

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Copyright bill takes sudden twists on Hill. p27
Westinghouse balks at NBC-TV movie plan. p32
ABC-ITT: a \$100-million misunderstanding. p94B
CPTV bill will pass 'in a breeze'—Pastore. p94F

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4/18/67
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1,037,729,000 TV IMPRESSIONS

To Help The Red Cross

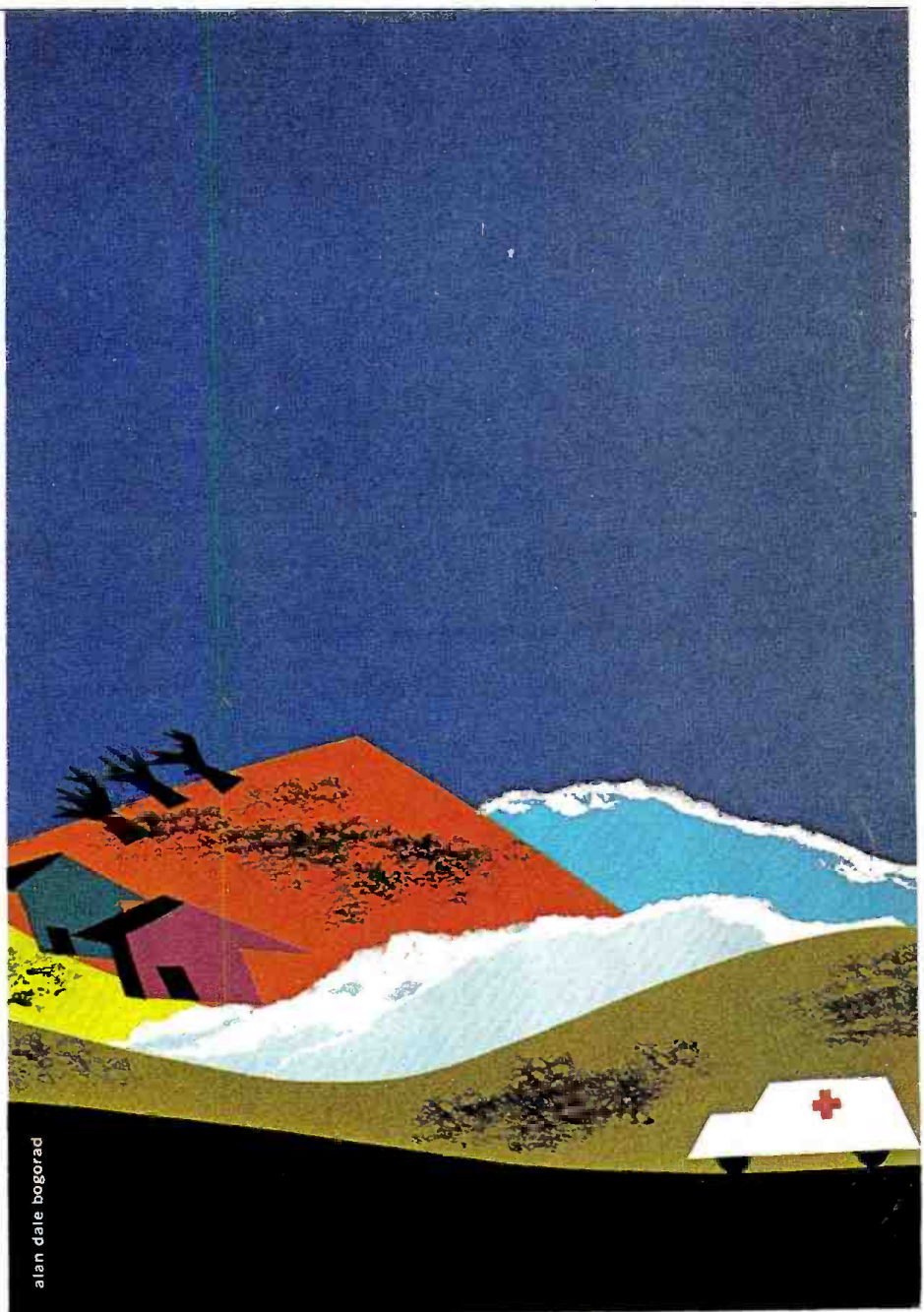
As you know, the Petry represented TV stacked this Advertising Council Campaign last year. They believe in performing public service as well as selling.

SOLE ORIGINAL STATION REPRESENTATIVE



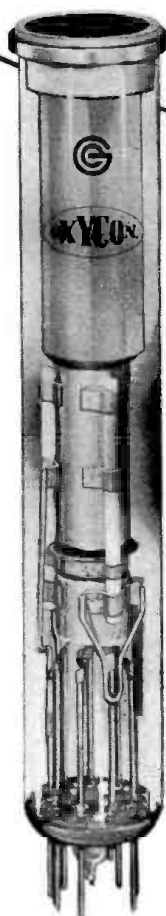
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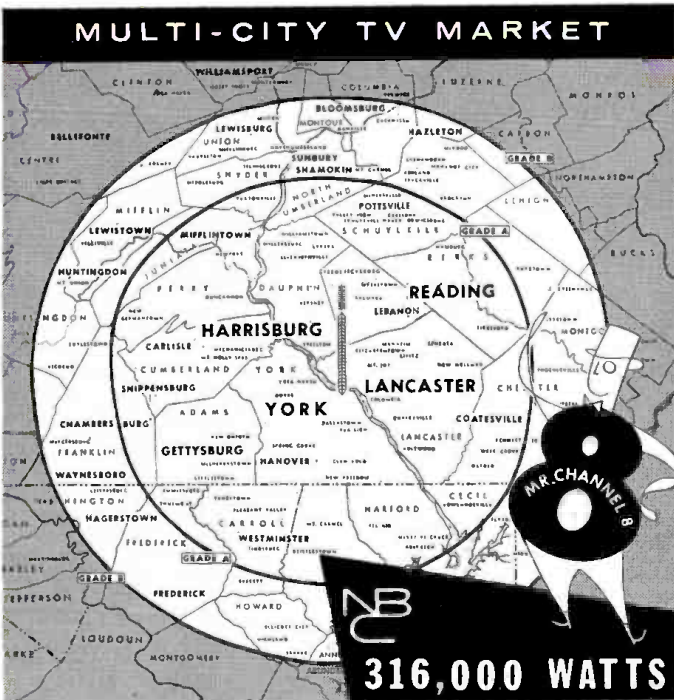
On the Go!

