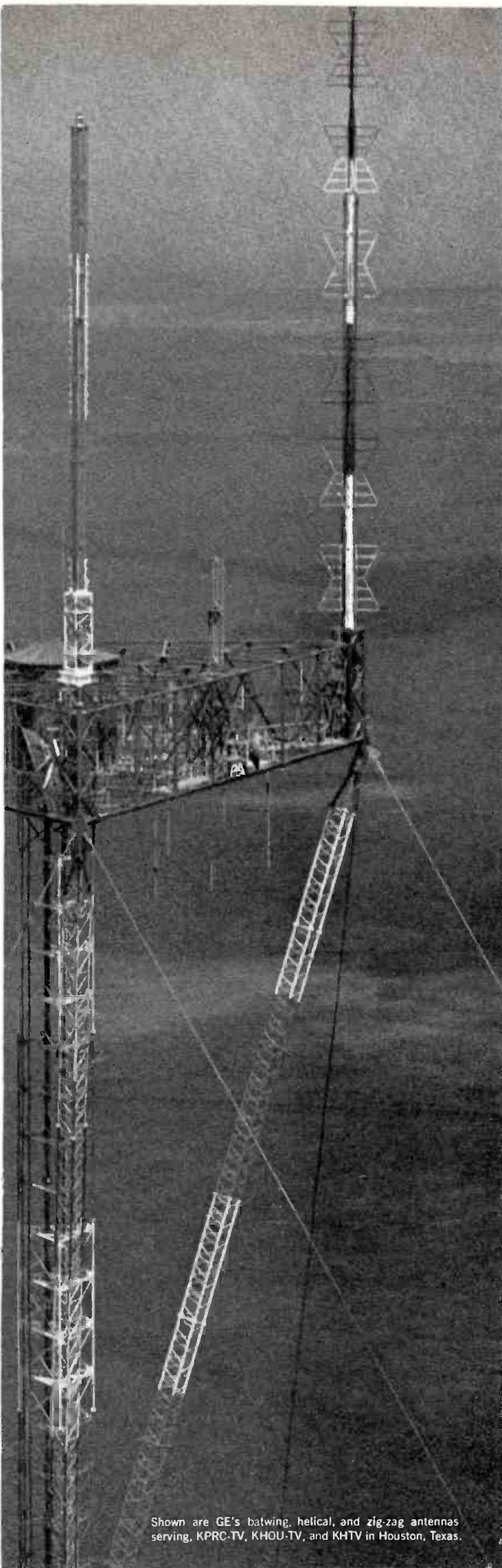
You get GE's 20 years of experience delivering top-rated antenna systems to TV stations throughout the United States.

You get pioneering innovations such as the G-E helical and zig-zag antennas.

You get our proven ability to meet even the tightest specifications. We were the only manufacturer, for example, to meet the specs for the UHF zig-zag at KERO-TV in Bakersfield, California. Our helicals are virtually maintenance free. And our batwings offer the most up-to-date improvements of any in the industry.

You get planning. Our antenna engineering section works with you and your consultant to determine requirements, specifications and feasibility. The combined experience of this team of professionals assures you optimum predictable performance.



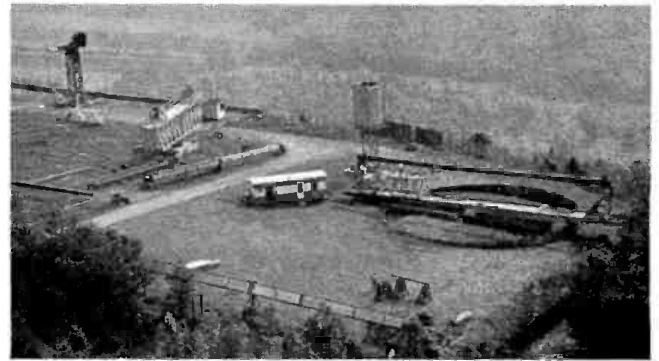


Shown are GE's batwing, helical, and zig-zag antennas serving, KPRC-TV, KHOU-TV, and KHTV in Houston, Texas.

You get proving. Once your antenna requirements are determined, vertical and horizontal signal patterns are plotted with a computer. Our engineering section feeds specifications into an inquiry unit. A remote-site G-E computer instantly returns precise, error-free pattern plots.



You get pre-testing. GE's antenna site at Cazenovia, N.Y., is one of the finest test facilities in the United States. Here your antenna is tested against planned requirements. Test results are fed into the computer for checking against the original pattern.



You get performance. General Electric antennas have set new standards of performance. Our zig-zag at WPIX-TV, New York, notably improved transmission. G-E gave KERO-TV the country's first installed zig-zag—plus maximum effective radiated power. And at 7,600 feet altitude. Not hard to understand why General Electric has installed more zig-zag antennas than all other manufacturers combined. To further insure top performance: installation supervision, complete checkout after installation including transmission line, and periodic preventive maintenance services are also available.

Wherever conditions are a little more rugged and problems a little tougher—that's when we consider it a G-E job. You should, too. You'll get the best designed, the best built and the best performing antenna available today. And what's more, you'll get the planning, proving and pre-testing that make you confident you're getting the best. From General Electric. Visual Communication Products Department, Electronics Park, Syracuse, New York 13201. GE-47

GENERAL  ELECTRIC

The specials on tap this quarter

ABC-TV

July 14: 7:30-8 p.m.
British Open
July 15: 10:30-12 noon, 3:30-4:30 (tentative, repeat)
British Open
July 20: 9:30-10 p.m.
Hit the Surf, Clairol
July 22: 6-7:30 p.m.
PGA Championship
July 23: 5-7 p.m.
PGA Championship
Aug. 4: 9:30-12:30 midnight
College All-Star Football Game, Simoniz, Stewart Warner, Gillette
Aug. 12: 4-5 p.m.
American Golf Classic
Aug. 13: 4:30-6 p.m.
American Golf Classic
Aug. 18: 8-9 p.m.
Boy Scout Jamboree, McDonalds
Aug. 28: 8:30-9:30 p.m.
Blondes Have More Fun, Clairol
Sept. 2: 6:30-7:30 p.m.
Men's Amateur Championship, Colorado Springs
Sept. 3: 4-5 p.m.
The Legend of Mark Twain (repeat), Goodrich
Sept. 10:
Tennis
Sept. 10: 7-11 p.m.
Africa
Sept. 10: 4-5 p.m.
Nurses: Crisis in Medicine (Repeat), Goodrich
Sept. 18:
Africa (1 hr.)
Sept. 25
Africa (1 hr.)

CBS-TV

July 15: 10-11:30 p.m.
Miss Universe (C)
Aug. 9: 8:30 p.m.
Preseason National Football League Game
Aug. 21: 9:30 p.m.
Preseason NFL Game
Aug. 28: 9:30 p.m.
Preseason NFL Game
Aug. 30: 10-11 p.m.
Model of the Year
Sept. 2: 9:30 p.m.
Preseason NFL Game
Sept. 10: 2 p.m.
Preseason NFL Game

NBC-TV

July 11: 7 p.m.-conclusion
1967 All-Star Baseball Game
July 19: 9-10 p.m.
The Aviation Revolution, repeat
Aug. 9: 9-10 p.m.
Siberia: A Day in Irkutsk, repeat
Aug. 17: 7:30-9:30 p.m.
Tanglewood Gala
Aug. 30
or
Sept. 7
7:30-9:30 p.m.
Damn Yankees, repeat
Sept. 9: 9-10 p.m.
Put-On (sneak preview with Rowan and Martin)
Sept. 9: 10-12 p.m.
Miss America Beauty Pageant

9/9): 10:30-11 Space Ghost, part.
NBC-TV 10-10:30 The Flintstones, part.;
10:30-11 Space Kidettes, part.; (10:30-11
Samson & Goliath, eff. 9/9).

11 a.m.-Noon

ABC-TV 11-11:30 The New Casper Cartoon Show, part.; 11:30-12 Milton the Monster, part.
CBS-TV 11-11:30 The New Adventures of Superman, part.; (11-11:30 Moby Dick and The Mighty Mightor, eff. 9/9); 11:30-12 The Lone Ranger, part.; (11:30-12:30 The Superman-Aquaman Hour of Adventure, eff. 9/9).
NBC-TV 11-11:30 Secret Squirrel, part.; (11-11:30 Birdman eff. 9/9); 11:30-12 The Jetsons, part.; (11:30-12 Atom Ant/Secret Squirrel, eff. 9/9).

Noon-1 p.m.

ABC-TV 12-12:30 The Bugs Bunny Show, part.; 12:30-1 Magilla Gorilla, part.
CBS-TV 12-12:30 The Road Runner, part.; (12-12:30 Superman, eff. 9/9); 12:30-1 The Beagles, part.; (12:30-1 Jonny Quest, eff. 9/9).
NBC-TV 12-12:30 Cool McCool, Nabisco, part.; (12-12:30 Top Cat, eff. 9/9); 12:30-1 No network service; (12:30-1 Cool McCool, eff. 9/9).

1-2 p.m.

ABC-TV 1-1:30 Hoppity Hooper, Deluxe Reading, General Mills; 1:30-2:30 American Bandstand, part.
CBS-TV 1-1:30 Tom and Jerry, part.; (1-1:30 The Lone Ranger, eff. 9/9); 1:30-6:30 Various sports or no network service; (1:30-2 The Road Runner, part., eff. 9/9).
NBC-TV 1-6:30 Various times: The Sandy Koufax Show and Major League Baseball, part., or no network service.

2-5 p.m.

ABC-TV 2-2:30 Bandstand, cont.; 2:30-4 No network service; 4-5 Golf With Sam Snead, Golf Package, or no network service.
CBS-TV 2-6:30 Various sports on no network service.
NBC-TV 2-6:30 Baseball or no network service.

5-7:30 p.m.

ABC-TV 5-6:30 ABC's Wide World of Sports, part.; 6:30-7:30 No network service.
CBS-TV 5-6:30 Sports or no network service. cont.; 6:30-7:00 CBS Saturday Evening News With Roger Mudd, part., (1st feed); 7:00-7:30 News (2nd feed).
NBC-TV 5-6:30 Baseball or no network service. cont.; 6:30-7 The Frank McGee Saturday Report, part.; 7-7:30 News, (2nd feed).

7:30-9 p.m.

ABC-TV 7:30-8 The Dating Game, part.; 8-8:30 The Newlywed Game, part.; 8:30-9:30 The Lawrence Welk Show, part.
CBS-TV 7:30-8:30 The Jackie Gleason Show, part.; 8:30-9:30 Mission: Impossible part.; (8:30-9 My Three Sons, part., eff. 9/9).
NBC-TV 7:30-8 Flipper, part.; 8-8:30 Please Don't Eat the Daisies, part.; (7:30-8:30 Maya, part., eff. 9/16); 8:30-9 Get Smart, part.

9-10 p.m.

ABC-TV 9-9:30 Lawrence Welk, cont.; 9:30-10:30 The Piccadilly Palace; (9:30-10:30 Iron Horse, eff. 9/16).
CBS-TV 9-9:30 Mission: Impossible, cont.; (9-9:30 Hogan's Heroes, eff. 9/9); 9:30-10 Pistols 'n' Petticoats, part.; (9:30-10 Petticoat Junction, eff. 9/2).
NBC-TV 9-11:15 Saturday Night at the Movies, part.

10-11 p.m.

ABC-TV 10-10:30 Piccadilly Palace (Iron Horse) cont.; 10:30-11 No network service; (10:30-11 ABC Scope, eff. 9/16).
CBS-TV 10-11 Gunsmoke, part.; (10-11 Mannix, eff. 9/2).
NBC-TV 10-11:15 Movie, cont.

11 p.m.-1 a.m.

ABC-TV 11-1 No network service.
CBS-TV 11-1 No network service.
NBC-TV 11-11:15 Movie, cont.; 11:15-1 The Tonight Show, part.

WEDNESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 Batman; 8-9 The Monroes; (7:30-8:30 Custer, 8:30-9 The 2d Hundred Years, eff. 9/13).
CBS-TV 7:30-8:30 Lost in Space, part.; 8:30-9 The Beverly Hillbillies, part.
NBC-TV 7:30-9 The Virginian, part.

9-10 p.m.

ABC-TV 9-11 Wednesday Night Movie, part.
CBS-TV 9-9:30 Green Acres, part.; 9:30-10 Gomer Pyle-USMC, Gen. Foods; (9:30-10 He & She, eff. 9/6).
NBC-TV 9-10 Bob Hope Presents the Chrysler Theater, Chrysler; (9-10 Kraft Specials, Kraft, eff. 9/13).

10-11 p.m.

ABC-TV 10-11 Movie, cont.
CBS-TV 10-11 The Steve Allen Comedy Hour, part.; (10-11 Dundee and the Culhane, eff. 8/30).
NBC-TV 10-11 I Spy, part., (10-11 Run for Your Life, part., eff. 9/13).

THURSDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 Batman, part., 8-8:30 F Troop; (8-8:30 The Flying Nun, eff. 9/14); 8:30-9 Bewitched, Quaker Oats, Chevrolet.
CBS-TV 7:30-8:30 The Lucy-Desi Comedy Hour, part.; 8:30-9 My Three Sons, part.; (7:30-9 Cimarron Strpl, eff. 9/7).
NBC-TV 7:30-8:30 Daniel Boone, part.; 8:30-9:30 Star Trek, part.; (8:30-9:30 Ironside, part., eff. 9/14).

9-10 p.m.

ABC-TV 9-9:30 That Girl; 9:30-10 Love on a Rooftop; (9:30-10 Peyton Place II, eff. 9/14).
CBS-TV 9-11 Thursday Night Movies, part.
NBC-TV 9-9:30 Star Trek, Ironside, cont.; 9:30-10 Dragnet, R.J. Reynolds & part.

10-11 p.m.

ABC-TV 10-11 Summer Focus; (10-10:30 Good Company; 10:30-11 No network service, eff. 9/14).

CBS-TV 10-11 Movie, cont.

NBC-TV 10-11 The Dean Martin Show, part.

FRIDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 Time Tunnel; (7:30-8:30 Off to See the Wizard, eff. 9/15) 8:30-9 Malibu U. (8:30-9:30 Hondo, eff. 9/15).
CBS-TV 7:30-8:30 The Wild, Wild West, part.; 8:30-9 Hogan's Heroes, part.; (8:30-9 Gomer Pyle-USMC, eff. 9/8).
NBC-TV 7:30-8:30 Tarzan, part.; 8:30-9:30 The Man From U.N.C.L.E., part.; (8:30-9:30 Star Trek, part., eff. 9/15).

9-10 p.m.

ABC-TV 9-9:30 Rango; (9-9:30 Hondo, cont. eff. 9/15); 9:30-10 The Phyllis Diller Show; (9:30-10 Guns of Will Sonnett, eff. 9/15).
CBS-TV 9-11 Friday Night Movies, part.
NBC-TV 9-9:30 Man From U.N.C.L.E., Star Trek, cont.; 9:30-10 T.H.E. Cat, part.; (9:30-10 Accidental Family, part., eff. 9/15).

10-11 p.m.

ABC-TV 10-11 The Avengers; (10-11 Judd, eff. 9/15).
CBS-TV 10-11 Movie, cont.
NBC-TV 10-11 Laredo, part.; (10-11 Bell Actualities, Bell System & part., eff. 9/15).

SATURDAY

8-10 a.m.

ABC-TV 8-9:30 No network service; 9:30-10 Porky Pig, part.
CBS-TV 8-9 Captain Kangaroo, part.; 9-9:30 Mighty Mouse & The Mighty Heroes, part.; (9-9:30 Frankenstein Jr. and The Impossibles, part., eff. 9/9); 9:30-10 Underdog, part.; (9:30-10 The Herculoids, eff. 9/9).
NBC-TV 8-9 No network service; 9-9:30 Super 6, part.; 9:30-10 Atom Ant, part.; 9:30-10 Super President, eff. 9/9).

10-11 a.m.

ABC-TV 10-10:30 King Kong, part.; 10:30-11 The Beatles, part.
CBS-TV 10-10:30 Frankenstein Jr. and the Impossibles, part.; (10-10:30 Shazzan, eff.



There isn't even a place for a child to hide.

Pollution. It gets to everyone on earth. Even in the womb.

You can't get away from it by running to the suburbs. (They get only 15% less smog than center city.) You can't get away from it by running to Majorca. (Barcelona's south winds carry more than balmy breezes.) You can't get away from it by running your air conditioner. (Air conditioners filter out almost everything but the most noxious air pollutants.) You can't even get away from it by running to the beach. (Much of our swimming water is polluted, too.) What can be done about it?

People can get concerned.

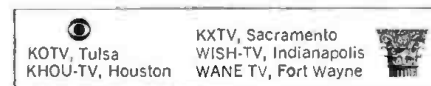
If enough people get concerned enough, we'll get the action we need to stop pouring poison into our own

atmosphere and our own waters.

That's where responsible television comes into the picture. Four of Corinthian's five stations have had their own special shows on the subject. And all five have run editorials to make sure that 12,000,000 people know what's going on. Before it's too late.

Otherwise, don't hold your breath.

Corinthian wants people to take a good look at the issues.



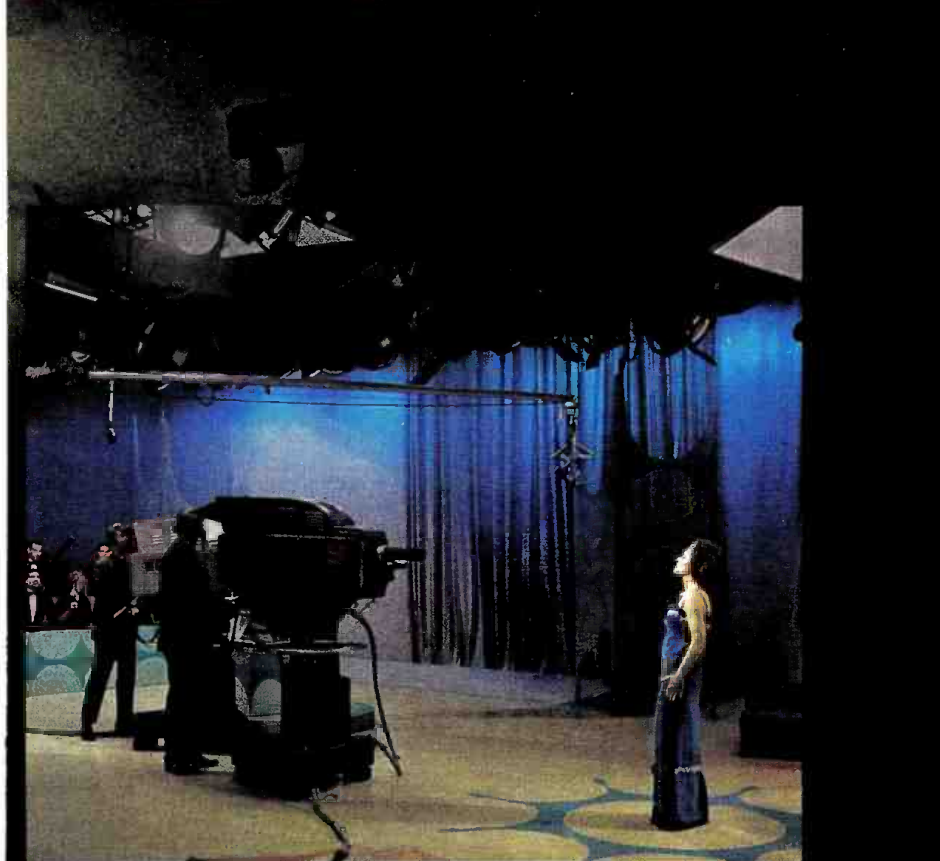
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ARTISTS' SHOWCASE-

another widely acclaimed series of programs produced by WGN Television, has received the coveted Peabody Award for outstanding television local music.

Hosted by Louis Sudler and under the musical direction of Robert Trendler, this series represents meaningful programming providing an outlet for young talent.

We are most grateful—and inspired to continue our dedication to the highest standards of the industry.

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A WGN Continental
Broadcasting Company
station dedicated to
quality, integrity,
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Networks corner spot TV

EDITOR: Congratulations on your article "Spot Television? It's Dullsville" [BROADCASTING, June 3]. I read this with great interest and can report that it coincides almost completely with the survey which my staff personally made of a number of stations in the Southeast. All reported a considerable drop in spot and voiced great concern about the situation.

Your editorial in this issue entitled "The spot problem" disappointed me somewhat. You say in the last paragraph that "spot is at the moment in a period of slow growth and its ups and downs are more pronounced." As far as it goes your statement is correct, but why don't we come right out with the truth of the matter that the networks, who are showing an advance in revenue, are doing so as a result of having snared the spot business from the local-TV outlets.

Admittedly little can be done about this, but isn't this the fact of the matter?
—Raymond E. Carow, vice president, WAILB-TV Albany, Ga.

View of UHF's future

EDITOR: We were disappointed to see that Harcourt, Brace & World has given up its project to build six new UHF stations (BROADCASTING, June 26).

Unfortunately . . . a shadow falls across all of those who are operating stations on UHF frequencies. This should not happen, because we sincerely believe HB&W's analysis was wrong and the company has passed up an extraordinary opportunity.

We extend an invitation to any potential operators who are in the throes about UHF to talk with us before disavowing its future. We cannot operate their stations for them, but we can make them privy to our vision.—Richard C. Block, vice president and general

manager, Kaiser Broadcasting Corp., Oakland, Calif.

WALT's licensee clarified

EDITOR: Regarding the story on page 68 in the June 26 issue of BROADCASTING, which refers to the FCC \$10,000 fine against Eastern Broadcasting Corp., former licensee of WALT Tampa, Fla.:

Universal Broadcasting Co. purchased WALT on March 1, 1966. We are in no way connected with or responsible for the FCC forfeiture imposed on the station's former owners. I feel the headline to your story is misleading since it states that "Florida station hit with \$10,000 fine." The station has not been hit with a fine. Eastern Broadcasting Corp. has been fined by the FCC, not WALT. . . —Bob Leonard, president and general manager, WALT Tampa, Fla.

(In all stories on this subject, including the one to which Mr. Leonard refers, BROADCASTING has been careful to identify Eastern as the former owner of the station.)

DATEBOOK

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

■ Indicates first or revised listing.

JULY

July 9-23—Third annual high school broadcast institute sponsored by the Indiana Broadcasters Association and the radio-TV department of Indiana University. Indiana University, Bloomington.

July 10—Deadline for comments on FCC's proposed rulemaking that would allow CATV systems to carry the signals of other stations in a market if they are required to carry the programming of any one outlet in that market.

July 11—Annual meeting of stockholders of Taft Broadcasting Co. to elect directors and to transact other business. 1906 Highland Ave., Cincinnati.

July 11—Opening of hearing by full House Commerce Committee under Chairman Harley O. Staggers (D-W. Va.) on Senate-passed bill to establish a public corporation in support of educational television programming.

July 13—Deadline for reply comments on FCC's proposed rulemaking that would codify regulations covering the assignment and use of AM, FM and TV call signs.

July 14—Deadline for comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

July 14—General meeting stockholders, Seven Arts Productions Ltd., to act on agreement to purchase assets of Warner Bros. Pictures Inc. and on other matters. Park Plaza hotel, Toronto.

July 14—Special meeting of stockholders, Warner Bros. Pictures Inc., to vote on plan

of liquidation and dissolution after sale of all assets to Seven Arts Associated Corp. 100 W. 10th St., Wilmington, Del.

July 16-18—Annual summer meeting of Idaho Broadcasters Association. Speakers include Paul Comstock, NAB vice president for government affairs. Shore Lodge. McCall.

July 16-22—Sales management seminar sponsored by the National Association of Broadcasters in cooperation with the Radio Advertising Bureau. Harvard Business School, Boston.

July 17—Special meeting of stockholders, Desilu Productions Inc., to vote on reorganization providing for transfer of all assets and business to Gulf & Western Industries Inc. 780 N. Gower St., Hollywood.

July 18—Summer meeting of the New York State Broadcasters Association. Speakers include Vincent Waslewski, NAB president. Otesaga, Cooperstown.

July 18—Start of hearing by Senate Commerce Committee, Communications Subcommittee, under chairmanship of John O. Pastore (D-R. I.), on role of computer-assisted vote predictions in areas where the polls may still be open, on possible exemptions for certain campaigns from equal-time provisions (Section 315) and on legislation that would require broadcasters to grant free time to candidates as a condition of license.

July 18-20—Symposium on electromagnetic compatibility, sponsored by Institute of Electrical and Electronic Engineers. Ralph L. Clark, Office of Telecommunications, Office of Emergency Planning, chairman. Shoreham hotel, Washington.

July 20—Deadline for reply comments in FCC inquiry on need to establish rules for FM broadcast similar to those in existence for TV translators. Comments are specifically invited on such things as limitations on use of FM translators, channels in which they should be authorized, power and equipment specifications. Rules will be proposed at later date in event need and demand exists for such service, the commission said.

July 24—Deadline for comments on FCC inquiry into developing patterns of ownership in CATV industry.

July 25—Annual meeting of stockholders of ABC Inc. to elect board of directors and to transact other business. 7 West 66th St., New York.

July 28—Deadline for reply comments on FCC's proposed rulemaking that would allow CATV systems to carry the signals of other stations in a market if they are required to carry the programming of any one outlet in that market.

July 30-Aug. 11—Ninth annual seminar in marketing management and advertising sponsored by the American Advertising Federation. Harvard Business School, Boston. For further information write or call George T. Clarke, director, bureau of education and research, American Advertising Federation, 655 Madison Ave., New York 10021.

July 31—Deadline for reply comments on rulemaking petition that would define FCC policy against discriminatory employment practices of broadcast stations and establishing procedures to evidence compliance.

AUGUST

Aug. 1-10—Annual meeting of American Bar Association. Consideration of recommendations of Reardon Committee on Fair Trial-Free Press are scheduled for Section of Judicial Administration and Section of Criminal Law. Iliikai and Hawaiian Village hotels, Honolulu.

Aug. 3-5—Fifth annual National Broadcast Editorial Conference sponsored by the Radio-Television News Directors Association, the NAB, the journalism department of the University of Michigan, and graduate school of journalism at Columbia University. University of Michigan, Ann Arbor. Suggestions and inquiries regarding the conference should be addressed to Prof. Ben Yablonky, department of journalism, University of Michigan, Ann Arbor 48104.

Aug. 4-5—Summer convention of the New Mexico Broadcasters Association. Palms



35 miles from Boston, these men captured, tortured and imprisoned one of our reporters.

Viet Nam Village is on an Army post in Massachusetts. It's there so GIs can learn how to survive in the jungles of Viet Nam.

The training is tough. Some civilians thought it might be too tough. They wrote their Congressmen. They wired the White House. They wanted to put an end to what they called brutality.

Gene Pell, a reporter for Group W station WBZ-TV in Boston, went to Viet Nam Village to find out just how brutal it really was.

His training began with a patrol. In a short time the patrol was ambushed, and Gene was taken prisoner. The "Viet Cong" gave Gene a taste of what American POW's in Viet Nam can look forward to.

They left him spread-eagled in the 100 degree sun for 45 minutes. They tied him to a stake and interrogated him. Then they rigged low voltage wires to his fingertips and shot jolts of electricity through his body.

For 12 hours Gene Pell went through some of the most rigorous training the Army can dish out. But

he didn't crack. And when he presented his three-part program to WBZ-TV viewers, this is the point he tried to bring home.

If a 30-year-old reporter could make it through the ordeal, so could a soldier in top condition. Particularly when he knew the experience might someday save his life.

People believed what Gene had to say, and the Viet Nam Village controversy died down.

Gene Pell is an investigative reporter. He doesn't wait for news to happen. He goes after it. It may mean going through a little hell once in a while. But that's his business.

At Group W we don't tell our newsmen how to cover a story. Or what to cover. All we do is develop a tough set of standards.

And we leave it to our 12 stations in 9 cities to live up to those standards. Each in its own way.



BOSTON WBZ - WBZ-TV
NEW YORK WINS
PHILADELPHIA KYW - KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KDKA - KDKA-TV
FORT WAYNE WOWO
CHICAGO WIND
SAN FRANCISCO KPIX
LOS ANGELES KFWB

WESTINGHOUSE BROADCASTING COMPANY



Months ago, these people made
New York's Warwick a wonderful new hotel...



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

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

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

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

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

motel, Las Cruces.

Aug. 8—Deadline for reply comments on FCC inquiry into developing patterns of ownership in CATV industry.

Aug. 8-10—Workshop on advertising financial management and fiscal control sponsored by the Association of National Advertisers. Lido Beach hotel, Lido Beach, New York.

Aug. 13-17 — Second Intersociety Energy Conversion Engineering Conference sponsored by the American Society of Mechanical Engineers, the Institute of Electrical and Electronics Engineers, the American Institute of Chemical Engineers, the American Nuclear Society, the Society of Automotive Engineers and the American Institute of Aeronautics and Astronautics. Hotel Fontainebleau, Miami Beach, Fla.

Aug. 14—Deadline for reply comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

Aug. 17-20—Meeting of the board of directors of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

Aug. 22—Annual meeting of shareholders of Rollins Inc. Wilmington, Del.

■Aug. 22-23—Meeting of the Hawaiian Association of Broadcasters. Speakers include Vincent Waslewski, NAB president. Sheraton-Maui, Kaanapale, Maui.

Aug. 22-25—1967 Western Electronic Show and Convention. Cow Palace, San Francisco.

Aug. 24—Second annual New York sales seminar of the National Association of FM Broadcasters. New York Hilton hotel, New York.

Aug. 24-25—Meeting of the Arkansas Broadcasters Association. Coachman's Inn, Little Rock.

Aug. 25—Deadline for comments on FCC's proposed revamping of VHF translator rules and policies regarding competitive problems and increased effective service.

■Aug. 25-27—Fall meeting of the West Virginia Broadcasters Association. Speakers include Douglas Anello, NAB general counsel. Greenbrier hotel, White Sulphur Springs.

Aug. 29-Sept. 3—Fourth International Television Contest. The contest theme—"Ways into the Future"—limits entries of television film or video tape to productions in dramatic or documentary form dealing with aspects of the evolution into the world of tomorrow. Regulations governing the contest can be obtained from Television Contest, 1-12 Bundesallee, Berlin 15.

SEPTEMBER

Sept. 8-9—Board of trustees meeting of the Educational Foundation of the American Women in Radio and Television. Minneapolis.

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

Sept. 12-16—Annual convention of Radio-Television News Directors Association. Royal York hotel, Toronto.

Sept. 13-15—Meeting of the Michigan Association of Broadcasters. Hidden Valley, Gaylord.

Sept. 13-15—Fall conference of the Minnesota Broadcasters Association. Kahler hotel, Rochester.

■Sept. 15-16—Annual fall meeting of Louisiana Association of Broadcasters. Speakers include Vincent Waslewski, NAB president.

■Indicates first or revised listing.

BROADCASTING, July 10, 1967

With overwhelming SRDS user approval...

Invitations to supply information for the Station Programming Description statements are now being mailed to every commercially licensed radio station (AM and FM) in the U.S. When returned, the information will be processed to conform to rigid SRDS standards, to be published in the earliest possible edition.

The SRDS plan for incorporating 100-word (or less) descriptive, nonpromotional statements of program segments (at no charge to the stations) into station listings was announced in March 1967. It has been discussed with and (at the April NAB Chicago Convention) by advertisers, agencies, stations and representatives. The plan has been submitted to stations, representatives and major radio advertisers and agencies requesting their opinions. In response to an invitation in May, several thousand buyers of radio time, many leading radio stations and representatives have expressed themselves unmistakably and overwhelmingly in favor of this addition.

RADIO STATION PROGRAMMING STATEMENTS

will be added to station listings in **SPOT RADIO RATES AND DATA** commencing with a fall issue



Here is a summary of this response:

| ADVERTISERS AND AGENCIES | | | STATIONS AND REPRESENTATIVES | | |
|--------------------------|-------|---------|-------------------------------|-------|---------|
| EXTREMELY VALUABLE | 78.8% | } 96.6% | BENEFIT, EXTREMELY VALUABLE | 67.1% | } 84.2% |
| OF SOME VALUE | 17.8% | | LITTLE DIFFERENCE, SOME VALUE | 17.1% | |
| LITTLE OR NO VALUE | | 3.4% | NEGATIVE | | 15.8% |

Station Programming Statements will be added because users of SRDS tell us they are wanted—which is the reason all additions and modifications of SRDS have come about over the past 48 years—to provide a better and more useful service to people who buy advertising media of every type.

This is an example of the flexibility and progressive attitude that has made Standard Rate & Data Service the accepted national authority serving the media buying function.

STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function

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SUMMIT CUM LAUDE



In New York City, one special evening, five years ago, the welcoming lights of a new hotel lit up the sky. Not just another hotel. The Summit. ■ An 800 room, air-conditioned hotel with a new concept and fresh ideas. ■ Handy extension phones in bathrooms. ■ Bar-refrigerators in all guestrooms. ■ An in-hotel garage. ■ A staff trained for extraordinary warmth and service. ■ Attractive rates. ■ A policy of "children under 16 free in the same room with their parents."

■ Did the people respond? They not only came, they keep coming back. *Today, 8 out of 10 Summit guests are repeat visitors.* ■ Come stay at the Summit and see what makes our new hotel so successful.

The **SUMMIT** of New York
*
Home of the famed Gaucho Room
East 51st & Lexington • (212) PL 2-7000
A LOEW'S HOTEL
PRESTON R. TISCH, PRESIDENT

and Howard Bell, director, NAB Code Authority. Downtowner hotel, New Orleans.

Sept. 15-17—Northwest area conference of the American Women in Radio and Television. Hotel Otesaga, Cooperstown, N.Y.

Sept. 18—Administrative radio conference of the International Telecommunication Union. Geneva.

Sept. 20-21—CBS Radio affiliates convention. New York Hilton hotel, New York.

Sept. 21-23—Fall symposium, Group on Broadcasting, Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington.

Sept. 22-24—Southwest area conference of the American Women in Radio and Television. Tulsa, Okla.

■ Sept. 24-25—Meeting of the Texas Association of Broadcasters. Commodore Perry hotel, Austin.

Sept. 24-26—Annual meeting of Nebraska Association of Broadcasters. Fort Sidney motor hotel, Sidney.

■ Sept. 24-27—Annual conference of the Institute of Broadcasting Financial Management. Sheraton-Ritz hotel, Minneapolis.

Sept. 27—Deadline for reply comments on FCC's proposed revamping of VHF translator rules and policies regarding competitive problems and increased effective service.

Sept. 28-29—Second annual management and programing seminar of TV Stations Inc., New York. New York Hilton hotel, New York.

Sept. 28-Oct. 4—Japan Electronics Show sponsored by the Electronic Industries Association of Japan. Minato International Trade Fair Grounds, Osaka City, Japan. For information contact EIA-J at Electronic Section, Japan Light Machinery Information Center, 437 Fifth Ave., New York.

Sept. 29-Oct. 1—Midwest area conference of the American Women in Radio and Television. Knott's Motor Inn, Baltimore.

OCTOBER

Oct. 2-3—Annual fall meeting of New Jersey Broadcasters Association. Cherry Hill Inn, Camden.

Oct. 2-6—A short course in management for engineers sponsored by the Georgia Institute of Technology. For more information write or call: Director, Department of Continuing Education, Georgia Institute of Technology, Atlanta 30332. (404) 873-4211, Ext. 343.

Oct. 13-15—West central area conference of the American Women in Radio and Television. Chase-Park Plaza hotel, St. Louis.

Oct. 15-18—Twelfth annual seminar of Broadcasters Promotion Association. Royal York hotel, Toronto.

Oct. 15-20—102d semiannual technical conference of the Society of Motion Picture and Television Engineers. Edgewater Beach hotel, Chicago.

Oct. 16-20—The general supervisors short course sponsored by the Georgia Institute of Technology. For more information, contact: Director, Department of Continuing Education, Georgia Institute of Technology, Atlanta 30332. (404) 873-4211, Ext. 343.

Oct. 18—"Man of the Year" luncheon sponsored by The Pulse Inc. Plaza hotel, New York.

Oct. 19-21—42d birthday celebration of WSM Grand Ole Opry. Nashville.

Oct. 20-22—East central area conference of the American Women in Radio and Television. Stauffer's hotel, Indianapolis.

Oct. 20-22—Western area conference of the American Women in Radio and Television. Hotel Utah, Salt Lake City.

Oct. 23-28—Second international Catholic radio meeting sponsored by UNDA, the Catholic International Association for Radio and Television, Seville, Spain. For information contact the National Catholic Office for Radio and Television, 1 Rockefeller Plaza, New York 10020.

■ Indicates first or revised listing.

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BROADCASTING, July 10, 1967

You only get out of a thing



what you put into it.

Our new Criterion series tape cartridge system is the certain, for-sure way to get the best sound into your cartridges, then get it out of them at air time. Here's why:

- Improved tape drive – exclusive 450-rpm 4-pound Hysteresis synchronous positive-speed motor.
- Speed accuracy of 0.2% – direct Capstan drive comparable to finest reel-to-reel machines.
- No tape skewing – exclusive triple tape guide assembly with precision-machined cast aluminum head mounting.
- Positive alignment of tape cartridges and other components – heavy duty machined cast aluminum base.
- Low signal to noise ratios – space-age alloy motor shielding.
- Superb fidelity – solid-state plug-in electronics and fully regulated power supply.

We'll be happy to send you all the technical details on this newest and finest tape cartridge system. Just jot down your name, station and address on this ad and mail it to us.



Basic Criterion series solid-state playback unit and recording amplifier. Available in slide-out rack panel mounting or trimline desk console. Mono or stereo. 1-, 2-, or 3-tone.

AUTOMATIC TAPE CONTROL DIVISION
1107 East Croxton Avenue
Bloomington, Illinois 61702, U.S.A.

GATES
Gates Radio Company,
Quincy, Illinois



Talk radio reaches Rossmoor's over-50 market

It had been print all the way for years at the West Coast headquarters of one of the world's largest home builders, Rossmoor Leisure World, until one day in 1965 when a new ad manager was appointed. A long look was taken at the costs and as a result KABC Los Angeles radio rep John Winnaman was called in. Soon the Rossmoor story was being told by KABC radio personalities Myron J. Bennett, Bob Grant, Paul Condylis and station newsmen.

All personalities offered a free subscription to the community's weekly newspaper, a lively and professional 24-page tabloid. More convincing than the traditional brochures, this weekly told the Rossmoor story in news, pictures and features that reflected the varied life of this self-contained community.

Soon the mail was trickling in. Then the trickle grew to a virtual flood. Sales and traffic increased. Salesmen credited more and more sales to radio. Requests increased from new readers for subscriptions to be sent to relatives in the East and Middle West and soon hundreds of copies were being mailed to prospects all over the U.S. Then, Myron J. Bennett, while at KABC, started quoting items of interest from the Leisure World tabloid and mail increased still more.

Strong Personality ■ By the time the first 13-week cycle was completed, KABC's budget was upped with Rossmoor increasing spots on Myron J. Bennett's show as fast as they became available until a full schedule of three spots a day, six days a week was reached. Other stations that had strong personalities were added to the schedule. The previously unused medium, radio, was supporting Rossmoor in San Francisco on KGO, KABL and KCBS.

Agencies handling the new Rossmoor communities in Maryland and New Jersey were instructed to include personality radio in their budgets. Rossmoor even sponsored an entire day of Christmas music on KBIG Avalon-Santa Catalina and KABL Oakland, both California. Mr. Bennett recorded 20 three-minute vignettes for use on both stations, along with greetings from local-station personalities and Rossmoor executives. While no commercials were used, a free subscription was offered to the Leisure World paper. The results seemed so conclusive Mr. Bennett was awarded an honorary membership in the million-dollar salesman club by

Ross W. Cortese, president of Rossmoor Corp.

In March 1966, when Myron J. Bennett ended his six-year tenure with KABC, Rossmoor marketing executives were convinced they had a solution to the persistent problem of positive product-personality identification. They were anxious to expand Mr. Bennett's *Talk Digest* show into other markets to support their four huge "new towns." Rossmoor Corp. underwrote the formation of World Wide Productions, Laguna Hills, Calif. World Wide offered the Bennett show to one station in each market from coast to coast with a built-in sponsorship of two 60-second spots by Rossmoor in every 45-minute show. With a staff headed by Althea Line, World Wide developed a highly professional package including sales brochures for station use, promotional tapes, mats, news releases, etc.

Some 10 months after the start of syndication, results from 30 major and minor markets were analyzed: 3,577 programs were broadcast, with a total of 7,007 commercial exposures. Result: 1,750 write-in sales leads. And the cost-per-radio lead averaged 50% lower than any print lead.

Source of Success ■ While everyone at Rossmoor is delighted with the results, there is no real agreement as to the reasons for this outstanding success. Some say it is the personal identification of a product with a sponsor—a return to the lamented Jello-Jack Benny, Westinghouse-Betty Furness parlays. Others are convinced the relaxed Bennett technique creates an atmosphere of easy acceptance for the sponsor's message as opposed to the frenetic, highly charged atmosphere of the "hot line" controversy talk show. Still others feel the key is in the atmosphere of

integrity and believability projected by Mr. Bennett himself.

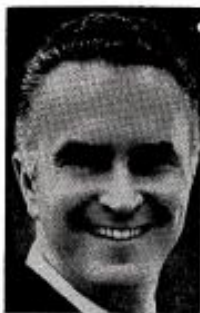
The facts speak for themselves. Radio has sold many Rossmoor homes and brought the Rossmoor story to literally millions of people from coast to coast.

To date the Bennett show is on stations with such varied formats as WOR New York; KGO San Francisco; WFBR Baltimore; WCAU Philadelphia; KGW Portland, Ore.; CKWX Vancouver, B.C.; XEMO Tijuana-San Diego; KBLF Red Bluff, KRDU Dinuba, KFRE Fresno, KABC Los Angeles, KBIG Avalon-Santa Catalina, all California; WRC Washington; KOA Denver; KVOR Colorado Springs, and KSXX Salt Lake City.

Personal Contact ■ Whether it's KWAD in Wadena, Minn. or WCAU Philadelphia, the results are the same. Lead costs go down. Sales go up. An ever-growing awareness of Rossmoor communities and an increased personal contact with prospects is established. From all over listeners write for copies of poems, for recipes, for items that touch a nerve. Every letter is answered and every answer contains information about Rossmoor and when possible is slanted to the writer's position.

When James Porter, supervisor, adult education, Baltimore city schools, writes for a copy of a particular program, he not only receives his copy but information on the wide range of cultural activities available to residents of Rossmoor. When a Brown & Bigelow official wants copies of a broadcast on the history of calendars, information slanted to the interests of retired executives is slipped into the envelope.

In every market the results are repeated. And one thing is sure. Radio will never be kept waiting in the wings when any Rossmoor advertising budget is being decided.



C. Robert Moon, director of advertising, Rossmoor Leisure World, Laguna Hills, Calif., joined the home-builder organization when it was formed in mid-1961. He has held down a number of major sales and marketing positions as Rossmoor expanded from one community project to its current total of six. A graduate of the University of Nebraska, Mr. Moon spent almost 20 years in broadcasting, including nine years with CBS. He once was a partner in a Los Angeles agency.



Two well-known American organizations are reportedly planning a merger in Baltimore.

Last December, the Interstate Ku Klux Klan declared Baltimore its target city for 1967.

Not many people took the threat seriously.

One man thought it deserved looking into. Christopher Gaul, a reporter for Group W station WJZ-TV in Baltimore, wanted to know more about the men who had declared his city their target.

He began to dig.

He found that most of them were renegade Klansmen who had joined together in a new, more radical offshoot of the KKK. Their leader was a man who had been drummed out of the national Klan for holding a joint rally with the American Nazi Party.

Gaul dug deeper. He filmed interviews with top men of the new Klan. Calmly, they talked of night-riding tactics. Of race riots. And later, of intimidating Jewish merchants in Negro communities.

With the help of authorities he traced their backgrounds. Their ties. A photograph showed the hooded Klansmen side by side with men in khaki

uniforms and swastika armbands. A tape recording pinpointed one of the chief lieutenants as a member of the Minutemen.

Everything pieced together. Militant white supremacist groups were joining forces in Baltimore.

Gaul presented his report in a three-part series on WJZ-TV. People woke up. Newspapers grabbed the story. Maryland State Police immediately put a close watch on all extremist groups in the area. The idle threats were suddenly very real, and very frightening.

Christopher Gaul is an investigative reporter. He doesn't wait for the news to happen. He goes after it.

Investigative reporting is the only assignment he has. Because at WJZ-TV we think digging out a story is a full-time responsibility. A job as important as reporting the news from day to day.

And sometimes, the most important job we have.

WJZ-TV 13 GROUP **W**
WESTINGHOUSE BROADCASTING COMPANY



CG can start things popping in Indiana. If you want it to put more fizz in your soft drink sales, uncap a schedule with Blair Television.

The Communicana Group Includes:

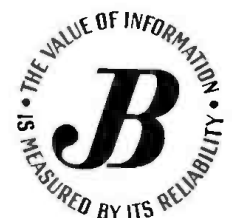


WSJV-TV
SOUTH BEND-
ELKHART **28** ABC

WKJG-TV
FORT WAYNE **33** NBC

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

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP



If Lee goes, how goes the FCC?

Balance of power could swing if successor votes with Cox-Johnson-Bartley minority; decision rests on scheduled meeting with LBJ set for Tuesday

The tone of FCC regulation could be markedly changed this week by a meeting of FCC Commissioner Robert E. Lee with President Johnson.

The meeting was hastily arranged last week after Mr. Lee had sent to the White House a letter stating that he did not seek reappointment. The letter was sent on Monday, July 3. Mr. Lee's current term expired June 30. (Under the law, a commissioner may serve beyond his normal term until he or a successor is selected by the President and confirmed by the Senate.)

Two days after Mr. Lee's letter was delivered, word was forwarded from Johnson City, Tex., where the President was in residence at his ranch, that Mr. Johnson wanted to see the commissioner on Tuesday, July 11, after Mr. Johnson's return to Washington. Reportedly the President had no other candidate in mind for Mr. Lee's job.

Mr. Lee's decision to step down, which surprised intimates when they heard of it, was reportedly prompted by at least two considerations. One was Mr. Lee's uneasiness at seeing his term expire without hearing from the White House whether he would be reappointed. Another was the receipt of what he said were "several" job offers, one reportedly to head the newly formed UHF trade association, the All-Channel Television Society (ACTS).

Arm Twister ■ Mr. Johnson has been successful in the past in persuading a commissioner to change his mind about retiring. Three years ago Frederick W. Ford, then on the FCC, tried to quit to enter private law practice, but he reconsidered after a White House interview (BROADCASTING, May 18, 1964). Mr. Ford accepted reappointment but resigned less than a year later to become president of the National Community Television Association.

There is a difference between the conditions facing Mr. Johnson in the spring of 1964 and those facing him now. When Mr. Ford first sought to decline reappointment, Mr. Johnson

was only six months from his first electoral test to hold the Presidency to which he had succeeded only six months earlier. The Johnson family's broadcast properties, though placed in trust, had been the subject of widespread publicity. The last political ap-



Commissioner Lee

pointment the President wanted to make was a new one to the commission that regulates his family's principal business.

Since Mr. Johnson's landslide election to the Presidency in November 1964, he has made two appointments to the FCC (James J. Wadsworth, Republican, and Nicholas Johnson, Democrat) and two reappointments (Robert T. Bartley, Democrat, and Rosel H. Hyde, Republican, who was also named chairman by Mr. Johnson).

It is in the normal course that Mr. Lee's tenure comes up for consideration now. The seven-year terms of commissioners are arranged so that one expires on June 30 of each year.

Dependable ■ Mr. Lee, a Republican who has been on the commission 14

years, has generally voted on major issues with Chairman Hyde, whose appointment to the chairmanship last year was regarded as reflecting a presidential desire to provide a favorable climate for business. (However, in recent weeks, the commission rocked broadcasters by ruling that the fairness doctrine applies to cigarette commercials, and disappointed AT&T by limiting that company's earnings on interstate service to 7.5% [see page 50]).

Some issues of fundamental importance, on which Commissioner Lee's vote could be crucial, are pending before the commission. One is the proposal to limit broadcasters to the ownership of three television stations, no more than two of them VHF's, in the top-50 markets. Another proposal would bar networks from owning more than 50% of their nonnews, prime-time programming.

Commissioner Lee and Chairman Hyde were in the minority in opposing the issuance of both notices of proposed rulemaking. But since the notices were issued—the first by a vote of 4-3 two years ago and the second by a vote of 4-to-2 three years ago—the original majorities supporting them have lost some of their firmness. Accordingly, Commissioner Lee's vote could be the one to decide both measures.

Commissioner Lee also voted with Chairman Hyde in the commission's 4-to-3 decision to approve the merger of ABC into the International Telephone & Telegraph Corp. The three who dissented in the ABC-ITT case, Messrs. Johnson and Bartley and Commissioner Kenneth A. Cox, have formed an alliance in other cases on the side of tougher controls than those generally favored by the Hyde-Lee-Loevinger-Wadsworth school.

However, Commissioner Lee has on occasion proposed measures that were anathema to Chairman Hyde. It was Commissioner Lee who originally suggested that the commission adopt as

IF LEE GOES, HOW GOES THE FCC? continued

a rule the National Association of Broadcasters' code limits on commercial time—a proposal the commission was finally forced to abandon under pressure from Congress in December 1963.

Talent Hunt ■ With Commissioner Lee's departure, the President's talent scouts would have to start pretty much from scratch in looking for a Republican or independent replacement who might—or might not—give Chairman Hyde the kind of help he needs. The Democrats already have the maximum number of seats to which one party is entitled by law—four.

The Lee matter in this connection takes on even more significance in view of the expected departure—by next June at the latest—of Commissioner Loevinger. Although a Democrat, Commissioner Loevinger has given Chairman Hyde strong support. But he has frequently stated he will not

seek reappointment when his term expires, in 1968.

Commissioner Lee, who declined to speculate last week on whether the President would ask him to stay, would be expected to accept a request to remain simply because it is difficult to say no to the President in matters like this.

Furthermore, he is known to have wanted reappointment. He has told intimates that if the White House had notified him that he would be reappointed he would not have considered leaving the commission. He recalls that although Commissioner Robert T. Bartley waited seven weeks after his term expired to receive formal word of his reappointment, the White House had passed reassurances to him informally long before.

Open to Offers ■ Since he had received no word, Commissioner Lee was vulnerable to industry offers. A presi-

dential appointee knows he is much more salable to outside employers while he is still in office than after the President expresses an intention not to reappoint him.

The commissioner has received "several" job offers, any one of which, together with the government pension that he would draw, would provide him with a larger income than he is now earning. But Commissioner Lee said last week he has not yet made any commitments—and would not sign any contracts until he leaves government service.

It's understood that the first approach by outside sources was made to him on June 20, by ACTS representatives. Later they made a firm offer. The salary involved would be about the same as he is earning as a commissioner—\$27,000. (According to one report, individual ACTS members would guarantee the salary for five years.) He would also be entitled to a pension of some \$16,000 as a result

BROADCAST ADVERTISING

Cigarette advertisers leery of FTC

TAKE WAIT-AND-SEE STANCE ON PROPOSALS FOR STRONGER WARNINGS

Cigarette advertisers, their agencies, and broadcasters maintained a quiet watchfulness last week as they tried to assess the impact of the Federal Trade Commission's report to Congress assailing tobacco advertising and labeling (BROADCASTING, July 3).

The FTC report was the second attack on tobacco advertising mounted by a federal regulatory agency in little more than a month. On June 2, the FCC ruled that antismoking forces must be given a chance to rebut cigarette advertising on radio and television (BROADCASTING, June 5 et seq.).

The FTC report, unlike the earlier FCC ruling, suggested that it "ultimately" may be necessary to terminate or drastically alter cigarette commercials. In any case, the report said, present restrictions on cigarette advertising and warning labels have not been effective in curbing cigarette smoking.

The FTC report recommended, among other things, that a stronger warning be printed on cigarette packages and that a warning message be inserted in each cigarette commercial or advertisement. Should Congress adopt the recommendations—and the suggestion that tobacco advertising be banned—the entire cigarette industry could be placed in jeopardy, as well as the massive amount of broadcast adver-

tising the industry places each year.

Although understandably disturbed by the FTC report, major cigarette manufacturers were reluctant to comment on its contents until their attorneys and officials had a change to study it and its ramifications in greater detail.

Too Far ■ Several tobacco-industry officials, however, expressed the feeling privately that the FTC was overstepping its jurisdiction and that Congress was the only legitimate body that could rule on cigarette advertising and labeling.

"Until Congress changes the laws," said one industry official, "our position with respect to cigarette advertising remains unchanged. The FTC report is just a reiteration of what they said in 1965 [when the present cigarette-labeling law was enacted] and that's all it is. Even the wording of some of the recommendations is identical to that of two years ago," he said.

Another industry official said the FTC was guilty of the same violations it was charged with controlling, namely deceptive and misleading advertising. Said he: "The [FTC] report uses only the statistics that prove its contention that cigarette-hazard warnings aren't strong enough and that advertising prompts kids to smoke. There are other statistics that prove otherwise."

The Tobacco Institute, the industry's trade association, was also reluctant to comment. Like the manufacturers, the institute was giving the report a thorough going over first.

Despite reluctance to comment on the FTC report, it was apparent that tobacco-industry officials saw the FTC report as a direct assault upon the cigarette business. The FCC ruling a month ago was a direct challenge to broadcasters: The cigarette industry was somewhat less directly involved. At the time of the FCC ruling it was felt that cigarette advertisers could turn to other media to advertise their products, but adoption of the FTC recommendations would mean all tobacco advertising would be hampered.

Broadcasters were also studying the FTC report. Once faced with providing rebuttal time to anticigarette forces, the broadcast industry was now faced with the possible loss of all cigarette advertising, or at least the emasculation of cigarette commercials. The legal departments of all three major networks were known to be studying the report, but there were no formal statements.

Reaction among New York advertising agencies was much the same as that among manufacturers and broadcasters: It is still too early to make any definitive comments on the report or its ramifica-

of 30 years of government service.

Besides the question of security for himself and his family—his wife is ailing and he has a son who will start law school next year—he said he is attracted by the challenge the new job offers provide. “At my age—55—this would probably be my last shot at something different,” Commissioner Lee said.

Appropriate Spot ■ The offer from ACTS was probably to be expected in view of Mr. Lee’s long record as the commission’s foremost booster of UHF. He seized on the development of UHF as his personal crusade shortly after he joined the commission in 1953—when UHF licensees were in serious financial trouble—and cast his votes accordingly on all issues bearing on UHF.

He considers as his most “significant” vote the one cast against the hotly contested proposal to drop VHF channels into seven markets. The commission, in a 4-to-3 decision four years

ago, held that drop-ins were not needed to help ABC—they had been proposed in part as a means of providing the network with additional affiliates—and would instead impede the development of UHF (BROADCASTING, June 3, 1963). The decision was affirmed the following November, again by a 4-to-3 vote.

In recognition of his interest in UHF, his colleagues named him chairman of the government-industry Committee for the Full Development of All-Channel Television, whose principal aim is boosting UHF.

He has also long been a booster of educational television. And he is chairman of a government-industry committee designed to promote the wider and more efficient use of the commission’s instruction fixed-television service. The service uses the 2500 mc band.

Eisenhower Appointee ■ Commissioner Lee, whose two appointments to the commission, in 1953 and 1960, were made by President Eisenhower, entered government service as a special

agent for the FBI in 1938. He rose to the post of administrative assistant to J. Edgar Hoover and later to chief clerk of the bureau.

He left the bureau to become director of surveys and investigations for the House Committee on Appropriations, where he remained until his appointment to the commission.

His Capitol Hill days’ friendship with the late Senator Joseph McCarthy (R-Wis.) has been something of a burden to him—it’s a point that the press seldom overlooks in writing about him. But his colleagues never think of him in terms of that relationship.

Indeed the commissioner, a personable man, is better known to associates as a wit and raconteur. And his ability to get a laugh in tension-packed commission meetings is recognized by commissioners and staff members alike.

“More than once,” one staffer said recently, “it seemed as though there’d be blood on the floor if Lee hadn’t cracked a joke.”

tions. Generally, however, the report and possible congressional action subjects of concern among agencies, especially those with large cigarette billings.

The executive vice president of an agency with a large cigarette account

reported that his client was “upset” with the FTC proposal but said he personally could understand the reasoning of the FTC, once it accepted the premise that smoking is a health hazard. He said the client has not discussed the FTC recommendation with the adver-

tising agency, but he personally felt that the FTC did appear to have the power and authority to make the proposal. He indicated that counter action would have to come from the cigarette companies, rather than the agencies.

Similar Demands ■ He was more

Antismoking spots take a satirical viewpoint

The National Tuberculosis Association has prepared a series of eight anticigarette smoking spots that will be distributed to TV and radio stations throughout the country, starting in late July.

The NTA spots were produced under the direction of Milton Robertson, director of radio-TV-films of the association, as a result of the recent FCC decision requiring stations that carry cigarette advertising to offer time for opposing concepts. At the same time, NTA will redistribute to stations a 20-minute film, *Point of View*, a satire on cigarette smoking that, according to Mr. Robertson, “received limited exposure on commercial TV outlets at the time it was released in 1966.”

The four radio spots range in length from 10 seconds to a minute. The four TV spots (in color) run 20 seconds. Mr. Robertson described one of the TV spots as follows:

“Camera opens on a sylvan view almost typical of a ‘cigarette country’



A scene from ‘Point of View,’ a 20-minute film satirizing cigarette

advertisement, and slowly moves in for a close view of an ash tray with several burning cigarettes. The close-up is held as narrator says: ‘Portrait of a disaster area!’ A visual of NTA’s logo, a super double-barred cross comes on, with a message that reads:

smoking, that the National Tuberculosis Association is distributing.

‘Your tuberculosis and respiratory-disease association considers smoking a matter of life and breath.’”

Information on the anticigarette spots already has been circulated to NTA affiliates and to radio and TV stations’ public-service directors.

clear cut in his opinions on the FCC fairness doctrine extending to cigarette advertising. He reasoned that if networks and stations that carried cigarette advertising were forced to provide time for messages from groups with an opposing view, critics of other advertised products would soon press similar demands. In effect, advertisers would be asked to subsidize their opponents, he said, and this could lead to sponsors reviewing their TV and radio spending and possibly diverting their expenditures to other media.

A top official at another large-billing cigarette agency was also cautious about commenting on the FTC move. He said he had not read the proposal, merely excerpts that had appeared in various publications, and therefore preferred not to discuss it.

He was outspokenly critical of the

fairness doctrine as extended by the FCC to cigarette advertising. He said that, in his opinion, the FCC had not carefully considered the repercussions that such a ruling would touch off. He noted that this doctrine could be applied to wines, beers and gasolines as easily as to cigarettes. He said he was "delighted" by the opposition voiced by various advertising and broadcasting trade associations.

Richard A. R. Pinkham, media director of Ted Bates & Co., which handles advertising for Viceroy and Kool cigarettes, commented: "Obviously, I'm opposed to the FTC position. The effect of regulations which would require disclaimers in the advertising would be to have advertisers withdraw their money from broadcast media, and they might very well be successful in that." Mr. Pinkham is also chairman of the

broadcast policy committee of the American Association of Advertising Agencies.

The TV program director of another large agency with a cigarette account said the FTC proposal was one that clients would want to resist as long as possible, but he added that "realistically, we have to recognize that this has to come and seems inevitable in today's climate." He declined to speculate on the effect the proposal, if enacted, would have on advertising, pointing out it would apply to all media.

He added that the FCC's fairness doctrine as applied to cigarettes is an issue that the agency and the client are concerned with primarily and immediately. He pointed out that even if his agency was not directly involved because it has a cigarette client, it would be opposed to this ruling because it conceivably could apply to "all kinds of cranks who are against automobiles or gasoline fumes or beer."

Advertisers join in fairness attack

ANA LINES UP WITH MAJOR BROADCAST INTERESTS IN FCC PLEADING

Last week it was the turn of advertisers as well as of another group of broadcast-industry representatives to protest the FCC's controversial ruling that the fairness doctrine applies to cigarette commercials and to urge the ruling's withdrawal.

The advertisers were represented by a letter submitted by Peter Allport, president of the Association of National Advertisers, who told the commission the ruling could undermine the editorial freedom of news media and the commercial structure of broadcasting itself.

The broadcasting interests offering their views last week were the National Association of Broadcasters, NBC, ABC, 17 licensees of 61 radio and television stations, in a single filing, and Storer Broadcasting Co.

NAB asked the commission to stay the effectiveness of the ruling until it acts on the various petitions for reconsideration that have been filed. The NAB is expected to seek relief in court if the commission does not rescind the ruling.

The commission issued the ruling in a letter June 2 to WCBS-TV New York, in response to a complaint by a New York attorney. The commission held that stations carrying cigarette commercials must provide time for discussion of the health hazards involved (BROADCASTING, June 5).

ANA's Concern ■ Mr. Allport, who stressed that ANA's concern relates to

advertising generally, not cigarette commercials alone, said that the ruling violates the freedom of editorial decision.

Where in the past "the decision on what and what not to publish or broadcast has been up to the editor," Mr. Allport said, the ruling "now instructs the broadcast media to use its editorial (noncommercial) time to counter the possible influence of advertisements."

In the future, he added, "editorial content, in part at least, will not be dictated by the conscience and responsibility of the licensee, but by special-interest groups acting through the commission." He said this could open "the floodgates to 'editorial pressure' to the detriment of a free and unbiased press."

The broadcasting interests last week, as have others before them, argued that the commission erred in holding that the commercials merely promoting the enjoyment of smoking, without making health claims for it, trigger the fairness-doctrine machinery. They said that the commission had never before indicated that the fairness doctrine applies to product advertising.

NAB said that the commission in the WCBS-TV letter "assumes that all cigarette advertising raises the controversial health issue." And such an approach, NAB added, runs counter to the commission's traditional case-by-case method of dealing with fairness-doctrine complaints. NBC noted that none

of the commercials involved in the complaint against WCBS-TV discuss the "admittedly controversial" issue of whether smoking is a hazard to health.

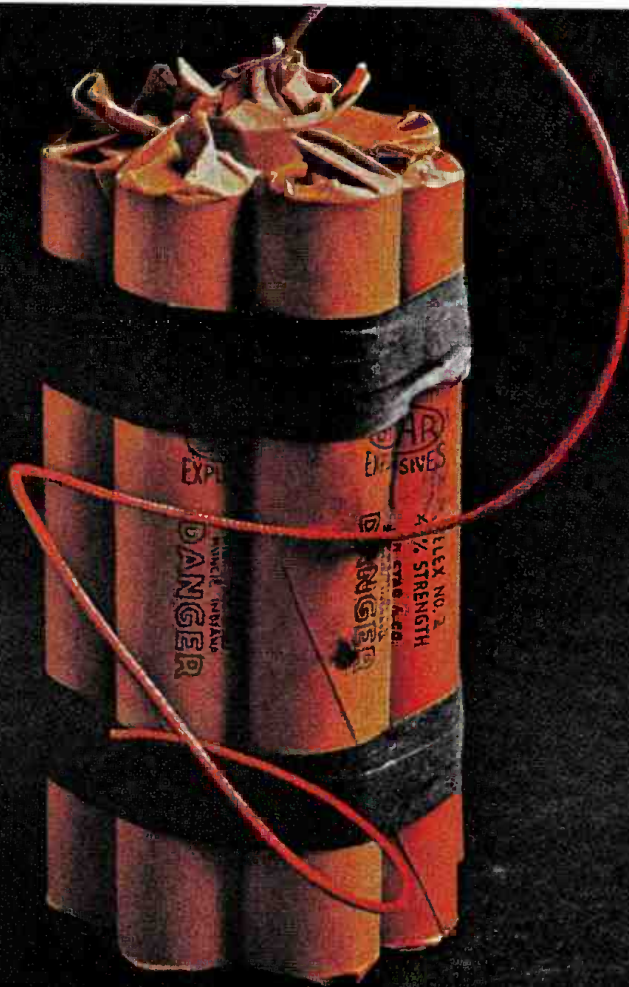
Storer's View ■ Storer said that compliance with the ruling would "substantially limit broadcasters' flexibility to make local-licensee judgments based on local conditions" and would hurt radio's and television's attractiveness as advertising media for cigarette products.

And, along with NBC, Storer said the ruling is procedurally defective in that it was adopted without affording WCBS-TV an opportunity to express its views on whether the doctrine does apply to cigarette commercials. The commission acted on the basis of exchange of correspondence between the complainant, Robert Banzhaf III, and the station.

The Washington law firm of Pierson, Ball & Dowd, counsel for the 17 licensees, said the commission apparently believes that the promotion of cigarettes as "attractive and enjoyable" represents a viewpoint in conflict with government and private reports that smoking may be a hazard to health. But the firm added: "It requires no semantic somersault to establish that something may be attractive and enjoyable while at the same time being a potential hazard to health. In short, there is not necessarily any conflict between the two viewpoints."

Precedent? ■ Many critics of the

BROADCASTING, July 10, 1967



Any kid with \$1.25 can send for the formula.

Jim Gordon's son did.

Jim is a reporter for WINS Radio in New York. He first spotted the ads in a magazine belonging to his 14-year-old son.

They offered mail order instructions for making a variety of bombs and explosives. All on a kid's allowance.

Jim asked his son to answer the ads. The boy wrote in longhand on paper torn from his school looseleaf notebook. There could be no doubt that the requests came from a child.

Nevertheless, in a few days the mailman began delivering pamphlets. How to make nitroglycerin. How to roll your own firecrackers. How to put together a stick of TNT.

But that wasn't all.

Some firms offered to sell the necessary chemicals or fuses. Others gave tips on where to shop for bomb ingredients.

And a few suggested uses for the homemade

explosives. Such as, "ideal for catching locker thieves and desk prowlers."

By the time the mail let up at the Gordon house, father and son had enough information to blow up the entire block.

Jim presented his report in a six-part program on WINS, Group W's all news radio station. Parents wrote to thank him. A state assemblyman asked if he could use Jim's findings to help write new explosive control laws.

The problem was no longer a secret.

Jim Gordon is an investigative reporter. He doesn't wait for news to happen. He digs it out. On his own time if he has to. In his own home.

All our reporters work with the same dedication. It's a WINS policy. Because bringing you the news is the only job we have.

And as far as we're concerned, there's only one way to do the job.

WINS RADIO 1010 **GROUP W**
WESTINGHOUSE BROADCASTING COMPANY

Mouth washes purify TV with 96.9% of their billings

There's a sweet breath of success in television. According to the Television Bureau of Advertising, "seldom has the medium [of TV] been as closely involved in the rapid expansion of one industry as in the past two years with mouth-wash and breath-freshener products." The new brands of Reef, Scope, 100 Mouth-

wash and Green Mint in the past two years have joined older brands such as Listerine, Micrin and LAVORIS, noted William H. Quinn, account supervisor at TVB, who reported last week that seven major marketers in the field allocated 96.9% of their measured-media investments to TV.

The companies placed a total of \$44,136,590 in TV in 1966, an increase of 76.1% over 1965. More than \$20 million was in spot and over \$24 million in network. Warner-Lambert Pharmaceutical was number 1 in the advertising category, investing 44% more in TV that it did in 1965.

1966
MOUTH WASHES—BREATH FRESHENERS
Ranked by total TV investment in this product classification

| COMPANY | 1966 Spot TV | 1966 Network TV | 1966 Total TV | 1965 Total TV | TV Change | Magazines | Newspapers | Total Radio* | Total media | Percent TV |
|--|-----------------|--------------------|------------------|------------------|--------------|-----------|------------|-----------------|----------------|---------------|
| Warner-Lambert (Certs, Clorets, Listerine- Antiseptic, Lozenges, Tablets; Reef, Sterisol) | \$ 9,927,280 | \$12,242,200 | \$22,169,480 | \$15,396,640 | +44.0% | \$418,657 | \$161,663 | \$ 17,000 | \$22,766,800 | 97.4% |
| Johnson & Johnson (Micrin) | 6,494,100 | 2,969,100 | 9,463,200 | 4,441,490 | +113.1 | — | — | — | 9,463,200 | 100.0 |
| Procter & Gamble (Scope) | 1,207,170 | 3,223,900 | 4,431,070 | 128,330 | +3352.9 | 5,524 | 413,787 | — | 4,850,381 | 91.4 |
| Colgate Palmolive (100 Mouthwash) | 1,214,310 | 3,082,000 | 4,296,310 | 2,510,850 | +71.1 | — | 18,925 | — | 4,315,235 | 99.6 |
| Richardson Merrill (Lavoris) | 800,570 | 1,946,600 | 2,747,170 | 2,041,690 | +34.6 | 105,425 | — | 155,000 | 3,007,595 | 91.3 |
| Block Drug (Green Mint) | 2,680 | 613,000 | 615,680 | 540,410 | +13.9 | 71,500 | — | — | 687,180 | 89.6 |
| Merck (Ditron) | 413,680 | — | 413,680 | — | +Infinity | 5,375 | 21,709 | — | 440,764 | 93.9 |
| TOTALS: | \$20,059,790 | \$24,076,800 | \$44,136,590 | \$25,059,410 | +76.1% | \$606,481 | \$616,084 | \$172,000 | \$45,531,155 | 96.9% |

Sources: Printers Information Bureau; Radio Advertising Bureau, TVB/Leading National Advertisers—Broadcast Advertisers Reports; Rorabaugh.
*Radio figures reflect only the top-100 spot and network advertisers as released by RAB.

ruling have said that it could serve as precedent for applying the fairness doctrine to countless products despite the commission's assertion that the ruling is limited to cigarettes. The firm made the same point, but added a dash of ridicule.

It noted that the commission had justified limiting the ruling to cigarettes on the ground that governmental and private reports assert that cigarette smoking can be a hazard to health. But, the firm noted, the Department of Health, Education and Welfare has issued a report warning "that varicose veins may be caused by the wearing of girdles. One despairs when the possibility is raised under some future interpretation that every time a 'Playtex Living Girdle' is mentioned on the air, a 'significant amount of time' might have to be given to the viewpoint that the wearing of such garments may be a hazard to health."

NAB, NBC and the Pierson, Ball & Dowd firm went beyond the cigarette-commercial ruling to attack the legal foundations of the fairness doctrine itself. NAB said the requirement that broadcasters airing one side of a controversial issue must make time avail-

able for contrasting views violates the constitutional guarantees of free speech and free press.

The law firm said its belief that the fairness doctrine violates the free-speech guarantee is unshaken despite the U. S. Court of Appeals decision in the WGBH Red Lion, Pa., case that the doctrine is constitutional (BROADCASTING, June 19). The firm said it won't accept the decision as the final word "until the Supreme Court overrules its holding that radio and television . . . are entitled to the protection" of the First Amendment.

Violates Basic Freedoms ■ NBC said it "is improper and violative of basic freedoms of press and speech, for a government agency to define what is controversial and what is not, and to determine whether a medium such as radio or television has complied with the agency's standard of fairness."

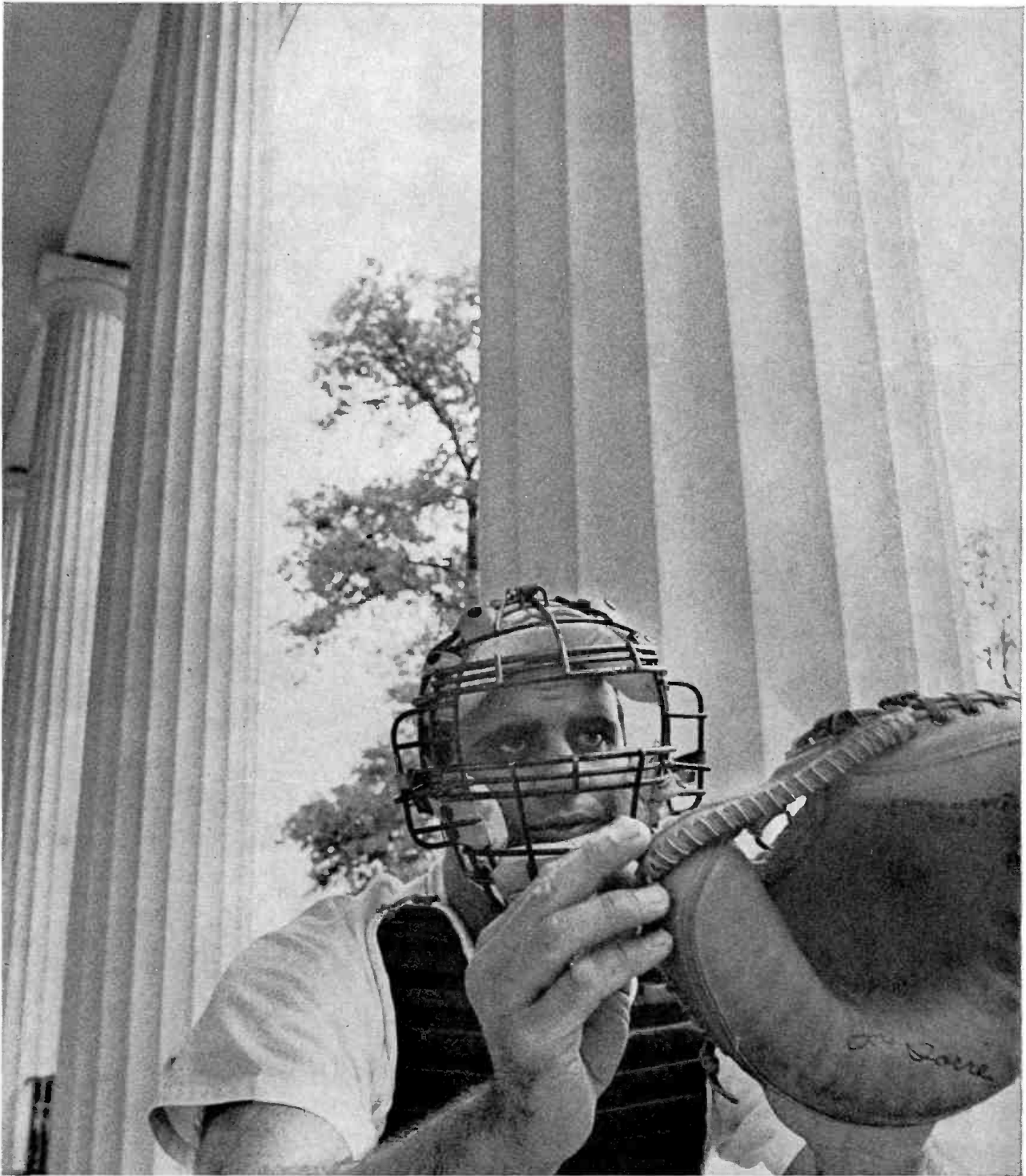
The five broadcast-industry petitioners also asserted that the June 2 ruling conflicts with provisions of the Cigarette Labeling and Advertising Act of 1965. This law requires health-hazard warnings on cigarette packages but expressly prohibits regulations requiring such warnings in cigarette advertising

at least until July 1, 1969.

ABC said that, since Congress "reserved to itself" the decision of what changes to make in the program of warning the public of the dangers of smoking, "no sanctions over and above those prescribed by Congress, should be applied to those who comply with its provisions."

Substantially similar arguments have been made over the past three weeks in pleadings filed with the commission by CBS, the Tobacco Institute and by three Washington law firms in behalf of their broadcast-stations clients: Smith Pepper, Shack & L'Heureux; Dow, Lohnes & Albertson, and Kirkland, Ellis, Hodson, Chaffetz & Masters.

The licensees represented by the Pierson, Ball & Dowd firm are: Air Trails Inc., Atlas Communications Inc., Bedford Broadcasting Corp., Central Broadcasting Corp., The Evening News Association, Great Trails Broadcasting Corp., Lee Broadcasting Corp., Marion Radio Corp., Radio Voice of Springfield Inc., RKO General Inc., Royal Street Corp., Roywood Corp., Sis Radio Inc., Time-Life Broadcast Inc., WEZE Inc., WKY Television System Inc. and WRIT Inc.



Atlanta believes in the Braves. And WSB-TV.

Joe Torre, a major star in a major city. Atlanta, where sports are big league. As is the television. For the home of the Braves is also home of WSB-TV. The station that outscores all competition with a line-up of news, sports



WHITE COLUMNS ON PEACHTREE

(Braves games, of course), entertainment and special events that has made a believer out of Atlanta. • When it comes to selling Atlanta, WSB-TV is in a league by itself. You'd better believe it. WSB-TV/ Ch. 2 / Atlanta / N. B. C. / Petry



COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU (TV), San Francisco-Oakland; WIBC-TV, Pittsburgh

CATV ad-lab appears in

ARF reports cable tests
of commercials now a
'strong possibility'

Creation of a "CATV advertising laboratory" by the Advertising Research Foundation "shapes up as a very strong possibility," ARF said last week in a progress report on studies of the proposal.

The studies are being conducted by a subcommittee of ARF's community antenna television committee headed by George Fabian of Johnson & Johnson, working with the consulting firm of John Adler & Associates. ARF said a final feasibility report would be submitted for action "hopefully by mid-August."

The laboratory, as envisioned by ARF when it first raised the question last winter, would be used for rigidly controlled experiments (BROADCASTING, Dec. 19, 1966). Subscribers in a CATV market would be split into different groups and exposed to different commercial copy in varying weights and levels, much as split runs are used in newspaper tests. Effects of the variations could then be determined by surveys or by diaries kept by subscribers.

ARF's report last week, contained in its *Verb Item* newsletter, said 21 CATV markets had been "reviewed thoroughly" as possible laboratory sites and the choice eventually narrowed to four, of which "two were designated as particularly suitable." They were not identified, one of the criteria being that a community taking part in such tests should not know it was being "observed."

Market Size ■ Other criteria suggested by preliminary thinking when the study was being initiated last winter were that such a laboratory should be in a market of 50,000 population with CATV use levels at 75% or higher, that the subscribers should have viewing habits comparable to those in regular TV markets and that their demographics should be comparable to population norms.

ARF said its CATV subcommittee had found that wiring a CATV community for laboratory purposes "is technically and economically feasible." So, it said, is attainment of broadcast quality in color-commercial cut-ins, perhaps with "substantial savings" also possible through "recently introduced

video-tape recording equipment" that the subcommittee will see demonstrated this month.

ARF said contract negotiations are in progress with CATV managements in the two communities chosen for final consideration. In each case, it said, "beachhead or pilot" tests can be conducted in only one segment of the system before making a full-scale financial commitment, and "new financing arrangements currently under discussion may result in even further economies."

One of the ground rules ARF laid down in initiating the study last winter was that results of tests conducted in such a laboratory be published, "subject to suitable masking as to brand identity." At that time it also said it would need seed money from at least a dozen advertisers to underwrite the investigation of feasibility.

Financial Support ■ Last week's report said "response was better than expected," with 24 advertisers or their

Nebraskans hit FCC rule

The Nebraska Broadcasters Association has emphatically gone on record opposing the FCC's extension of the fairness doctrine to cigarette advertising, calling the doctrine a command to broadcasters "to yield a substantial amount of time for propaganda which the government deems wholesome . . ."

A resolution adopted at the NBA meeting on June 28 calls on the FCC to either reconsider and repudiate the ruling or announce a rulemaking proceeding and stay the ruling until the rulemaking can be acted upon.

The resolution says the FCC's decision is an "unwarranted and dangerous intrusion into American business" and gives those who disagree with an advertiser's opinion an opportunity for free time to express their opinions. The NBA asked what is to prevent the commission from extending the ruling to "coffee, many drugs, cosmetics, beer, insect sprays or even automobiles. . . and how long before the FCC would doom broadcasting to progressive enfeeblement by bringing this policy forcefully into politics, granting free time to one candidate to answer paid advertising by his opponent? Or to management or labor in a controversy or to any other adversaries in a public-affairs dispute. . . .?"

agencies contributing a total of \$40,000. The 24: Best Foods, Bristol-Myers, Campbell Soup, Carter, Chrysler, Colgate-Palmolive, General Foods, General Mills, Johnson & Johnson, Lever, Liggett & Myers, Pillsbury, Schlitz, Scott Paper, Dow Chemical, Clairol, Squibb, Toni, BBDO, Benton & Bowles, Dancer-Fitzgerald-Sample, Foote, Cone & Belding, Tatham-Laird & Kudner (for Procter & Gamble) and Young & Rubicam.

Meanwhile, another ARF publication, *The Journal of Advertising Research*, last week carried a report on an existing operation called Split Cable. The report was by Edward Wallerstein, president of Communication and Media Research Services Inc., Peekskill, N. Y.

It said three years of experience indicated, among other things, that advertising tests on CATV usually must run at least six weeks to obtain "measurable differences," that they are "more advantageous for low-cost, frequently purchased products than for big-ticket items" and that the technique represents "an advance in the field of commercial testing" that "now makes possible a number of heretofore impractical research designs."

FTC proposal pains aspirin advertisers

The Federal Trade Commission last week proposed tough new rules governing the advertising of aspirin and other pain killers. If adopted the new strictures may have a decided effect on \$75.5-million yearly budget spent in radio and TV by headache-remedy advertisers.

The proposals for the establishment of trade regulations on the advertising of nonprescription, over-the-counter analgesics imply that all such pain killers are about the same. The rules forbid unfounded claims, require proof of advertised superiority and identification of contents by their common names where "a combination of ingredients" is claimed as superior. Interested parties are given to Sept. 15 to file comments.

Drug sources estimate annual expenditures for headache remedies and pain killers amount to \$90 million. In 1966, these sources say, \$450 million worth of these products were sold. In the first quarter of this year, headache-remedy companies spent more than \$20 million in broadcast advertising.

Heaviest portion of these expenditures was in network television: over \$52.5 million in 1966, and \$16 million in this year's first three months; \$16 million-plus for spot TV last year, and over \$3.6 million in the first quarter

ST. LOUIS, July 1 - - - - - (KSD-TV)

When President Johnson came to St. Louis to drop in on the DEMOCRATIC GOVERNORS' CONFERENCE, KSD-TV, Channel 5, was the only St. Louis television station to give him complete LIVE coverage.

Live pickup from Lambert St. Louis Municipal Airport.

Live audio helicopter report over the President's motorcade.

Live pickup from Eighth and St. Charles Street.

Live from the lobby of the Mayfair Hotel.

Live pickup of President Johnson's press conference.

*Live pickup from the famous St. Louis Gateway Arch.

*President Johnson didn't visit the Arch! But KSD-TV was ready for him there, too!

We like that kind of challenge.

**ST. LOUIS'S STATION FOR
COMPLETE NEWS COVERAGE...**



of this year. In spot radio, \$5.2 million was spent in 1966, and \$1.25 million in the first 1967 quarter. Network radio received \$1.5 million last year, with \$600,000 estimated for the first quarter this year.

The FTC action came almost three months after proposals were made by the Food and Drug Administration of the Department of Health, Education and Welfare limiting claims on the labels of such drugs. The FDA move last April came following enactment by Congress of a truth-in-labeling law.

CBS nears sellout for its NFL card

CBS-TV has sold 87% of commercial time in its 1967 National Football League package of 21 games, which includes the Super Bowl and NFL championship contests.

Nine advertisers have signed for what the network calls "Plan A," which carries a price of \$75,000 per commercial minute. CBS also has 13 regional advertisers signed for this package. Besides the two big games, it features 14 Sunday games, two divisional play-offs, a Thanksgiving day event, the Playoff Bowl, and the Pro Bowl.

For its other package ("Plan B") CBS has commitments from 19 national sponsors, representing the purchase of 50% of available commercial time in 16 games. The rate is \$48,000 per com-

mercial minute in this package, which contains six double-headers, five pre-season games, three Saturday events, and night games on Thanksgiving and on one Monday (Oct. 30).

Four of the national advertisers are in both CBS plans: American Airlines (through Doyle Dane Bernbach), Ford (J. Walter Thompson), Goodyear (Young & Rubicam) and Prudential Insurance (Reach, McClinton & Co.).

The five other sponsors in Plan A are P. Lorillard (Grey Advertising), Norelco [North American Philips Co.] (LaRoche, McCaffrey & McCall), Pontiac Motor (MacManus, John & Adams), Reynolds Tobacco (William Esty) and State Farm Insurance (Needham, Harper & Steers).

In Second Plan - Plan B's lineup includes Alcoa Aluminum (Ketchum, MacLeod & Grove), Black & Decker Manufacturing (Van Sant, Dugdale & Co.), Consolidated Cigar and Squibb Products (both through Lennen & Newell), Continental Insurance, Gillette, Pharmacrast and Polaroid (all through Doyle Dane Bernbach), Firestone Tire & Rubber (Campbell-Ewald), General Electric and H. D. Lee (both through Grey), John Hancock Mutual Life Insurance and Savings & Loan Foundation (both through McCann-Erickson), Liggett & Myers Tobacco (JWT) and Shell Oil (Ogilvy & Mather).

Regional sponsors in Plan A are: Allstate Insurance (Leo Burnett Co.), American Oil (D'Arcy Advertising), Marathon Oil, (Campbell - Ewald), Standard Oil of California (BBDO),

Sun Oil (Esty), Zale Corp. (Sam Bloom Advertising), Carling Brewing (Lang, Fisher & Stashower), Falstaff Brewing (Dancer - Fitzgerald - Sample), Hamm Brewing and Northwestern Bank (both through Campbell-Mithun), Jackson Brewing (Rockwell, Quinn & Wall), National Brewing (W.B. Doner), and Schmidt's & Sons (Ted Bates & Co.).

CBS-TV plans a three-day football clinic in New York, beginning today (July 10), to prepare for the 1967 NFL schedule reviewing coverage assignments, production and technical operations and agency-sponsor representation.

Also in advertising . . .

Orthodoxy - The media department at Wells, Rich, Greene, New York, now has offices and phone number separate from the agency. WRG's media has moved to 625 Madison Avenue, New York 10022, where it occupies the eighth floor. The telephone number is PLaza 1-4344. The balance of WRG's business continues at 575 Madison Avenue (PLaza 1-1900).

On his own - George R. Gibson has started his own firm, George R. Gibson & Associates, marketing consultants, with offices at 76 East 77th Street, New York. The organization will specialize in planning and programing products in the package-goods field. Mr. Gibson was a vice president of Gardner Advertising, St. Louis, and director of marketing at Dreher Advertising, New York.

Airlines' TV billings soar to new heights in '66

Airline advertising on television hit a record total of almost \$28.2 million in 1966, a gain of 45.4% over 1965, according to the Televi-

sion Bureau of Advertising.

The sharp jump in TV advertising by airlines in recent years was illustrated by this TVB statistic:

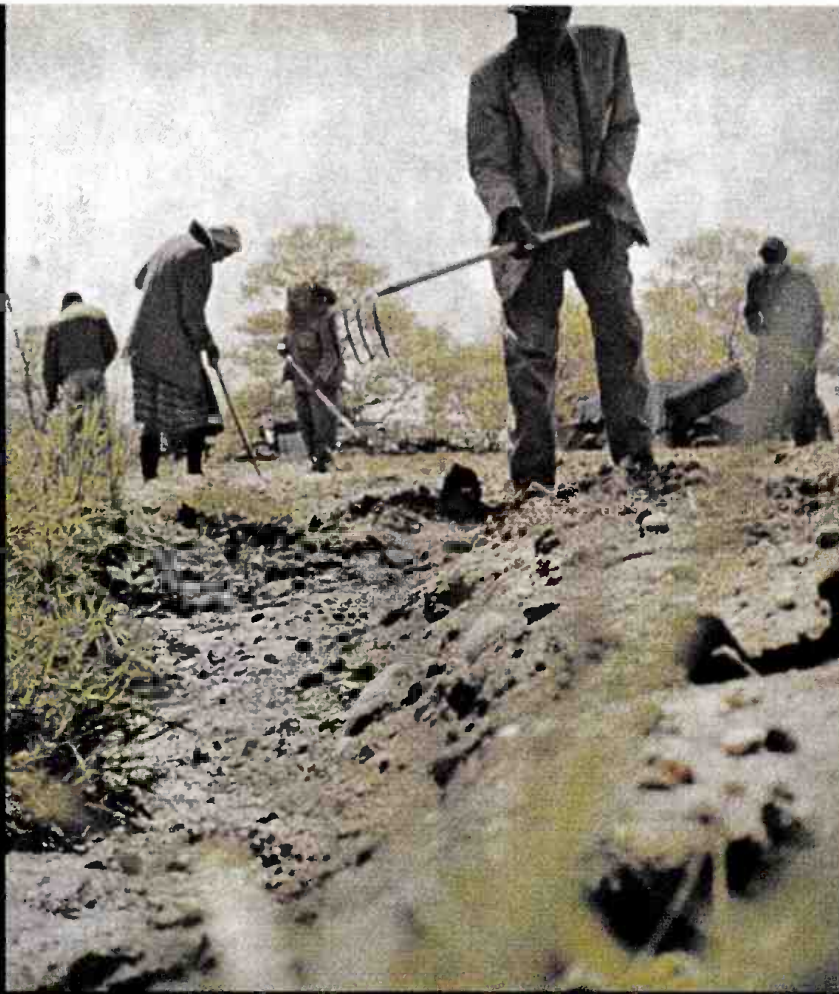
In 1958 combined spot and network television spending by this category amounted to less than \$2.5 million.

Advertisers ranked by total TV investment

| COMPANY | 1966 Spot | 1966 Network | 1966 Total TV | 1965 Total TV | % Chg. | Magazines | Newspapers | Total Radio* | Total Media | % TV |
|------------------|--------------|--------------|---------------|---------------|--------|--------------|--------------|--------------|--------------|-------|
| American | \$3,634,490 | \$2,495,200 | \$ 6,129,690 | \$ 3,663,490 | + 67.3 | \$ 778,765 | \$ 3,979,774 | \$ 1,905,000 | \$12,793,229 | 47.9% |
| United | 3,781,400 | 2,233,800 | 6,015,200 | 3,596,300 | + 67.3 | 2,799,895 | 3,834,439 | 1,059,000 | 13,708,534 | 43.9 |
| Trans World | 3,476,160 | — | 3,476,160 | 1,980,840 | + 75.5 | 1,776,223 | 3,623,946 | 2,513,000 | 11,389,329 | 30.5 |
| Eastern | 2,226,330 | 1,091,700 | 3,318,030 | 4,362,210 | - 23.9 | 1,364,351 | 2,627,802 | 929,000 | 8,239,183 | 40.3 |
| National | 2,470,240 | 292,000 | 2,762,240 | 2,071,500 | + 33.3 | 101,494 | 1,834,460 | — | 4,698,194 | 58.0 |
| Braniff | 556,160 | 989,300 | 1,545,460 | 142,600 | +983.8 | 761,944 | 2,388,663 | — | 4,696,067 | 32.9 |
| Pan American | 1,395,030 | — | 1,395,030 | 543,080 | +156.9 | 3,622,296 | 3,592,479 | 1,973,000 | 10,582,805 | 13.2 |
| Northeast | 1,246,940 | — | 1,246,940 | 1,242,380 | + 0.4 | — | — | — | 1,246,940 | 100.0 |
| Continental | 1,191,980 | — | 1,191,980 | 642,670 | + 85.5 | 1,538,579 | 1,680,007 | — | 4,410,566 | 27.0 |
| Western | 485,260 | — | 485,260 | 327,870 | + 48.0 | 522,898 | 667,751 | — | 1,675,909 | 29.0 |
| Delta | 401,310 | — | 401,310 | 716,490 | - 44.0 | 751,591 | 3,767,748 | 1,738,000 | 6,658,649 | 6.0 |
| British Overseas | 232,070 | — | 232,070 | 103,130 | +125.0 | 1,027,347 | 892,204 | — | 2,151,621 | 10.8 |
| TOTALS: | \$21,097,370 | \$7,102,000 | \$28,199,370 | \$19,392,560 | + 45.4 | \$15,045,383 | \$28,889,273 | \$10,117,000 | \$82,251,026 | 34.3% |

Sources: Publishers Information Bureau, Bureau of Advertising, Radio Advertising Bureau, Television Bureau of Advertising, Leading National Advertisers-Rorabaugh.

*Radio figures reflect only the top-100 spot and network advertisers as released by R.A.B.



31¢ an hour. 12 hours a day. 40 miles from Philadelphia.

There are nearly half a million migrant workers in the United States.

Many start working before they start kindergarten. Some have never slept alone in a bed. Others go for months without seeing a bathroom.

You don't have to go to the Cotton Belt or the Far West to find them. Many work the New Jersey farms between New York City and Philadelphia.

Malcolm Poindexter, a reporter for KYW Radio in Philadelphia, wanted to find out what work was like on one of those farms. He took a job picking strawberries at 7¢ a quart. After 12 hours in the field, he was paid. \$1.68. About two dollars less than the average, experienced hand.

Poindexter didn't quit there. He visited children at nearby labor camps. Some hadn't lived in one place long enough to go to school.

He learned of the prostitution, narcotics and loan shark rackets run by the crew bosses to get back the little money the workers made.

Malcolm Poindexter was finding out fast why one migrant worker had said, "Of all the hopeless

folks there are, we are the most hopeless."

It was a tough point to argue. In many places there is no minimum wage for migrant workers. No workman's compensation. Even where laws exist, they go unobserved and unenforced.

Poindexter's findings were broadcast in a ten-part series on KYW, Group W's all news radio station. A few weeks later, a task force set up by the Governor of New Jersey contacted him for suggestions. Poindexter recommended stronger law enforcement. The Governor, in turn, requested the manpower. The first step had been taken.

Malcolm Poindexter is an investigative reporter. He doesn't wait for news to happen. He goes after it. Even if it means some back-breaking work in the hot sun.

All our reporters work with the same dedication. It's a KYW policy.

Because bringing you the news is our only job. And as far as we're concerned, there's only one way to do it.

KYW RADIO GROUP
1100 W
WESTINGHOUSE BROADCASTING COMPANY

PREVIEW: A bull session is more than just talk

What goes into the making of today's television commercial? Wild imagination, the daring of the demented, a heaping of ingenuity, a touch of the poet and a little of the impossible: That's what commercials are made of.

Nothing illustrates these zany requisites more than a new series of television spots produced by Filmfair for Schlitz malt liquor through Leo Burnett Co., Los Angeles. This campaign (included are two 60's and two 20's) is highlighted by a 60-second so-called "bull" spot. Leo Burnett copywriter Hal Weinstein, basing his idea on the Schlitz malt liquor bull logo and trying to draw attention to the product which is new in some distribution areas, called for a suburban-type man to

ride a bull down a residential street and onto a major boulevard. The man, of course, is on his way to pick up a supply of Schlitz malt liquor.

Casting Problem ■ The bull, reflecting the "brawny character and bold flavor" of the brew, had to look like a wild, fighting beast and, yet, had to be able to perform in a theatrical situation. Finding an actor capable of riding the bull's back was another of the problems facing Filmfair producer-director Bob Sage. But, Mr. Sage has a reputation for being a production problem solver. He once had to find an actor who would perform on the wing of an airborne plane for a hair preparation commercial. More recently he produced a Schlitz beer spot that re-

quired the construction of a complete circus, including wild animals, high-flying acts, bareback riders and clowns.

Mr. Sage found the bull for the malt liquor commercial languishing after a previous disillusioning camera performance. The animal had been trained to portray an over-sized dog in a pilot of a television series that didn't sell. But the bull obviously was qualified to take on a new assignment. It even had a personal wardrobe: a tailored dog suit that it wore in the unsuccessful pilot.

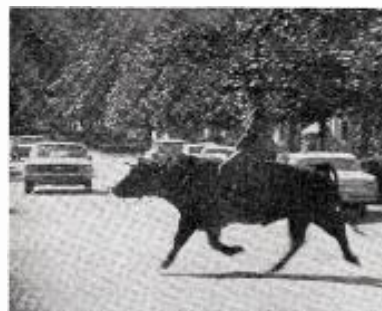
Still a bull hired is not a bull taken by the horns. Actually this bull had no horns. They had been cut off as a necessary sacrifice for the canine role. Also this bull, like others of the acting breed,



"Honey, we need some malt liquor."



Alex Biel charges out on a bull.



And Alex . . . being bold himself.

ARF charges color bias in TVAR study

In an evaluation published last week the Advertising Research Foundation found Television Advertising Representatives' "Psy-color-gy" study "a disappointment."

In reply, TVAR questioned the objectivity of ARF's reviewers and said other authorities had praised the study.

Both the evaluation and the reply were published in the June-July issue of ARF's *Verb Item*. The study was conducted for TVAR by the Institute for Motivational Research as an examination of the impact of color TV (BROADCASTING, May 8).

The ARF report said that "stripped of psychological pretensions," the study's conclusions "can be simply summarized by saying that the owners of color television sets generally appear to regard color television and color-television

commercials more favorably than they do black-and-white. (Presumably that is why they spent the extra money to acquire a color set in the first place.)

"Despite this trivial conclusion, in the further opinion of the reviewers, the study method is biased in favor of color [and used a] haphazard procedure for selecting respondents [that] is hardly appropriate for a study intended for formal public release.

"The question of when and how most effectively to use color is extremely important to us. We do need help, but regrettably this study fails to supply any."

TVAR Position ■ In the rebuttal, Robert M. McGredy, TVAR president, quoted agency executives who had commended the study and said: "These and other comments we have received would seem to contradict the inference in your review that our study fails to provide any new or useful information."

He singled out a section of the review that said respondents were asked

to "guess" when in fact, he said, they were not asked to guess but to signify, as part of a psychological test designed by IMR, "which of the following diagrams best represents color television and which black-and-white television."

"These and similar comments throughout the critique raise a question as to the objectivity of your reviewers when it comes to motivational research," Mr. McGredy asserted.

As to the charge of color bias, he said black-and-white as well as color-set owners were interviewed and were found to be no less, and perhaps more, enthusiastic about color than the color owners themselves.

But the object was to "measure the current and potential value of color TV to the advertiser," he continued, and "obviously until a family owns a color set, the advertiser derives none of the benefits of color TV from that family." Hence, he said, basing the study on noncolor television owners would have produced results having "little practical value."

tended to be somewhat temperamental. It would not tolerate certain "stand still" close-up, such as waiting for a stoplight. Thus a fully articulated bull had to be built to exactly simulate the live animal. A taxidermist, who built all of Disneyland's highly realistic mechanical animals and characters, was called in to do the same for Filmfair and Schlitz.

Using both the real and fake bulls, the commercial somehow was produced in six weeks (from conception to final print). Along the way all sorts of embarrassments had to be endured. The false horns, for example, had a way of falling off as the real bull ran down the street. When it was required to get the bull to run, its portable home—a pen-like

conveyance on wheels—was parked at the opposite end of the ground to be covered.

No Reverse Gear • The trickiest production problem was when the script called for the man to back the bull into a parking space. Producer-director Sage decided that he would have traffic go backwards, have the bull come out of the parking space, then run the film in reverse. This technique apparently achieves the effect of the man parking a bull.

The commercial was filmed in five different locations in the Los Angeles area, including busy Sepulveda Boulevard. Footage was shot between 11 a.m. and 3 p.m. with traffic routed to a third lane around the two being used by the production.



Knew just what to look for.



Nobody makes it like Schlitz.

AAF meeting hears about sexy ads

Sex, a major topic of conversation almost everywhere else, finally made it big on the agenda of an advertising convention. At the western regional convention of the American Advertising Federation in Long Beach, Calif., June 25-29, that omnipresent three-letter condition was the subject of a major report to delegates.

Paul Fillinger, account supervisor for Hoefer, Dieterich & Brown Inc., San Francisco, acknowledged that sex, particularly the way it's presented, is a problem in advertising. But for better or worse, he said, "the double entendre is here to stay. Gone are the days when somebody's head was lopped into the wastebasket because somebody, somewhere might possibly see a double meaning in his ad."

Yet just because sex is here, Mr.

Fillinger isn't ready for an all-out endorsement. "Maybe the greatest sin of all with most sexy advertising is that it so completely lacks originality and creativity," he decided. "It is a silly or contrived cliché that doesn't apply to the specific selling situation."

Alan Cundall, copywriter for Honig-Cooper & Harrington, San Francisco, added polemic to this rhetoric by pointing out that "the wink . . . is nothing new in advertising. Some advertisers," he contends, "always have been 'licensed to leer' by general consent."

Both ad men cited several examples of double entendre advertising. Included were "Does she or doesn't she?" (Clairol). "Want him to be more of a man? Try being more of a woman" (Coty). "Want to start something? Start with Arpege." "Why wait for tonight—aren't you a woman all day?" (Desert Flower by Shulton).

Theme of the five-day convention was "New Horizons for Advertising." Among the speakers addressing themselves to this theme were Dr. Niki

Kominik, vice president, director of creative research, Grey Advertising, New York; Frederick E. Baker, president, Frederick E. Baker Advertising, Seattle; Kenneth Laird, chairman, Tatham-Laird & Kudner, Chicago; Paul Willis, vice president, advertising, Carnation Co., Los Angeles and Douglas L. Smith, vice president, Lennen & Newell, New York.

Doyle Dane Bernbach Inc. was the big winner in the advertising awards competition at the convention. The much-honored agency received first place awards in five different categories. Runner-up in the over-all competition was McCann-Erickson Inc., which won firsts in four categories.

Business briefly . . .

RCA, through Grey Advertising, both New York, is sponsoring NBC Radio's *Monitor Sports with Sandy Koufax*.

New accounts on CBS Radio include **American Motors Corp.**, Detroit, through Benton & Bowles, New York, for news and *Dimension*; **Pillsbury Co.**, through Campbell-Mithun, both Minneapolis, in *Arthur Godfrey Time*, and **Frigidaire division of General Motors Corp.**, Dayton, Ohio, through Dancer-Fitzgerald-Sample, New York, in news and *Dimension*.

Du Pont, Wilmington, Del., will sponsor one-hour documentary, *We're No. 1*, produced by Tel Ra Productions Inc., Philadelphia. The film special, featuring college football coaches and players who reminisce about the past 20 years, has already been placed in some 130 markets.

Electric Companies Advertising Program (ECAP) will sponsor NBC-TV's series of four news specials, *Tomorrow's World*. The scientific programs, including examinations of outer space, inner space and food production, are scheduled for selected Fridays beginning in January 1968, 10-11 p.m. NYT. Agency: N. W. Ayer & Son Inc., New York.

Block Drug Co., Jersey City, N.J., signs for another 26 weeks in CBS Radio's *Arthur Godfrey Time*, extending the advertiser's contract for two 10-minute units a week through the end of the year. Agencies are Sullivan, Stauffer, Colwell & Bayles, and Grey Advertising, both New York.

General Electric Co., through BBDO, both New York, again will sponsor *Damn Yankees* on NBC-TV, Sept. 7, 7:30-9:30 p.m. EST. Show was originally seen April 8.

Accent-International, Skokie, Ill., through Needham, Harper & Steers Inc., Chicago, has purchased sponsorship in NBC Radio's *Emphasis, News of the World* and *Monitor*.

INIC
MI

*CATEGORY I:
Fine Arts and Humanities
(for children and youth)
Award to WCAU-TV Philadelphia
for "Pretendo: Mime Theatre"*

*CATEGORY III:
Social Sciences (for adults)
Award to WCBS-TV New York
for "Eye on New York:
Fifty Years After"*

*CATEGORY IV:
Public Affairs and
Community Problems (for adults)
Award to WBBM-TV Chicago
for "I See Chicago:
The Illinois Voter's Test"*

WY ZO!

*Award to WCAU-TV Philadelphia
for "TV10 Sunday Special:
Design for Danger"*

*CATEGORY V:
Personal Problems (for adults)
Award to WCBS-TV New York
for "Greetings!"*

*and (for children and youth)
MULTI-STATION AWARD
to the five CBS Owned
television stations
for "Feedback:
Marriage—A Game for Kids?"*

A total of 6 coveted 1967 Ohio State Awards have been won by the CBS Owned television stations—including 5 out of the 8 local commercial television station awards made, and a sixth award to the five stations as a group!

No wonder the CBS Owned stations are so exceptionally well thought of by audiences (advertisers, too!) in their communities.

● CBS TELEVISION STATIONS

CBS Owned WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis

VT&M TV division merges with Adam Young

ALAN TORBET TAKES OVER REP'S RADIO ACCOUNTS

Consolidation of the television division of Venard, Torbet & McConnell Inc. with Adam Young Inc. to form Adam Young-VTM Inc. was announced last week (CLOSED CIRCUIT, July 3).

In the move, the radio division of Venard, Torbet & McConnell has been reconstituted as Alan Torbet Associates Inc. to represent radio stations only. Changes took effect July 1.

The new executive line-up at Adam Young-VTM Inc. is as follows: Adam Young, board chairman; Lloyd George Venard, former president of VT&M, vice chairman; James F. O'Grady, formerly executive vice president of Adam Young, president and chief executive officer; Jim McConnell and Steve Rintoul, both vice presidents with VT&M, executive vice presidents. The titles held by Messrs. Venard, McConnell and Rintoul will be for the TV division of AY-VTM.

Adam Young-VTM will make its headquarters in New York at space occupied by the Adam Young companies at 3 East 54th Street. Telephone number is PLaza 1-4848. It was said there



Mr. Petersen

Mr. Torbet

have been few market conflicts resulting from the amalgamation and that the new entity will emerge with a list of between 35 and 40 TV stations.

In a separate announcement, Alan L. Torbet, formerly executive vice president of VT&M, said the new company he heads as president takes over the former VT&M radio list of 56 stations in the top-150 spot radio markets. Mr. Torbet said all the VT&M offices in Chicago, Detroit, Dallas, San Francisco and Los Angeles will be continued, as well as affiliated offices in Portland,

Seattle, Denver, Atlanta and Boston. In addition to Mr. Torbet as president, the company will function with Brock L. Petersen as executive vice president (in New York) and Boyd Rippey, vice president (in San Francisco). Headquarters for Alan Torbet Associates is at 555 Fifth Avenue, New York. Telephone number is 986-2201.

Merrill Lynch moves agencies

Merrill Lynch, Pierce, Fenner & Smith Inc., New York, major brokerage house, will part company Nov. 1 with Albert Frank-Guenther Law Inc., that city, after a 53-year relationship. Billings are estimated at \$4.25 million, with approximately 10% in radio-TV.

The account will be handled by Ogilvy & Mather and Foote, Cone & Belding, both New York. O&M will handle broadcast advertising as well as print; FC&B will place Merrill Lynch local office, underwriting, recruiting and direct-mail advertising. The total budget will be split about evenly between the agencies.

Rep appointments . . .

- WHC-TV Pittsburgh: Blair Television, New York.
- KATU(TV) Portland, Ore.: Television Advertising Representatives Inc., New York.
- WKIS Orlando, Fla.: Paul H. Raymer Co., New York.
- WJIM-TV Lansing, Mich.: Harrington, Righter & Parsons Inc., New York.
- WTVR Richmond, Va.: McGavren-Guild Co., New York. (WTVR-TV is represented by Blair Television, New York.)

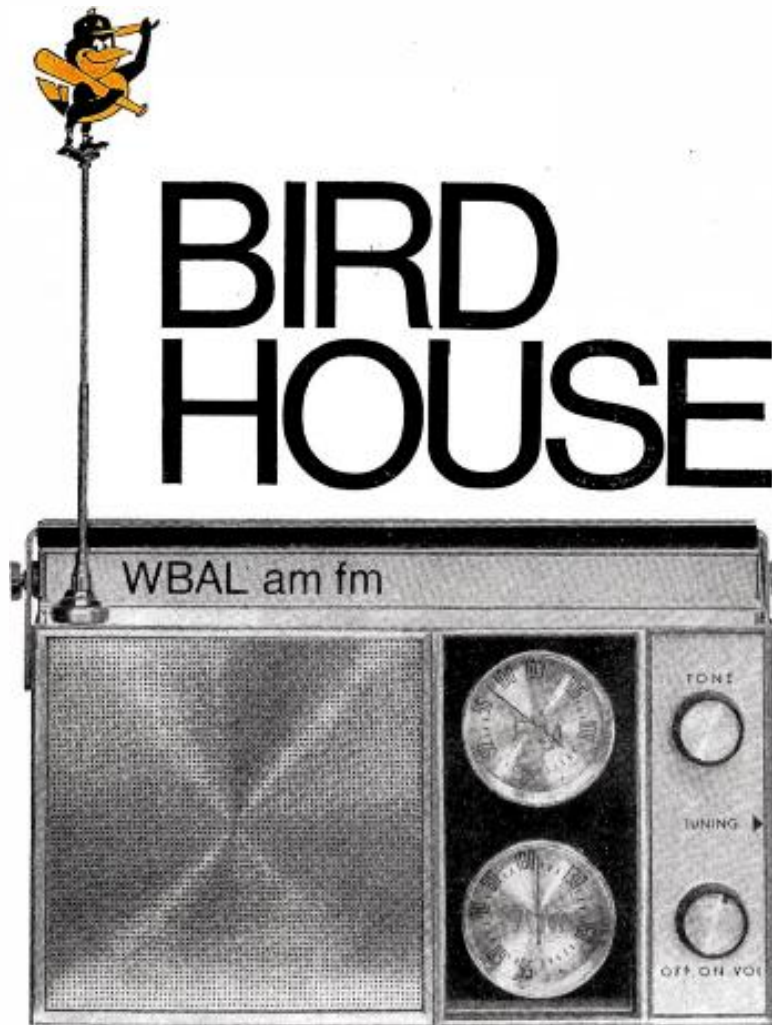


(L to r) Messrs. Young, McConnell, O'Grady, Venard.

BAR network-TV billing report for week ending July 2

BAR network TV dollar revenue estimates—week ended July 2, 1967 (Net time and talent charges in thousands of dollars)

| Day parts | Networks | Week ended Calendar | | Cume July 1-2 | Cume Jan. 1- July 2 | Day parts | Networks | Week ended Calendar | | Cume July 1-2 | Cume Jan. 1- July 2 |
|---------------------------|-------------------------------------|--|--|------------------------------------|---|----------------------------|-------------------------------------|---|--|--|--|
| | | July 2 | month: June | | | | | July 2 | month: June | | |
| Mon.-Fri. Sign on-10 a.m. | ABC-TV CBS-TV NBC-TV Total | — \$ 116.3 290.2 406.5 | — \$ 489.6 1,346.3 1,835.9 | — — — — | — \$ 3,092.3 7,764.7 10,857.0 | Sun. 6-7:30 p.m. | ABC-TV CBS-TV NBC-TV Total | \$ 35.0 71.4 9.8 116.2 | \$ 389.0 537.1 388.1 1,314.2 | \$ 35.0 71.4 9.8 116.2 | \$ 3,257.3 6,128.5 4,198.7 13,584.5 |
| Mon.-Fri. 10 a.m.-6 p.m. | ABC-TV CBS-TV NBC-TV Total | 1,129.2 3,055.9 1,433.0 5,618.1 | 4,600.4 11,635.0 5,770.6 22,006.0 | — — — — | 35,693.3 83,897.0 43,538.0 163,128.3 | Mon.-Sun. 7:30-11 p.m. | ABC-TV CBS-TV NBC-TV Total | 3,583.3 4,689.9 4,029.3 12,302.5 | 14,594.1 19,396.5 16,528.4 50,519.0 | 994.6 1,220.0 1,238.2 3,452.8 | 129,421.9 148,266.6 146,716.4 424,404.9 |
| Sat.-Sun. Sign on-6 p.m. | ABC-TV CBS-TV NBC-TV Total | 522.5 663.3 478.3 1,664.1 | 2,467.0 1,829.6 2,084.5 6,381.1 | 522.5 663.3 478.3 1,664.1 | 21,641.2 22,666.8 12,832.2 57,140.2 | Mon.-Sun. 11 p.m.-Sign off | ABC-TV CBS-TV NBC-TV Total | 233.4 33.7 358.7 615.8 | 1,194.1 138.0 1,681.6 3,013.7 | 36.4 33.7 26.4 96.5 | 5,322.9 1,432.5 10,019.2 16,774.6 |
| Mon.-Sat. 6-7:30 p.m. | ABC-TV CBS-TV NBC-TV Total | 263.0 499.1 548.6 1,310.7 | 1,013.9 2,160.9 2,518.9 5,693.7 | 67.3 42.7 24.0 134.0 | 7,585.2 15,421.7 15,295.9 38,302.8 | Network totals | ABC-TV CBS-TV NBC-TV | 5,756.4 9,129.6 7,147.9 | 24,258.5 36,186.7 30,318.4 | 1,655.8 2,031.1 1,776.7 | 202,921.8 280,905.4 240,365.1 |
| Grand totals all networks | | | | | | | | \$22,033.9 | \$90,763.6 | \$5,463.6 | \$724,192.3 |



WBAL...Radio Home of the World Champion Baltimore Orioles

When the Orioles took the '66 Series in four straight, Maryland heard it on WBAL Radio. That's exciting radio! That's WBAL! From Navy Football to Baltimore Clipper Ice Hockey; from the All-Star Game to the Super Bowl, Maryland is all ears to the middle of the dial.

Even in four neighboring states WBAL Radio's 50,000 watts boom in to give you greater selling power. But we don't get better than *1 out of every 4 local radio dollars** on power alone. People believe in WBAL Radio. They believe in sportscasters like Jim West, Terry Johnston and Bud Wilkinson. They believe in the Colts, that's why they listen to the Don Shula Show. In a sports town, WBAL is *the* sports station...with over 40 sportscasts every week. And that's what gets results for you! Call 301 467-3000 or contact your Daren F. McGavren representative now.**

WBAL Radio. . .excitement in the air.

NBC Affiliate/Nationally represented by Daren F. McGavren Co., Inc.*Based on latest available FCC Reports **In Canada contact Andy McDermott, McDermott Sales Limited, E. Toronto, Ontario.

Contract cleanup doesn't pay

NBC-TV offers affiliates new sample contracts that codify many past changes with no pay increases

NBC-TV affiliates were taking a look at their network's proposed new affiliation contract from last week, and first indications were that they weren't finding any big surprises (CLOSED CIRCUIT, July 3).

For the most part the new document appeared to be a codification of assorted amendments, riders and general agreements built up over the years in adjusting the old contract to changing business practices. This was exactly what NBC officials said all along they were trying to do (BROADCASTING, March 20, et seq) and what they said again, in a covering letter accompanying the form, that they had done.

One affiliate, who said he had studied the new contract carefully, described it as "a housecleaning job" that got rid of a lot of piecemeal changes by combining them into a single, simpler package. He said he found no significant changes in substance.

NBC officials have said repeatedly that the new contract, which incorporates the basic "equivalent hour" compensation formula of the current one, would pay the affiliates neither more nor less than the existing contract.

The stations will see how this is

worked out in a week or 10 days when actual contracts are due to be distributed with each station's rates written in. The copies currently in circulation are "sample forms" with dollar details omitted.

Affiliates' Option ■ When the actual contracts are distributed, affiliates may sign them or continue on the old ones until they expire. For those electing to switch, termination dates of the new contracts will be made to coincide with those of the old ones. Both old and new forms provide for so-called automatic renewal for two-year periods, subject to six-months notice of nonrenewal by either side.

Many affiliates had hoped earlier that the new form would provide for compensation on a per-minute basis that would give them a share of the revenues from any increases in network commercial time, but it has been apparent for several weeks that this was not going to happen.

No network has such a provision in its contracts, and NBC affiliates have indicated that network officials concluded—after studying the proposal early in their contract deliberations (BROADCASTING, April 10)—that for

"competitive reasons" they could not initiate it "at this time."

The new contract does contain a formula for figuring compensation on a minute sales, but according to both NBC and affiliate sources it is the same system now in use not only by NBC but also by the other networks. It provides for payment for commercials as a fraction of total commercial time available in the program period, applicable to the appropriate "equivalent hour" rate.

Thus if six minutes of commercial time were available in an hour and the network sold five, stations would be credited for five-sixths of their equivalent-hour rates for that time period.

Number of Availabilities ■ What affiliates of all three networks fear is that the networks might increase the number of availabilities, which would reduce the per-minute return to the stations and still give them no more compensation even if all the extra availabilities were sold. They might even receive less—if availabilities were increased without an accompanying increase in sales.

This concern relates particularly to NBC-TV's move "reserving the right" to increase commercials in network movies from 14 to 16 next fall. As a practical matter, however, it is assumed that if one network raises the ceiling on movie commercials the other networks probably will soon follow suit.

Like the new contract that CBS-TV adopted over a year ago and the one that ABC-TV is currently putting into effect, NBC-TV's new form calls for individual negotiation of compensation on sports and special events such as political conventions, election coverage, presidential inaugurations, space shots, parades and pageants "and other special events so designated by NBC."

"This simply describes the practice we have been following," NBC said in a point-by-point explanation that went to affiliates with copies of the new form. The new form deletes an existing provision that NBC must pay compensation on sponsored programs canceled on less than 28 days notice. This provision, according to the explanation, "goes back to the days of program sponsorship and has little relation to the much more volatile sale of participation minutes." If, however, the substitute show is sponsored, "normal compensation will be paid."

Where the old contract gave NBC the right to reduce an affiliate's network rate, the new form permits such action only when it is "part of a general rate revision."

ASCAP-BMI Fees ■ To the old pro-

ARB includes UHF, multiset homes in report

Multiset homes and UHF homes have been added to the American Research Bureau's color-set ownership reports. In the latest ARB color-set report, based on the February-March national sweep, multiset penetration is included for 211 markets and UHF penetration is shown for 62 metropolitan areas where UHF is "a significant media factor."

The color and multiset estimates, ARB pointed out, are now provided for each market's area of dominant influence and not the total survey area. ARB said this should avoid dilution of estimates from large neighboring markets where single areas overlap.

Among the ARB estimates:

The top-10 markets in color-set penetration: Lubbock, Tex., 32%;

Fresno, Calif., Zanesville, Ohio, and Los Angeles, each 31%; Bakersfield, Calif., and Las Vegas, each 30%; South Bend-Elkhart, Ind., and North Platte, Neb., each 29%; Columbus, Ohio, and Sacramento-Stockton, Calif., each 28%.

The top-12 markets in multiset homes: Detroit and Dayton, Ohio, each 46%; Baltimore, 45%; Philadelphia, 43%; Los Angeles and New York, each 40%; Columbus, Ohio, 39%; Chicago and Rochester, N. Y., each 38%; Washington, Cincinnati and Youngstown, Ohio, each 37%.

UHF penetration in the top 10 TV markets: New York, 31%; Los Angeles, 48%; Chicago, 48%; Philadelphia, 62%; Boston, 40%; Detroit, 57%; San Francisco, 43%; Cleveland, 40%; Pittsburgh, 40%; Washington, 61%.

vision regarding affiliate sharing in payment of music-license fees to the American Society of Composers, Authors and Publishers and Broadcast Music Inc. is added a proviso that, if NBC should sign with ASCAP or BMI on some basis other than the present percentage-of-revenue formula, the stations would continue to pay their regular share.

This is put at 3.59% of station compensation in both old and new contracts, with 2.5% earmarked for ASCAP and 1.09% for BMI.

The new contract also incorporates the substance of a letter that NBC sent to affiliates last summer waiving re-broadcast restrictions for stations wishing to invoke FCC rules and requiring a community antenna TV system to carry their signal in their service area.

The new provision stipulates that affiliates must advise the CATV systems in such cases that this "does not constitute a copyright license" for CATV use of NBC-TV programs. NBC also reserves the right to withdraw the waiver on 30-day notice to stations.

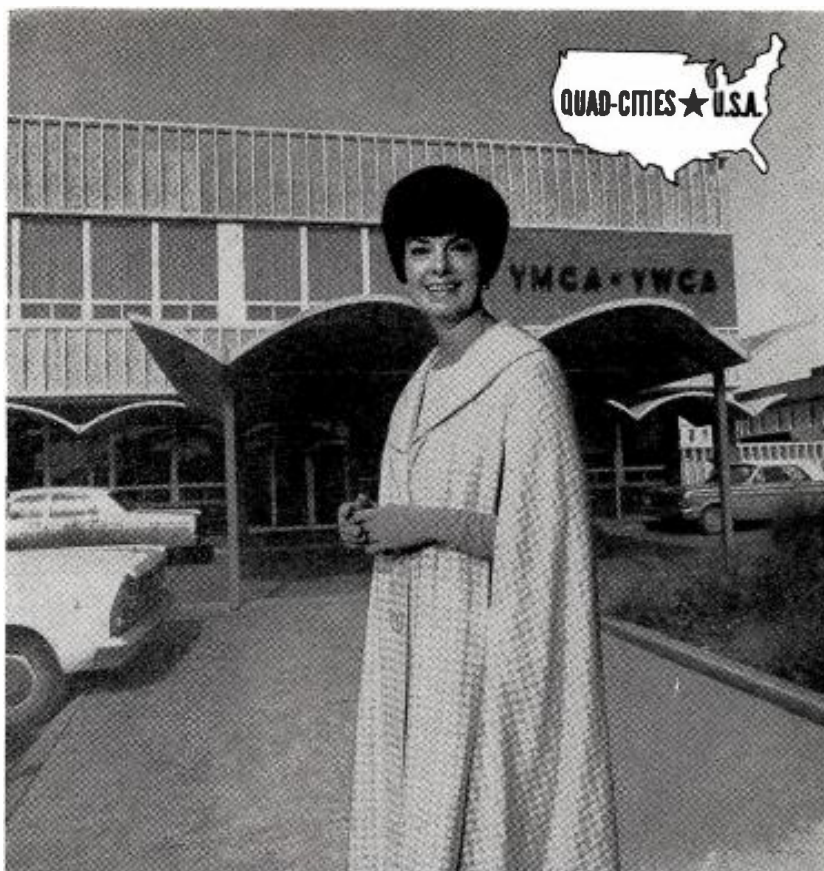
The new form omits a current provision giving NBC-TV the right to use unsponsored programs produced by an affiliate. "It was seldom used and we believe it is outdated," NBC said in its explanatory letter.

While drafting the new form NBC officials consulted several times with members of a special committee created by the affiliates for that purpose. It is headed by Harold Grams, KSD-TV St. Louis, chairman of the NBC-TV affiliates board of delegates, and includes two former chairmen, A. Louis Read of WDSU-TV New Orleans and Jack Harris of KPRC-TV Houston, plus Harold P. See, KRON-TV San Francisco; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Irving C. Waugh, WSM-TV Nashville; George Compte, WTMJ-TV Milwaukee; Joe Bryant, KCBD-TV Lubbock, Tex., and Harold Froelich, WTVO-TV Rockford, Ill.

Austin CATV's plea based on heavy losses

Capital Cable Co., Austin, Tex., CATV system, has told the FCC that its losses from 1963, when it received a franchise to operate, until August 1966, amounted to \$881,824. It also disclosed that it now has 12,900 subscribers.

The figures were submitted to the FCC in connection with a dispute involving the cable company—jointly owned by Texas Broadcasting Corp. (KTBC-AM-FM-TV Austin) and Midwest Video Inc., Little Rock, Ark., multiple



"Ever buy a mini-megalopolis? WOC-TV delivers the Q-C market"

says Pat Sundine, WOC-TV personality

The Quad-Cities* is similar to the boroughs of New York. It is a combination of four large cities and six small ones and is home base for this trading area of over 1½ million people.

With no dominant nationality, ethnic or religious group, the Quad-Cities U.S.A. is demographically characteristic of the entire country. Marketers can plan a test or total market campaign for an area serving all segments of a stable economy. More than half of the counties in the WOC-TV coverage area rank among the nation's top 400 in producing farm income. That's a big plus factor.

To get the coverage, and to blanket the Q-C area, buy WOC-TV, Channel 6, where the best in viewing captures the attention of this mini-megalopolis.

*According to Business Week, Feb. 25, the Quad-Cities is a mini-megalopolis

WOC-TV ... where the NEWS is
WOC-TV ... where the COLOR is
WOC-TV ... where the PERSONALITIES are

WOC-TV

NBC 6

SERVING THE
QUAD-CITIES
FROM
DAVENPORT, IOWA

Exclusive National Representative — Peters, Griffin, Woodward, Inc.

CATV owner—and KHFI-TV Austin, a channel 42 independent.

The cable company is seeking the waiver of an FCC rule requiring it to black out network programs from distant stations when the same program is being carried by a local station (BROADCASTING, May 8, et seq.).

KHFI-TV claims it is being "whipsawed" because KTBC-TV is affiliated with all three networks and the UHF station can only carry network programs rejected by KTBC-TV.

The financial data submitted by Capital Cable shows that for the year ended August 1965 it had a net loss of \$371,779, and for the fiscal year ended August 1966, a loss of \$248,133. Much of the loss, it is noted, is nonrecurring, due to expenses for equipment.

Capital Cable started in 1963; in November of the next year it merged with TV Cable of Austin.

Texas Broadcasting Corp., which also has a 29% interest in the KWTX station group (KWTX-AM-TV Waco, Tex.), is principally owned by President Johnson's wife and children. The family holdings have been placed in trust while Mr. Johnson occupies the White House.

FCC revises Emergency Broadcast System

The FCC has approved the first revision of the basic Emergency Broadcast System plan that had been in preparation for about two years. Copies of the revised plan are expected to be distributed to stations within a few weeks.

The revised EBS plan retains many of the components of the present system with these significant changes:

- Activation of the EBS during a grave national crisis or war;
- Automatic activation of the EBS by the White House communications agency if an enemy attack is detected and immediate dissemination of appropriate warning messages by the Office of Civil Defense;
- Broadcast of an emergency-action-notification message either with or without an OCD attack warning message;
- Set-up of detailed state EBS operational plans;
- Assigning operational designations (primary, alternate, primary relay or alternate relay) to specific National Defense Emergency Authorization stations.

Program priorities have also undergone a shift in emphasis. Second in importance to presidential messages is state programming, followed by local programming with a priority-four attached to national programming and news and regional programming.

\$120 million cut from AT&T

FCC orders 7.5% return limit on interstate rates; phase-two struggle begins

With phase one of its massive investigation of AT&T's interstate rate structure out of the way, the FCC will turn its attention to phase two—the part this is expected to generate a donnybrook among AT&T customers, including broadcasters.

The commission last week ordered the giant company to reduce its rates by \$120 million, which is some 3% of the company's current interstate revenue.

The order came in a decision asserting that the company's return for interstate services should be limited to a range of 7% to 7.5% (CLOSED CIRCUIT, July 3). The company last year earned 8.56%, and had sought a rate of return of 7.5% to 8.5%.

The commission directed the company to file rates providing for the reduction by Sept. 1. They are to become effective 30 days later.

The second phase of the inquiry, on which preliminary work has begun, involves the question of the share of the company's total revenues the various services should provide.

Since reductions in one service's charge will require increases in the rates charged other services, each category of customers will be opposing all others in the proceeding.

Tight Spot — Broadcasters will be in a difficult position in the jockeying,

An FCC asterisk

The FCC has added a footnote to its CATV rules. Recent confusion about the applicability of foreign TV stations to certain parts of those rules and arguments by CATV operators that they do not apply brought about the footnote change.

The commission has inserted into its rules the phrase—"the term 'television broadcast station' includes foreign television broadcast stations." The rules affected deal with new service notification and showing in a top-100 market evidentiary hearing.

since they contribute only some \$60 million annually, or less than 1% of the company's revenues. AT&T last year served notice it proposed sharp increases in the rates for video and audio users of AT&T services.

According to figures filed by the company, the proposed rates could produce \$13.1 million more from picture transmission and \$5.3 million more from audio users (BROADCASTING, Aug. 1, 1966).

The inquiry, which was ordered in October 1965, marks the commission's first formal investigation of the company's rates. Previously, the commission maintained a surveillance of the company's charges, and negotiated reductions when earnings appeared to be rising too sharply.

It was on that basis that a \$100 million reduction in telephone company charges was achieved in 1965.

FCC call-letter plans draw industry criticism

FCC proposals to weed out a patchwork of old policies and precedents concerning the issuance of call letters has drawn little support from those members of the industry interested enough to file responses to a commission notice of rulemaking.

Hardest hit sections of the proposals were commission remedies to prevent "trafficking" in call letters. The commission said it would employ a public-notice procedure to permit competition for relinquished or deleted call letters. Winners of such contests would be those applicants with the longest continuous record of broadcast operation under substantially unchanged ownership or control.

But broadcaster comments underscored the ambiguity of the proposed rule.

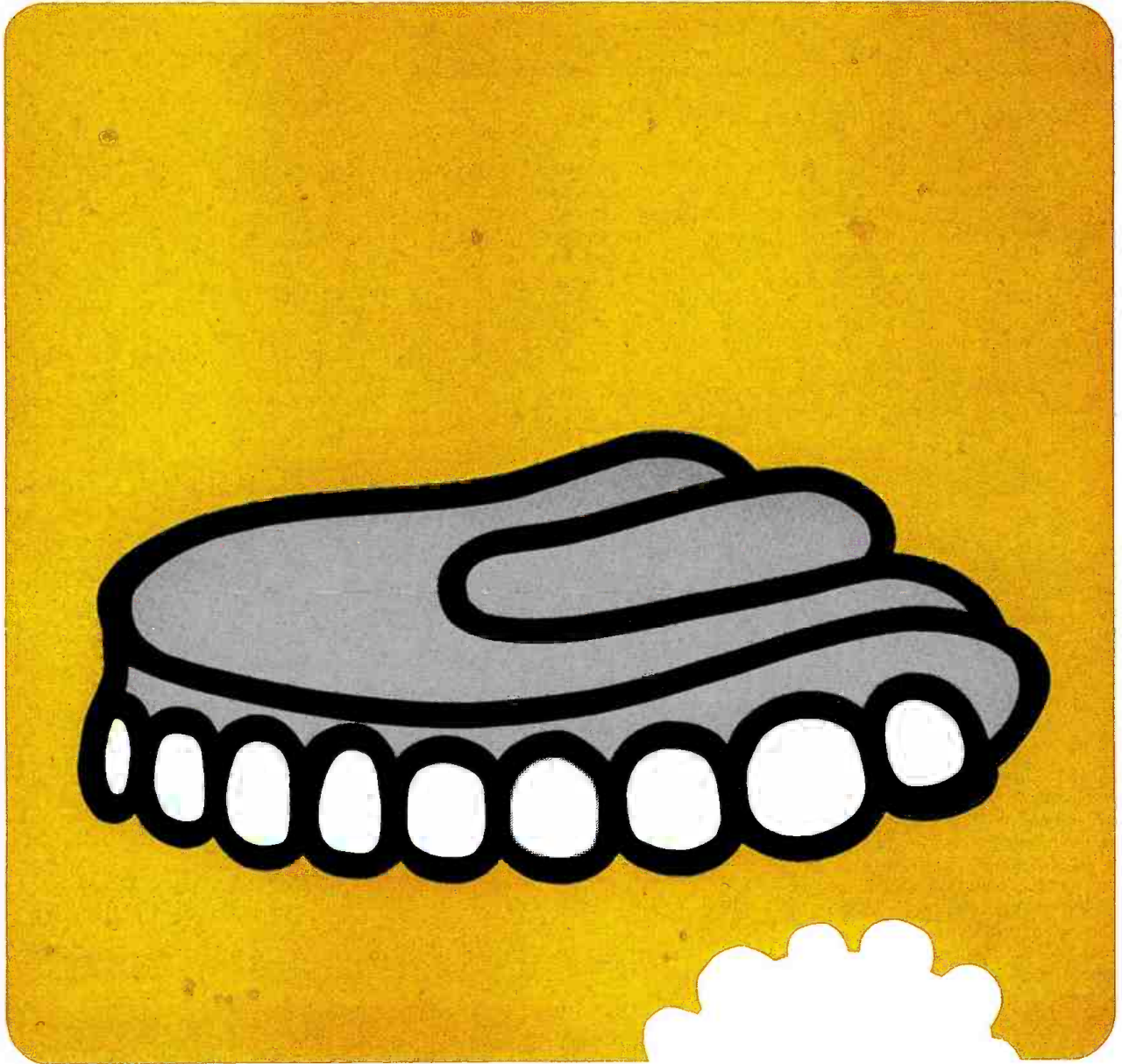
Storer Broadcasting Co. said the provision should be phrased so as to apply only to a call sign that is about to be deleted or relinquished to new parties.

CBS Inc. offered no proposals of its own. However, the corporation suggested that the proposed rules might afford an opportunity for persons with no connection whatsoever with a call sign to unreasonably interfere with an appropriate and continuing use of such a call sign by a licensee.

Another proposal in the FCC codification would permit commonly owned AM, FM and TV outlets in the same or adjoining communities to use the same basic calls. Industry reaction was that the proposals appeared to be too broad and too ambiguous.

The Tribune Co., WFLA-AM-FM-TV Tampa, Fla., would narrow the rule

click!



**Want the upper part of the market?
Buy Jacksonville's first full color station.**

wfga-tv  **jacksonville**

N B C AFFILIATE / REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.



New facilities planned for WRVA-AM-FM

A new \$500,000 building to house offices and studios of WRVA-AM-FM Richmond, Va., is expected to be completed by March 1968.

W. Brooks George, president of Larus & Brother Inc., licensee of WRVA-AM-FM, announced that the 17,000 square-foot building will house the administrative, sales, traffic and continuity facilities as well as on-air studios with individual control booths, FM program center and production studio.

The basement will house technical equipment, a staff lounge, mail room, building and ground supplies, photo darkroom and have approximately 3,500 square feet for expansion.

The Richmond architectural firm of Budina and Freeman developed plans for the facility from a design by Philip Johnson, New York-based architect. The new building will be located at the corner of 22d and East Grace Streets. WRVA-TV is at 5710 Midlothian Pike.

so as to "significantly reduce public confusion" as to the location and assignments of broadcast stations. Its proposal would restrict the commission's rule to those stations under common control and assigned to the same community or to the same urbanized area as defined by the U.S. Census. The Tribune further defined common control as 50% or greater common ownership of broadcast stations.

Though it offered no other proposals, Odessa Broadcasting Co., KOSA Odessa, Tex., felt the 50%-common-control test was unnecessary. Both Storer and Southern Broadcasting Co., WGHP-TV High Point, and WTOP(AM) Winston-Salem, both North Carolina, agreed with the commission proposal. Southern said it would "foster greater awareness by the public of the ownership and control of the broadcasting stations in a metropolitan area."

All-channel group plans research study

The Committee for Full Development of All-Channel Broadcasting (CAB) reported last week it has formed a subcommittee on research and has appointed Albert P. Petgen, president of Med-Mark Inc., as its chairman.

The subcommittee will investigate current and projected practices of TV audience measurement and attempt to

determine and propose corrective action for inequities or inadequacies it may locate. Other members of the subcommittee are James F. O'Grady, Adam Young-VTM; Diane Bass, Broadcast Communications Group; Marion Baldi, Metromedia Inc.; Leonard Stevens, U. S. Communications; Herbert Green, WNJU-TV Newark-Linden, N. J.; Arthur O'Neill, WSBT-TV South Bend, Ind.; Fred Weber, Rustcraft Broadcasting, and Kenneth Baker, Broadcast Rating Council.

'Failing newspaper' hearing scheduled

Legislation that would exempt certain newspaper mergers from antitrust restraints, seen as technical and noncontroversial when introduced, shows promise of blossoming into a full-fledged investigation of newspaper economics. A hearing on a bill entitled "The Failing Newspaper Act" has been set for Wednesday (July 12) by the Senate Antitrust and Monopoly Subcommittee headed by Philip A. Hart (D-Mich.).

Since the measure was introduced, interest in all aspects of the present-day competitive position of newspapers has led to enlargement of the issues to be probed during the hearing. Generally, smaller and suburban papers are seen in opposition to the bill, while

central-city dailies urge passage.

Dual ownership of newspapers and radio or television stations is expected to be scrutinized.

The bill would permit certain newspapers to enter into joint arrangements not only for mechanical production but for advertising sales. The hearing is expected to probe the effect of joint operation on competitiveness in news coverage with other media.

WXXL trafficking charge is scuttled

An issue of trafficking raised against F. L. Crowder, wxxl Harriman, Tenn., was termed by FCC Hearing Examiner Herbert Sharfman last week as an attachment of "a mighty big barnacle to a mighty small hull." That nautical observation formed the basis for his initial decision recommending dismissal of the issue that had clouded Mr. Crowder's other broadcast activities and had placed the fate of wxxl on tenterhooks through four court decisions.

In 1966 the FCC granted without a hearing a new daytime AM for Harriman to Mr. Crowder. (The wxxl grant was Mr. Crowder's fourth broadcast authorization over a 14-year period. Previously he was the sole owner of WHBT Harriman, WDEH Sweetwater, and held a 50% interest in WLIV Livingston, all Tennessee. All three properties were sold by 1964.)

Subsequent hassles over trafficking and economic injury raised by a competing Harriman station saw the U. S. Court of Appeals reverse FCC edicts twice (BROADCASTING, Jan. 9). Ultimately the station was permitted on the air pending a determination of the hearing issues.

Quick Decision - In an effort to expedite the proceeding, the commission requested a prompt decision from the hearing examiner solely on the trafficking issue.

In his review of the circumstances surrounding the disposal of the three Crowder properties, Examiner Sharfman weighed heavily the proportions of the alleged trafficking violations. Both WHBT and WLIV were sold well outside the three-year minimum holding period required by the commission, he noted. Only the one station, WDEH, was sold within a short span of time for alleged reasons of health and a desire to "get out of the radio business." Mr. Crowder had realized profits of \$61,000 on the WHBT sale, \$22,000 on the WDEH sale and partnership profits of about \$35,000 for relinquishing his interest in WLIV.

But the examiner could not find trafficking implications in the sales. He

cited a previous Broadcast Bureau conclusion that though profits of "some magnitude" were realized, it could not be asserted through inference or showing of intent that Mr. Crowder had trafficked with his properties. And that, in effect, was the examiner's judgment as well: "in light of . . . actual experience, the alleged vaunting of his buccaneering tactics could only be regarded as a pathetic exaggeration."

Nonprofit ETV loses tax-exemption appeal

WHYY Inc., a noncommercial broadcaster incorporated in Pennsylvania, found itself faced last week with a New Jersey state supreme court decision ordering it to pay 1964 taxes on property there assessed at \$113,000. The disputed tax amounts to \$60,000.

WHYY Inc. is licensee of WHYY-TV (ch. 12) Wilmington, Del., with transmitting facilities in Glassboro, N. J. WHYY Inc. also owns WUHY-TV (ch. 35) and WUHY-FM, both Philadelphia.

The Pennsylvania-based broadcasting company argued that New Jersey law, requiring a nonprofit corporation to be incorporated or organized in that state to be tax exempt, was unconstitutional on grounds of discrimination against out-of-state corporations.

Earlier this year, the New Jersey legislature passed a special bill exempting WHYY Inc. from having to pay property taxes, beginning in 1968.

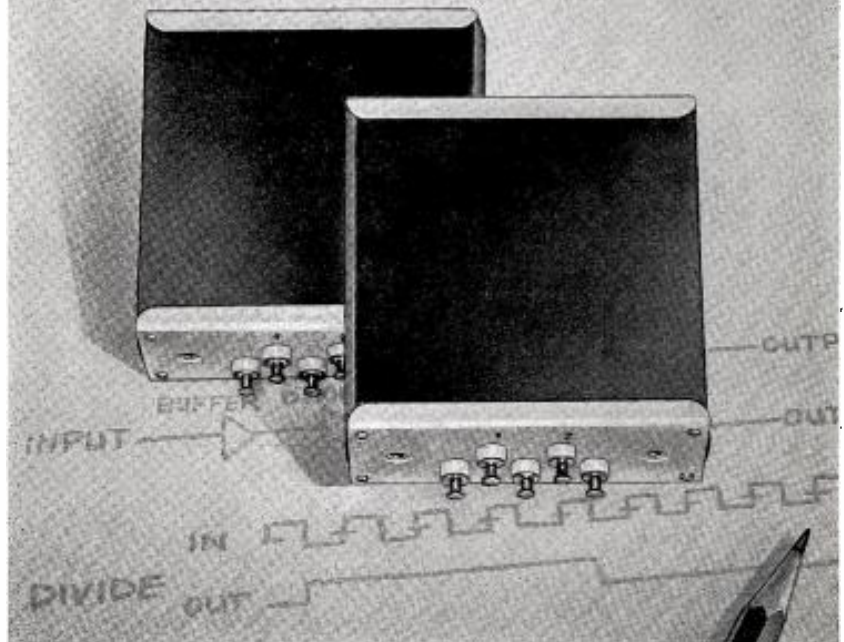
AMST again answers ex parte charge

The Association of Maximum Service Telecasters has gone on record again in defense of that May 9 mission involving AMST representatives and four FCC commissioners (BROADCASTING, May 15). The AMST vindication came in response to charges made by American Television Relay in June that the meeting constituted prohibited ex parte representations.

ATR, which has pending applications for a 1,600 mile, 22-hop, point-to-point microwave relay system to service CATV's in parts of the West, Southwest and Midwest, claimed arguments posed by various broadcasters against its system were closely parallel to those statements made by AMST representatives in May. ATR charged the broadcasters should be disqualified from participation in any hearing of its requests because of their presumed membership in AMST.

In its disclaimer of the ATR charges, BROADCASTING, July 10, 1967

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- FREQUENCY RANGE**
 ICD-10 to 10 MHz.....\$19.95 ea.
 ICD-2 thru ICD-9 to
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Clipp fights for CATV's place within NAB

Television board members of the National Association of Broadcasters, who have voted down two attempts to create a community antenna television division within NAB, can expect to vote on the subject again at the January 1968 board meeting at which the sponsor of the proposal has moved to submit it again.



Mr. Clipp

Roger Clipp, Triangle Stations, Philadelphia, who was elected to the board at the 1966 NAB convention, first brought the resolution up at the June 1966 board meeting. He brought it up again last month. Now he has the Triangle research department putting together new material for a third attempt next January.

Mr. Clipp's original motion in 1966 was defeated in an attempt to have it referred to the executive committee (BROADCASTING, June 27, 1966).

At last month's meeting it was defeated by a voice vote (BROADCASTING, July 3). The motion had been seconded by Carl Lee, WKZO-TV

Kalamazoo, Mich., who said he seconded it so it could be debated.

Mr. Clipp, who feels that "official NAB attempts to throttle CATV are unrealistic and unreflective of NAB's membership" went into last month's meeting with a warning that "conservative" estimates show 46 million homes will be connected to cable systems by 1985 and that CATV will be "a \$2.3-billion business, very likely equaling or exceeding the annual dollar volume of television broadcasting itself."

He said "it is not inconceivable that several key production centers, feeding these systems along with satellites, may replace hundreds of television transmitters throughout the United States by 1985."

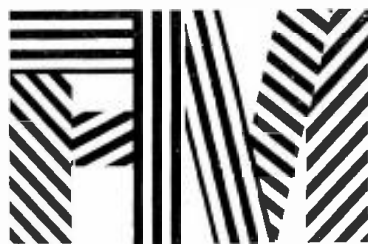
Charging that NAB board members, like congressmen, have "an undeniable, inescapable responsibility to our electorate," he said, "we must examine what is happening around us today so that we can adequately prepare for the future. In the case of CATV it would appear that we are avoiding the present and ignoring the future."

He called on the board members to do some soul searching and admit that "we cannot legally nor morally preserve the future of American television as an exclusive broadcasters' monopoly."

the association maintained the meeting represented "nothing more than informal agency-industry contacts which the commission has traditionally relied upon as sources of information to help it deal with complex policy problems." AMST argued that it is in the nature of regulatory agencies to actively seek out information and views related to their regulatory functions. "It has long been recognized," the association said,

"that agencies must not be insulated from informal contact with the public, the industries they regulate or with others." AMST noted that the microwave carrier had overlooked "the essential distinction between ex parte contacts directly concerning the merits of pending cases and those concerning general commission policy. The commission has made clear that the latter type of contact is wholly proper."

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House to hear familiar voices

Subsidized-TV hearings offer lineup of same witnesses before Senate

Although the House hearing on the administration's bill for subsidized radio and television has been expected to bring forth a wider range of testimony than the Senate's probe, the tentative witness list being prepared late last week featured almost the same lineup as appeared before Senator John O. Pastore and members of the Senate Communications Subcommittee in April.

Staff members would hazard no prediction as to how long the House Commerce Committee hearings, which begin Tuesday (July 11), may take, but it was noted that the full panel, currently 32 members strong, would almost certainly have more questions for witnesses than were posed in the Senate, if only because of the greater number of legislators participating. Also, a larger range of opinion was seen among the House members who will confront witnesses.

But the House committee has only scheduled eight days of hearings, as did the Senate (BROADCASTING, May 1, April 17). It was emphasized that the witness list was not in final form and was subject to rearrangement throughout the hearing, and, as of late Thursday (July 6), many of the witnesses—even those for the opening sessions—had not been firmly scheduled.

As planned, however, first-day testimony would be provided by representatives and senators who wanted to be heard, and by Health, Education and Welfare staff members. HEW drafted the administration bill. John W. Gardner, secretary of HEW, is expected to lead the HEW delegation.

Carnegie Up ■ On Wednesday the committee plans to hear the views of members of the Carnegie Commission on Educational Television, whose report laid the groundwork for the administration's proposals. James R. Killian Jr., who served as chairman of the Carnegie Commission, is expected to act as spokesman for the group, as he did during the Senate probe, but scheduling difficulties may force a change in plans.

The FCC is set to appear Thursday, along with representatives of Western Union. Friday is tentatively set as broadcasters' day, with testimony expected from Frank Stanton, president of CBS Inc., and possibly testimony

And we were glad to share them—with hundreds of people from over 40 nations who visited us last year to learn about the telephone business.

They came from places like Chad, Dahomey, Malawi, Togo and Bechuanaland; and from France, Germany, Japan, India and Australia.

All these people had one thing in common. They wanted the latest information about modern telecommunications and we gave it to them. They saw how our fast nationwide switching system works. Learned how scientific breakthroughs are converted into better means of communications. And studied the day-

to-day work of our operating companies.

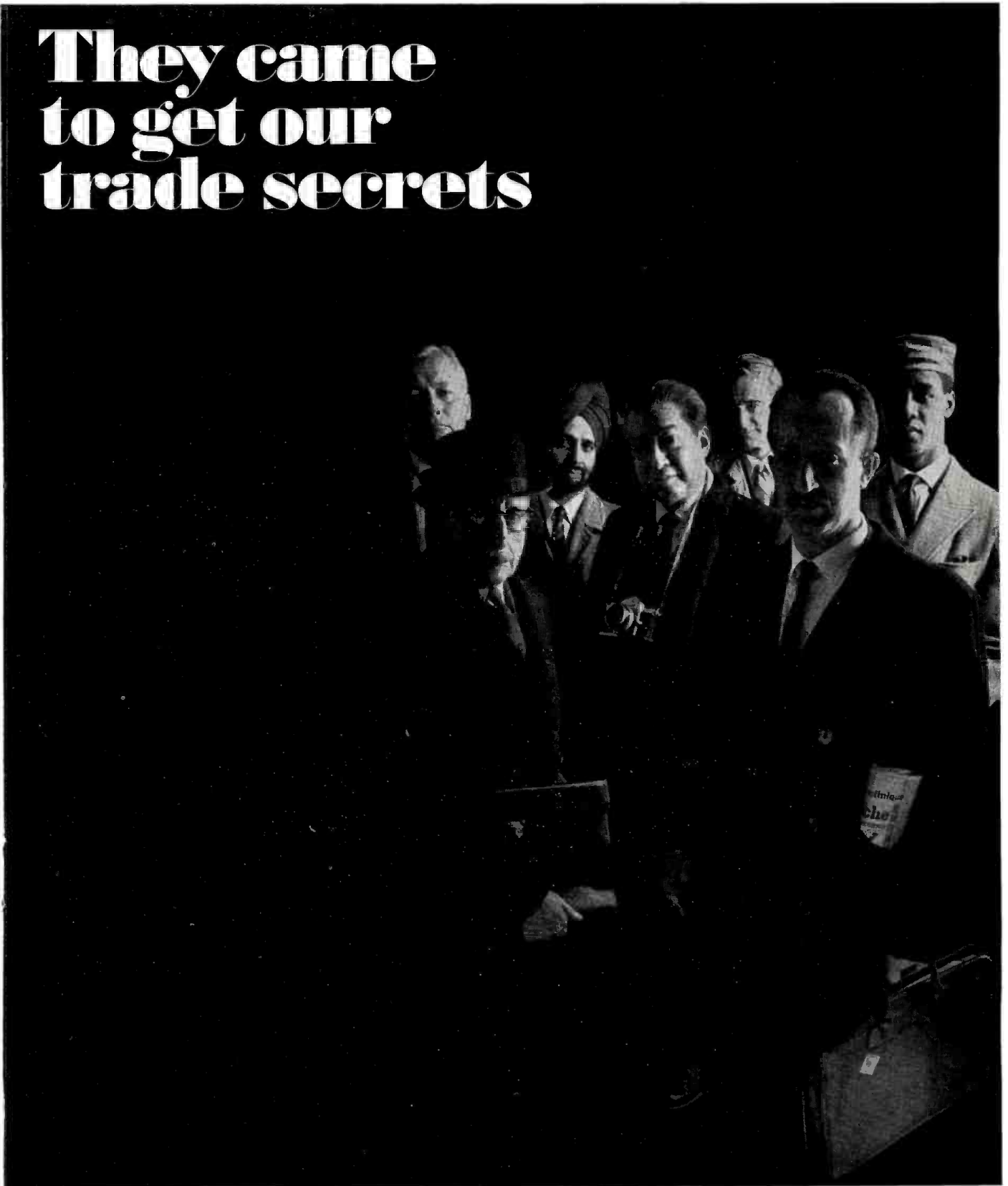
We're glad to do everything we can to help people improve their telephone service as we keep improving our own.

We may be the only telephone company in town, but we try not to act like it.



AT&T
and Associated Companies

They came to get our trade secrets



from the National Association of Broadcasters. The NAB, in Senate testimony, favored an alternative plan for funding ETV stations, but its proposal that stations be granted funds with which they in turn could supply programs to a larger programing corporation did not find favor with the Senate panel.

Friday may also bring testimony from National Educational Television, the ETV network. On the following Monday, Comsat and AT&T are listed for an appearance; on Tuesday (July 18) the Ford Foundation will attempt to relate the proposed Corp. for Public Television to its plan for a satellite service that would apply profits to educational television. Sharing the witness table on that day will be delegations from the Midwest Program on Airborne Television Instruction and Mississippi's ETV systems.

Wednesday (July 19) has been set aside for the National Association of Educational Broadcasters, and on the last day of testimony, July 20, as it is tentatively scheduled, representatives from the Virgin Islands and Guam will appear (the bill extends ETV aid to territories and possessions). The committee also expects to hear testimony on that day from Judge Nat Allen of the National TV Translator Association.

In his appearance before the Senate subcommittee, Judge Allen took opportunity to raise some non-ETV issues, offering scathing remarks about CATV, the FCC, and land-mobile raids on spectrum space (BROADCASTING, May 1).

Bills Differ ■ Bills before the committee (S. 1160, H.R. 6736, 6845, 7670, 7746, 7748, 8492, 10290, 10408) generally are identical to the administration measure or the slightly modified bill as passed by the Senate. One bill, however, introduced by Richard D. McCarthy (D-N. Y.), adds two paragraphs to the Senate language. Representative McCarthy's measure would require the Corp. for Public Broadcasting to grant operating and program-development funds to each operating ETV station. The bill (H.R. 10290) would also require that a portion of the corporation's funds be used for "development and preparation of children's programs of high quality."

One other bill, H. R. 11261, was introduced by Tim Lee Carter (R-Ky.) after the committee had announced the hearing. Representative Carter's bill is identical to the measure passed by the Senate.

In addition, four bills (H.R. 4140, 6042, 6783 and 7826) would enlarge and extend a prior program for equip-

ment and facilities grants to ETV stations. Title I of the Corp. for Public Broadcasting bills also extends the equipment programs. The four bills differ from one another and the Carnegie-plan bills in the amounts to be made available and length of extension for the facilities program.

Title III of the administration bills authorizes a study of instructional TV.

Title II establishes the Corp. for Public Broadcasting (as passed by the Senate) or the Corp. for Public Television (as submitted by HEW). In the administration draft, all 15 corporation board members were to have been appointed by the President (with Senate consent). As amended in its trip through the Senate, the bill provides that nine should be presidential appointments and those nine should choose six others; further, the bill specifies that three of the board members shall be recruited from the ranks of ETV operations.

Financing ■ The corporation would receive financing from private and corporate sources as well as serving as a conduit for federal funds. The controversial long-term federal-financing question has been deferred until next year by the administration; the present bills authorize a \$9-million appropriation for the corporation's first year.

Tentative proposals for long-term financing range from yearly appropriations, through a federally financed trust fund that would be filled by appropriated funds yet retain a degree of insulation from yearly appropriations politics, to a trust fund automatically replenished by proceeds from an excise tax on TV-set sales.

Changing hands . . .

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

■ KDNC-AM-FM Spokane, Wash.: Sold by Warren J. Durham and associates to Al P. Hunter for \$160,000. Mr. Hunter is former general manager of KREM-TV Spokane. KDNC-AM is daytime only on 1440 kc with 5 kw. KDNC-FM operates on 93.7 mc with 28.5 kw.

■ WHHV Hillsville, Va.: Sold by Dale Gallimore and Rush L. Akers to Robert R. Hilker and others for \$80,000. Mr. Hilker is president of Hillsville-Galax Broadcasting Co. which has interests in WJJJ Christiansburg and wvsv Blacksburg, both Virginia, and wsvm Valdese, WFCM Winston-Salem, WEGO Concord, wgcg Belmont and wzky Al-bemarle, all North Carolina. WHHV operates on 1400 kc with 1 kw days and 250 w nights. Broker: Chapman Co.

APPROVED ■ *The following transfers*

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9465 Wilshire Blvd.
274-8151

of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 78).

▪ **WJNO** West Palm Beach, Fla.: Sold by George H. Buck Jr. and others to Robert M. Weeks for \$450,000. Mr. Weeks is president of WMFJ and WMFJ-FM (permit only), both Daytona Beach, Fla. WJNO is fulltime on 1230 kc with 250 w.

▪ **WLBA** Gainesville, Ga.: Sold by Ernest H. Reynolds Jr. to Norfleet R. Johnston for \$135,000. Mr. Johnston is banker and has interest in health club. WLBA is daytimer on 1580 kc with 5 kw.

Unapproved transfer nets \$9,500 in fines

"He who pays the piper calls the tune"—that maxim chosen by the FCC pointed a conclusive finger at two Washington state stations accused, as the result of a recently completed staff investigation, of an unauthorized transfer of station ownership and control. Despite their denials of wrongdoing, the broadcasters may be faced with fines totaling \$9,500.

The FCC probe contended that KENY Bellingham-Ferndale, Whatcom County Broadcasters Inc., had relinquished control of the station to a new corporation formed by Russell Hudson and Holly Bishop, licensees of KEDO Longview, KEEDO Inc. KENY went silent in June 1966 apparently for financial reasons and ill health of its president and general manager, Donald T. Haveman. In September of that year Mr. Haveman was alleged to have entered into an agreement with Messrs. Hudson and Bishop in which he would sell the assets and assign the station license to their corporation. The commission further claimed that Messrs. Hudson and Bishop urged Mr. Haveman to allow them to put KENY back on the air pending an FCC grant of the transfer.

The commission discovered that KENY came back on the air in mid-September, that operating funds were supplied by the Hudson-Bishop corporation and that all station revenues went to their corporation. In addition the commission claimed they had hired several KENY employees, had changed the station's music format and had provided the station with news feeds from KEDO. The commission noted it did not receive a copy of the transfer agreement until four months after its consummation and then only at its request. Also several changes in the stock ownership of KENY were belatedly filed with the FCC.

Cancel Deal ▪ Despite denials by all parties involved, the commission

NET adds stations

Affiliation by 21 new TV stations has increased National Educational Television's unduplicated noncommercial potential audience by 9,697,500 (7.4%) over the last year. Its current potential audience totals 138,984,500 according to NET.

New affiliates with the largest potential audiences include KTCA-TV Minneapolis-St. Paul, 1,945,400; WJSK-TV Knoxville, Tenn., 1,600,600; WBRA-TV Roanoke, Va., 1,008,000; KETS-TV Little Rock, Ark., 800,000, and WXXI-TV Rochester, N. Y., 782,200.

ordered immediate restoration of control of KENY to Whatcom County Broadcasters and cancellation of all agreements between the two broadcasters as well as serving them with notices of apparent liability.

Whatcom received a \$2,500 tab for the unauthorized transfer and for failing to file copies of contracts concerning ownership or control and personnel; failing to file a supplemental own-

ership report, and for violations of station maintenance.

KEEDO received a \$5,000 notice for the unauthorized transfer as well as for violations of the rules regarding operator requirements and maintenance of operating power.

Methodists establish TV valuation project

October has been designated television valuation month by the Methodist Church. Purpose of the project, conceived by the church's Television, Radio and Film Commission, is to get members to evaluate the effect of TV on their personal and family lives.

Material being sent to all churches urges parishioners to communicate with local TV stations via postcards supplied in a brochure which asks, among other things: "What was your reaction to the last TV program you watched?" By writing during TV valuation month, church members are told their letters will be part of a nationwide movement.

The church emphasized that the project is not an anti-TV movement, but is an attempt to establish "meaningful

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MICHIGAN—Daytimer in two station market of approximately 50,000, operating in the black. Monthly gross revenue climbing steadily, now \$5,600. Price \$135,000 with \$40,000 down. An ideal property for owner-operator. Plenty of good potential left. **Contact—Richard A. Shaheen in our Chicago office.**

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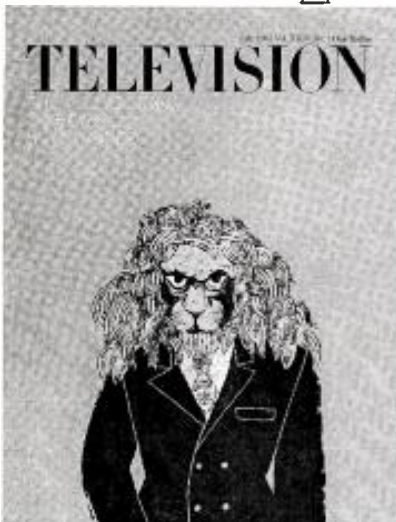
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dialogue" between TV station and local community.

Officials said other religious denominations in certain localities would also cooperate in the project.

Letters have been sent to all TV outlets explaining the purpose of the project. Officials say reaction from stations has been "very cooperative," with some stations arranging luncheon talks and presentations to local congregations.

Television Information Office last month sent notice to all TV station managers advising them of valuation month. TIO said it felt the project was not intended as an attack on broadcasters, and urged them to cooperate with the project.

Sullivan buys second CATV

Ed Sullivan's second CATV, will be built in Centralia, Ill., and is due for completion this fall, it was announced last week.

Mr. Sullivan, the TV personality, bought the franchise for the Illinois city, and the adjacent communities of Central City and Wamac, from John Manion and associates in June. Price was not disclosed. The Centralia system will bring subscribers TV programs from stations in St. Louis, Cape Girardeau, Mo., and Paducah, Ky. It has a potential of 6,500 subscribers.

The 80-mile system will be built by Spencer-Kennedy Laboratories, Boston, and will be managed by Daniels Management Co., Denver. Sullivan Cable

TV, a subsidiary of Sullivan Productions Inc., New York, currently serves more than 2,000 subscribers in Mt. Vernon, Ill.

State approves funds for Connecticut ETV's

The Connecticut General Assembly has enacted legislation that continues state support of the Connecticut Educational Television Corp. (WEDH[TV] Hartford; WEDN[TV] Norwich; a translator on channel 71 at New Haven, and construction permit for channel 49 at Bridgeport).

In the general fund budget, the legislature allocated \$480,000 over the next two fiscal years to the nonprofit corporation.

The 1967-69 biennial bonding program authorizes up to \$800,000 for a new studio and administrative building in the Greater Hartford area for channel 24 in Hartford.

In another action, the assembly authorized broadcasting and telecasting of public meetings of administrative and legislative bodies subject to rules laid down by the bodies themselves.

During the last days of the current session, television cameras made their first appearance on the floor of the House of Representatives during the five-and-a-half hour budget debate. The mobile unit of WEDH recorded the proceedings and presented them later in the day on Connecticut ETV outlets.

FINANCIAL REPORTS

McGavren-Guild, Atlantic merge

Merger of McGavren-Guild Co., New York, station representative firm, into Atlantic States Industries Inc., New York, a publicly held, over-the-counter broadcasting group, was announced last week (CLOSED CIRCUIT, June 19). Also merged with Atlantic States was WRYT Boston.

Atlantic States owns WLOB Portland, Me.; WTSB Brattleboro, Vt., and WNVY Pensacola, Fla. It is headed by Ralph Guild, who also owned WRYT and is a principal stockholder in the representation firm bearing his name. Daren F. McGavren continues as chief executive officer of McGavren-Guild and will become chairman of Atlantic States. George Fritzinger continues as general manager of WRYT and as executive vice president of Atlantic States.

The transaction saw Atlantic States exchange 435,033 shares of its com-

mon stock for McGavren-Guild, and 609,046 shares for WRYT. This brings the number of common shares of Atlantic States to 1,700,132. Atlantic States was quoted last Thursday at 3 bid, 3 $\frac{3}{8}$ offered.

McGavren Guild is operating at the rate of \$14 million annually in gross sales, and WRYT had gross revenues of approximately \$1 million, Mr. Guild said. In its latest fiscal year, McGavren-Guild had a volume of approximately \$12 million, and after-tax earnings of about \$104,000. In the year ended Feb. 28, Atlantic States has gross sales of \$366,000 and a net loss of \$72,000.

Trans-Lux debentures to sell for \$10 million

Trans-Lux Corp., New York firm specializing in stock-market quotations systems but which also is engaged in the distribution of film series and fea-

ture films to TV as well as theater ownership, last week filed a registration statement with the Securities and Exchange Commission in Washington offering \$10 million in convertible subordinated debentures.

The company said \$750,000 of the proceeds will be used to expand its TV and films-distribution business, but gave no details. The bulk of the proceeds will be used for the production of Trans-Jet, a new stock-market information system, and \$950,000 for the acquisition of new theaters.

The company has been in TV distribution for the last 11 years having placed on the air such children's favorites as *Felix the Cat*, *Mighty Hercules*, and until 1966, Encyclopaedia Britannica educational films. Its latest series are *Gigantor*, a children's series; *Big Attack*, a World War II series, and *Pick a Show*, a game show. It has just signed an agreement to distribute *The Golden Eagle*, a World War I airplane series for children.

The debentures are convertible at any time and will pay \$3.20 annually, the registration stated. They will be due in 1987. Principal underwriter is Bear, Stearns & Co., New York. Trans-Lux Corp. has 718,037 common shares outstanding, with 2 million authorized. As of Dec. 31, 1966, its combined operating revenues were \$1,848,100, and its net income after taxes, \$543,232 (76 cents a share). As of that same date, its total assets amounted to \$8,333,784, of which \$3,373,013 were current assets. Total current liabilities amounted to \$857,990; long-term debt, \$1,097,815; capital surplus, \$3,309,353, and retained earnings, \$2,094,860.

Richard Brandt is president and owns directly and indirectly 21.2% of the outstanding common stock; the Harry Brandt Foundation owns 15%.

Paul Revere ratifies plan for Avco merger

Directors of the Paul Revere Corp., Boston financial holding company, approved last week an agreement for exchange of stock with the Avco Corp. The merger had been approved by the Avco board last month, and will be submitted to Avco stockholders at a special meeting this fall. Avco is a diversified industrial firm that owns five TV and six radio stations.

Under the terms of the agreement, Avco will offer 1.8 shares of its common stock and one share of a new class of voting convertible preferred stock for each share of Paul Revere. Each share of the preferred stock would be

convertible into two shares of Avco common and would be noncallable for five years. The new preferred shares would have an annual dividend rate of \$3.20.

The exchange offer is also conditioned on approval by the FCC and rulings from the Internal Revenue Service, as well as on the exchange of not less than 80% of outstanding Paul Revere shares. Paul Revere bought 4 million shares of Avco common earlier this year through a tender offer at \$33 a share. Avco closed at 59½ last Thursday.

Despite an increase in consolidated net sales, Avco reported a slight decline in net earnings for its half year.

For six months ended May 31:

| | 1967 | 1966 |
|----------------------------|-------------|-------------|
| Earned per share | \$1.10 | \$1.14 |
| Consolidated net sales | 327,070,569 | 265,914,690 |
| Net earnings | 15,486,685 | 15,732,748 |
| Average shares outstanding | 14,044,309 | 13,785,806 |

NCTA orders extend Jerrold's backlog

Jerrold Corp., Philadelphia, has reported record orders approaching \$7 million booked at the convention of the National Community Television Association held last month (BROADCASTING, July 3). This compares to \$6 million in orders written by Jerrold after the 1966 NCTA convention, Robert H. Beisswenger, president of Jerrold, told stockholders June 28.

Mr. Beisswenger also reported that orders on hand at the end of Jerrold's first quarter (May 31), amounted to \$12 million, 30% above the \$9 million backlog as of the same date last year.

The Jerrold president said the company holds turnkey construction contracts, some already being built, for 3,000 miles of new CATV plant, including such communities as Lawton, Okla.; Pittsburg, Kan.; Marshall-Albion, Mich.; Venice, Fla.; Great Bend-Hoisington-Larned, Kan.; Stuart, Fla.; Bucyrus, Ohio, and Ashland, Pa. At the same time last year, he noted, Jerrold held contracts for 1,500 miles of plant. During the convention, Jerrold signed 15 turnkey contracts, among them: Martinsville, Va.; Seneca, Kan.; Gilroy, Calif.; Copley-Irontown, Coraopolis and Kulpmont, all Pennsylvania.

Lower first-quarter earnings, Mr. Beisswenger said, reflected increased investment by Jerrold in expanding engineering research and development, and softness in the consumer products segment of Jerrold business. It also was attributed to the "historically" poor first quarter for Jerrold's Harman-Kardon subsidiary. This group was sold to the



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32E . . . 3 or 4 channel toll trunk system. Coordinates with Western Electric's type C systems over short, medium, or long haul routes.

33A . . . 1 to 3 channel stackable toll trunk system used in short and medium haul routes, especially for drop channel operation.

45A . . . 12 channel toll trunk system. Coordinates with Western Electric's type J systems over short, medium, or long haul routes.

45C . . . 4 to 16 channel toll trunk system. Coordinates with Western Electric's type O systems over short or medium haul routes.

T-FM . . . 1 to 10 channel transistorized subscriber line system.

CABLE CARRIER SYSTEMS

45BN . . . 4 to 24 channel exchange or toll trunk system. Coordinates with Western Electric's type N and ON systems.

46B . . . 2 to 24 channel transistorized toll trunk system. Works end-to-end with Western Electric's type N3 system.

***46C** . . . 60 to 600 channel transistorized coaxial cable system.

47A/N1 & N2 . . . 9 to 12 channel transistorized exchange or toll trunk systems. Work end-to-end with Western Electric's type N1 and N2 systems.

81A . . . 12 to 24 channel transistorized short haul exchange trunk system.

***82A** . . . 1 to 6 channel transistorized station system for use over a single exchange grade telephone cable pair. Provides one, two, or four party service per channel.

***83A** . . . Single channel transistorized station system providing an additional subscriber circuit over an existing exchange grade telephone cable pair.

***91A** . . . 24 channel transistorized PCM carrier system. Works end-to-end with Western Electric's type T1 system, equipped with D1 channel banks.

X . . . 4 to 20 channel transistorized subscriber line or exchange trunk system. (Special equipment options provide a 4 or 8 channel open wire system, or a 20 channel radio multiplex system.)

RADIO MULTIPLEX SYSTEMS

34A . . . 2 to 24 channel, stackable, transistorized system.

45BX . . . 12 to 264 channel system.

47A . . . 12 to 72 channel transistorized system.

46A (AN/FCC-55(V))** . . . 1 to 1260 channel transistorized system. Compatible with CCITT or Western Electric's type L system.

AN/FCC-17 & AN/UCC-4(V)**** . . . 12 to 600 channel transistorized class of military multiplexers used for fixed office or tactical microwave radio relay or tropospheric scatter systems.

MICROWAVE RADIO SYSTEMS

71 . . . Class of FM systems, operating in the 150, 300, 400, 450, and 900 MHz bands, handling up to 24 or 48 v-f channels.

71F . . . Transistorized FM system, operating in the common carrier, Government and industrial bands between 1700 and 2300 MHz, handling up to 120 or 300 v-f channels.

74B (AN/FRC-84)** . . . FM system, operating in the common carrier, industrial, and Government bands between 5925 and 8400 MHz, handling up to 300 v-f channels.

75A . . . Transistorized FM system, operating in the 6000 MHz common carrier band. System uses TWT output amplifiers and IF repeaters, handling up to 1200 v-f channels or one video and program channel.

75B . . . Transistorized FM system operating in the 6425 to 7125 MHz industrial and STL bands. System uses TWT output amplifiers and IF repeaters, handling up to 1200 v-f channels or one video and program channel.

***75C** . . . Transistorized FM system operating in the 7125 to 8400 MHz Government band. System uses TWT output amplifiers and IF repeaters, handling up to 1200 v-f channels or one video and program channel.

76A and 76D . . . Transistorized FM systems operating in the 6000 and 11000 MHz common carrier bands. Systems handle up to 300, 600, or 960 v-f channels or one video and program channel and are compatible with Western Electric's type TH-TM and TJ-TL systems.

76B and 76E . . . Transistorized FM systems operating in the 6575 to 6875 and 12200 to 13250 MHz industrial bands, handling up to 300, 420, 600, or 960 v-f channels, or one video and program channel.

76C (AN/FRC-109(V))** . . . Transistorized FM system operating in the 7125 to 8400 MHz Government band, handling up to 300, 600, or

960 v-f channels or one video and program channel.

76 for TV . . . Transistorized FM system operating in the common carrier, industrial, STL, and Government bands between 5925 and 13250 MHz. System provides a high-quality black-and-white or color video and program channel.

73 . . . Transistorized FM system operating in the 3700 to 4200 MHz common carrier band. System is capable of handling up to 1800 v-f channels, or one video and program channel, and is compatible with Western Electric's type TD-2 and TD-3 systems.

44835 . . . FM terminal assembly, providing baseband to IF modulation and IF to baseband demodulation for long-haul IF repeater microwave radio systems handling up to 1200 v-f channels or one video and program channel.

TELEGRAPH AND DATA TRANSMISSION SYSTEMS

25A . . . Transistorized FSK system used to multiplex up to twenty-five 75-b/s or eighteen 110-b/s telegraph signals, or up to seven 200-b/s data signals and four 110-b/s signals, for transmission over a single v-f channel.

26C (MD-701/UU)** . . . Transistorized Duobinary FSK system used to convert a 150-, 300-, 600-, 1200-, or 2400-b/s data signal for transmission over a single v-f channel.

27A (AN/FYC-9(V))** . . . Transistorized Duobinary FSK system used to convert a 1200-b/s or 2400-b/s data signal for transmission over an HF radio facility.

960A . . . Transistorized pulse-duration FSK system used to convert analog sensor signals received from railroad hot-box detectors to tones suitable for transmission over standard communications facilities.

970A . . . Transistorized data modulator used to convert one 24 or 40.8 kilobit per second data signal for transmission over a wide-band channel of a carrier or multiplex system.

SUPERVISORY CONTROL SYSTEMS

936 . . . Class of transistorized alarm and control systems used to monitor and control test functions at unattended or remote communications facilities.

937A . . . 6 channel system used to monitor and control protective relaying functions, associated

with electric power transmission systems, over standard communication facilities.

AUXILIARY AND TEST EQUIPMENT

52A . . . Video order wire system.

53C (RT-824/UCC)** . . . Transistorized order wire and tone signaling system used with radio transmission facilities.

57B . . . Transistorized one-for-three standby diversity protection system with baseband switching for use with microwave radio systems handling up to 1200 v-f channels or one video channel.

57C . . . Transistorized two-for-six standby diversity protection system with IF or baseband switching for use with microwave radio systems handling up to 1200 v-f channels or one video channel.

565B, C, & D . . . Universal weather-proof communications equipment cabinets for outdoor installations.

601A & B . . . F1A and C-message weighting networks.

921A . . . Schedule A or B program channel.

927A . . . Transistorized multi-option in-band signaling system, compatible with Western Electric's type E in-band signaling system.

931B . . . Echo suppressor.

940A1 . . . Baseband regulator.

971A & 30231 . . . Adjustable delay equalizers.

5090B . . . Compandor.

5203/5204 . . . Noise loading test sets.

5249A . . . Speech plus data panel.

26600 (AN/TSM-86)** . . . E & M and loop-dial signaling test set.

31041 . . . 4-wire terminating unit.

37455/37418 . . . Portable test modem for microwave radio IF repeaters.

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SEC's May report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for May (all common stock unless otherwise indicated):

Avco Corp.—Edward H. Litchfield bought 600 shares, giving total of 5,700, and bought 900 beneficially held with wife, giving total of 3,900, plus 500 shares beneficially held as Litchfield Associates. John T. Murphy exercised option on 4,500 shares, giving total of 7,000.

CBS Inc.—William C. Fitts Jr. sold 254 shares, leaving 1,396. Kenneth W. Hoehn sold 1,000 shares, leaving 4,512, plus 521 shares beneficially held in trust and 1,040 beneficially held with wife.

Cowles Communications—Jean C. Herrick sold 7,500 shares, leaving none.

Cox Broadcasting Corp.—Clifford M. Kirtland Jr. sold 1,000 shares, leaving 3,243.

Filmways Inc.—Martin Ransohoff sold 17,000 shares, leaving 85,676 plus 13,115 shares beneficially held with wife as custodian. Al Simon bought 7,763 shares, giving total of 16,016.

Gross Telecasting—Raymond W. Miottel, holding 100 shares personally, bought

616 shares and sold 275 shares on beneficially held Paine Webber Jackson & Curtis trading account, giving total of 581.

MCA Inc.—Charles B. Thornton bought 300 preferred shares, giving total of 300. **Official Films Inc.**—Louis C. Lerner, holding 595,200 shares personally, 885,000 beneficially held on Victoria Investment Co. Ltd., 25,000 shares beneficially held on Lerner & Co. investment account and 2,000 shares beneficially held with wife, bought 2,700 shares and sold 19,260 shares on beneficially held Lerner & Co. trading account, leaving 26,425.

Outlet Co.—David J. Shurtleff exercised option 250 shares, giving total of 1,000.

RCA—George H. Brown exercised option on 100 shares, giving total of 4,693, plus 82 beneficially held with wife. Ernest B. Gorin sold 4,881 shares, leaving 10,463, plus 204 beneficially held with wife. Melvin E. Karns sold 2,331 shares, leaving 5,365.

Reeves Broadcasting—Marshall A. Jacobs sold 1,000 shares, leaving none.

Scrapps-Howard Broadcasting Co.—Robert D. Gordon bought 500 shares, giving total of 2,200.

Seven Arts Productions—Jeremy A. Hyman sold 100 shares, leaving 500.

Storer Broadcasting—Lionel F. Baxter sold 200 shares, leaving 5,650, plus 150 beneficially held with wife as custodian. Glenn G. Boundy sold 400 shares, leaving 9,700, plus 1,200 beneficially held with wife. Terry H. Lee sold 100 shares, leaving 14,300, plus 100 beneficially held with wife.

plates the issuance of \$5 million of new Fuqua convertible preference stock in exchange for Varco shares.

J. B. Fuqua, president of the company, recently announced negotiations to acquire McDonough Power Equipment Co., McDonough, Ga., manufacturer of lawn mowers and power equipment (BROADCASTING, May 15). Both Varco and McDonough will be presented to stockholders at a meeting in the near future for final approval.

Fuqua stations are WR0Z and WTVW-TV Evansville, Ind., KTHI-TV Fargo, N. D., KX0A Sacramento, Calif., and WTAC Flint, Mich. Mr. Fuqua in his own name owns 100% of WJBF-TV Augusta, Ga., and KTVE (TV) El Dorado, Ark.

STV hopes to seek return to market

Subscription Television Inc., New York, which has approved purchase of the John Blue group of companies (a supplier of fertilizer and pesticide equipment), expects that once arrangements are completed this month, it will disclose details of its private financing and ask the Securities and Exchange Commission to authorize a resumption of STV stock trading, suspended since May 26.

The purchase of John Blue is seen as a move to revitalize STV, which lately has had its share of financial difficulties. The company, at one time involved in pay TV in California, has indicated its future plans may include a further development of pay television (BROADCASTING, May 29).

STV's stockholders met June 30 to approve the John Blue acquisition, agreeing to reduce its number of authorized capital shares from 10 million to 5 million. STV intends to file financial information on the John Blue group after it closes a deal. A proxy statement will probably be released about one month after the closing.

STV, organized in 1963, began subscription TV operations in California, but was forced to end business after a referendum outlawed pay TV in that state.

Financial notes . . .

▪ Directors of John Blair & Co., New York station representative firm, have declared a common-stock cash dividend of 20 cents a share, payable Aug. 15 to stockholders of record July 14.

▪ Mobile Video Productions Inc., Silver Spring, Md., has filed a petition in voluntary bankruptcy and Joseph O. Kaiser has been named referee. First meeting of creditors takes place July 14.

Jervis Corp., Hicksville, N. Y., June 1.
Three months ended May 31:

| | 1967 | 1966 |
|---------------------|------------|------------|
| Earned per share | \$0.35* | \$0.44 |
| Consolidated sales | 12,183,000 | 12,331,000 |
| Income before taxes | 1,664,000 | 2,016,000 |
| Net income | | |
| after taxes | 832,000 | 1,008,000 |
| Shares outstanding | 2,376,189* | 2,290,189 |

* Adjusted for stock dividends issued in December 1966 and June 1967.

Wometco's sales up 18%, earnings rise 5%

Wometco Enterprises Inc., Miami, diversified company with TV and radio holdings, reported per-share earnings and net income after taxes for fiscal half year rose 5% on sales rise of 18.2% compared to same period last year.

Twenty-four weeks ended June 17:

| | 1967 | 1966 |
|-------------------------------|------------|------------|
| Earned per share | \$0.88 | \$0.83 |
| Gross income | 25,209,079 | 21,334,675 |
| Net income | | |
| before taxes | 3,426,059 | 3,304,712 |
| Net income | | |
| after taxes | 1,946,059 | 1,854,712 |
| Depreciation and amortization | 1,527,800 | 1,308,540 |
| Cash flow | 3,473,659 | 3,163,252 |
| Cash flow per share | 1.56 | 1.42 |

Revenues rise 15%, but earnings same for RKO

Revenues of RKO General Inc. were up 15%, but earnings continued at the 1966 pace, it was reported last week in the half-year report by General Tire &

Rubber Co., parent of the broadcast arm.

Net income from RKO General and its consolidated subsidiaries for the six months totaled \$4,768,497, the report showed. This compares to \$4,741,725 for the same period last year.

General Tire also reported that Aerojet General Inc., 85% owned by General Tire, showed an estimated loss of more than \$4.8 million for the six months; this was due however to the maintenance of \$11 million after taxes as reserves for incurred and future losses on government contracts. Overall, net sales fell slightly, and net income was more than halved.

General Tire's half-year reports for period ended May 31:

| | 1967 | 1966 |
|--|-------------|-------------|
| Earned per share | \$0.61 | \$1.38 |
| Net sales plus net income of RKO General | 467,170,812 | 470,745,251 |
| Estimated income after taxes | 10,733,000 | 23,722,000 |

Fuqua to purchase Varco Steel Inc.

Fuqua Industries Inc., Augusta, Ga., diversified company with broadcast ownership, announced that it has agreed to acquire Varco Steel Inc., Pine Bluff, Ark., a manufacturer of pre-engineered steel buildings.

Varco reported net profits of \$505,000 on sales of \$6,048,000 in the fiscal year ended May 31, 1966.

The acquisition of Varco contem-

Magnuson resubmits interference bid

Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) has again urged that the FCC should have the authority to set interference standards at the manufacturing level.

In introducing a bill that would grant the FCC the long-sought power to regulate the manufacture, sale or use of interference-causing devices, Chairman Magnuson said he hoped his committee would promptly approve the measure. The bill (S. 1977) is similar to one passed by the Senate in the last Congress but which was approved too late in the session for House passage.

Troublesome devices cited range from toys through medical equipment to electronic garage-door openers. Also included are radio and TV sets. In testimony in the previous Congress, the FCC noted that manufacturers that design their products to hold down excessive interference radiation are placed at a disadvantage by the actions of marginal manufacturers that ignore their responsibilities.

Technical topics . . .

Helicopter literature ■ Television coverage of riots, fires and baseball games via miniaturized camera aboard a helicopter is the subject of a new technical application bulletin (8-82) published by Cohu Electronics Inc.,

San Diego.

Zoomar Pano ■ New Pano and Panso 300 mm f/4 telephoto lenses are now being offered by Zoomar Inc., Glen Cove, N. Y. They are improved versions of the 300 mm Kilfitt Pan-Tele-Kilars. Prices list at \$430 for the Pano and \$535 for the Panso version.

70 scientists to confer on satellites' future

A top-level exploration of potential satellite applications, including uses for broadcasting, will be the subject of three weeks of meetings set to begin next Sunday (July 16) at Woods Hole, Mass.

To be conducted by the National Academy of Sciences at the request of the National Aeronautics and Space Administration, the study will attempt this summer to choose those applications that promise to be most immediately useful. Intensive investigation of these applications will follow, and meetings set for the summer of 1968 will seek to formulate final recommendations.

About 70 scientists and engineers are set to participate in the first phase of the study, divided into groups to deal with seven different areas of satellite uses. The group involved with broadcast applications is headed by W. L. Pritchard, director of Comsat laboratories, Washington.

High winds topple three Twin Cities towers

Winds in excess of 70 miles an hour blew down three broadcasting masts, and power failures caused several program interruptions in Minneapolis-St. Paul on June 30.

The tallest tower felled was the 562-foot structure serving noncommercial stations KTCA-TV and KTCI-TV and the University of Minnesota's KUOM. According to a station spokesman, the collapse was probably caused by a tree which fell on a guy anchor block, shattering insulators and slackening lines.

The 204-foot tower of gospel station KNOF(FM) fell onto the roof of the station's chapel-studios and into the street, seriously damaging two cars. At KDWB a 100-foot tower came down on top of its studios as an unrelated power failure took the

station off the air.

Power-line fluctuations affected other stations' transmitter circuit breakers, and several stations were kept off the air five hours and longer by power blackouts.

Of the stations knocked out by antenna damage, KUOM came back on the air first the following day by broadcasting from the transmitter of WCAL Northfield, Minn., with which it shares its frequency, 770 kc. KNOF returned to the air July 2, broadcasting at reduced power from the remaining 55 feet and one bay of its damaged four-bay antenna.

KTCA-TV and KTCI-TV plan to erect a temporary antenna "as soon as possible," according to a spokesman, and will replace their fallen tower with an identical permanent structure.

Facts in focus...

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British colorcasting reaches few receivers

Color television made its debut in Great Britain July 1 with few potential color viewers able to enjoy the benefits of its introduction. The British Broadcasting Corp. inaugurated its service with live pickup of each day's play of the Wimbledon tennis championships, about a total of 30 hours, but the coverage played to an almost empty house.

Between 1,000 and 2,000 color sets had been installed before the July 1 sendoff, according to one radio-TV retailing association, indicating that considerably fewer people saw the tennis matches in color than were spectators at center court. Some manufacturers laid part of the blame for the low set supply to Britain's late conversion last July to the German PAL (phase alternation line) system of colorcasting. They also speculated that the color inauguration deadline was pushed up in order for Britain to be the first in Europe, ahead of Germany which is scheduled to start its service by late August.

Despite the current home viewer totals, retailers foresee that demand will far outrun supply. A British manufacturing association estimates that 35,000

to 50,000 color sets will be produced by the end of the year. With approximately 20,000 sets allotted for dealer display, home consumption will range from 15,000 to 30,000 sets. But present retail optimism conflicts with a recent survey conducted by BBC's network competition, Independent Television Authority. According to its findings only about 4% of the viewers were prepared to pay the \$700 needed to buy a color set in Britain.

Viewers or no viewers, the BBC plans to air five hours of color weekly until December when it will increase its broadcast schedule to between 15 and 25 hours. Among the programs shown during the first week of colorcasting were a segment from *The Virginian* series (NBC); *A Small Rebellion*, a play starring Simone Signoret and George Maharis, and a documentary from the *One Pair of Eyes* series—"Washington—the City of Good Intentions."

Abroad in brief . . .

Microwave in Thailand ■ International Telephone & Telegraph Corp. through its West German affiliate, Standard Elektrik Lorenz AG (SEL) has a \$6.6 million contract with the Thailand government for a modern telecommunications system to be completed in 1969.

Satellites offer problems and advantages

The growth of international television will provide U.S. advertisers with both opportunities and obstacles, according to a study by Gardner Advertising Co., New York.

The study, prepared under the direction of Rudolph Maffei, vice president for media and broadcast programming, stresses that whether international TV is transmitted via satellite or whether time is bought on stations in foreign countries, the medium "will provide new opportunities to facilitate capitalizing on expanding international marketing opportunities."

The most significant overseas TV operation is ABC Worldvision, a collection of 59 stations on five continents that can reach about 23 million TV homes, Gardner reported. But even ABC Worldvision has "problems," it was pointed out. Difficulties included a wide variance in national audiences, ranging from 13.5 million TV homes in Japan to

21,000 in Nigeria; difficulties in measurement because of economic and sociological factors that necessitate differences in rate structure; opposition to undue U.S. influence on TV in various parts of the world; the need to use local talent for commercials, particularly in Latin America and quota systems on use of U.S. programming in various countries.

The Gardner study noted that satellite transmission offers an "exciting potential but also is beset with problems." Specific obstacles arise with priority of channels, language, time differences and international and domestic politics, Gardner observed.

"With present cost flexibility, however, there appears to be limited advantage in relaying general entertainment programming," the study concludes. "If costs show vast savings, economics rather than simultaneity will create a place for commercial television via satellite."

The microwave system will have a capacity of 1,860 telephone channels and one TV channel.

Y&R in Denmark ■ Young & Rubicam now is operating its eighth office in Europe: Young & Rubicam A/S in Copenhagen. It's the outgrowth of an office begun last March by the major U.S. advertising agency, which staffed it by bringing in personnel from its other European offices. Managing director is Fagn Egeberg, a former partner in a leading agency in Denmark (Bern Hansen & Egeberg).

NBC-Rank deal ■ The overseas film distribution division of the Rank Organisation will distribute in Latin America the color feature film "Ride the Wind," based on characters in *Bonanza*. It's NBC International Enterprises' first such association with Rank.

International film sales . . .

Garrison's Gorillas (ABC Films): CTV, Toronto; Nippon Educational Television Inc., Japan; Telerama S.R.L., Argentina; TV de Costa Rica; Radio TV de Guatemala; TV de Nicaragua; Channel 2, El Salvador; Cia TV Hondurena, Honduras; Protel Ltda., Chile; Primera Television Ecuatoriana, Ecuador; Sociedad Televisora Larranga, S.A., Uruguay; TV Nacional, Panama; HIN-TV, Dominican Republic; Corp. Venezolana, Venezuela; TV Interamericana, Mexico; and Thai-TV, Bangkok, Thailand.

N.Y.P.D. (ABC Films): CBC, Toronto; British Columbia TV, Vancouver, B. C.; CFCN-TV, Calgary, Alberta; Telerama S.R.L., Argentina; TV de Costa Rica; Radio TV de Guatemala; TV de Nicaragua; Channel 2, El Salvador; Cia TV Hondurena, Honduras; Protel Ltda., Chile; Primera Television Ecuatoriana, Ecuador; Sociedad Televisora Larranga, S.A., Uruguay; TV Nacional, Panama; HIN-TV, Dominican Republic; Corp. Venezolana, Venezuela; TV Interamericana, Mexico, and Thai-TV, Bangkok, Thailand.

Captain David Grief (Pathe): Thai-TV, Bangkok, Thailand.

Felony Squad and *Judd* (20th Century Fox): Army TV, Bangkok, Thailand.

25 French Feature Film Package (Helvision Inc.): TCN-9 Sydney, Australia.

Get Smart (NBC Enterprises): New Zealand Broadcasting Co., New Zealand; North Nigerian Television, and Oy Mainos Television, Finland.

T.H.E. Cat (NBC Enterprises): New

Zealand Broadcasting Co. and Sierra Leone.

Hennessey, Captain Nice and *NBC Documentaries*, 30 hours, (NBC Enterprises): New Zealand Broadcasting Co.

Laramie (NBC Enterprises): Yamaguchi, Radio Chugaku, Kita Nippon and Nigata Broadcasting, all Japan.

Hank (NBC Enterprises): Shizuoka Broadcasting, Japan; Channel 7, Bangkok, Thailand, and Taiwan television.

The World of Sophia Loren (NBC Enterprises): Hong Kong.

Laredo (NBC Enterprises): Nagasaki Broadcasting, Japan.

Dr. Kildare (NBC Enterprises): Yamagata and Kita Nippon, Japan; Singapore (dubbed into Cantonese); Rhodesian and Ethiopian Television.

NBC documentaries (19 hours) (NBC Enterprises): Iran.

Laramie (NBC Enterprises): Saudi Arabia.

'Our World' winds up NET's live series

National Educational Television's participation in the 14-nation *Our World* telecast marked the sixth and last major segment of its series of interconnection projects, a spokesman said last week.

The series comprised extensive live coverage and commentary on the President's State of the Union address, Senate Foreign Relations Committee hearings on the Vietnam war, Senate Communications Subcommittee hearings on the public broadcasting bill, an appearance by Harrison Salisbury of the *New York Times* after his return from North Vietnam, one by Secretary of State Dean Rusk, and the *Our World* show.

The spokesman also said that with the drop-out of Communist-bloc countries from the international telecast, NET's responsibility as network-control point for Japan, Canada, Mexico, Australia and the U.S. was the largest of its kind in the project.

No Technical Problems ■ The estimated \$5-million, five-continent telecast went off as scheduled June 25 without a discernible hitch. NET originated an estimated 19 minutes 2 seconds of the two-hour program (3-5 p.m. EDT), seen in more than 33 countries. NET's share of the cost was \$200,000.

The U. S. commercial networks, which had bypassed an invitation some time ago to take part in the telecast,

had their cameras occupied covering the Glassboro, N. J., summit meeting that afternoon. During the two-hour *Our World* panorama, an origination at Glassboro was inserted. The mechanics of global scheduling, however, limited the NET pickup to the meeting site of President Johnson and Soviet Premier Kosygin, and a glimpse of television cables and vans belonging to the commercial networks.

Eight U. S. originations were sprinkled throughout the program, the "spots" ranging from a brief five seconds to a full six minutes.

It took only 12 minutes for a round-the-world sequence, which as a program opener concentrated on newly born babies in Mexico, Japan, Denmark and Canada. On a theme of a growing world population, the program touched on subjects ranging from groceries in Australia to artificial shrimp breeding in Japan (a live origination at 4 a.m. Japanese time).

Satellite Hook Up ■ The program, in girdling the world, made use of the satellites over the Atlantic and Pacific oceans, but precluded initially scheduled originations and feeds to five original Communist-bloc partners. Television representatives of the Soviet Union, Czechoslovakia, Poland, Hungary and

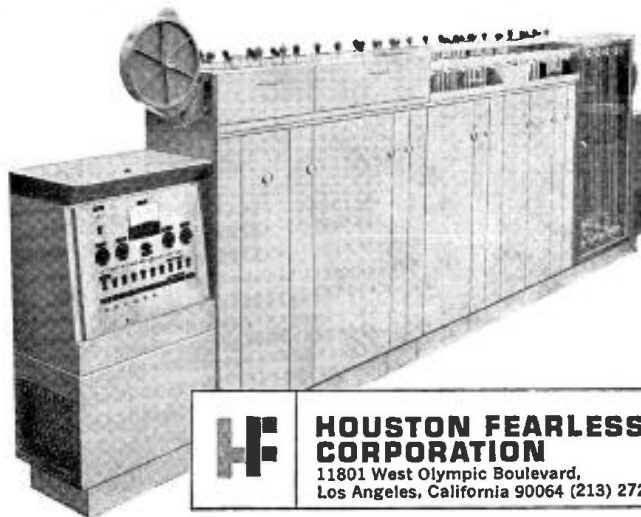
East Germany withdrew from the telecast several days before its air date when the countries failed to win a postponement "in view of the world situation." Deputy Chairman Ivanov of the Soviet radio and television committee announced the withdrawal giving as its cause the political atmosphere attending the Israeli-Arab conflict (BROADCASTING, June 26).

NET said that 80 out of 117 stations which could possibly affiliate with the network were interconnected in the U. S. Some stations taped the program and replayed it that evening (Sunday), but NET said it had no record of the number.

Observers of the program differed in their assessment, but in general it was agreed that the entertainment portions in the second hour provided the most excitement and sustained the greatest interest. The continent hopping included a scene of an opera in rehearsal in Germany, a run-through of "Romeo and Juliet" being filmed in Italy, concert rehearsals in New York and various other sequences in the area of art and music. Also in the pickups were shots of sports activities in various countries, including pictorial references to the Olympics which will be staged in Mexico City.

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NBC to receive Bar Association gold gavel

MARKS 3D ABA AWARD TO NETWORK NEWS OPERATION

An Aug. 7 luncheon ceremony in Honolulu will mark the third time in five years that the American Bar Association has recognized NBC for its productions "contributing to public understanding of the American system of law and justice."

NBC will receive an ABA gold gavel, given to members of the communications media that have won a silver gavel twice before. NBC News will receive the award at the 90th annual meeting of the ABA for its *Meet the Press* documentary on the report by the President's Commission on Law Enforcement and the Administration of Justice, and for its historical drama entitled *The Statesman*, recounting the little-known efforts of the Rev. John Leland to achieve a Bill of Rights assuring civil

and religious freedom in the U.S. Constitution.

Two television stations will receive silver gavels for their productions: WTVN-TV Columbus, Ohio, for *View from the High Bench*, exploring the philosophic foundations of American jurisprudence in an interview with U.S. Supreme Court Justice Potter Stewart, filmed in his chambers in commemoration of Law Day USA; and WNBC-TV New York, for three segments of its *Due Process for the Accused*, the 30-minute series dealing with arrest, search, eavesdropping, fair trial and free press.

For four segments from the series, *Crime and Punishment in the 60's*, Westinghouse Broadcasting Co. has won the silver gavel. The 21-part documentary, produced in cooperation

with the University of California School of Criminology, examined the nature and causes of crime.

In addition to the gavel awards, the judging committee announced certificates of merit for other distinguished programs: WIBG Philadelphia, for its *Sound Citizen Contest*, a special educational program; WHEC Rochester, N. Y., for *Pre-Trial Publicity*, a panel discussion on crime news coverage, and WBRC-TV Birmingham, Ala., for *Rights and Responsibilities*, a series produced in cooperation with its parent organization, Taft Broadcasting Co.

RAB-BPA extends deadline

The steady growth of market-sales promotion has now led to recognition on the national level. For the first time, awards for outstanding radio-sales presentations will be made jointly by the Radio Advertising Bureau and the

A lovely day at the donkey races

More than 500 key representatives of San Francisco's advertising and press communities, together with a group of ABC-TV executives, boarded an express train for

a round trip to a carefully guarded destination on June 22. After a reception at the Southern Pacific depot in the city, the 12-car-long train, comprised essentially of lounge and

refreshment equipment, clicked its way south to Bay Meadows Race-track in San Mateo, Calif.

Once at the secret destination, a 200-by-10-foot red carpet was stretched the entire length from the train tracks to the raceway entrance. As they passed through the ticket-window turnstiles, each guest was given a program and a bogus \$100 bill by hostesses wearing yellow and orange jockey costumes. The money was used to wager on an unforgettable race.

At post time 11 donkeys, numbered and named for each of KGO-TV's new ABC-TV shows (the station is the network's owned outlet in San Francisco), were ridden by the station's account executives and personalities. Winner was KGO-TV sales-manager Ken Flower, followed closely by news-director Roger Grimsby.

After the race a filmed presentation of the network's new season was shown. The guests next returned to the Turf Club area for a sit-down dinner. Paramutuel tickets were turned in at a special cashier's window where winners were given gift samplers of wine.



David M. Sacks, ABC vice president and general manager of KGO-TV San Francisco, is shown as he led the way for more than 500 repre-

sentatives of the local advertising community to an elaborate presentation of the network's new programs.

Broadcasters Promotion Association. The deadline for statements prepared by promotion departments has been extended to July 31.

The following categories will be contested: general station sales presentations, advertising agency sales presentations, station representative presentations, advertising agency presentations to clients, specific account presentations, specific program presentations and presentations that sell the radio industry.

All entries should be submitted to: RAB Inc., 116 E. 55th Street, New York.

Drumbeats . . .

Warm-hearted contribution ■ ABC News reports it has contributed to the St. Coletta School in Hanover, Mass., the \$2,500 honorarium accompanying the Albert Lasker Medical Journalism award for the documentary, *The Long Childhood of Timmy*. The subject of the documentary, Timmy Loughlin, a nine-year-old mentally retarded child, attends St. Coletta School.

Down on the farm ■ West Virginia's natural beauty inspired WCHS-TV Charleston's summer promotion project. In conjunction with state's Depart-



ment of Commerce, the station will run spots designed to promote summer tourism and the use of park facilities. Viewing the expansive scenery are (l.) Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, and Philip D. Marella, general manager of WCHS-TV.

Surf's up ■ The winner of WQAM Miami's "Surf's Up Sweepstakes" will board the station's "Tiger-Yacht" for a day's cruise up the intercoastal waterway and a try at wake-surfing. All entrants are also eligible to receive one of several surf boards and the \$12,000 "Big Roby" surf woody, named after

WQAM personality, Roby Yonge.

Front line feed ■ WABC New York is sending the latest pop recordings and tapes of its regular broadcasts to Radio Lai Khe, a popular music station operated by and broadcasting to servicemen in Vietnam.

Pro-advertising campaign offers new message

A second set of 10- and 20-second commercials for prime-time use that extoll the virtue of advertising has been prepared by Campbell-Ewald Co. and is being distributed to stations by the Television Bureau of Advertising.

The first commercials in the campaign, presented as an offer by Thomas B. Adams, C-E's president, to TVB at its annual membership meeting in Chicago last November, were being used by 110 television stations this spring (BROADCASTING, April 3).

TVB said last week it believed that actually more than 200 stations took some advantage of the first public service "pro-advertising" campaign, and noted that so many stations requested and made use of the commercials that the bureau found it difficult on its budget to produce some 1,600 slides. TVB said stations would be charged a minimum out-of-pocket fee of \$4 for the second set of eight slides, containing the 10- and 20-second commercials. The slides come equipped with scripts for the voice over.

The new commercials are themed to "dissent." The 20-second spot builds on a simple scene of people who are in a heated discussion with scenes of an apartment house and the New York City skyline: "Every argument against advertising is an argument for it; because advertising helped build the free nation, where you can argue for or against anything—including advertising." The 10-second version shows one man carrying a "Down with Advertising" placard who is in an argument with another man, while behind them is a billboard reading "vote today" with red-white-blue bunting.

NCTA cites four CATV's

Three awards for public relations and promotion in the CATV field have been announced by Irving Kahn, Teleprompter Inc., New York, chairman of the public relations committee of the National Community Television Association: public relations—Centre Video Inc., State College, Pa.; advertising-promotion—a tie, Cablevision Inc., West Monroe, La., and Salina Cable TV Systems Inc., Salina, Kan.; special citation for audio-visual presentation—Daniels & Associates, Denver.

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FCC gets tougher on fairness

Agency adopts as formal rule its doctrine

on political editorials, personal attacks;

stage now set for attack on constitutionality

The FCC's fairness doctrine, which has been the center of a considerable amount of controversy over the past several weeks, has been elevated to the status of commission rules as it applies to the broadcast of personal attacks and of editorials for or against political candidates (CLOSED CIRCUIT, July 3).

The FCC last week made final a proposed rulemaking issued in April 1966 looking to the codification of those elements of the doctrine (BROADCASTING, April 11, 1966). The vote was 5-to-1, with Commissioner Robert T. Bartley dissenting. Commissioner Lee Loewinger concurred in the decision and Commissioner Wadsworth was absent.

The rules require licensees whose stations broadcast a personal attack to send the person or group attacked a script or tape or an accurate summary of the attack, notification of the time of the broadcast and an offer of a reasonable opportunity to respond. The notification and offer must be made within one week of the broadcast.

The same requirements apply with regard to the broadcast of editorials. However, the offer of time for reply need not be to the candidate attacked—or to the candidates opposing one supported in an editorial—but to an authorized spokesman. This would eliminate the danger of licensees subjecting themselves to demands for equal time

from other candidates in the race. The notification must be given within 24 hours of the broadcast editorial—or before the editorial is aired if that occurs within 72 hours of election day.

Reasons for Rules ■ The commission said the purpose of embodying the procedural steps in rules is "to clarify and make more precise the obligations of broadcast licensees" who air personal attacks and editorials on political candidates. The commission said that despite the publicity it has given the required procedures, they have not always been followed, "even when flagrant personal attacks have occurred. . . ."

Another purpose, the commission said, is to enable it to fine stations (up to a maximum of \$10,000) that fail to abide by the requirements but whose violations are not so extreme as to warrant designating their license-renewal applications for hearing or instituting license-revocation proceedings. The

When is riot coverage not in public interest?

A new practice for television and radio newsmen in covering news of racial disturbances is growing up around the country, and it's causing some anguish among newsmen. It's the voluntary agreement not to broadcast bulletin reports of disorders during their initial stages, and in some instances while the riots are underway.

The practice, abetted in large part by the federal Community Relations Services and local city officials and councils of human relations, is justified on two major counts: Bulletins on the air at the beginning of a potential riot draw crowds (those eager to become participants and those just curious) making the work of the police in dampening the disorders more difficult, and they provide the publicity sought so eagerly by leaders of demonstrations.

In many instances, CRS officials say, initial reports of incipient riots turn out to be erroneous and have nothing to do with racial matters. Many incidents are no more serious than a gang of youths throwing rocks, or involve a group of men in a run-of-the-mine inner-city fracas.

But the fact that broadcasters are lending themselves to an embargo on the news, even for a short period of time, is troubling many TV and radio newsmen. It smacks of censorship, they say, no matter how laudable the motives. And, some add, it's possible that by delaying the news, the public is being deprived of information it should have, information that may be beneficial (keeping citizens from innocently finding themselves in the middle of a riot).

The entire matter of the cooperation of broadcasters and other media with police and city officials on racial disorders is to be aired Oct. 17 and 18 in New York. At that time, the CRS is planning a two-day series of panels between representatives of Negro and other minority groups and representatives of the mass media.

The conference will be held at Columbia University's School of Journalism, and is being sponsored also by the American Civil Liberties Union and the American Jewish Committee.

Answers-Solutions ■ The basic aim of the conference, the partici-

pating organizations say, is "to assist newsmen and broadcasters working in the complex field of race relations, to answer their questions and to provide some solutions to difficulties they face."

Among the typical questions: Does TV coverage of a riot inflame the situation?

Among those being invited are representatives of national media, mainly headquartered in New York, including radio and television networks, newspapers, wire services, magazines, as well as New York media news executives.

A preliminary meeting of a Media Advisory Committee, established to help prepare an agenda for the conference, is being held in New York Friday (July 14).

The New York meeting is the most recent, and the most ambitious, of a series of meetings that CRS has been instrumental in developing since September. Since then, CRS officials have met with city officials and civic leaders in more than a dozen cities to plan and prepare for coverage of racial disorders.

"The principal purpose of these

commission's authority to impose forfeitures does not extend to violations of commission policy.

The commission said the rules "will serve to effectuate important aspects of the well-established fairness doctrine; they do not alter or add substance to the doctrine."

The commission's action comes in the midst of controversy generated first, by the commission's June 2 ruling applying the fairness doctrine to cigarette commercials and, second, by the U. S. Court of Appeals decision in the WGCB Red Lion, Pa., case upholding the constitutionality of the doctrine (BROADCASTING, June 19).

That decision apparently paved the way for the commission's action last week. The commission cited it in rejecting contentions of broadcasters opposing the proposed rules that they would constitute a violation of the constitutional guarantee of free speech.

Tamm Quoted ■ The commission noted that the court, in an opinion written by Judge Edward Allen Tamm, concluded that "there is no abrogation of the petitioners' [licensees'] free-speech right. . . . I find in the fairness doctrine a vehicle completely legal in its origin which implements by use of

modern technology the 'free and general discussion of public matters [that] seems absolutely essential for an intelligent exercise of their rights as citizens.'"

The circuit court's opinion, however, may not be the last word in the matter. WGCB, backed by the National Association of Broadcasters, is planning to appeal the decision to the U. S. Supreme Court.

In addition, the adoption of the new rules may precipitate an attack on the Communication Act's equal-time section, which incorporates the fairness doctrine. Twelve broadcast licensees and the Radio-Television News Directors Association notified the commission last year they would challenge the constitutionality of the law if the proposed rules were adopted (BROADCASTING, June 20, 1966).

Another Suit? ■ The commission's ruling that the fairness doctrine applies to cigarette commercials may spark another court test. The NAB has indicated it will seek judicial review if the commission does not rescind the ruling. However, the ruling involves an aspect of the fairness doctrine not incorporated into the new rules—that dealing with the discussion of a con-

troversial issue of public importance.

The commission order notes that, as has been the case under past policy, the personal-attack principle is applicable only when it is made in the context of the discussion of a controversial issue of public importance. The commission acknowledges that licensees may have difficulty in determining whether or not the personal-attack principle is involved.

But, it added, "the rule will not be used as a basis for sanctions against those licensees who in good faith seek to comply with the personal attack principle." The commission said the rules are designed to cover violations in situations "where there can be no reasonable doubt under the facts that a personal attack has taken place. . . ."

The commission rejected arguments that the rules will discourage controversial programming and that the notification requirements are burdensome. The rules, the commission said, do no more than restate requirements contained in policy long in effect.

The commission said the notification requirement "is of the utmost importance," since otherwise the person or group attacked may be unaware of the attack, "and thus the public may

meetings," says George R. Culber-son, deputy director of CRS, "is to arrange for fast and accurate reporting of such incidents." The fact that these meetings have not been publicized, Mr. Culber-son said, is because "the country is very jittery about racial riots. If we announce a meeting people in those cities think we're anticipating a riot there."

Among the cities where conferences have been held and where, Mr. Culber-son noted, voluntary codes for newsmen have been adopted, are Omaha, Chicago, Seattle, St. Louis, Boston, New York, Philadelphia and Buffalo, N. Y.

The Omaha code, adopted only last May, is considered by CRS officials as one of the most salutary of those adopted for this purpose. Among other provisions calculated to bar sensationalism and to reduce the danger of inflaming the population, the Omaha agreement includes a "Code 30" arrangement with the police. Under this provision, the chief of police may issue a call over the police network asking news media to delay reporting an incident for half an hour. This also

means that the police radio network, invariably monitored in newsrooms of stations and newspapers, will be used to relay details of the situation to the news media.

In Chicago, a racial-disorder code operated by that city's City News Bureau has been in existence since 1955. Philadelphia has had an all-media code since 1961. The Northern California Radio-Television News Directors Association plan was adopted May 4.

Reporters Welcome ■ Invocation of the codes do not prohibit stations, or newspapers, from sending reporters and cameramen to the scene, Mr. Culber-son emphasized. And in the event of a full-scale riot, all inhibitions on coverage are revoked—although CRS, city officials and broadcast stations themselves continue to maintain a code of forbearance aimed at avoiding any sensationalism that might aggravate the situation: the exact street location of the disorders is not mentioned; the actualities, filmed or taped, are used in scheduled news shows, not bulletined by breaking into regular programs; news reports of riots are only of the

day past, or the morning past, never of an on-going disturbance.

On coverage, many stations have adopted the practice of sending their newsmen and cameramen to the scene of a riot in unmarked, ordinary cars. They are cautioned not to set up cameras and microphones unless there is something to shoot, and to dismantle their equipment quickly after shooting. They are warned to use lights sparingly, and only where absolutely necessary. And they are ordered to remain within police protection and obey police instructions at all times.

Network stations do, however, continue to feed their networks even while a riot is underway, making sure, however, that this segment of a network's news budget is deleted before the network news show is aired in their city.

This last procedure came about, it's understood, when several stations during riots in their cities found themselves airing news of local disturbances via network news programs that they themselves had been delaying under their agreements with city officials.

'Superfun' laughs its way into 58 markets

Mel Blanc, that Bugs Bunny man, has a juicy carrot to munch on. In its first seven months of syndication, *Superfun*, a humor package developed exclusively for radio programming by Mel Blanc Associates, has been sold in 58 markets, including two foreign sales. It has grossed some \$250,000 for the Hollywood-based commercial and program production organization.

The comedy programming currently is being broadcast in 14 of the top-25 U. S. markets, not including New York and Chicago where it's soon to be added. Internationally, it has been sold to Port-of-Spain, Trinidad, and Melbourne, Australia, and reportedly sales also are imminent in three more foreign, but English-speaking, markets.

Superfun was first announced last summer (BROADCASTING, Aug. 22, 1966). So far a library of 700 individual comedy sketches—enough to fill 20 record albums—has been

built up. The sketches run from 12 seconds to about a minute in length and range from broad one-liner gags to full-blown satirical skits involving as many as six performers.

Altogether, writers working for the program service have developed some 8,000 comedy scripts, more than 1,200 of which have been produced. *Superfun* employs 23 full-time and parttime writers. It's sold directly to stations by Mel Blanc Associates and is distributed on disks. Originally the service was produced on tape and syndicated by Spot Productions Inc., Fort Worth.

The comedy project has given employment to more than 70 performers, among them some well-known ones who have used their work on *Superfun* to supplement income from motion pictures, TV and records. Included are Howard Morris, Jesse White, Pat Carroll, Lennie Weinrib and, of course, Mel Blanc.

not have a meaningful opportunity to hear the other side."

Exclusions ■ The rules exclude from the personal-attack rule foreign groups or foreign public figures; Fidel Castro, as an example, wouldn't be entitled to time for reply to an attack on him. The rule also excludes personal attacks made by political candidates and their associates against their opposite number in campaigns, on the ground that the equal-time law "is usually applicable" in such matters.

The commission said that in the case of editorials, notification must be sent to the opponent of a candidate who has been endorsed and to a candidate who has been opposed. The opportunity to respond must be offered to a candidate "through a spokesman of his own choice including, if the licensee so agrees, himself."

The commission said that since "time is of the essence" in the area of political editorials and there appears to be no reason why the licensee cannot "immediately inform a candidate of an editorial," notification must be within 24 hours of the editorial.

And if broadcasters want to air editorials within 72 hours of election day, they must give prior notification to affected candidates. "While such last-minute editorials are not prohibited," the commission said, they would be contrary to the public interest and the personal-attack principle of the candi-

dates involved were not notified far enough in advance to prepare a response and "have it presented in a timely fashion."

Two-hour series may grow from TV movie

Television's first two-hour weekly dramatic series went on the drawing boards in Hollywood last week. Universal City Studios, creator, producer and evangelist for longer-form TV programming (the production house turning out the 90-minute *The Virginian* series and the 120-minute *World Premiere* motion picture series, both for NBC-TV), disclosed that it's developing a movie for television that also will be a pilot for a two-hour series.

The series project, possibly available for the 1968-69 season, is being prepared by E. Jack Neuman, just signed to an exclusive long-term contract with the studio as a creator-writer-producer for both motion pictures and television. Called *The Protectors*, the projected series will concern "modern-day, big-city government and administration." A spokesman for Universal said he envisions that it would be "a big, dramatic thing like *Peyton Place* involving a lot of different people in a lot of different

stories, including the mayor, district attorney and city council."

The project, not sold as yet, will be developed initially as a motion picture specifically for television. The projection is, that in keeping with "the industry's next most natural long-form entertainment trend," it will turn into a pilot for a two-hour weekly series.

The motion picture to be developed is not part of Universal's *World Premiere* commitment to NBC-TV. The network does not have any exclusive rights to it. Instead, Universal claims the concept is a reflection of its determination to make movies for "people other than NBC" in television. Neither, however, is there any indication that NBC already has been offered the property and rejected it.

New information law loosens agency news

A bill signed into law on the Fourth of July, 1966, and which became effective this year on the Fourth of July, might be expected to have something to do with freedom. Last week, the measure went into force. Its official name: The Freedom-of-Information Law.

Predictably, most of the Washington news corps, long used to the closed-door approach to administration, did not expect any sudden easing of their news-collecting chores at the federal agencies.

Partisans of the measure agree, however, that it must be given time to work. Predictions are that the law, product of a decade of work in the Congress, stands to yield benefits to newsmen that are at present unpredictable. The law's supporters point to one key substantive change the law makes in the terms of the never-ending struggle between those who make the news and those who would disseminate it.

That change is that, for the first time, a federal agency can be taken to court to force disclosure of withheld information. Further, the burden of proof is fixed to the agency—the withholder must show that the information he is shielding comes under one of nine categories exempted by the statute.

Not Much Change ■ Newsmen, who sometimes seem to fear the worst, point to the exemptions as an indication that the law will not add much to the sources already open to reporters. They include national - security matters, personnel files, investigations files, trade secrets and financial data. Votes on agency decisions are now required to be made public, as in many cases they have been

anyway, but the law is unclear as to when such information must be revealed. Several agencies, whose operations affect markets, plan to withhold decisions until after they have been implemented.

Consumer forces see the law as a lever with which to pry product information out of government testing files. In fact, one of the first court tests may be brought by Ralph Nader, who wants access to correspondence between the National Traffic Safety Bureau and the Ford Motor Co. He says he plans to reapply for the information now that the law has taken effect, and, if refused—presumably under the trade-secrets exemption—seek a legal ruling.

Most agencies have announced that they intend to follow guidelines issued on the new law by the Justice Department.

And one agency, the General Accounting Office, although as a branch of Congress exempt from the law, says it plans to be bound by it anyway. The GAO has set aside a small room for the public to use while inspecting records.

Will Garrison take half of equal time?

New Orleans District Attorney Jim Garrison and NBC-TV late last week appeared closer to an agreement where-by Mr. Garrison would reply to a recent news special presented by the network. Mr. Garrison claims the program has hurt his investigation of the assassination of President John F. Kennedy.

NBC said Mr. Garrison agreed last Thursday (July 6) to a compromise: He would ask for only a half-hour of rebuttal time. Until then Mr. Garrison had appeared adamant in his request for equal time—a full hour—in prime time (BROADCASTING, June 26). Mr. Garrison apparently has not relented in his demand that no panel of newsmen take part in the program.

Mr. Garrison received an offer of rebuttal time on June 29 from Don Meany, an NBC News vice president. Mr. Meany suggested a panel as one possible format for the show, an idea Mr. Garrison turned down. NBC said Thursday that such a panel would not

Newsmen injured in battle

NBC News reported last week that correspondent Howard Tuckner and cameraman James Eury were injured in South Vietnam on July 4 while with U.S. Marines under attack in Con Thien. Mr. Tuckner suffered a concussion from exploding artillery shells. Mr. Eury twisted his knee and suffered cuts and bruises from barbed wire.

necessarily include staff members of NBC News or of WDSU-TV New Orleans, but possibly newsmen from other organizations.

Footage gathered by NBC and WDSU-TV reporters was used in the NBC News special, *The JFK Conspiracy: The Case of Jim Garrison*, which examined Mr. Garrison's investigation of the Kennedy assassination.

His Claim ■ Mr. Garrison, who contends that the assassination was the result of a conspiracy based in New Orleans, has claimed the news special, shown on June 19, attempted to destroy his case.

In a six-page letter to FCC Chairman Rosel H. Hyde, Mr. Garrison accused NBC of attempting to sabotage one aspect of his case—that involving the charge that New Orleans businessman Clay Shaw participated in the alleged conspiracy.

Mr. Garrison said the network's actions in preparing for the program were "so aggressive" in attacking the case against Mr. Shaw, who has not yet gone to trial, "as to have gone far beyond the pretense of merely gathering and disseminating news."

The FCC forwarded the Garrison letter to NBC which in turn offered to discuss rebuttal time with the district attorney.

WDSU officials said meanwhile that Mr. Garrison had not approached them with demands for rebuttal time.

Seattle firm drops IA films

Entertainment Associates Inc., Seattle, has cancelled its contract as western representative for International Artists Inc., Houston feature-film distributor to CATV systems (BROADCASTING, July 3) Frank M. Cohee, executive vice president of Total Telecable Inc., Seattle, announced last week. Entertainment Associates is a subsidiary of Total Telecable, multiple-CATV owner. Mr. Cohee declined to disclose the reasons for his disassociation with International Artists.

Starting dates set for fall TV season

ABC-TV has joined CBS-TV in setting Tuesday, Sept. 5, as the opening date of the 1967-68 season, the earliest "official" start in recent history. NBC-TV will trail its competitors by five days, starting its new schedule on Sunday, Sept. 10.

ABC-TV announced last week that 11 regular series are newcomers to the 1967-68 lineup, and the schedule includes more than 75 special programs. A highlight of premiere week will be a four-hour presentation of *Africa* on Sept. 10 (7-11 p.m.).

An NBC spokesman said that all of its regular programming will start on or after Sept. 10, except for *Bonanza* which is being pre-empted that evening for a special two-hour showing of *High Chaparral* (9-11 p.m.), which thereafter will be presented for one hour (Sunday, 10-11 p.m.). NBC-TV will carry the *Miss America Pageant* on Sept. 9 as a prelude to the start of its new season.

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Can the thirties' big bands draw on today's radio?

Like hip flasks, zoot suits and big bands, 78-RPM records are all but extinct. Radio stations threw out their libraries of 78's years ago. The big-sized records took up too much space.

But longtime radio-programming-man Vince Rowe kept a tight hold on his records. He now has a personal collection of more than 10,000 78's, each filed and cross-indexed by title and talent. What started out as a hobby for Mr. Rowe (and essentially still is) now has been turned into a series of 45-minute radio programs being offered to middle-of-the-road stations or stations with some adult emphasis. Called *The Golden Age of Popular Music*, the series amounts to a re-creation, via the original records, of the long-past and somewhat lamented days when the big-band brand of entertainment was what was happening throughout the land.

Each 45-minute show (with 10 minutes for commercials and five minutes of news filling the hour) is built around stories, incidents, and anecdotes concerning the great rec-

ord hits, the popular songs and big record artists of the past. "Let's get one thing straight," Vince Rowe



Vince Rowe

makes clear. "This program package is not going to bring back the tremendous popularity of the big bands of the thirties and forties. Nothing is going to do that."

Time for Decision ■ But Mr. Rowe does feel that radio programming has come to a critical stage. In spite of substantial profits, and new highs in audience listening, he points out, many stations have reached an impasse in programming. He contends the competitive situation is so total and intense in radio that the mandate for stations always is for trying something different and hopefully better. "I know that within a given station's program format managers must be alert to and interested in ideas that will increase and broaden the audience and create new talk," Mr. Rowe says. "Slice it how you will, the show is still the thing and beat-the-competition radio is only as successful as the components that go into it."

Some of the components in Vince Rowe's *Golden Age* series are even bigger today than they were 20 to 30 years ago. Among them are

NLRB panel rules for union in KPOL strike

A three-member panel of the National Labor Relations Board, reversing an earlier decision of its trial examiner (BROADCASTING, Aug. 29, 1966), has ruled that KPOL Los Angeles unfairly discharged four announcers because of their union and strike activities. The NLRB ordered the station to cease and desist from discouraging membership in the Los Angeles local of the American Federation of Television and Radio Artists, which is on strike against KPOL, and also ordered the station to reinstate, if possible, the announcers. The board ordered KPOL to pay them for any losses suffered due to the dismissals.

The NLRB also overruled the station's challenge of the ballots, in an AFTRA representation election.

The KPOL dispute with AFTRA began when the station was owned by Coast Radio Broadcasting Corp. Capital Cities Broadcasting Corp. purchased the station last year for \$7.8 million (BROADCASTING, July 25, 1966).

The AFTRA strike against KPOL is perhaps the longest walkout in that union's history. It's still going on. The walkout began April 2, 1965. The dis-

pute started over fringe benefits and union-shop clauses in a contract under renegotiation that required all employees to become union members after 30 days at the station. This dispute was compounded when five strikers—four announcers and a newsman—were discharged. The station said before the strike that it planned substantial automation. It claimed to have fired the strikers because of economic hardship caused by the walkout. As a result of the NLRB ruling the station now must make up all wages lost by the five men who were discharged. They also must be offered their jobs back. In addition, AFTRA must be certified as bargaining agent for the station's employees.

KRLA helps finance police-community study

KRLA Pasadena, Calif., a station that features rock-'n'-roll music, has the Southern California area rocking over its surprising jump into a local political cauldron. The 50-kw station, noted for its satirical promotional campaigns (Stan Freberg is creative consultant), suddenly announced last week that it's giving up games and giveaways for at least part of this month to help finance

a special investigation of police-community relations in Los Angeles.

The investigation will focus on the violent clash between the Los Angeles police department and some 10,000 anti-Vietnam war demonstrators on June 23 on the occasion of a visit by President Johnson. Police methods in handling the demonstrators has been a subject of heated debate in Southern California for weeks.

According to John R. Barrett, station manager, KRLA is contributing about \$1,000 to the American Civil Liberties Union to help sponsor a "full investigation" of the police-protestors conflict. The station reportedly made the donation with no "axe to grind" and without requiring the ACLU to make its findings available on an exclusive basis.

Announcement of the donation immediately embroiled the station in the bitter community controversy. Several thousand pieces of mail supposedly were received by KRLA in the first several days after its decision was disclosed. Comments of letter-writers were said to be "equally divided."

KRLA plans to make on-air use of the ACLU report when it's completed, probably within several weeks. Meanwhile, the station is conducting its own general inquiry into whether "the protestors were members of a disorderly

Frank Sinatra, Ella Fitzgerald, Fred Astaire and Ava Gardner. Other personalities featured in the series include Artie Shaw, Kay Kyser, Benny Goodman, Kay Starr with Charley Barnet, Irene Dunne, Chick Webb, Doris Day with Les Brown, Ozzie Nelson, Orrin Tucker and Bonnie Baker, Hal Kemp and Jane Powell.

Mr. Rowe's experience encompasses stints as program director, producer and disk jockey for radio stations, 17 years as an executive in New York's broadcasting-advertising circles (including a long-term as director of programs for Ted Bates) and two years as director of promotion, merchandising and publicity for ABC Radio in Los Angeles. He recently commissioned Rex Sparger's Media Research Associates to test some *Golden Age* recordings. The idea was to see how they rated with the younger generation.

For Mr. Rowe sees two trends in music already in progress, both of which may make a good climate for his program project. First, he believes there's a definite softening of the big-beat sound. Also, he feels

that the adult audience is expressing a greater tolerance (and even acceptance) of the modern-music sound.

Kids Dig the Sound ■ Mr. Sparger's Los Angeles-based research firm, which specializes in the pre-testing of records for radio stations, tested "Oh Look At Me Now" with Tommy Dorsey's orchestra and vocals by Frank Sinatra, Connie Haines and the Pied Pipers and "Let's Do It" with Benny Goodman and a vocal by Peggy Lee (all 1941) before panels from 11-25 years of age. The records were mixed in with current hits and the talent was not identified (although most of the kids immediately recognized the voice of Frank Sinatra, then 26). Mr. Sparger's numerical ratings showed that both tested records would make the top-100 listening charts today and once on the charts both would probably get air play from top-40 and big-beat stations.

From this research Vince Rowe has one modest conclusion: The interest is there for original records of the thirties and forties.

mob or victims of police aggression" and broadcasting its reports hourly.

KRLA is operated by Oak Knoll Broadcasting Corp. under an interim license authority from the FCC. Under terms of the interim agreement, all net profits of the station are turned over to the Broadcast Foundation of California Inc., which in turn distributes 80% of it to KCET(TV) Los Angeles, the local educational television operation.

The balance is distributed to other educational endeavors in Southern California.

TV series sales . . .

The Joe Pyne Show (Hartwest Television Inc.): KTHV(TV) Little Rock, Ark.; KLAS-TV Las Vegas; KLPR-TV Oklahoma City; KHFI-TV Austin, Tex.; WJRT-TV Flint, Mich.; KTUL-TV Tulsa, Okla.; WPTA(TV) Fort Wayne-Roanoke, Ind.; KHTV(TV) Houston, and WTTV(TV) Bloomington-Indianapolis.

Charlie Chan Films (Seven Arts): WNAC-TV Boston; KGBT(TV) Harlingen-Weslaco, Tex.; KOLN-TV Lincoln, Neb.; WLKY-TV Louisville, Ky.; KCBT-TV Lubbock, Tex.; KOLO-TV Reno; KHJK-TV San Francisco and KZAZ(TV) Nogales, Ariz.

The New Face of Israel (Official BROADCASTING, July 10, 1967

Films): WNEW-TV New York; KTTV(TV) Los Angeles; KMBC-TV Kansas City, Mo.; KTVU(TV) Oakland-San Francisco, and WCFT-TV Tuscaloosa, Ala.

Hayride (ABC Films): WKBD-TV Detroit; WSJV(TV) Elkhart-South Bend and WANE-TV Fort Wayne, both Indiana; KTAL-TV Texarkana, Tex.-Shreveport, La., and WTRF-TV Wheeling, W. Va.

Combat! (ABC Films): WKBG-TV Cambridge-Boston, WGN-TV Chicago,

WKBD-TV Detroit and WLWI(TV) Indianapolis.

The Carlton Fredericks Program (ABC Films): WKBG-TV Cambridge-Boston; WBEN-TV Buffalo, N. Y.; WKBD-TV Detroit, and KTVU(TV) Oakland-San Francisco.

New Breed (ABC Films): WKBG-TV Cambridge-Boston and WKBD-TV Detroit.

Swinging World of Sammy Davis (ABC Films): WISH-TV Indianapolis.

The New Bobby Lord Show (Official Films): KPLR-TV St. Louis; WAII-TV Atlanta; KPTV(TV) Portland, Ore.; WCSC-TV Charleston, S. C.; KFVS-TV Cape Girardeau, Mo.; WLEX-TV Lexington, Ky.; WCOV-TV Montgomery, Ala.; KCRG-TV Cedar Rapids, Iowa; WIRL-TV Peoria, Ill.; WSWO-TV Springfield, Ohio, and KFSA-TV Fort Smith, Ark.

Virginia Graham's Girl Talk (ABC Films): WABI-TV Bangor, Me.; WXYZ-TV Detroit; WTVW(TV) Evansville, Ind.; KFRE-TV Fresno, Calif.; WBIR-TV Knoxville, Tenn.; WABC-TV New York; WAVY-TV Portsmouth-Norfolk, Va.; WHC-TV Pittsburgh; WAGM-TV Presque Isle, Me.; KFMB-TV San Diego; KGO-TV San Francisco; WHEN-TV Syracuse, N. Y.; WTOL-TV Toledo, Ohio, and WECT(TV) Wilmington, N. C.

Hurdy Gurdy (ABC Films): KKTV(TV) Colorado Springs-Pueblo, Colo.; KWGN-TV Denver, and KGMB-TV Honolulu.

Flash Gordon and Buck Rogers (ABC Films): WKBG-TV Cambridge-Boston, and WSOC-TV Charlotte, N. C.

One Step Beyond (ABC Films): WKBG-TV Cambridge-Boston.

Harvey Cartoons (ABC Films): KGMB-TV Honolulu.

Vagabond and Treasurer (Teledynamics): WSIU-TV Carbondale, Ill., and WLCY-TV Largo-Tampa, Fla.

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L.A. AFTRA radio fees up, TV unchanged

The talent performing in transcribed radio spots produced in the Los Angeles area apparently is making more money than ever, but performers working in taped TV commercials are not profiting as much as before. Also residual payments for talent involved in taped TV programs has slowed to a steady instead of increasing pace. These conclusions are drawn from the annual report of the American Federation of Television and Radio Artists in Los Angeles for the year ending May 31, 1967.

The report disclosed an increase in talent-scale earnings in Los Angeles in radio spots from \$1 million in 1966 to \$1,260,000 in fiscal 1967, and a jump in earnings from phonograph recording from \$890,000 to \$984,000. But earnings from videotape commercial work declined slightly from \$235,000 to \$214,000.

Also residuals collected through the Los Angeles office of AFTRA for video-tape programs remained practically fixed at \$1.4 million. AFTRA speculates that at least a partial reason for this static situation is the increase in the number of new programs presented by the networks during the last two summers as opposed to the former reliance on summer reruns.

Total amount distributed by AFTRA in Los Angeles during the year was \$4,492,598. Involved in this financial distribution were more than 30,000 individual checks to AFTRA members. The report of the Los Angeles AFTRA local includes all checks for talent in television, radio and phonographic recording work processed through that office. It does not reflect total earnings of talent under AFTRA's over-all national jurisdiction.

'Candy' to help sweeten 'Bonanza'

NBC-TV, in hopes of revitalizing one of its most valuable properties, is giving the long-running, high-rated *Bonanza* series a face lifting. At a news conference in Hollywood last week, David Dortort, creator and executive producer of the series, which begins its ninth year in September, reported that *Bonanza* would be given broader scope, injected with added action and reinforced with new personality in the 1967-68 season.

"We will spend more and more time away from the studio on location," Mr. Dortort said. "There will be more action and adventure and there also will be more drama and adult appeal in our stories."

The producer also announced that a new regular cast member will join series stars Lorne Greene, Dan Blocker and Michael Landon. The newcomer is David Canary, who will be cast in the role of Candy, a young but hard-bitten cowboy.

Radio series sales . . .

Accent (General Media Associates): KBYR Anchorage; KWUN Concord, KGMS Sacramento, and KTIM San Raphael, all California; KBZZ La Junta, Colo.; WWHC Hartford City, Ind.; KOFO Ottawa and KLEY Wellington, both Kansas; WJTO Bath and WDEA Ellsworth, both Maine; WBSM New Bedford, Mass.;

WPON Pontiac, Mich.; WRCR Minneapolis; WSGO Oswego, N. Y.; WPVL Painesville, Ohio; KPRB Redmond, Oregon; WKYN San Juan, P. R.; WCOR Lebanon and WIDD Elizabethtown, both Tennessee, and KQYZ Everett, Wash.

The Joe Pyne Show (Hartwest Productions): KTAR Phoenix; KBHS Hot Springs, Ark.; KRES-FM Moberly, Mo.; KEDO Longview, Wash.; KBYR Anchorage; KYLT Missoula, Mont.; KRLW Walnut Ridge, Ark.; KLDK Klamath Falls, Ore.; KITN Olympia and KITI Chehalis-Centralia, both Washington; KHAP Aztec, N.M.; KNWA-FM Fayetteville, Ark.; KMPL Sikeston, Mo.; KOLT Scottsbluff, Neb.; WDEW Westfield, Mass.; WSUX Seaford, Del.; WPKY Greenville, N. C.; KCAP Helena, Mont., and KBBR North Bend, Ore.

The Barry Gray Show (Hartwest Productions): WJAR Providence, R. I.; WINQ Tampa, Fla.; KGGM Albuquerque, N. M.; KYLT Missoula, Mont.; KYJC Medford, Ore., and WCLI Corning, N. Y.

BBC Music Showcase (Hartwest Productions): WFMR(FM) Milwaukee; WYZZ(FM) Wilkes-Barre, Pa., and WBAL Baltimore.

Dream World (Triangle Publications): WTJS Jackson, Tenn.; WOWL Florence, Ala.; WMGW Meadville, Pa., and KOAG Arroyo Grande, Calif.

Grand Ole Opry (Wsm Inc.): WTCM Traverse City and WJR Detroit, both

Michigan; WVMG Cochran and WGRI Griffin, both Georgia; WOAH Miami; WSHF Shippensburg, Pa., and WCGC Belmont, N. C.

Red Foley (Radiozark Enterprises Inc.): WCLG Morgantown, W. Va.

July 4, 1776 (Woroner Productions Inc.): WCEM Cambridge, Md.

Superfun (Mel Blanc Associates): WAQX Birmingham, Ala., and KSEO Durant, Okla.

Folk Song Cellar (Hartwest Productions): WBAL Baltimore.

Christmas Kaleidoscope (Hartwest Productions): WSNY Schenectady, N. Y.; KLYD Bakersfield, Calif.; WMTW-FM Portland, Me.; KONG Visalia, Calif.; WVMR Burlington, Vt.; WKAJ Saratoga Springs, N. Y.; KCEY Turlock, and KFRE Fresno, both California; WFLN Philadelphia; WOKE Charleston, S. C.; WCRB Waltham-Boston; WCRX-FM Springfield, Mass.; WAMS Wilmington, Del.; WKAP Allentown and WNAR Norristown, both Pennsylvania; KITN Olympia, Wash.; KITE San Antonio-Terrell Hills, Tex.; KBCL Shreveport, La.; WBPZ Lockhaven, Pa.; KNWA-FM Fayetteville, Ark.; KWKC Abilene, Tex.; KBBR North Bend, Ore.; KFBB Great Falls, Mont.; KPHO Phoenix; WCOA Pensacola, Fla.; WCRO Johnstown, Pa.; WBCU Union, S. C.; KCLS Flagstaff, Ariz.; KUPI Idaho Falls; KOBE Las Cruces, N. M.; KELO Sioux Falls, S. D., and KPFL Lafayette, La.

Program notes . . .

Tanglewood hour ■ A Berkshire festival concert will be colorcast live on NBC-TV Aug. 17 (7:30-9:30 p.m. EDT). *An Evening at Tanglewood* will feature the Boston Symphony Orchestra under Erich Leinsdorf.

DeLugg departs ■ Milton DeLugg will leave NBC-TV's *Tonight Show* when his contract expires in October. Mr. DeLugg and his wife are currently writing the music for 156 segments of an animated TV series.

Special acquisition ■ North American Television Associates, Hollywood, has acquired TV syndication rights to *Henry Fonda and the Family*, an hour special featuring satirical sketches on American life. The program, which was originally produced for and shown on CBS-TV, stars Dick Van Dyke, Dan Blocker and Cara Williams, among others. Syndication sales effort for the special already has started.

TV heavyweights ■ The heavyweight championship bout between Joe Frazier and George Chuvalo will be telecast live and in color from Madison Square Garden in New York today (July 12) by Madison Square Garden-RKO Sports Presentations. The bout is part of a

roster of sports attractions being offered to TV stations across the country by MSG-RKO Sports.

Operational TV ■ Telecast of an operation to implant a replacement for a diseased section of the human heart was carried on the four Metromedia TV stations in late June under the sponsorship of CIBA Pharmaceutical Co., Summit, N. J. The operation was performed at Maimonides Medical Center in Brooklyn by Dr. Adrian Kantrowitz, director of surgical services, lasted almost 10 hours and was taped in its entirety by a WNEW-TV New York camera crew. The production was edited to 90 minutes for the TV presentation. The special color program was carried on June 25 on WNEW-TV and KTTV (TV) Los Angeles (8:30-10 p.m.), WTTG(TV) Washington (8-9:30 p.m.) and on June 29 on KMBC-TV Kansas City, Mo. (8:30-10 p.m.).

Children's theater ■ WCBS-TV and New York City Department of Parks will sponsor a Children's Summer Festival, featuring 16 performances of WCBS-TV's repertory company, the Prince Street Players Ltd. Eight different musical productions will be presented twice each Saturday during July and August, at parks in each of the city's five boroughs.

Programs for blind ■ Jonathon Kirby Enterprises, Anaheim, Calif. is offering the second in a series of 15-minute public service radio interviews, *They Serve that Others May See*. The programs feature a spokeswoman for the International Guiding Eyes. Also being made available is a package of special 30- and 60-second spots by Roy Rogers, Dale Evans and other personalities, promoting the work of the nonprofit organization that trains and donates guide dogs to the blind.

FATES & FORTUNES

BROADCAST ADVERTISING

Bowman Kreer, who resigned last month as head of Chicago office of Young & Rubicam, joins Buchen Advertising there effective July 17 as senior VP and director of client services.



Mr. Ehrlich



Mr. Linkins

Alvin Q. Ehrlich, executive VP of Kal, Ehrlich & Merrick Advertising, Washington, elected president. **Bernard R. Linkins**, creative head and partner of agency, elected executive VP and secretary. **Norman C. Kal**, board chairman, becomes chairman of executive committee, and **Harry L. Merrick Sr.**, president, becomes board chairman.

Herbert L. Breckheimer Jr., account supervisor at Young & Rubicam, New York, named VP.

Robert Raymond, account group supervisor for Carl Ally Inc. Advertising, New York, joins LaRoche, McCaffrey and McCall, that city, as VP-account supervisor.

Tom Atherton, **Steve Fischer** and **Martin Meaney**, with Sudler & Hennessey, New York, named VP's and account supervisors.

Shirley Crowder, VP and media director for Compton Advertising, Los Angeles, named VP and director of

media services for Eisaman, Johns & Laws Inc., same city.

Barbara Gittler joins Jerry Fields Associates, New York, as VP and placement manager of copy and TV production departments. **Connie Valasey**, art director and manager of art department at Norman, Craig & Kummel, New York, joins the Jerry Fields firm, that city, as manager of art and graphics placement division.

Mary Ellen Tappan of BBDO elected president of Women's Advertising Club of Detroit. Other new officers: **Nellie M. Knorr**, Knorr Broadcasting Corp., VP; **Rita M. Walby**, Michigan Bell Telephone Co., treasurer; **Tomie L. Jackson**, WCHD(FM) Detroit, recording secretary; and **Jan Coil**, WXYZ-TV Detroit, corresponding secretary.

John A. Carrigan, with Television Advertising Representatives, Chicago, and **Jim Parker**, with National Time Sales, Chicago, join television sales staff of Edward Petry & Co., that city.

William Gargan, VP of Kenyon & Eckhardt, New York named to newly created post of VP in charge of TV programming, **Doyle Dane Bernbach**, West Coast, in Los Angeles.



Mr. Gargan

Frederick D. Montgomery, VP and account supervisor of Leo Burnett Co., Chicago, joins Burry Biscuit division of The Quaker Oats Co., Elizabeth, N. J., as assistant general manager.

William Self, executive VP of 20th Century-Fox Television, named gen-

SPOTMASTER Tape Cartridge Winder



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eral chairman of eighth annual International Broadcasting Awards for commercials.

Robert G. Booth, assistant VP, advertising, for Metropolitan Life Insurance Co., New York, named director of advertising. **James M. Pyfe**, assistant VP of Metropolitan Life, New York, named director of public relations.

Robert G. Pride, associate creative director of Leo Burnett Co., Chicago, joins Kenyon & Eckhardt there as creative director.

Harry D. Koch, with American Advertising Federation, New York, named director, member development.

Donald J. Badger, with WLBW-TV Miami, appointed general sales manager of WCIX-TV South Miami, Fla.

Bob Jacobson, account executive with KVEN Ventura, Calif., named sales manager.

Larry Garrett, account executive with KQV Pittsburgh, appointed assistant sales manager.

Allin W. Proudfoot, marketing director, Best Foods division, Corn Products Co., New York, joins R. J. Reynolds Foods Inc., that city, as marketing manager for its Chun King line of products.

Michael J. Naples, marketing research manager for Lever Brothers Co., New York, appointed analysis manager in marketing research department.

Lee Petersen appointed assistant advertising manager of Buick Motor division of General Motors Corp., Flint, Mich., replacing **Don Hill**, who becomes district manager for Buick in Kansas City (Mo.) zone.

Donald W. DeManche, PR executive for Pan American World Airways, New York, appointed director of public rela-

tions for Avis Rent A Car System Inc., Garden City, N. Y.

Jim Zafiros, with Adam Young Inc., New York, joins NBC Television Spot Sales, that city, as account executive.

Richard S. Newman, with NBC Spot Sales, New York, joins Blair Radio there as account executive.



Mr. Klarman

Howard Klarman, account executive for WMCA New York, appointed general sales manager.

Gilbert L. Bond, general sales manager for KIXI-AM-FM Seattle, appointed to same position with

KYA-AM-FM San Francisco.

Donald W. O'Connor, with Avery-Knodel, Chicago, joins market division of Blair Television, that city, as account executive.

Bruce Hamilton, with Lennen & Newell, New York, joins Weightman Inc., Philadelphia, as account executive. **Norman Lichtblau**, with Firestone & Associates, Philadelphia, joins Weightman there as art director.

Don Macfarlane, account executive for WNS New York, joins Radio Advertising Representatives, that city, as account executive. Mr. Macfarlane replaces **John Cook**, who becomes sales manager for KYW Philadelphia.

Keith M. McClellan, previously with WXYZ and WCAR, both Detroit, appointed account executive for CKLW-TV Windsor, Ont.-Detroit.

Jeff Clark, with KOGO-TV San Diego, named account executive.

Marshall Black, general sales manager of WSUN-AM-TV St. Petersburg, Fla., named account executive for

WBBM-AM-FM Chicago.

John Aitken, national sales representative for KCBS San Francisco, named account executive. **Steve Cook**, retail coordinator for KCBS, succeeds Mr. Aitken.

Dudley Brewer, account executive with Advertising Time Sales, Chicago, appointed account executive at WIL-AM-FM St. Louis.

Marty Jacobs, with KDTH Dubuque, Iowa, named account executive and assistant to operations manager of KFMD-(FM), that city. **Paul Rasch**, WSWW Platteville, Wis., named account executive and sales coordinator of KFMD.

Wayne Kendall, art director and TV producer with Gardner Advertising Co., St. Louis, joins Post-Keyes-Gardner, Chicago, as television producer.

John G. Flack, with sales staff of *Look* magazine, Detroit, appointed to sales staff of WWJ-TV, that city.

Joan Ann Magliochetti, with WHLI-AM-FM Hempstead, N. Y., named continuity director.

Michael Bellantoni, with WICC Bridgeport, Conn., joins sales staff of Robert E. Eastman & Co., New York.

John William Murray Jr., PR director for Hartford (Conn.) Charter Oaks of Continental Football League, joins PR department of Chirurg & Cairns, Hartford, Conn.

MEDIA

Jim Evans, account executive at WHEW Riviera Beach, Fla., appointed general manager, succeeding **Don Colee**, who will devote much of his time to Colee & Co., his new PR and business consultant firm in Palm Beach, Fla. Mr. Colee remains president of WHEW.

John T. Murphy, Avco Broadcasting Corp., Cincinnati, and **Daniel W. Kops**, WAVZ New Haven, Conn., appointed cochairmen of National Association of Broadcasters 1968 convention committee. Other committee members: **Norman Bagwell**, WKY-TV Oklahoma City; **Eldon Campbell**, WFBM-TV Indianapolis; **Charles E. Gates**, WGN Chicago; **Carl E. Lee**, WKZO-TV Kalamazoo, Mich.; **Roy Morgan**, WILK Wilkes-Barre, Pa.; **A. F. Sorenson**, WKRS Waukegan, Ill.; **Donald A. Thurston**, WMNB North Adams, Mass.; **Charles H. Tower**, Corinthian Broadcasting Corp., New York; **Willard E. Walbridge**, KTRK-TV Houston, and **Jack S. Younts**, WEEB Southern Pines, N. C.

James P. Hensley, VP of KCKC San Bernardino, Calif., named VP and general manager of KRDS Tolleson, Ariz.

Robert L. Rooney, faculty member at State University College at Oswego, N. Y., resigns to become station man-

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Company _____

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Mr. Harm

Duane R. Harm, general sales manager of WJRT-TV Flint, Mich., appointed general manager effective Sept. 1. **Paul M. Hughes**, local sales manager of WJRT-TV, succeeds Mr. Harm.

Jack R. Stull, manager of WGVM Greenville, Miss., named VP-secretary.

PROGRAMING



Mr. Craig

William F. Craig resigns as senior VP in charge of television for Benton & Bowles, New York, to join **Robert J. Leder**, president of The Leder Co., to form new independent television and motion picture production company, Leder-Craig Co., with offices at 137 El Camino Drive, Beverly Hills, Calif.

Robert M. (Bobby) Hull and **Lester F. Stanford** form new firm, Bobby Hull Enterprises, with Mr. Stanford (of Stanford Associates, New York and Toronto) as general manager. Offices will be located at 18 Birch Ave., Toronto 7, and at 295 Madison Ave., New York.

Edward K. Cooper, manager of film services for CBS Films Inc., New York, appointed to newly created post of production consultant. **Jacob Albin**, manager of film distribution for CBS Films, New York, becomes manager of film distribution and production services.

Norman Felton, president of Producers Guild of America, resigns. He's succeeded by producer **David Dortort**.

Keith Taylor, director of radio/television for Barlow/Johnson Inc., Syracuse N. Y., joins C/T Film Center Inc. there as VP and partner.

Paul G. Yeazell, operations manager at noncommercial WMUB-TV Oxford, Ohio, joins noncommercial WWVU-TV Morgantown, W. Va., as programming operations manager. **Michael J. Ziegler**, production manager for noncommercial WTVI-TV Charlotte, N. C., named production manager of WWVU-TV. **Arthur E. Albrecht**, with noncommercial WPSX-TV Clearfield, Pa., appointed producer-director for WWVU-TV.

Michael Chase, news production supervisor for CBS, New York, ap-

pointed manager of operations, New York State ETV Network, Albany, N. Y.

Dr. Presley D. Holmes, director of broadcasting at Ohio University, Athens, Ohio, elected VP of newly organized Central Educational Network, which consists of 21 educational television stations providing member stations with minimum of four hours per week of TV programming.

Phil Rainey, with wwok Charlotte, N. C., appointed program director.

Grant Van Patten, with WGY, WGFM-(FM) and WRGB(TV) Schenectady, N. Y., appointed supervisor-programs.

Joseph Michaels, reporter for WNBC-TV New York appointed executive producer.

John E. Baker Jr., executive producer of KYW-TV Philadelphia named executive producer for WNEW-TV New York.

Dan Rose, formerly television producer and director in Boston, Kansas City, Mo., and Buffalo, N. Y., named executive producer at WTTV-TV Bloomington-Indianapolis. **Dave Jones** named production manager at WTTV.

Buck Richard Pennington, executive producer for Dancer-Fitzgerald-Sample, Los Angeles, joins animation firm of Murakami-Wolf Films Inc., Hollywood, as producer-director.

NEWS



Mr. Moore

Bob Stahley Moore, news director of WFCL Chicago, appointed White House correspondent for Metro-media Inc., Washington.

David Sonderegger, legislative correspondent of KVOA-TV Tucson, Ariz., named news director.

Mel Wax, reporter for *San Francisco Chronicle*, joins noncommercial KQED-TV San Francisco as public affairs director, with responsibility of coordinating news and public affairs programs.

Joel Daly leaves WJW-TV Cleveland effective Aug. 25 to join WBKB-TV Chicago as newscaster.

Brownlow Speer joins WTOP-AM-FM-TV Washington as editorial assistant.

Robert J. Jamieson, newscaster at WMBD-TV Peoria, Ill., joins news staff of KSD-TV St. Louis.

FANFARE

Quentin Kelly, manager of promotion and advertising, WBC Productions and WBC Program Sales Inc., New York, appointed manager, station group public relations at Westinghouse Broadcasting Co., that city. **Owen Simon**,

manager of promotion, KDKA Pittsburgh, Westinghouse station, succeeds Mr. Kelly.

Henry J. Bechtold, manager, news services, RCA, New York, appointed director, news and information. Succeeding Mr. Bechtold is **Robert G. Shortal**, staff writer. **Alvin H. Bishop Jr.**, with West Coast division's program management office, appointed manager, news and information, southern region; and **Benjamin I. French**, trade news editor, appointed manager, product information.

James J. McGuinn, editor of *Mount Morris (Ill.) Index*, named managing director of BL&D Public Relations, Los Angeles, new independent division of Boylhart, Lovett & Dean Inc., advertising agency.

Dick Herzog, with WCIA-TV Champaign, Ill., appointed promotion director of KFMB-AM-FM-TV San Diego.

Gary Claussen, chief publicist for KTLA-TV Los Angeles, joins KNXT-TV there as supervisor of community information.

Franklin E. Raymond, creative director at KXTV-TV Sacramento, Calif., appointed promotion manager, replacing **Keith H. Moon**, who becomes promotion manager at KHOU-TV Houston. KXTV and KHOU-TV are Corinthian Broadcasting Corp. stations.

Patrick McCoy, music director of WHK Cleveland appointed promotion director.

Frank Gaither, Cox Broadcasting Corp., Atlanta, reappointed chairman of National Association of Broadcasters public relations committee. Also reappointed are: **Roger W. Clipp**, Triangle Stations, Philadelphia; **Simon Goldman**, WJTN Jamestown, N. Y.; **Kenneth Harwood**, KUSC-FM Los Angeles; **J. R. Livesay**, WLBH Mattoon, Ill.; **Arch Madsen**, Bonneville International stations, Salt Lake City, and **Al Ross**, KNAB Burlington, Colo. New committee members are: **James Caldwell**, WAVE Louisville, Ky., and **Harold Essex**, WSJS-AM-FM-TV Winston-Salem, N. C.

Charles J. Grant Jr., with NBC owned radio stations, New York, appointed administrator, sales promotion.

Padraic Boru of Ireland joins promotion department of WPRO-TV Providence, R. I.

Merton Fiur, president of Merton Fiur Associates, elected president of Publicity Club of New York. Other officers elected: VP's **Phyllis Berlowe**, **Edward Gottlieb & Associates**, and **Art Stevens**, Safire Public Relations; **John Kemp**, Goodwill Industries, treasurer, and **Ruth Rose**, Terry Mayer Associates, recording secretary.

EQUIPMENT & ENGINEERING

Gordon E. Pilcher, VP and controller for Amfac Inc., Honolulu, appointed corporate VP of finance for Memorex Corp., Santa Clara, Calif.

Richard E. Peterson, VP for Universal Distributors Inc., Honolulu, named national sales manager, educational/industrial products, Ampex Corp., Redwood City, Calif.



Mr. Lahman

Glenn Lahman, chief engineer of WBZ-TV Boston, appointed engineering manager of KDKA-AM-FM-TV Pittsburgh, replacing **George Hagerty**, who becomes engineering manager for Westinghouse Broadcasting

Co.'s central licensing bureau in Washington. KDKA-AM-FM-TV and WBZ-TV are Westinghouse stations.

Ira Singer, field engineer for northeast region of Ampex Corp., Redwood City, Calif., appointed technical operations supervisor, New York State ETV Network, Albany, N. Y.

Bernard Mitchell, regional manager for Panelboard Manufacturing Co., Los Angeles, appointed national sales manager of consumer products division of Concord Electronics Corp., that city.

Robert E. Dressler, director of audio visual services for Field Enterprises Educational Corp., Chicago, named director of Ampex Video Institute, Elk

Grove Village, Ill.

Richard G. Old, with Anaconda Astrodata Co., Anaheim, Calif., appointed regional sales manager, northwest region, in Portland, Ore.

Kenneth B. Belsher, assembly supervisor at Ameco Inc., Phoenix, appointed production manager of Remcor, that city.

Bill Seidel, studio engineer and special projects engineering assistant at KOMO-TV Seattle, joins Washington State University, Pullman, as maintenance supervisor for radio and television.

ALLIED FIELDS

Ira Weinstein and **Bruce N. Scholnick** join Schwerin Research Corp., New York, as account supervisor and senior service executive, respectively.

David Mundy, director of client services for Dwight Spencer and Associates, Chicago, joins Audience Studies Inc. there in executive sales capacity.

INTERNATIONAL

Charles Alton, with WBKB-TV Chicago, assigned to television project of NBC International Enterprises in Saudi Arabia. He will be based in Jidda.

DEATHS

Erwin R. Davenport, 91, founder with late Frank E. Gannett of Gannett Radio-TV group and Gannett group of newspapers, died July 4 at his home in

Miami Beach, Fla. Mr. Davenport retired in 1952 as general manager of Gannett Co. He is survived by his wife, Gertrude, and two daughters.

Bruce Barton, 80, one of founders of BBDO and former congressman from New York, died July 5 at his home in New York after long illness. Mr. Barton, who was author of best-selling books and hundreds of magazine articles, was last surviving founder of agency he helped establish in 1919 as Barton, Durstine & Osborn. In 1928, agency merged with George Batten Co. to form Batten, Barton, Durstine & Osborn. Mr. Barton retired as board chairman of BBDO in 1961 but still maintained office at agency's headquarters in New York. His initial fame rested on his ability to write compelling advertising copy—mail-order and institutional—and he later made transition to books and articles, frequently related to inspirational philosophy and religion.



Mr. Barton

James A. Kennedy, 70, former assistant general counsel of FCC, died July 4 in Largo, Fla., after long illness. After service with FCC and Agricultural Adjustment Administration in Washington, Mr. Kennedy joined International Telephone & Telegraph Corp. as attorney for ITT's cable companies. Mr. Kennedy retired in 1957. Surviving are his wife, Eleanor, son and two daughters.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 29 through July 5, and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—

construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

OTHER ACTIONS

■ Review board in San Bernardino, Calif., television broadcast proceeding. Docs. 16394-5. Granted joint request for approval of agreement filed May 16 by Marbro Broadcasting Inc. and Supat Broadcasting Corp.; approved agreement; dismissed with prejudice application of Supat Broadcasting Corp.; granted application of Marbro Broadcasting Inc., for CP for a new television broadcast station in San Bernardino, Calif., utilizing UHF ch. 58; dismissed as moot exceptions, briefs, request for oral argument and responses thereto, filed by parties; and terminated proceeding. Action June 30.

ACTIONS ON MOTIONS

■ Hearing Examiner Isador A. Honig on June 29 in proceeding on TV application of Romac Baton Rouge Corp., Baton Rouge, scheduled procedural dates including date of August 3 for commencement of hearing (Doc. 17005).

■ Hearing Examiner Forest L. McClenning on June 30 in proceeding on TV applications of Desert Empire Television Corp. and Oasis Broadcasting Corp., both Palm Springs, Calif., rescheduled procedural dates, continued indefinitely date for commencement of hearing and scheduled further prehearing conference for September 5. (Docs. 17373-4).

■ Hearing Examiner Chester F. Naumowicz, Jr., on June 29 in proceeding on TV applications of Sunset Broadcasting Corp., Yakima, Wash., et al. continued conference scheduled for July 6 pending further order (Docs. 16924-6).

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, July 6

| | ON AIR | | |
|--------------------|--------|------|------|
| | Lic. | CP's | CP's |
| Commercial AM | 4,112* | 21 | 82 |
| Commercial FM | 1,613 | 29 | 279 |
| Commercial TV-VHF | 483* | 15 | 21 |
| Commercial TV-UHF | 96* | 25 | 131 |
| Educational FM | 303 | 5 | 36 |
| Educational TV-VHF | 60 | 7 | 9 |
| Educational TV-UHF | 42 | 8 | 53 |

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, July 6

| | VHF | UHF | Total |
|---------------|-----|-----|-------|
| Commercial | 519 | 260 | 779 |
| Noncommercial | 76 | 102 | 178 |

STATION BOXSCORE

Compiled by FCC, Nov. 30, 1966

| | COM'L AM | COM'L FM | COM'L TV | EDUC FM | EDUC TV |
|--------------------------------|--------------------|----------|------------------|---------|---------|
| Licensed (all on air) | 4,083 ¹ | 1,533 | 570 ² | 290 | 97 |
| CP's on air (new stations) | 25 | 69 | 46 | 10 | 19 |
| CP's not on air (new stations) | 70 | 242 | 138 | 19 | 51 |
| Total authorized stations | 4,180 | 1,844 | 760 | 319 | 167 |
| Licenses deleted | 0 | 0 | 0 | 0 | 0 |
| CP's deleted | 0 | 0 | 0 | 0 | 0 |

¹In addition, two AM's operate with Special Temporary Authorization.

²In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

■ Hearing examiner Elizabeth C. Smith on June 29 in proceeding on TV applications of SRC Inc. and San Angelo Independent School District No. 226-903, both San Angelo, Tex., rescheduled prehearing conference from July 18 to July 27 (Docs. 17541-2).

RULEMAKING ACTIONS

■ By report and order, FCC amended table of assignments for TV stations by allocating UHF ch. 56 to Anaheim, Calif. (Doc. 17254). Assignment of channel is first commercial assignment in Orange county. Commission, in making assignment, stressed fact that channel is to be used for local service. Morrio Publishing Co. requested assignment. Davis Broadcasting Co., licensee of KWIZ Santa Ana and KWIZ-FM Beverly Hills, both Calif., supported assignment and stated it was prepared to apply for channel. Davis is not associated in any way with Morrio. Action June 28.

■ By memorandum opinion and order, FCC denied petition by Mid-State Broadcasting Co. for rulemaking to amend table of assignments by allocating UHF ch. 79 to Lakewood, N. J. Commission found that petitioner's engineering data filed concerning its request was based on out-of-date table of assignments and failed to include showing as to how new assignment could be made. Action June 28.

■ New Castle, Pa.—Requests institution of rulemaking proceeding to amend table of allocations to provide for assignment of lowest possible UHF channel to New Castle, Pa. Denied by commission memorandum opinion and order adopted on June 21 and released on June 27.

CALL LETTER ACTION

■ Maxwell Electronics Corp., Dallas. Granted KMEC-TV.

Existing TV stations

APPLICATIONS

■ WKTO-TV Nashville—Seeks mod. of CP to make following changes: ERP to vis. 464 kw horizontal, aur. 46.4 kw horizontal; change trans. location to north of Hickory Boulevard, 2.3 miles west of Brentwood, Tenn.; type trans. to GE TT-57A; type ant.

to GE TY-106-C; make change in ant. structure and change ant. height above average terrain to 1,356 feet. Ann. June 29.

FINAL ACTIONS

■ KKOG-TV Ventura, Calif.—Broadcast Bureau granted mod. of CP to change ERP to 35.5 kw vis., 8.92 kw aur.; move trans. and ant. site approximately 500 ft.; change ant. structure and increase ant. height to 1,850 ft. Action June 28.

■ WTVW(TV) Evansville, Ind.—Broadcast Bureau granted CP to change type trans., ant. structure and increase ant. height to 1,000 ft. Action June 29.

■ KETV(TV) Omaha—Broadcast Bureau granted licenses covering changes in existing station (main trans. and ant.) and to redescribe trans. location as 5600 North 72nd Street, Omaha. Action June 30.

■ WDAU-TV Scranton, Pa.—Broadcast Bureau granted license covering changes in existing station (main trans. and ant.) and specify aur. ERP as 178 kw horizontal and correct type trans. Action June 29.

■ WRIK-TV, Ponce, P. R.—Broadcast Bureau granted license covering changes in existing station. Action June 30.

■ Broadcast Bureau granted licenses covering changes in existing stations as follows: WNEP-TV, Taft Broadcasting Co., Scranton, Pa. (auxiliary trans.); KFDA-TV, Bass Broadcasting Co., Amarillo, Tex.; KAUZ-TV, Mid-Texas Broadcasting Corp., Wichita Falls, Tex.; KOMO-TV, Fisher's Blend Station Inc., Seattle, Wash. (main trans. with alternate vis. final amplifiers and ant.); WFRV-TV, WFRV Inc., Green Bay, Wis. and KFBC-TV, Frontier Broadcasting Co., Cheyenne, Wyo. Action June 30.

■ Broadcast Bureau granted licenses covering following new commercial television stations: KIPW-TV, ch. 13, Sitka Broadcasting Co., Sitka, Alaska, condition; KMTW-TV, ch. 52, Kaiser Broadcasting Corp., Corona, Calif.; WRLH(TV), ch. 31, Upper Valley Television Broadcasters Inc., Lebanon, N. H.; WJET-TV, ch. 24, Jet Broadcasting Inc., Erie, Pa., and WAEO-TV, ch. 12, Northland Television Inc., Rhinelander, Wis. Action June 30.

■ Broadcast Bureau granted licenses covering changes in following stations: KMEX-TV, ch. 34, Los Angeles; KRCR-TV, ch. 7 (main trans. and ant.), Redding, Calif.;

KWGN-TV, ch. 2 (main trans. and ant.), Denver; KBOI-TV, ch. 2, Boise, Idaho; WBKB-TV, ch. 7 (main trans. and ant.), Chicago; WAND(TV), ch. 17, (main trans. and ant.), Decatur, Ill., and reduce aur. ERP to 50.1 kw; WTVO(TV), ch. 17, Rockford, Ill.; KHVO(TV), ch. 13, Hilo, Hawaii; KCKT(TV), ch. 2, Great Bend, Kan.; KOLN-TV, ch. 10, (main trans. and ant.), Lincoln, Neb.; KHIL-TV, ch. 4, Superior, Neb.; KOLO-TV, ch. 8 (main trans. and ant.), Reno; KFDO-TV, ch. 8, Sayre, Okla.; KMED-TV, ch. 10, Medford, Ore.; WFBG-TV, ch. 10, (main trans. and ant.), Altoona, Pa.; WICU-TV, ch. 12, Erie, Pa., and WPHL-TV, ch. 17, Philadelphia. Action June 30.

ACTION ON MOTION

■ Hearing Examiner David I. Kraushaar on June 30 in proceeding on TV application of WBLG-TV Inc. Lexington, Ky. granted applicant's petition and extended time for filing proposed findings to July 13 (Doc. 16701).

RULEMAKING ACTION

■ Commission on June 30 granted request by Mid-America Broadcasting Inc., (KSLN-TV, ch. 34), Salina, Kan., for extension of time to July 10 to file reply to oppositions to its petition requesting assignment of ch. 9 to Salina and substituting ch. 6 as non-commercial educational channel at Lincoln Center (RM-1124). Ann. July 5.

New AM stations

APPLICATIONS

■ Harlan, Ky.—Eastern Broadcasting Inc. Seeks 1470 kc 1 kw-D. P. O. address: Ivy Street, Harlan (40831). Estimated construction cost \$17,700; first-year operating cost \$36,000; revenue \$42,000. Principals: Harold Paul Parsons, president and chairman and Donald Grant Parsons, vice president and secretary-treasurer (each 50%). Messrs. Parsons have interests in food store and are partners in real estate firm. Ann. June 30.

■ Tylertown, Miss.—Tylertown Broadcasting Co. Seeks 1290 kc, 1 kw-D. P. O. address: 714 Holmes Street, Tylertown. Estimated construction cost \$24,100; first-year operating cost \$25,000; revenue \$36,000. Principals: Paul H. Pittman, president and treasurer (62.5%) and others. Mr. Pittman is sole owner of The Tylertown Times newspaper. Ann. June 29.

OTHER ACTIONS

■ Review board in Montgomery, Ala. standard broadcast proceeding, Docs. 17058-60. Denied partial appeal from hearing examiner's order allowing amendments, filed May 24 by Rocket City Broadcasting Inc. Board Member Berkemeyer dissenting. Board Member Slone absent. Action July 3.

■ Review board in Elmhurst, Ill., standard broadcast proceeding, Docs. 16965-6. Denied petition filed June 23 by Du Page County Broadcasting Inc., requesting extension of time to reply to oppositions to petition to enlarge issue filed May 23 by Du Page County Broadcasting Inc. Board Member Nelson dissenting. Action June 28.

■ Review board in Elmhurst, Ill., standard broadcast proceeding, Docs. 16965-6, granted petition filed June 29 by Du Page County Broadcasting Inc. and extended to July 10, time to file replies to opposition to petition to enlarge issues filed May 23 by Du Page County Broadcasting Inc. Board Member Slone absent. Action June 30.

■ Review board in Lexington, Neb., standard broadcast proceeding, Docs. 15812-3 ordered that action on joint request for approval of agreement to dismiss application, filed May 1 by Town & Farm Inc., and Nebraska Rural Radio Assn. be held in abeyance; that further opportunity be afforded for other persons to apply for facilities specified in application of Town & Farm Inc.; and that Town & Farm Inc. will comply with provisions of Sec. 1.525(b) (2) of commission's rules. Board Member Berkemeyer issuing statement of additional views. Board Member Kessler dissenting with statement. Board Member Nelson not participating. Action June 28.

■ Review board in Jacksonville, N. C., standard broadcast proceeding, Docs. 17148-50. Held in abeyance action on joint petitions for approval of agreements and dismissal of application filed by Roy H. Park Radio Inc. and John C. Hall, and by L & S Broadcasting Co. and John C. Hall, respectively on May 12; and ordered that further opportunity be afforded for other persons to apply for facilities specified in application of John C. Hall, and that John C. Hall will comply with provisions of Sec. 1.525(b)(2) of commission's rules. Board Member Nelson not participating. Board Member Pincock dissenting to requirement of publication. Board Member Kessler abstaining. Action June 30.

■ Review board in Logan, Ohio, standard broadcast proceeding, Docs. 17336-7. Denied petition to enlarge issues filed by Upper Broadcasting Co. April 27. Board Member Stone absent. Action July 3.

■ Review board in New Castle, Pa., standard broadcast proceeding, Docs. 17178-80. Granted petition filed June 27 by Broadcast Bureau and extended to July 6 time to file responsive pleadings to joint request for approval of agreement filed by applicants on June 12. Action June 30.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on June 28 in proceeding on AM application of Fitzgerald C. Smith tr/as Southington Broadcasters Southington, Conn. scheduled prehearing conference for July 7 (Doc. 15871).

■ Hearing Examiner Charles J. Frederick on June 27 in proceeding on AM educational applications of New York University, and Fairleigh Dickinson University Teaneck, N. J., scheduled procedural dates including Oct. 17 for commencement of hearing (Docs. 17454-5). And on June 29 in proceeding in matter of California Water and Telephone Co. et al., granted petitions of Storer Broadcasting Co. and the city of New York to intervene (Docs. 16928, 16943, 17098) and in proceeding in matter of California Water and Telephone Co. et al. denied petition of National Association of Broadcasters to intervene (Doc. 17333).

■ Hearing Examiner Millard F. French on June 30 in proceeding on AM application of Mount-Ed-Lynn Inc. Mountlake Terrace, Wash. granted petition of applicant and continued time for filing proposed findings from June 30 to July 10 and reply findings from July 14 to July 24. (Doc. 16766).

■ Hearing Examiner Isadore A. Honig on June 28 in proceeding on AM applications of East St. Louis Broadcasting Inc. and Metro-East Broadcasting Inc. both East St. Louis, Ill., granted joint petition of applicants and extended procedural dates (Docs. 17256-7). On June 30 in proceeding on AM applications of East St. Louis Broadcasting Inc. and Metro-East Broadcasting Inc. both East St. Louis, Ill. granted petition for leave to amend filed by East St. Louis Broadcasting Inc. to show updating of arrangements for construction and leasing of studio trans. building and issuance of special use permit (Docs. 17256-7).

■ Hearing Examiner H. Gifford Irion on June 29 in proceeding on AM applications of Kittyhawk Broadcasting Corp., Kettering, Ohio et al. rescheduled date for commencement of hearing from July 13 to Sept. 6 (Docs. 17243-50).

CALL LETTER APPLICATIONS

■ Faulkner Radio Inc., Opelika, Ala. Requests WAOA.

■ Beacon Broadcasting Concern, Martinsburg, Pa. Requests WJSM.

■ J. T. Parker Jr., Kingsport, Tenn. Requests WGOC.

CALL LETTER ACTIONS

■ Emmet Radio Corp., Estherville, Iowa. Granted KILR.

■ Universal Broadcasting Co., Fair Bluff, N. C. Granted WWKO.

■ Amistad Broadcasting Co., Del Rio, Tex. Granted KWMC.

Existing AM stations

APPLICATION

WSJC Magee, Miss.—Seeks CP to change from DA-2 to DA-N. Ann. June 29.

FINAL ACTIONS

KDJI Holbrook, Ariz.—Broadcast Bureau granted license covering increase in power and installation of new trans., specify type trans. Action June 30.

KTHO-AM-FM Tahoe Valley, Calif.—Broadcast Bureau granted mod. of licenses to change name of community served by licensee from Tahoe Valley to South Lake Tahoe, Calif. Action June 28.

WKPM Princeton, Minn.—Broadcast Bureau granted license covering new AM. Action June 28.

KZEL-AM-FM Eugene, Ore.—Broadcast Bureau granted mod. of licenses covering change in licensee name to K-ZEL Inc. Action June 29.

■ Broadcast Bureau granted licenses covering following stations: WIQT Manuel N. Panosian, tr/as Chemung County Radio, Horseheads, N. Y.; WKYK Burnsville Broadcasting Inc., Burnsville, N. C. and WKCY Blueridge Broadcasting Co., Harrisonburg, Va. Action June 29.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WCSA Ripley, Miss. and WGAC Augusta, Ga. Action June 29.

INITIAL DECISION

■ F. L. Crowder, licensee of WXXL Harriman, Tenn., has not engaged in trafficking in broadcast licenses, FCC Hearing Examiner Herbert Sharman has ruled in initial decision (Doc. 17255; BP-15122). Commission on Jan. 12, 1966 granted without hearing application by Harriman Broadcasting Co. for new AM's to operate on 970 kc, 500 w-D. Court of appeals remanded the proceeding to commission for hearing on petition by Folkways Broadcasting Co. (WHBT), Harriman. On March 1, in keeping with court's order, application was designated for hearing on two issues—trafficking and the Carroll (economic) issue. Applicant, however, was granted temporary authority to operate until further order of commission. On April 26, court held improper commission's grant of temporary authority. On May 3, court stayed effectiveness of that order until May 23 "to afford the commission an opportunity to render its decision." By order dated May 29, chief justice of United States stayed mandate of court of appeals until issuance of final order of commission in this proceeding or until Aug. 15, whichever is earlier. Action July 3.

OTHER ACTION

■ Review board in Bellevue, Wash., standard broadcast proceeding, Docs. 16609-10. Granted motion filed June 27 by Northwest Broadcasters Inc. (KBVU), and extended to June 29 time to file affidavits, schedules and other supporting material required by commission's rules in connection with joint request for approval of agreement filed June 20. Action June 30.

ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on June 27 in proceeding on AM applications of Salter Broadcasting Co. (WBEL) South Beloit, Ill. et al. granted petition for leave to amend filed by Missouri Broadcasting Inc. to reflect changes in business interests of its stockholders (Docs. 17209-15, 17217, 17219).

■ Hearing Examiner H. Gifford Irion on July 3 in proceeding on AM application of Madison County Broadcasting Inc. (WRTH) Wood River, Ill. granted petition and continued further prehearing conference from July 5 to Sept. 6 (Doc. 16980).

■ Hearing Examiner Jay A. Kyle on June 28 in proceeding on AM application of Stokes County Broadcasting Co. (WKTE) King, N. C., rescheduled hearing conference from July 3 to July 31 (Doc. 17143). And on June 30 in proceeding on AM applications of WMGS Inc. (WMGS) (renewal) and Ohio Radio Inc. (C.P.), both Bowling Green, Ohio continued hearing from July 7 to July 31 (Docs. 16290-1).

CALL LETTER APPLICATIONS

■ KASK, Pacific Coast Broadcasting Corp., Ontario, Calif. Requests KCGS.

■ WBRW, Taconic Broadcasters, Brewster, N. Y. Requests WPUT.

CALL LETTER ACTION

■ WAAF, Atllass Communications Inc., Chicago. Granted WGRT.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, FCC designated for hearing application by North Shore Broadcasting Corp., licensee of WESX Salem, Mass., operates on 1230 kc, 250 w-N, 1 kw-LS-DA-D, and has requested change in those facilities to eliminate directional ant. operation. Ottawa Stations Inc., licensee of WOCE West Yarmouth, Mass., which has filed an opposing petition, was made party to proceeding. Action June 28.

RULEMAKING PETITION

Salt Lake City KLUB-AM-FM, KLUB-FM—Requests institution of rulemaking proceeding so that television ch. 13 may be allocated to Salt Lake City, as follows: Vernal, Utah, present 3, 17, proposed 8, 17; Richfield, Utah, present 13, 19, proposed 12, 19; Rock Springs, Wyo., present 13, proposed 3, and Salt Lake City, present 2, 4, 5, 7, 14, 20, 26, proposed 2, 4, 5, 7, 13, 14, 20, 26. Ann. June 23.

New FM stations

APPLICATIONS

Eureka, Calif.—Eureka Broadcasting Co. Seeks 96.3 mc, ch. 242, 10 kw. Ant. height above average terrain 1,582 ft. P. O. address: Box O, Eureka 95501. Estimated construction cost \$35,682; first-year operating cost \$48,000; revenue \$45,000. Principal: Wendell Adams, president. Ann. July 6.

Portland, Ind.—Soundivision Broadcasting Inc. Seeks 100.9 mc, ch. 265, 3 kw. Ant.

height above average terrain 300 ft. P. O. address: 112½ North Main Street Portland 47371. Estimated construction cost \$39,812.75; first-year operating cost \$48,000; revenue \$48,000. Principals: Omer K. Wright, president Bob W. Delauter, secretary-treasurer (each 25%), J. G. Meeker, vice president (30%) and others. Mr. Wright is president and 50.5% owner of Soundivision Inc. (CATV). Mr. Delauter is ½ owner of bottling company, president and 50% stockholder in wholesale candy and tobacco company, and Mr. Meeker is vice president of forging company. Ann. July 3.

San German, P. R. WAEL Inc.—Seeks amendment to BPH-5646 (which requests a CP for new FM) to change station location to Maricao, P. R., and change frequency from 95.1 mc, ch. 236 to 96.1 mc, ch. 241. Ann. June 29.

■ Chattanooga, Tenn.—Tennessee Temple College. Seeks 89.5 mc, ch. 208, 10 w. Ant. height above average terrain 197 ft. P. O. address: 1815 Union Avenue Chattanooga. Estimated construction cost \$4,950; first-year operation cost \$3,000; revenue none. Principals: Dr. Lee E. Roberson, president and Dr. J. R. Faulkner, vice president and others. Dr. Roberson is pastor of church and president of Tennessee Temple College. Dr. Faulkner is co-pastor of church and vice president of college. Ann. July 3.

OTHER ACTIONS

■ Review board in Boulder, Colo., FM broadcast proceeding, Docs. 17029-30. Granted petition filed on June 23 by International Electronic Development Corp. and extended to June 30 time to file oppositions to petition to enlarge issues filed June 13 by Russel Shaffer. Action June 28.

■ Review board in New Britain, Conn., FM broadcast proceeding, Docs. 17405-6. Granted petition filed June 26 by Hartford County Radio Corp. and extended to July 7 time to file reply to responsive pleadings to petition to modify issues filed May 22 by Hartford County Broadcasting Corp. Board Member Nelson not participating. Action June 20.

■ Review board in Lincoln, Neb., FM broadcast proceeding, Docs. 17409-10, dismissed as moot petition filed May 25 by Shurtleff-Schorr Broadcasting Corp. to modify issues. Action June 28.

ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on July 3 in proceeding on FM applications of Hartford County Broadcasting Corp. and Central Connecticut Broadcasting Co., both New Britain, Conn., granted petition of applicant Hartford County and extended procedural dates (Docs. 17405-6).

■ Hearing Examiner David I. Kraushaar on June 29 in proceeding on FM applications of Miami Broadcasting Corp., Miami et al. granted petition for leave to amend filed by Miami Broadcasting Corp. to show new trans. site (Docs. 17401, 17403-4).

■ Hearing Examiner Elizabeth C. Smith on June 29 in proceeding on FM applications of Bill Garrett Broadcasting Corp. and Faulkner Radio Inc. both Slidell, La., granted petition for leave to amend to reflect population figures based upon census tracts for 1960 New Orleans census filed on behalf of Faulkner Radio Inc. (Docs. 17261-2). And in proceeding on FM applications of H-Point Broadcasting Co. and Charles H. Chamberlain both Bellefontaine, Ohio continued prehearing conference from July 14 to July 28 (Doc. 17519-20). And in proceeding on FM applications of Eastern Broadcasting Corp., Hopewell, and WIKI Radio Inc., Chester, both Virginia rescheduled prehearing conference from July 12 to July 26 (Docs. 17493-4).

RULEMAKING PETITION

Harrodsburg, Ky.—Requests initiation of rulemaking looking toward assignment of ch. 257A to Harrodsburg, Ky. Ann. June 30.

CALL LETTER APPLICATIONS

■ Faulkner Radio Inc., Auburn, Ala. Requests WFRI(FM).

■ Siouxland Broadcasting Inc., Vermillion, S.D. Requests KVRV(FM).

CALL LETTER ACTIONS

■ KAAV Inc., Little Rock, Ark. Granted KAAV-FM.

■ Alexandria Broadcasting Corp., Alexandria, Minn. Granted KXRA-FM.

■ Christian Enterprises Inc., Ashland, Va. Granted WIVE-FM.

Existing FM stations

FINAL ACTIONS

KNIK-FM Anchorage—Broadcast Bureau granted license covering change in ant.

(Continued on page 87)

DEADLINE: Monday Preceding Publication Date

- **SITUATIONS WANTED** 25¢ per word—\$2.00 minimum, payable in advance. Checks and money orders only. Applicants: If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcripts, photos, etc., addressed to box numbers are sent at owners risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- **HELP WANTED** 30¢ per word—\$2.00 minimum.

- **DISPLAY ads** \$25.00 per inch.—**STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY** advertising require display space. 5" or over billed at run-of-book rate.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

RADIO

Help Wanted—Management

24 hour Stereo FM station in medium California market desires manager. Must have strong sales background. Station has consistently been in black for over two years and enjoys good audience ratings. Affiliated with top rated AM station. Excellent salary plus incentive plan. Send resume to Box G-107, BROADCASTING.

Good opportunity for responsible, intelligent and ambitious man with Sales & Program background. Several new FM stations in Southwest market. Salary plus commission. Send resume, picture, & tape to: Box G-108, BROADCASTING.

Need Sales Manager for most beautiful market in the cool Rockies. Excellent opportunity for experienced man in programing, news, sales. Send resume, picture. Good music station, good compensation. Box G-121, BROADCASTING.

Station manager wanted in 60 days for new station in good medium market in Alabama. Excellent opportunity with group operation. Station building and equipment is all 100% and well equipped. Box 569, Carrollton, Ga.

Sales

Sales opportunity; must be service minded, creative, play by play desirable. Management opportunity—Send complete details and photo. AM-FM located in Midwest. Box F-179, BROADCASTING.

Needed—Experienced combination salesman & announcer. Good future, security, living conditions, hours & pay. Excellent recreation. Southeastern location. Box G-12, BROADCASTING.

Spanish programed station needs: Sales Manager, salesman, combination salesman-announcer. Employees know of this ad. All replies acknowledged. Box G-24, BROADCASTING.

Expanding R&B programing. Need Combination announcer-salesman. And sales staff. All replies answered. Northeast. Box G-25, BROADCASTING.

New FM station on Cape Cod needs salesman. Other experiences helpful. Excellent opportunity. Box G-52, BROADCASTING.

Young man experienced in sales, can be Assistant Manager in a year or less. Salary and Commission. Small market, Northeast Iowa. Write, Box G-71, BROADCASTING.

Number one Midwest contemporary station in 300,000 market seeks youthful, hard driving salesman—not an order taker. Only experienced need apply. Challenging, rewarding opportunity in group operation. Send full resume including salary requirements to Box G-89, BROADCASTING.

Jingle Salesmen. Expanding West Coast production company needs men to train for International Sales Manager, National Sales Manager, Regional Sales Manager. Fantastic earnings. Send resume, including experience to: Box G-93, BROADCASTING.

Prefer experienced—will accept some experience for radio time salesman to handle all sales. Excellent trade area in Southwest. Must have good references. Box G-109, BROADCASTING.

We have the product! Even our separately programed FM is making money. A dynamic salesman can make a bundle. Our sales manager will earn in excess of \$15,000 this year and we haven't scratched the surface of our potential. Medium market serving over 300,000 people. WHAG-AM-FM, Hagerstown, Maryland. Send a resume or call W. Ronald Smith, Adler Communications Corporation, 1000, Connecticut Avenue, N.W., Washington, D. C. 202-296-7760.

Sales—(cont'd)

Wanted Manufacturers Representatives full or part-time. Complete line broadcast equipment—Demonstrators available. Send name, address and resume to Reed Wooton, 1362 East 43rd, Tulsa, Oklahoma 74105.

Regional network AM-FM accepting a limited number of qualified apprentice trainees. Will train in local, regional, national and network sales. Management and supervisory training for exceptional trainees. Prefer applicants 21 to 26 years of age. Written examinations, personal interviews and references required. Only highly qualified individuals will be selected. For further details contact Don Knowles, Coastal Broadcasting Company, Inc., 88 State Street, Ellsworth, Maine.

Announcers

Immediate opening at N. C. station for mature staff announcer. Must be able to sell on air. Box F-169, BROADCASTING.

Experienced announcer heavy on production Ohio AM-FM operation. Soon closed circuit TV opportunity. Send details and photo, salary open. Box F-178, BROADCASTING.

Top 40 MOR swinger. Needs first phone announcer afternoon shift. Better deal if you can sell. City of 300,000. Send tape and complete resume to Box F-238, BROADCASTING. Solid future for a solid citizen.

Talk show personality. Courageous but courteous. Major market group operation offers stability and above average salary. Resume, photo and tape to Box F-243, BROADCASTING.

Two top forty jocks, one for six to midnight with first phone, one mid-day. Top 100 market. Send tape and resume to Box F-253, BROADCASTING.

Immediate opening for first phone ann. with 5000 w daytimer C&W station in Georgia. Send complete data. Box F-265, BROADCASTING.

Announcer with third needed immediately in Negro-programmed Georgia station for R&B announcer. Send complete data. Box F-266, BROADCASTING.

Solid sounding contemporary music station is looking for a DJ who is on the way up. This is the stepping stone opportunity to the Top 25 markets. (But we sound better than some). Impressive list of alumni upon request. Midwest metro market. Excellent facilities. Send tape and resume to Box F-285, BROADCASTING.

Jocks/newsmen! Mid-America station group growing. We want mature management-oriented men. Send tape, bio today to Box F-290, BROADCASTING.

Soul sound, R&B specialist wanted!! By top East Coast major market Negro-oriented station. Dynamic air personality with up-tight production, good commercial man! Send tape, resume and picture. Box F-311, BROADCASTING.

Spanish—See ad for Box G-24, under Help Wanted Sales, BROADCASTING.

R&B—See ad for Box G-25, under Help Wanted Sales, BROADCASTING.

Up-tempo morning and rockin' night man—tickets—medium market—no hurry for right man, Midwest. Box G-50, BROADCASTING.

Eastern Major market top 40 needs non-screaming DJ personality-production man. Station is largest in state and No. 1 for nine years. Excellent opportunity. Rush picture tape, resume Box F-312, BROADCASTING.

Announcers—(cont'd)

Announcer. East coast station has opening for experienced announcer with production ability and 3rd ticket. Good voice and commercial delivery. Intelligence required for this adult station. Night and Sunday shift. Box G-63, BROADCASTING.

Experienced announcer for mid-Atlantic NBC affiliate programing modern MOR format. Salary negotiable for right man to start on our 6 to 12 p.m. shift. Rush tape, photo and resume to Box G-72, BROADCASTING.

Two experienced announcers with third license. One morning, one night. MOR and standard music format. Heavy news and sports schedule. Net affiliate AM with FM stereo. Mid-Atlantic state. \$110 for forty hour week. Box G-74, BROADCASTING.

Mature voice must have tight board, no ad-libbing, for good music station in medium New England market. \$125.00 start. Send tape and resume to Box G-84, BROADCASTING.

New England resort, strong morning announcer-P. D. open! Willing to pay. Send resume—Salary requirements. . . . Must be personality type. Box G-111, BROADCASTING.

Help wanted. . . . Straight announcer . . . also announcer-salesman. Good opportunity in new radio station. Box G-117, BROADCASTING.

Experienced communicator for program position with regional network feed station. Must be proficient announcer, operate control board, prepare and edit news, create commercial production, instruct and supervise. Send resume, audition and recent photo. Box G-129, BROADCASTING.

First opening on staff in sixteen months. Need experienced announcer-salesman. Salary plus commission on all sales. No minimum billing figure to worry about. Rush tape and resume to Robert Paul, KELK, Elko, Nevada.

Easy listening station needs night man 6 to midnight. Above average salary. Send tape and resume to KJNO, Box 209, Juneau, Alaska.

Radio announcer technician. Immediate opening at station KOE, Reno, Nev.

Looking for competent announcer with third. Good pay and excellent opportunity to advance. Contact Ron Westby, KOKX, Keokuk, Iowa.

Announcer for day time single market. Personal references and ambition most important. Additional advantages for combinations news or sales. Manager KTER, Terrell, Texas.

Good jock needed immediately. Excellent opportunity with station. Must have first phone. Rush tape and resume to: Jack Gale, WAYS, Charlotte, North Carolina.

Immediate opening . . . Good music operation . . . Top 50 market Northeastern Ohio looking for a talented mature morning personality . . . must be experienced . . . salary open . . . send tape and resume to WCUE, Akron, 44313.

Expanding to FM and have opening for staff announcer. First phone preferred but third will be considered WJBM, Jerseyville, Ill. 616-498-2185.

Immediate opening for announcer-production man with broadcast endorsement for MOR station. Must be versatile. Send complete resume with salary requirements and audition tape to WMRN, Marion, Ohio.

Announcers—(cont'd)

America's newest 24 hr. modern country music station needs a swinger for afternoon drive slot like yesterday! Will pay top money for top talent. Rush tape and resume to Sonny Ledet, Program Director, WOLF, Box 1490, Syracuse, New York, 13204. No phone calls, please.

Needed immediately—experienced announcer with first phone. Good permanent position with opportunity for advancement. \$150 per week, \$5 raise every six months. 45 hour air-shifts, 48 hour total. Car necessary. Radio Station WTOR, Torrington, Connecticut. 203-489-4181.

First phone, announcer/news, Walker chain, Mid-west family. Exceptional advancement. Excellent salary plus talent fees. WYFE, Rockford, Illinois.

Rapid advancement for management potential announcer-salesman with growing company. Send tape and resume to Boyce Hanna, Box 199, Shelby, N. C. 28150.

Florida Gold Coast. . . . Adult fulltime CBS . . . First ticket, no maintenance . . . Evening serenade host ideal working conditions and crew, all fringe benefits. . . . Salary open creative freedom, double in sales, if qualified, for limitless opportunity. We believe and promote good radio and our personalities who create it. Call collect 1-305-278-1420.

Regional network AM-FM accepting a limited number of qualified apprentice trainees. Will train in announcing, operational control, news preparation and editing, creative production and program traffic. Management and supervisory training for exceptional trainees. Prefer applicants 21 to 26 years of age. Written examinations, personal interviews and references required. Only highly qualified individuals will be selected. For further details contact Don Knowles, Coastal Broadcasting Company, Inc., 68 State Street, Ellsworth, Maine.

Announcer with 1st phone for C&W format in South. Excellent working conditions, good pay. Also chance to sell. Position available now. Phone 703-638-7014 day. 703-647-8493 night. No collect calls.

Mature news production man, experienced, salary open, bonus and insurance—Call 1-513-773-3513 for manager.

Announcer, 5 kw openings mornings. Experienced, stable, mature voice for MOR. \$100.00 per week, New York State. Call 607-324-2001.

Technical

Chief engineer for top-rated 5000 watt CBS network station in state capital city. Many company benefits. Write Box C-137, BROADCASTING.

Experienced maintenance engineer for 5000 watt AM station in northeast. Salary approximately \$200 per week. Write Box C-138, BROADCASTING.

Chief engineer, West Coast bay area, AM-FM station. Must have thorough knowledge of automation stereo, directional antennas. Excellent salary with top company. Provide complete background resume with recent photo to Box F-125, BROADCASTING.

Engineer announcer \$700.00 per month to qualified man. Maintenance plus some announcing. Full time AM with CP for FM. Excellent equipment. Michigan lower peninsula. Resume and tape. Box F-293, BROADCASTING.

Chief engineer for 5,000 watt daytimer with fulltime facility in New York state. Must have first class license, must report August 7. Starting salary \$150-160 a week. 3 weeks vacation, hospital plan benefits, plus life insurance coverage. Box F-308, BROADCASTING.

First phone operator, energetic man who would like to be chief. Exp. not as important as desire to learn. Some announcing ability helpful. Start \$125 per week for 48 hours. Box F-310, BROADCASTING.

Technical—(Cont'd)

If you have a first class license, experience and ability, and are worth \$150 per week to start, a well-run East Coast station would like to hear from you. Box G-4, BROADCASTING.

Engineer for studio and transmitter duties. First class license necessary. Interview desired. Send resume with first letter to Box G-132, BROADCASTING.

Wanted 1st ticket engineer to handle transmitter watch. Interesting job offering the chance to learn a 6 power DA system, microwave, SCA, and FM. A beginner with the right potential will be considered. Reply to Mr. Art Silver, Dir. of Eng., WHWH, Box 1350, Princeton, N. J. 609-924-3600.

Going 5 kw competent technician interested in augmenting income on commission basis. Near Grand Canyon mountain pines. Snow bowl winter. Trout streams and lakes abound, hunting. Heart of vacationland. Immediate opening for right man seeking permanent radio home. Call 774-5231. Bob Early or Guy Christian, KAFF, Flagstaff, Arizona.

Wanted at once, 1st class license, Chief experienced in maintenance, full time. Part air work if desired. Also full time announcer (quiet pop variety) after Aug. 15th. KFAL Radio, Box 581, Fulton, Missouri.

First phone with or without experience for regional fulltime station in Massachusetts. Combo possible for right person. Contact Stuart W. Underwood, WBSM, New Bedford, Mass. 617-993-1767.

Chief Engineer with experience for AM and FM stereo station in University city. Good starting salary, based on experience. Send reply to Technical Director, WVIC, East Lansing, Michigan.

NEWS

News oriented announcer with 1st phone. Send resume, references now for challenging job with future. Start \$125 or better. Box D-81, BROADCASTING.

News Director: Leading medium market station, upstate New York, pleasant area. Must be strong on gathering local news. Start \$115/week. Box G-105, BROADCASTING.

Top flight newsman wanted. . . . 50 kw Miami station needs one top newsman to fill out most listened to news department in south Florida. . . . Only thoroughly qualified need apply. . . . Will wait for right man. Send air check to: Lee Phillips, WINZ Radio Station, 100 Biscayne Tower, Miami, Florida 33132.

Production—Programing, Others

Man with program and sales experience for small market. Must have car. State salary. Box F-242, BROADCASTING.

Experienced copywriter, male or female, WLS. AM & FM, Jacksonville, Illinois.

Production-announcer for good music station. Heavy on production. Rush air check & production samples to John Marion, WRGM, Richmond, Virginia . . . 23227. No calls.

RADIO

Situations Wanted—Management

Manager first phone. Eighteen years experience radio. Desire first managerial position. Prefer Western states. Box F-198, BROADCASTING.

Employed executive seeking change for solid reasons. General Manager or Sales Manager. 39, family, 16 years experience. Excellent track record. Box G-17, BROADCASTING.

Young aggressive broadcaster with heavy promotion and Sales background. Sales Manager of powerful AM-FM stations located Eastern U.S. Young ideas, hard work. Box G-57, BROADCASTING.

Successful. Experienced. Creative. General or Sales Manager. Strong personal salesman, who leads, trains, manages, develops, programs. Have decent job now, but seeking higher mountains to climb. Write fully because I will be just as selective as you. \$15,000 plus override. Box G-65, BROADCASTING.

Management—(Cont'd)

15 years all phases radio TV. Prepared for more than present status-quo job. 36, family, community active. Offer must lead to management. Radio TV or both. Box G-98, BROADCASTING.

Good man available. Small market management. Need sales? Box G-112, BROADCASTING.

Young veteran, 10 years experience, desires management opportunity, married, three children. Excellent references. Contact M.D.S., 2528 Portsmouth St., Toledo, Ohio 43613.

Manager/Sales Manager small or medium markets. Now successfully managing in Florida. Prefer to stay there. I'm a "selling" manager. . . . Know all phases; 1st phone . . . best references. Box G-125, BROADCASTING.

Sales

Best results with ideas! Creative Sales Management. Contact me now! Box G-139, BROADCASTING.

Announcers

Third phone DJ, tight board, solid news commercials. Box F-168, BROADCASTING.

Veteran sportscaster. Would like to relocate. Reporting and play-by-play. Some TV. Box F-249, BROADCASTING.

Experienced hard rock jock-Nut—Medium market—Young sound for young audience. Box F-270, BROADCASTING.

Personality—Top 40 now Top 10 market. Wishes to relocate. 5 years experience, 3rd phone endorsed. Family man, very strong teen personality. Box G-48, BROADCASTING.

Experienced sports-news announcer seeks medium-large market. Box G-49, BROADCASTING.

Stand by Southern California-Rock or Soul personality, now top 10 market, 3rd endorsed. Ready to upset Cal! Great rating. Box G-51, BROADCASTING.

Talk Talent. Now at major 50 kw. Controversial, articulate, with broad background and knowledge. Strong record. Married, stable. Box G-80, BROADCASTING.

6 years as radio personality, plus TV. Have good job. Looking for better one. Box G-85, BROADCASTING.

Sportscaster. 5 years experience all major sports. Television experience. Excellent professional background. College graduate. Family. Box G-86, BROADCASTING.

Looking for a "different type" rock jock . . . no screamer . . . no cliches. Good voice with personality. Currently working . . . looking for advancement. Reliable, . . . no drifter . . . 30 . . . veteran. Box G-90, BROADCASTING.

Experienced, recent announcing school graduate. Reliable. Authoritative news. Tight board. Happy sound. Third endorsed. Box G-92, BROADCASTING.

Jock with number one station in medium market, who also programs all music is looking for move to large market. Prefers R&B. . . now with MOR station. Present salary \$135. Prefer personal interview. Box G-94, BROADCASTING.

Morning man 1st phone, former News Director, now P.D., seeking solid future. Management potential, tight board, good voice, production, news, 5 yrs. exp. all phases. Now in Midwest. Box G-95, BROADCASTING.

Announcer-DJ, 26, 8 years experience, college B.S. and M.A. degrees, veteran officer, 3rd endorsed. Box G-99, BROADCASTING.

Female voice with three years experience and third phone endorsed wants to relocate in major market; announcing preferred, but experience includes continuity, publicity, news reporting. College graduate. Box G-101, BROADCASTING.

One year's experience. College, third, prefer middle format. Box G-104, BROADCASTING.

Announcers—(cont'd)

Sportscaster-newsman looking for move up. College and eight years experience in all phases of radio. Stable, family man looking for a place to settle. Radio or Radio-TV combination. Box G-110, BROADCASTING.

First phone-announcer. Six years. Production manager five years. Play-by-play three years, knowledgeable. Public Service, Programming, Operations. Sign-on shift four years. Reliable, steady family man. Would welcome some TV work. Box G-116, BROADCASTING.

Maryland, D. C., New Jersey, Delaware, surrounding areas. Six years experience. Aesthetic sense of broadcasting. AM and FM—MOR, Classical. . . . Personality, segue, production, \$125.00. Box G-120, BROADCASTING.

First phone Top 40 personality-limited announcing experience—BA—Draft exempt. New England preferred. However, will travel for best offer. Box G-122, BROADCASTING.

DJ, announcer, tight board, authoritative news, prefers R&B format best reference. Box G-123, BROADCASTING.

Top rated in time slot at major Midwest rocker. 10 years of proven success. Seek air slot with possible advancement to programming. Box G-130, BROADCASTING.

1st phone announcer looking for a good MOR-C&W station in Midwest. 2½ years exp. Mature voice. Draft exempt, considering position as Chief. \$135.00—317-392-2379 after 6 p.m. please.

Beginner, D.J., newscaster, college graduate, veteran, 29, single, 3rd endorsed, broadcast school graduate, mature voice, will relocate Jerome Pirl, 211 East Delaware Place, Chicago, Illinois WH-4-4450.

Illinois, Ohio, Wisconsin, Michigan stations. . . . Versatile, experienced announcer seeking permanent position with a future. . . . 30. . . . College graduate. . . . Hard worker. . . . Available now. . . . 312-287-1989.

Jeff Starr—The personality that dares to be different—Your Panacea—(617) 338-9247, 116 West Avenue, Seekonk, Mass. 02771.

Air personality—Nation's fourth market with TV experience seeks new opportunity. 1229 Yerkes St., Phila. Pa. 19119.

Technical

Chief engineer seeks staff hours generally; own boss; no pressure, Commute D. C., residence Va. Box G-103, BROADCASTING.

Professional broadcast engineer, excellent announcer, seeking Chief-engineer-announcer's position in Mid Atlantic. Small to medium market. Ten years in all phases. Box G-137, BROADCASTING.

Calling the mountains. . . . If your station is located where civilization barely exists, and you think \$130 wk is fair for a hard working first who wants chief someday. Then call after 6 p.m. 317-392-2379.

NEWS

News director. Eighteen years experience. All phases of radio, first phone. Prefer Western states, Alaska, overseas. Box F-197, BROADCASTING.

Minneapolis newscaster desires job in Top Ten market. Box G-6, BROADCASTING.

Newsman wants job with solid news operation, New York State. . . . Jersey area. Box G-87, BROADCASTING.

Newsman, Experienced. College graduate. Thorough gathering and good writing. Average voice. Box G-102, BROADCASTING.

Experienced, news, announcing, prefer mid-South area, references. Box G-124, BROADCASTING.

Production—Programming, Others

Knowledgeable, well-seasoned top 40 pd-air performer could be in your market, if you're in the market for a mature "yet youthful" pro with proven ability and impressive track record. Grass-roots-up background . . . experience-over 11 years—all phases . . . including group operations, and indie. Box F-159, BROADCASTING.

Production—Programming, Others

Continued

First phone top-40 Program Director. Now. Box G-81, BROADCASTING.

Copywriter. A talented, experienced copycat; new ideas, outstanding production copy—versatility unlimited. Box G-88, BROADCASTING.

Have Crew, Will Travel. Operations mgr. with or without present closely knit team, looking for realistic setup. 1st phone, good board, production, voice, excellent news. Midwest now, consider all. Box G-96, BROADCASTING.

Copywriter/announcer. Quality copy. Deep voice best suited to commercials, news, better music. Currently employed. Box G-126, BROADCASTING.

Trained . . . Experienced male copy-mill with excellent references must have regular pay check. Love of outdoors only vice, so prepare Southern inter-mountain, West or other year-round vacation land. Third. Car. Box G-128, BROADCASTING.

Country Deejay/PD—#1 Pulse mornings. 11 station market. Started country here 8 years ago in 7th spot. Experienced all phases radio including MOR and TV. Also specialize in news and sports . . . 34 feeds major networks. Want challenge with authority. Rewards for success. 38. Family, PTA President. Commander VFW. Credit spotless. Doug Smith, Box 266, Linden, Michigan.

TELEVISION—Help Wanted

Management

Program Director, Reeves Broadcasting station, Huntington-Charleston, W. Va. 45th TV market. Need man experienced in all phases production, film buying, and program department operations. Salary open. Send resume with photo to O. W. Meyers, WHTN-TV, Huntington, West Va.

Announcers

Midwest all-color network affiliate needs on-air staff announcer. Looking for versatile man to handle commercials and Weather and where he can grow in experience with growing company. Send complete resume VTR or SOF to Box G-82, BROADCASTING.

Announcer-director and announcer-camera-man for Midwest full-color CBS affiliate. Will consider beginner with college training or radio experience. Good chance for rapid advancement. Box G-127, BROADCASTING.

Technical

Television engineer wanted for studio maintenance and operation. Full power NBC affiliate VHF station in one of the top 65 markets. Operate and maintain the latest live color cameras and high band video taperecorders. Pay above average for market and commensurate with experience, all replies confidential. Liberal fringe benefits include company paid life insurance, retirement plan and major-medical insurance. Ideal climate four seasons with no extremes. Box G-15, BROADCASTING.

Chief engineer, TV and AM to maintain 3 hop M/W system. Studio, mountain top transmitter with Dumont equipment. AM studio with R/C transmitter. Write KBLU, 1322 4 Ave., Yuma, Ariz.

Wanted experienced first ticket to assume assistant chief's position. Excellent opportunity for advancement. Excellent compensation, fringe benefits and working conditions. New equipment includes color film chain, VTR's, and special effects switcher. Apply to R. Vincent, Manager, KCND-TV, Box 191, Pembina, North Dakota, 701-825-6292. A McLendon Station.

Beginner first class engineer. KDUH-TV, Box W, Hay Springs, Nebraska 69347.

Technical Director wanted for project involving videotape, production and distribution to colleges. Salary \$10,000 and up, plus fringe benefits. For complete job description, write Box 213, Northfield, Minnesota.

Technical—(cont'd)

Unlimited opportunity. Must have first class FCC license—studio switching and transmitter operation for growing station. Contact Chief Engineer, WBJA-TV, P. O. Box 813, Binghamton, N. Y.

Studio engineer with first phone permanent position. Contact Ray Krueger, Chief Engineer, WQAD-TV, 3003 Park 16th St. Moline, Illinois 61265.

Looking for experience. Live color, color VTR and color film with new modern equipment. WREX-TV, Rockford, Ill. has an opening for a first class engineer. TV experience desirable but not necessary. Contact Chief Engineer WREX-TV.

WSVA-TV has opening for first phone engineer. Willing to train inexperienced engineer in all phases of TV operation. If you are interested in permanent employment with a growing group operation, send complete resume and salary requirements to Chief Engineer, WSVA-TV, Harrisonburg, Va. 22801.

TV engineer with first class license interested in gaining knowledge through experience with latest high band color video tape equipment and plumbicon color cameras. Equipment on hand and installation to commence within a few weeks. Get in on the beginning. Call the Chief Engineer collect, 313-238-6611.

Network type Technical Directors wanted for new E.T.V. Network Operation in upstate New York. Phone or Write to Ira Singer, State University of New York, 879 Madison Avenue, Albany, New York, 12208, or phone (area code) 518-GR4-8258.

Director of Technical Operation—Supervise engineering staff and facilities for five channel closed circuit ETV network. Touch-tone learning carrels being installed. UHF station, color capability in planning stage. Requires 1st phone, 5 years experience, including: Marconi Mark IV's, VR1100's (electronic editor, intersync & Amtec) VR-660, Riker video effects. Thorough knowledge of color gear and transmitting equipment essential. Excellent salary. Send resume to Mel Chastain, ETV Program, Texas A&M University, Bagley Hall, College Station, Texas.

NEWS

Public affairs and news producer for major East Coast public television station. Must be seasoned journalist who can deal substantively with international, national, and local issues. Experience on the Washington, D. C. scene valuable. Experience in both television program and film documentary production helpful. Salary open. Begin immediately. Send resume and salary requirements to Box G-61, BROADCASTING.

Production—Programming, Others

Promotion manager needed immediately. Familiarity with print layout and production techniques a must. Most important is strong desire to be an asset to growing community. Primary network affiliate. We're in the Midwest and would prefer that you were too. Box F-210, BROADCASTING.

Producer/Director full time independent TV station in major Eastern market with heavy live studio/remote schedule offers creative challenge to aggressive man, experienced in all phases of television producing/directing. Complete production control requires own video switching. Emphasis on imaginative commercials, but man must be able to produce and direct all types of shows and remotes. Rush audition tape and complete resume to Box F-222, BROADCASTING.

Art Director for TV station in Nation's Capital. Head up our well equipped and functioning art/photo department with no ceiling on your creative talent. You will be responsible for station's entire graphic look, including sets. Send portfolio and resume to Box F-225, BROADCASTING.

Full-color VHF in major Midwestern market has opening for Operations Director who will have full control of production functions. Serious considerations will be given candidates who have experience in solving production problems and ability to get others to accept ideas. This is an excellent opportunity with a group-owned station. Send resume to Box G-18, BROADCASTING.

Production—Programing, Others

continued

Top television station in first 10 markets seeking qualified on-air meteorologist weatherman. Salary open. If interested, send photo and resume. All replies confidential. An equal opportunity employer, Box F-254, BROADCASTING.

We are seeking an experienced Producer-Director for our Midwestern, all-color VHF. His duties will include direct contact with agencies and clients, directing live programs, scheduling and administering recording sessions, etc. We offer excellent facilities, challenging responsibilities and an opportunity to advance in our group. Please send resume to Box G-79, BROADCASTING.

TV and Radio Meteorologist. Top Northeast station seeking man qualified for AMS Professional category. Send resume & photo. All replies confidential. An equal opportunity employer. Box G-83, BROADCASTING.

TELEVISION

Situations Wanted

Management

Aggressive assistant manager (AM-TV) ready for new challenges as General Manager, Age 37, Master's Degree, Family man, sober, active in community, experienced in all phases of Broadcast management. Box G-54, BROADCASTING.

Mature, hard selling cost conscious General Sales Manager. Seeks opportunity as General Manager. Box G-134, BROADCASTING.

General Sales Manager medium market seeks same position major market. Box G-135, BROADCASTING.

Sales

Best results with ideas! Creative Sales Management. Contact me now! Box G-138, BROADCASTING.

Navy Lt. leaving active service mid August. Desires sales position to prep for management later. College. 12 year part time radio experience. Ready to learn. Hardest worker you will hire this year. Medium market. NYC south to Florida, Southwest, Southern California. Resume on request. Lt. Mark Keown, USS Okinawa (LPH3), FPO, San Francisco 96601.

NEWS

Authoritative, experienced newsman ready for larger market. Box G-56, BROADCASTING.

Television News Producer—ten years in three of top ten markets—including networks. Want management position. Contract required. Box G-76, BROADCASTING.

Available August, mature newsman, ending association with network-affiliate in major midwestern market after six years. 20 year broadcasting background, college-trained journalist thoroughly versed all phases news-gathering and reporting. Exceptional ability as editorialist, writer or analyst. Has covered three national political conventions and directed both radio and TV news operations. Good voice, appearance and lively personality. Family man, 41, with both newspaper and teaching experience at university level. Key contacts in every field from politics to sports. Prefer metropolitan area but will go anywhere for appealing opportunity. Present employer is best reference. Box G-100, BROADCASTING.

Major Market TV News Producer—networks experience. Seeks management position. Contract required. Box G-106, BROADCASTING.

News woman . . . completing M.A. in Radio-TV . . . B.A. in Journalism 1965 . . . writing, reporting and film experience . . . special interest: documentary. Box G-115, BROADCASTING.

Writer, producer, director, in Peabody winning documentary series available immediately due to cubback. Experienced cameraman, creative editor. James Culp, 246 Manor Drive, Mill Valley, California 94941.

Production—Programing, Others

17 years with same AM-TV chain has given me experience in broadcast accounting, traffic sales, service, administration, and 11 years of CATV. Currently manager of personnel and administration in charge of all training procedures and systems. Supervised every phase of accounting: budget preparation and control, income and expense projections, for; financial institutions and stockholders such as proform as source and application of funds, etc. Experience with EDP and computers. Written operating and training manuals for every job classification. New challenge and location more important than money or fancy fringe benefits. I still take shorthand and would consider secretarial position for busy executive who needs someone who can save him time help him organize work, draft letters, etc. Write Box F-268, BROADCASTING.

Director, 32, First phone, ready for Program Director, experienced production and technical direction. Now on West Coast will relocate. Box G-38, BROADCASTING.

Photographer-artist seeks opportunity to gain experience. Production Background. Box G-78, BROADCASTING.

Need a production manager fitting this description? A well-organized decision-maker who communicates effectively, mature producer-director capable of professional results, under pressure, published writer, college and business school graduate twelve years commercial and educational television. Prefer West. Box G-97, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

We are interested in the purchase of a weather radar system for use in TV weather presentations. Please give complete information regarding condition of equipment, manufacturer and cost. Box G-22, BROADCASTING.

“Used” Magnecord recorder, audio console, turntables; other equipment for production facility. Box G-91, BROADCASTING.

Wanted: Used 2000 ft. of 3 1/8" transmission line with teflon insulator for Channel 7. Contact John Schuta, Chief Engineer WTVW-TV, 405 Carpenter Street, Evansville, Indiana.

McKinze, 1-CPR recorder P.O. Box 45345, Houston, Texas, 77045, Phone 713-433-4533.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electro-Ind. 440 Columbus Ave., N.Y.C.

Tower lighting kits. Hughley & Phillips No. 2C1-2A. Complete with 300mm Beacon flashers, spare bulbs, etc. New-Used. \$350.00 set. S. W. Electric—Box 4668, Oakland, Calif. 94623.

6 Bay RCA turnstile on channel 9. 6 bay RCA turnstile on channel 4. 1600 feet of 3 1/2 coax line with dual hangers. 2000 Mc microwave equipment. Box E-370, BROADCASTING.

Two Marconi Mark IV 3-inch IO cameras. Each complete with 10-1 200M lens & full fixed lens complement. One year old. \$17,000. Seros Video Tape Productions, Menlo Park, California.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Call letter auto plates, studio banners, bumper strips, etc.—Broadcast Services, Box 55, Owens Cross Roads, Ala. 35763.

Miscellaneous—(Cont'd)

30 minute quickie tape. Sexy gal-voices. \$10. Davis Enterprises, P.O. 981, Lexington, Kentucky.

Composite Week log analysis service relieves staff at renewal; provides sound management tool between renewals. Noyes, Moran & Company, Inc., Box 606, Downers Grove, Ill. 60515 (312) 989-5553.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses; resident classes. Schools located in Hollywood, Calif., and Washington, D.C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

Announcing, programing, production, new-casting, sports-casting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Hurry—only a few more seats left this year. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for July 12, October 4. For information, references and reservations. Write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

“Warning” accept no substitute, REI is #1 in success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin July 31—Sept. 5—Oct. 9. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone license. Guaranteed. Tuition \$295. Job placement. Housing available for \$10-\$15 per week. Located in downtown Kansas City at 3123 Gillham Road. Telephone WE-1-5444. For brochure & class schedules write home office: 1336 Main St., Sarasota, Florida. Telephone 955-6922.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

New York City's only school specializing in 1st class license prep. and radio-TV announcing. Active job service coast-to-coast. Veteran approved—licensed by N. Y. State. Contact Announcer Training Studios, 25 W. 43rd St., New York, N. Y. OX 5-9245.

See our display ad under Instructions. Don Martin School of Radio & TV.

INSTRUCTIONS—(Cont'd)

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Minneapolis, Hollywood, Memphis, or Seattle. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266.

Professional Training in announcing and station management. Immediate enrollment. Bank financing. Job guaranteed. Tennessee Institute of Broadcasting, 1811 Division, Nashville, Tennessee 256-7622.

RADIO—Help Wanted

Management

MANAGER WANTED

One who will and must devote at least 50% of his time to personal selling in the street. O&W station, daytime, Middle-Atlantic small market. Salary \$10,000 plus override. We are an old established group operation which is extremely choosy, so tell us everything in detail and in confidence.

Box G-133, Broadcasting.

Station Manager

Christian station established and profitable in major mid-west market (top 5) has immediate opening. Manager qualifications will require proven sales ability. Top salary, benefits, unlimited commission incentive. Station is member of well-established chain. All replies confidential.

Box G-136, Broadcasting.

Help Wanted—Announcers

PROFESSIONAL ANNOUNCER

Outstanding opportunity available for experienced, competent news personality. Between 25-35 years of age at

WSM-TV

Nashville Market

Applicants forward resume and VTR or SOF to:

BRAD CRANDALL Box 100
Nashville, Tennessee 37202

RADIO TALENT

I am looking for the best, most creative and exciting radio personality in the country. This man will be offered a position with a major station programing to the 15-45 year old and will make 15-20 thousand the first year. If you are a highly experienced radio man with a proven record of rating success, send details and tape to:

Box G-75, Broadcasting.

Soul is what we want!

If you can move in a drive time slot on a top 50 market chain operated, top rated R&B station, send an air check, resume and references to:
Box G-113, Broadcasting.

Help Wanted

WSPD and Toledo

gained a great air personality when Kent Slocum joined the staff. In addition to his air-shift, Kent was recently named Program Director of the Toledo powerhouse. Nationwide Broadcast Personnel Consultants of Chicago is happy to have helped Kent, WSPD and Toledo.

Jerry Jackson
Vice President

Help Wanted—Technical

BROADCAST FIELD ENGINEERS RCA

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, eight paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC, Bldg. 225 Cherry Hill, Camden, N. J. 08101

An Equal Opportunity Employer
RADIO CORPORATION OF AMERICA

Situations Wanted

Announcers

PICK A PAIR, BUD

WE'RE A GREAT TEAM... BUY US... AND YOU GET JOCKS—ANY FORMAT: CE : PD NEWS : COPYWRITER : PRODUCER : SALESMAN... WE'RE BOTH TOTAL RADIO... BOTH CREATIVE... BOTH FIRST PHONES... AND BOTH AVAILABLE NOW! TOTAL 25 YEARS EXPERIENCE. BUILT AND CREATED ONE STATION FROM SCRATCH! GO ANYWHERE! WRITE: BOX G-118, BROADCASTING.

Announcers—(cont'd)

Major Market Josh Dick

Tired of running around naked screaming time and temp... with a more music more often button in my navel. A family man... You haven't heard this much talent since Derwood Kerby ad-libbed a belch at a Polish dinner... Phone 612-484-6814.

MISCELLANEOUS

GOT THE ARRGHs???

Do you go "ARRGH" every time you hear the same old voices doing the same old production? Intros, spots, etc. stale? STOP ARRGHING! Contact Box G-119, Broadcasting. Get new life into the old sound. KEEP THE COST DOWN. Professional station packages, custom spots, etc. exclusive in your market. Send for sample. Cure the ARRGHs. Box G-119, Broadcasting.

INSTRUCTIONS

Obtain
YOUR FCC 1ST CLASS LICENSE
IN 6 WEEKS
at the

DON MARTIN SCHOOL
OF RADIO & TV
(America's Foremost School of
Broadcasting) est. 1937

- * Individualized Instruction
- * Most Comprehensive Methods
- * Utilization of Visual Aids
- * Highly qualified Instructors
- * One Low cost until completion
- * Inexpensive accommodations nearby

Next Class Scheduled to Start
August 7th.

Register Now—Classes Limited
For additional information call or write:

DON MARTIN SCHOOL
OF RADIO & TELEVISION
ARTS & SCIENCES

1653 N. Cherokee HO 2-3281
Hollywood, Calif. 90028

FOR SALE

Equipment

FOR SALE

RCA color truck—4 TK41C cameras—control room—Top network condition. Serious inquiries invited.

Box G-77, Broadcasting.

VIDEO ENGINEERS WANTED

THE GRASS VALLEY GROUP NEEDS VIDEO ENGINEERS FOR PRODUCTION, TEST AND SYSTEMS PLANNING

These are permanent positions with the most rapidly growing Company in the Broadcast Equipment field. An Engineering Degree from a four year resident school is highly desirable, but not an absolute prerequisite. At least five years of intimate technical association with broadcast video equipment and operations is a must. We have no fixed age limit, but we are a hard working Company and we expect all our people to earn a living.

Starting salaries will, of course, vary with qualifications and experience, but we firmly believe in paying well for productive people, and in giving them as much responsibility as they can handle.

The working conditions are excellent and Grass Valley is a pleasant place to live. We are about 2500 feet up in the Sierra foothills, just on the snowline and above the fog, smog and traffic.

If you are interested, please write, giving all the information you think necessary. We will, of course, respect your confidence.

D G C Hare, President
The Grass Valley Group, Inc.
P. O. Box 1114
Grass Valley, California 95945

Production—Programing, Others

Major L. A. TV Station
 WANTS BRIGHT YOUNG MEN & WOMEN WITH TODAY'S IDEAS FOR ON-AIR-WORK. Prefer Broadcast, Journalism, or Theatre Background. Send photo & resume to: **Box 38130, Hollywood, Calif.**

EMPLOYMENT

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
 Sherree Barish, Director

WANTED TO BUY

Stations

PRINCIPALS

want Radio Station. Preferably New York or metropolitan New York. Other locations considered.

Box G-114, Broadcasting.

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trans. and studio location, and increase in ant. height. Action June 30.

KAMU(FM) Anchorage—Broadcast Bureau granted mod. of CP to change ant.-trans. location to 338 Denali Street, Anchorage, increase ERP to 3.5 kw, ant. height 75 ft. Action June 29.

KMET(FM) Los Angeles—Broadcast Bureau granted licenses covering CP (main trans., auxiliary trans. and ant.). Action June 28.

*KUCR(FM) Riverside, Calif.—Broadcast Bureau granted CP to add vertical polarized ant. Action June 29.

KPIK-FM Colorado Springs — Broadcast Bureau granted license covering change in ant.-trans. location, installation of new ant. and change in ERP and ant. height. Action June 30.

WKCI(FM) Hamden and WAVZ New Haven, both Connecticut; WDKC(FM) Albany, and WTRY Troy, both New York—Broadcast Bureau granted mod. of licenses and to change name of licensee to Kops-Monahan Communications Inc. Action June 28.

*KTCF(FM) Cedar Falls, Iowa—Broadcast Bureau granted mod. of license to change name of licensee to University of Northern Iowa. Action June 28.

WWXL-FM Manchester, Ky. — Broadcast Bureau granted mod. of CP to change type trans., install dual polarized ant., decrease ERP to 2.85 kw, ant. height 310 ft. Action June 29.

WCBY-FM Cheboygan, Mich.—Broadcast Bureau granted mod. of CP to change type trans., type ant., decrease ERP to 25 kw, increase ant. height to 105 ft., condition. Action June 29.

WSEN-FM Baldwinsville, N. Y.—Broadcast Bureau granted mod. of CP to change type trans., type dual polarized ant. Action June 29.

WAAA-FM Winston-Salem, N. C.—Broadcast Bureau granted license covering change in ant.-trans. and studio location, installation of new trans. and dual ant.; change in ERP and ant. height. Action June 30.

WERT-FM Van Wert, Ohio—Broadcast Bureau granted license covering installation of new ant. Action June 30.

*WYSO(FM) Yellow Springs, Ohio—Broadcast Bureau granted CP to make changes in transmission line and increase ERP to 750 w. Action June 29.

■ WVAM-FM Altoona, Pa.—Broadcast Bureau granted CP to change ant.-trans. location to 0.4 mile east of Wopsononock, Pa.; install new type trans. and new type ant.; change ERP to 235 w, and increase ant. height to 890 ft.; remote control permitted. Action June 30.

WYDD(FM) Pittsburgh—Broadcast Bureau granted CP to install new dual polarized ant. Action June 29.

KJET-FM Beaumont, Tex.—Broadcast Bureau granted mod. of CP to change type trans., type ant. and decrease ERP to 54 kw. Action June 29.

■ Broadcast Bureau granted licenses covering changes in existing stations for following: WFMS(FM), Indianapolis; WCOL-FM, Columbus, WFRQ-FM, Fremont, and WLKR-FM, Norwalk, all Ohio; WNOR-FM, Norfolk, Va.; *WHJE(FM), Carmel, Ind.; *KUMD-FM, Duluth, Minn., and *WNYE(FM), Brooklyn, N. Y. Action June 28.

OTHER ACTIONS

■ FCC by order has taken action to eliminate local TV interference caused by transmissions by nearby FM station in Winston-Salem, N. C. Commission has suspended test program authority for Wake Forest College *WFDD(FM). Authority had permitted station to operate with 10 kw power at 88.5 mc on ch. 203. Commission has authorized station to continue to operate with 2.2 kw trans. output power, with ant. height of 210 ft. until further notice. By commission, Commissioners Hyde (chairman), Lee, Loevinger and Wadsworth, with Commissioners Bartley and Cox dissenting. Action June 28.

KNDX(FM) Yakima, Wash. — Broadcast Bureau accepted data submitted May 15 modifying data submitted Feb. 21, which was filed in compliance with commission report and order in Doc. 15937, to change ant.-trans. location change type trans., install dual polarized ant., ERP 61 kw. Action June 29.

ACTION ON MOTION

■ Hearing Examiner Isadore A. Honig on June 30 in proceeding on FM applications of KNND(FM) and KRKT(FM) and Albany Radio Corp., both Albany, Ore. scheduled procedural dates including continuing hearing from July 25 to Oct. 10 (Docs. 17472-3).

CALL LETTER APPLICATION

■ KOYA(FM), Pacific Coast Broadcasting Corp., Ontario, Calif. Requests KCGS-FM.

Translators

ACTIONS

W81AD Cleveland — Broadcast Bureau granted CP for UHF TV translator to change frequency from ch. 81, 872-878 mc, to ch. 79, 860-866 mc. Call letters changed to W79AR. Action June 29.

■ By Commissioners Hyde (chairman), Bartley and Loevinger; Commissioner Lee not participating; Commissioner Cox dissenting and issuing statement; by memorandum opinion and order, July 3 granted applications of Laramie Plains Antenna TV Association Inc. for new VHF TV translators to serve Tie Siding, Big Laramie Valley, Laramie and Bosler, Wyo. Denied objections by Frontier Broadcasting Co. (KFBC-TV, ch. 5), Cheyenne, Wyo. Commission stated that consistent with its policy of not imposing nonduplication conditions on community-type translators, as announced in its second report and order (Doc. 14895), it would impose condition in this case.

■ Broadcast Bureau granted renewal of licenses for following VHF TV translators: K11BH and K13BF Diamond Valley, Harney county, Ore.; K09EX and K11AI, Moorcroft, Wyo. and K10EV Packwood, Wash. Action June 29.

CATV

APPLICATIONS

■ B.K.P. Television Systems Inc.—Requests distant signals from WPIX(TV), New York to Sunbury and Northumberland, both Pennsylvania (Harrisburg-Lancaster-Lebanon-York, Pa.—ARB 29). Ann. June 30.

■ Greater Hartford CATV Inc.—Requests distant signals from WNEV-TV, WOR-TV, WPIX(TV), WNDT(TV), WABC-TV, WCBS-TV and WNBC-TV all New York to Newington, Wethersfield, Glastonbury, Rocky Hill, and Manchester all Connecticut (Hartford-New Haven, Conn.—ARB 14). Ann. June 30.

■ Municipal TV Corp.—Requests distant signals from WPIX(TV), New York to Selinsgrove, Shamokin Dam and Hummels Wharf, all Pennsylvania (Harrisburg-Lancaster-Lebanon-York, Pa.—ARB 29). Ann. June 30.

■ TV Cable of Carlisle Inc.—Requests distant signals from WTTG(TV), WRC-TV, WMAL-TV and WTOP-TV, all Washington; KYW-TV, WFIL-TV, WCAU-TV, WPHL-TV, WIBF-TV and WKBS-TV all Philadelphia to Carlisle borough, Mt. Holly Springs borough, Dickinson township, South Middleton township, North Middleton township, and Middlesex township all Pennsylvania (Harrisburg-Lancaster-Lebanon-York, Pa. — ARB 29). Ann. June 30.

OTHER ACTIONS

■ Office of opinions and review on June 28 granted motion of Telerama Inc., and extended to June 28 time for filing oppositions to petition of United Artists Inc. for reconsideration; replies to oppositions may be filed on or before July 7, in proceeding on applications of Akron Telerama Inc., Akron,

Ohio, et al., to operate CATV systems in Cleveland television market (Docs. 17357-17359).

■ By memorandum opinion and order, FCC denied petition by King Broadcasting Co., licensee of KING-TV Seattle, requesting commission to order Colorcable Inc., to show cause why it should not cease and desist from importing signals of stations CBUT, Vancouver, and CHEK-TV, Victoria, B. C., in violation of Sec. 74.1107 (requirement for commission approval in top 100 markets). Colorcable is operator of CATV system at Lake Stevens, Wash. And by separate action, commission amended part 74, Secs. 74.1105 and 74.1107 of its rules by adding footnotes to those sections to make clear they apply to foreign TV signals. Footnotes to read: "Note 2: As used in §74.1105, the term 'television broadcast station' includes foreign television broadcast stations." "Note 1: As used in §74.1107, the term 'television broadcast station' includes foreign television broadcast stations." Both actions by Commissioners Hyde (chairman), Lee and Cox, with Commissioner Loevinger concurring in result, July 3.

ACTION ON MOTION

■ Chief Hearing Examiner James D. Cunningham on June 27 designated Hearing Examiner James D. Cunningham to serve as presiding officer in proceeding in re cease and desist order to be directed against Top Vision Cable Co., owner and operator of CATV system, Owensboro, Ky.; scheduled prehearing conference for July 21, and hearing for July 31 (Doc. 17535).

Ownership changes

APPLICATIONS

■ KAAR(TV) San Diego—Seeks assignment of CP from San Diego Telecasters Inc. to Bass Brothers Enterprises Inc. for \$1,108,000. Principals: Perry R. Bass, president, Sid R. Bass, vice president (25%), Edward P. Bass (25%), Robert M. Bass (25%), and Lee M. Bass (25%). Messrs. Robert Bass and Lee M. Bass are minors and the sons of Perry R. Bass. Their stock is held in trust with Perry R. Bass. Mr. Perry R. Bass is 51.58% owner of Bass Broadcasting Co., licensee of KFDA-TV Amarillo, Tex., KFDW-TV Clovis, N. M. and KFDO-TV Sayre, Okla., and has 25% or greater interests in carbon and gasoline company, investment company and cattle business. Ann. July 5.

■ WZZZ Boynton Beach, Fla.—Seeks assignment of license from Boynton Beach Broadcasting Inc. to Lewis and Joseph DeMarco and Associates for \$49,000. Principals: Messrs. DeMarco each hold 50%. Application for renewal of license filed simultaneously. Ann. June 29.

■ KVBR Brainerd, Minn.—Seeks transfer of control from Kendall M. Light to Greater Minnesota Broadcasting Corp. Principal: Charles B. Persons (50% before, 100% after). Consideration: \$7,220. Ann. July 5.

■ KAFE-AM-FM Santa Fe, N. M.—Seeks assignment of license from Guy Christian to Guy Christian and Belarmino R. Gonzales d/b as KAFE Radio for \$35,000. Principals: Guy Christian (100% before, 51% after) and Belarmino R. Gonzales (none before, 49% after). Mr. Christian has 97.5% interest in

KKAN Phillipsburg, Kan. and interest in KFGT Flagstaff, Ariz. Mr. Gonzales has interests in school and art gallery. Ann. June 30.

WETB Johnson City, Tenn.—Seeks transfer of control from H. L. Jones and Dorothy J. Clark to Carl A. Jones d/b as Press Inc. Principals: Carl A. Jones, president (40% before, 50% after). Consideration: 120 shares of stock of Press Inc., valued at \$108,000 in exchange for 300 shares of stock of Dixie Coca-Cola Bottling Inc., valued at \$72,000 and two promissory notes in the amounts of \$18,000 each. Ann. July 5.

KPOS Post, Tex.—Seeks assignment of license from Garza Broadcasting Co. to Post Broadcasting Co. for \$60,000. Principals: Lantz G. Powell Jr., 100% owner and president. Mr. Powell is manager of J. C. Penney Co., Joplin, Mo., department store. Ann. July 5.

KRAE Cheyenne, Wyo.—Seeks transfer of control from Radio Cheyenne to Radio Cheyenne Inc. Principals: J. B. Shockley, who presently owns 20% of stock in licensee desires to sell his interest. Louis C. Erck and Walter E. Nael, who presently and collectively own 80% of stock, desire to acquire Mr. Shockley's share. Consideration \$16,038.07. Ann. June 29.

ACTIONS

KOY Phoenix—Broadcast Bureau granted assignment of license from KOY Broadcasting Co. to Southern Broadcasting Co. Trans-action is to dissolve licensee corporation and assign it to parent corporation. Principals: John G. Johnson, president. Action June 29.

KSJO-FM San Jose, Calif.—Broadcast Bureau granted assignment of license from KSJO-FM Inc. to SRD Broadcasting Inc. for \$105,000. In addition assignee is to pay \$20,000 to Patrick H. Peabody, owner of assignee, for consulting agreement and covenant not to compete. Principals: Scott M. Elrod, president (59.5%), Richard S. Garvin, vice president (9%) and Donald M. Bekins, secretary-treasurer (31.5%). Action June 30.

WBIX Jacksonville Beach, Fla.—Broadcast Bureau granted transfer of control from James O. and Lillian L. Atkins (each 25% before, none after) to Fred Butler 50% before, 100% after). Principal: Mr. Butler will be president. Consideration \$10,458.90. Action June 30.

KKEN Festus-St. Louis, Mo.—Broadcast Bureau granted transfer of control from Ralph Bifzer to Harold S. Schwartz. Consideration \$76,000. Action June 30.

WHJB and WOKU-FM Greensburg, Pa.—Broadcast Bureau granted inadvertent transfer of control from Robert H. Burstein, Melvin A. Goldberg and Leonard E. Laufe et al c/o WHJB Inc. to Melvin A. Goldberg, Leonard E. Laufe and Sidney Stark Jr., voting trustees, c/o WHJB Inc. Action June 30.

WKCY Harrisonburg, Va.—Broadcast Bureau granted assignment of CP from Blue-ridge Broadcasting Co. to Radio Blue Ridge Inc. Principals: Willie M. Miller (9% before and after), Glenn W. Miller, Edward C. Moore and James C. Neff (each 16% before and after) and Donald W. Miller (43% before, 23% after) with option after April 12, 1968 to purchase an additional 20% of corporation. Action June 30.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through July 5. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

El Dorado Hills, Calif.—Golden Cable Corp. has applied for a franchise. City will receive 2% of annual gross revenues. Gridley, Calif.—Great Western Cable TV has applied for a franchise.

■ Novata, Calif.—Western California Telephone Co. has been granted a franchise. City will receive 4% of annual gross revenues during first-year of operation and 5% thereafter. Monthly fee will be \$4.50.

■ San Francisco—Western Cable Television Co., subsidiary of KRON-TV that city, has been granted a franchise. Monthly and installation fees will be \$4 and \$15.

Arapahoe County, Colo.—Mountain States Video Inc. has applied for a franchise.

■ Scottsburg, Ind.—All-Channel Cablevision Inc. has been granted a franchise. Installation and monthly fees will be \$20 and

\$5 respectively.

■ Leavenworth, Kans.—Leavenworth Tele-cable Corp. has been granted a 20-year franchise. Monthly rate will be \$5.50.

Quincy, Mass.—Cablevision Corporation of America has applied for a franchise. Monthly and installation fees would be \$5 and \$15 respectively.

Salem, Mass.—Cablevision Corp. of America and North Shore Cablevision Corp. have each applied for a franchise.

■ Westfield, Mass.—Pioneer Valley Cablevision, (multiple CATV owner) has been granted a franchise. Monthly fee will be \$5.

Malden, Mo.—Cotton Hill Cablevision has signed a turnkey contract with Anaconda Astrodata Co., Anaheim, Calif., it was announced last week. The contract is for 31.9 miles of cable plus a 600-foot headend facility to pick up TV stations in Missouri, Arkansas, Tennessee and Kentucky. In addition to TV programs, the system will provide FM and local weather reports. It is scheduled for completion this fall.

Claremont, N. H.—New England Telephone Co. has applied for a franchise.

Woodstown, N. J.—Tri-County Cable Television Co. has applied for a franchise. City is guaranteed 5% of annual gross revenues.

Peekskill, N. Y.—U. S. Cablevision, subsidiary of Highways Displays Inc., has applied for a franchise.

■ St. Johnsville, N. Y.—Valley Cable Vi-

sion Inc. has been granted a franchise.

■ Raleigh, N. C.—Jefferson-Carolina Corp. (multiple CATV owner) has been granted a franchise. City is guaranteed a minimum of 3% of annual gross revenues.

Cadiz, Ohio—Village TV has applied for a franchise.

Point Pleasant, Ohio—Garden Spot CATV has applied for a franchise.

St. Marys, Ohio—Shardco Cablevision Inc. has applied for a franchise.

■ Antrim, Pa.—J. J. Alleman Electric Co. has been granted a franchise.

Elizabeth, Pa.—WHJB Cablevision Inc. (WHJB Greensburg, Pa.) has applied for a franchise.

■ Newberry, S. C.—Carolina Cable TV has been granted a franchise. City will receive 7% of gross revenue for first \$100,000, 8% for the second, 9% for the third and 10% for all in excess of \$300,000.

Harington, Texas—Cablevision Inc. has applied for a franchise. City will receive a minimum of \$3,000 per year.

Petersburg, Texas—Bob Taylor and Jim Lackey have applied for a franchise.

Cassville, Wis.—Total TV, Grant County has applied for a franchise.

Medford, Wis.—Midway Telephone Co. has applied for a franchise.

■ Prairie du Chien, Wis.—Kickapoo Antenna Vision Inc. has been granted a franchise. Monthly and installation fees will be \$4.00 and \$10 respectively.

IT SOUNDS like a put-on but being the boss's son really is a tough rap to beat. You can't win for losing. Come up with a winning hand and there's always someone to claim the deck is loaded.

Looking at Richard Zanuck, the only son and youngest of three children of the renowned and redoubtable Darryl F. Zanuck, motion picture producer and executive of legendary stature, you'd have to say that he was born to succeed. And succeed he has.

Charged with top responsibility for movie and TV production at a major film studio before he was 28, Dick Zanuck helped make the fuzzless peach that was 20th Century-Fox of 1962 ripen. In his little more than four years at the top, he has been instrumental in turning out some of the movie industry's top pictures and in forging the studio into position as leading producer of filmed television series.

Sure he had lots of help and couldn't have done it if he wasn't King Darryl's son. But he wasn't a figurehead, either. Nor was he carried as a necessary burden, humored and pampered until he learned the facts of business life.

Business Revival ■ What Dick Zanuck has done, what 20th Century-Fox has become, is only properly appreciated in relation to what used to be.

Certainly the 20th Century-Fox of "Cleopatra" notoriety was characterized by wasteful expenditure. The company's net loss for 1962 was nearly \$40 million.

Then the Zanucks came in and the fort was saved. For the elder Zanuck it was the second time in a quick-Darryl-the-Flit role. In 1935, then a 33-year-old ex-script writer, Darryl Zanuck was called in to shore up a newly formed and tottering 20th Century-Fox Film Corp. During the next two decades he made Fox roar like a lion.

This time around Darryl Zanuck, movie mogul, had a boy helper. Dick Zanuck was no neophyte in never-never land. He was born in Los Angeles and began working in various departments at 20th Century-Fox while still in high school. His summer vacations were spent learning the filmmaker's trade, department by department. He was a silent observer at meetings and conferences in his father's executive suite, a sponge absorbing, absorbing until it was time to spill out.

In 1956, his father, out as production boss at 20th Century, formed Darryl F. Zanuck Productions, an independent company. Dick Zanuck, then not-yet-22, was brought in as vice president and began practicing what he had heard preached at his father's side.

He produced such feature films as "Compulsion," "Sanctuary" and "The Chapman Report." They didn't top "The Egyptian" at the box office; they

Dick Zanuck: trained to be his own boss

weren't better-made than "All About Eve" (both produced by the elder Zanuck). But they were thoroughly professional and essentially successful production efforts.

Thus, when Darryl Zanuck returned to 20th Century-Fox as president in 1962, he had reasonable justification for naming Dick his production representative at the studio. The Fox board of directors reaffirmed that decision later

in the year by elevating the younger Zanuck to vice president in charge of production and president of the company's television subsidiary.

Since that time (Dick Zanuck subsequently was elected a member of the board of directors and promoted to executive vice president in charge of movie production) 20th Century-Fox has retrieved its top place in the film business. The production lines are in full and effective swing once again.

TV Series ■ In television, under Dick Zanuck's helm, Fox has become the prime producer of primetime television series to the networks. In the upcoming 1967-68 season, the company will have eight series on the three networks, including *Peyton Place*, *Voyage to the Bottom of the Sea* and *Daniel Boone*, all going into a fourth season; *Lost in Space* and *Batman*, going into third seasons; *The Felony Squad*, going into its second season, and *Custer and Judd* making their seasonal debuts. Another series, the hour *Land of the Giants*, has been sold to ABC-TV for a second season start probably next January. In addition, 20th-Fox TV is co-producing the animated *Journey to the Center of the Earth* for ABC-TV's Saturday morning lineup.

Much of the television credit, of course, goes to William Self, executive vice president of Fox's TV arm, a quietly efficient man who is Dick Zanuck's senior by some 13 years. As president of the TV operation, Mr. Zanuck sets the major policy, reviews development ideas, listens to recommendations, passes on new productions. Bill Self, however, actually is in charge of day-to-day TV production.

Dick Zanuck, who says that television is almost as important to the company as movies ("We're in both businesses, depend on both. The sale of features to TV is an enormous source of revenue"), spends about 80% of his time in motion-picture production. He has mixed emotions about that two-headed monster of the business, movies on television. "We're feeding feature product in direct competition with our theater product," he points out.

"I believe that now that we have stabilized ourselves financially we should slow down and build up a backlog of movie product."

There's no question that financially 20th Century-Fox can now play a more deliberate game. From that \$40 million deficit when the Zanucks came in, the company rebounded to show net earnings of \$12.5 million last year. That's pretty good recommendation for sticking with the boss's son. Maybe he wouldn't have made it to the top so fast, but there's every likelihood that Richard Darryl Zanuck would have cut it in the film production business without any help from papa.

WEEK'S PROFILE



Richard Darryl Zanuck—executive VP in charge of production, 20th Century-Fox Film Corp. and president, 20th Century-Fox Television; b. Los Angeles, Dec. 13, 1934; Harvard Military Academy and Stanford University, BA, 1952-56; 2nd lieutenant, U.S. Army pictorial service, 1956-57; story department, 20th Century-Fox, 1954-55; publicity department, 20th Century-Fox, 1955-56; assistant to producer, "Island in the Sun," "The Sun Also Rises," 1956-57; VP, Darryl F. Zanuck Productions, 1956-62; producer, "Compulsion," "Sanctuary," "The Chapman Report," assistant to producer, "The Longest Day," 1959-62; president's production representative at 20th Century-Fox studios, 1962; VP in charge of production, 20th Century-Fox Film Corp. and president, 20th Century-Fox Television, 1962-67; executive VP in charge of movie production and president of TV operations, same studio, 1967-present; m. actress Lili Gentle of Montgomery, Ala., Jan. 14, 1958 (now separated); children: Virginia Lorraine, 7, Janet Beverly, 6; memberships: chairman of Cystic Fibrosis Research Foundation; awards: three Cannes Film Festival awards to "Compulsion"; hobbies: tennis, golf.

More than a puff on the horizon

THE Federal Trade Commission won't get anywhere now with its request that Congress rescind the law, which still has two years to run, prohibiting any government agency from forcing cigarette makers to include health warnings in their advertising.

Still, the FTC's harshly worded condemnation of cigarette commercials, as reported in *BROADCASTING* last week, will stimulate the activity of the antismoking elements. And it emphasized the present vulnerability of broadcast advertising to government pressure. If the government ever did require health warnings to be prominently mentioned in advertising, the broadcast commercial would become a liability to cigarette makers.

The threat to \$250 million a year in broadcast billings may not be imminent, but neither is it unreal.

New can of worms

ALMOST coincident with the July 4 effective date of the Freedom-of-Information Law the FCC issued what appeared to be a routine order that can open a Pandora's box.

It granted the request of a CATV system in Dalton, Ga., to "inspect" the financial reports for 1962-1966 of two television stations in Chattanooga. The CATV said it needed this access to determine the "economic-impact issue" in a hearing on its request to add stations to its service.

The annual financial reports are strictly confidential. They are of doubtful legality, but that's another story.

The new Freedom-of-Information Law contains a specific provision that financial data and information on trade secrets cannot be disclosed. Yet this is precisely what the FCC is doing in the CATV case.

With the explosive development and enlargement of CATV services the economic-impact issue is bound to arise repeatedly. To the degree that this occurs, the confidential nature of the annual financial reports, including salaries, bonuses and outside investments, will vanish.

CATV gut issue

A PERIOD of growing bitterness between broadcasters and CATV operators may be predicted, even though joint ownerships of stations and wire systems continue to increase. The broadcasters are bound to resent the trend in CATV toward origination of programming and advertising. The CATV people are bound to resent the broadcasters' militant work in favor of more CATV regulation.

At the convention of the National Community Television Association a fortnight ago there was no longer any effort to conceal the official dream of CATV's future. Case histories of program origination and advertising sales were documented openly. The association even gave an award for local programming. And on display was the hardware for 20-channel systems, enough capacity for all of the off-air signals a CATV is apt to want plus more nonbroadcast services than anyone is now providing.

If the multi-channel, multi-service system is to become the standard form of CATV, the broadcasters have a point in seeking some sort of control over the use of their product by CATV systems. It continues to be this publication's view that the establishment of copyright liability for wire systems is necessary to remove from CATV the unfair advantage it now enjoys in using broadcast signals, at no payment for rights, to create enterprises that will be competitive to broadcasting.

The correction of inequities through copyright applica-

tion now seems a distinct possibility. The existing law has been held by a district court to apply to CATV. The House-passed version of a new copyright law would be equally applicable. CATV interests are doing their best to get special treatment in the copyright bill now before the Senate. But there is no logical reason why they should be given breaks that broadcasters have never enjoyed.

A good many broadcasters will be unsatisfied by even a total victory on the copyright front. They want the added protection of direct federal regulation of CATV competition, and they will probably intensify their efforts to get the FCC to adopt rules restricting CATV's in their origination of programming and advertising.

These broadcasters have been given encouragement by the June 30 decision of the federal court of appeals in Washington confirming the FCC's authority to regulate cable systems. Although there are conflicts between that decision and an earlier one issued by a federal appellate court in California, the CATV regulators think they are one-up in the courts.

In their own long-range interests, the broadcasters would do well to avoid seeking direct federal control to restrict CATV competition. As we have said repeatedly, no business can seek federal protection against competition without also inviting federal regulation of its own business practices, charges and profits. If the broadcasters want the FCC to tell CATV what kinds of programs and advertising it may not originate, they must not be surprised to find the FCC telling them what they may or may not put on the air.

Codes to be hanged by

DESPITE the Powell and Dodd scandals Congress is dragging its feet in implementing a code of ethics, and word is that the respective houses will never adopt anything meaningful. As experts in the art of inquiry, legislators know how codes can be used to destroy.

It's akin to what the FCC is doing with the broadcasters' codes—notably the time-standards provisions. Blocked from incorporating the National Association of Broadcasters' time standards as part of its rules, the FCC uses the very same tables on a case-by-case basis.

In refusing to inhibit themselves through ethical codes, maybe Congress is trying to tell broadcasters something.



Drawn for *BROADCASTING* by Sid Hix
 "What will the FCC have to say about this . . . moving our tower without its consent?"

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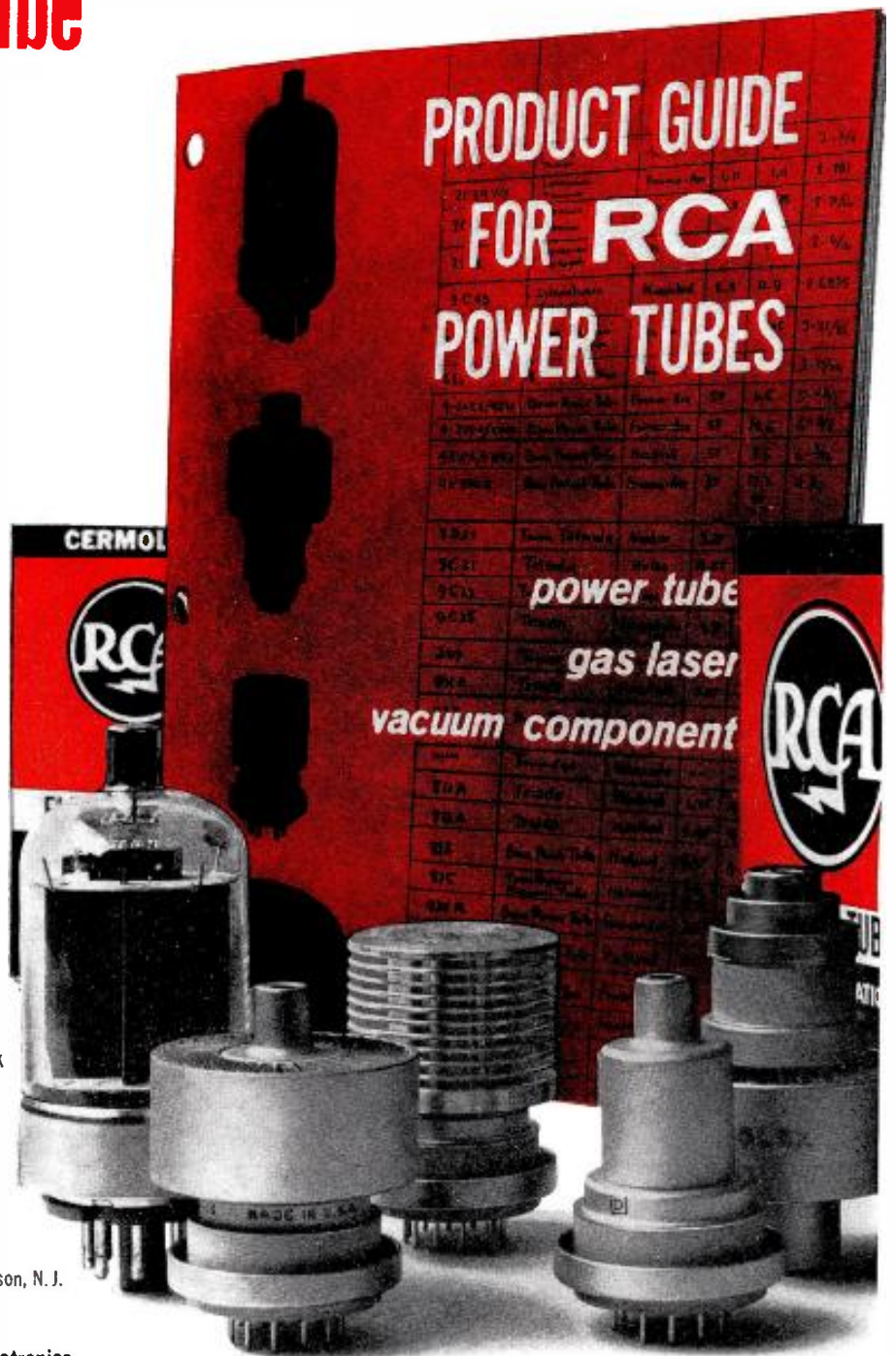
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