KTRK-TV  HOUSTON

NO MONKEYSHINES ABOUT IT...



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



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: 23%* color penetration for its all-color local telecasts and NBC programs.

*Based on Oct.-Nov. 1966 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

WGAL-TV

Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

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.

Shift to spot

Station reps trying to get spot TV moving again will find ally in Bristol-Myers. Company, whose \$93.6 million in television made it TV's second biggest customer in 1966, is putting bigger share of its television budget into spot this year. Network, which got \$68.1 million to spot's \$25.5 million last year, will continue to dominate budget, but authorities say spot dollars are increasing and will continue to do so. Reason: flexibility in hitting specific markets where product problems exist.

Headed for box office?

FCC's three-commissioner committee on pay TV is reportedly considering recommendation to establish pay TV as regular service and may submit it to full commission by early May. Absent external interruptions, FCC might take action by end of June. Committee members are James J. Wadsworth, Kenneth A. Cox and Robert E. Lee.

There's chance, however, that political considerations may delay pay-TV vote. Despite widely publicized fact that FCC has been studying pay TV for 15 years, Chairman Harley Staggers of House Commerce Committee recently expressed shock when he heard FCC was nearing decision. Afterward FCC Chairman Rosel Hyde suggested oral argument on subject might be advisable (BROADCASTING, April 10). With or without oral argument, FCC will have to do some missionary work on Hill before announcing decision if it's favorable to pay TV.

Boost to billings

Insiders believe that Supreme Court decision forcing Procter & Gamble to sell Clorox Chemical Co. (see page 36) will have no appreciable effect on rate of advertising spending by Clorox this year. If anything, advertising expenditures may grow, on theory it can improve sales and boost selling price of Clorox to prospective buyer. Clorox spent almost \$5.8 million in TV in 1966, all in spot.

Lookee me, mommy

Field engineers of FCC won't be prying into programing and other non-technical operations of stations to same extent as in past, but this is being accomplished over what has become customary voluble objections of 32-year-old Commissioner Nicholas

CLOSED CIRCUIT[®]

Johnson. Field staff, which is unable to complete more than half of its station examinations during three-year license period, asked to be relieved of detailed questioning on non-technical matters unless there is specific reason.

At meetings last week, neophyte Commissioner Johnson wanted investigation of field investigators before FCC considered proposed staff action. Language proposed at Wednesday meeting was modified Friday, and action ensued on what usually is intramural affair. But Mr. Johnson wanted to know how he could get "publicity" on his dissent.

Aubrey as indie

Will James T. Aubrey Jr. soon become independent film producer under Columbia Pictures' banner? Report circulated in Hollywood last week that Mr. Aubrey, deposed as president of CBS-TV two years ago, would soon enter deal in which studio would finance production and handle distribution. In New York, Mr. Aubrey, admittedly in discussion with several movie distributors, said he had no "permanent" deal in his pocket, has been "dabbling" in film, sold several movies acquired abroad, and now is dubbing one "major" foreign feature for theatrical release.

The buyers' side

Insight into some important advertiser thinking about proposed overhaul of TV's commercial time standards was provided in unannounced meeting last week between Peter Allport, president, and other key figures in Association of National Advertisers and Howard Bell, director, and other officials of National Association of Broadcasters Code Authority. Meeting was described as primarily for discussion and clarification, and participants on both sides called it constructive. ANA made no attempt to take formal position but probably will do so before code board's May meeting.

Although ANA's views remain to be drafted, there's substantial feeling that present code is too complicated and too rigid and that overhaul could be good thing—unless it led to new rigidities or, as some say, "nonsense." In this view, limiting number of messages or appeals would fall into "nonsense" category and render code un-

workable. There's significant advertiser feeling that code should require that so much time per period be devoted to program material and then give stations, networks and advertisers maximum leeway in handling nonprogram matter.

Separation pact

Newly revitalized Commercial Film Producers Association on West Coast (see page 37) apparently is negotiating separate recognition contract with International Alliance of Theatrical Stage Employees and Moving Picture Operators, applicable only to commercial film production. Hollywood commercial companies have operated under feature-film production codes. Industry's position is that producers of filmed commercials are in advertising business and their concept of film production differs from that of company producing feature films or TV series. CFPA hopes to sign recognition agreement with IATSE within next few weeks.

Dr. Hyde

New honor for Chairman Rosel H. Hyde of FCC: On June 9 he will receive honorary degree of doctor of laws from University of Utah, Salt Lake City. Mr. Hyde on Wednesday (April 19) will receive 1967 Ballington and Maud Booth award from Volunteers of America in Portland, Ore.

Early pasture

Herminio Traviesas, vice president in charge of Hollywood office of BBD&O is expected to announce soon that he will retire at end of this year. Former NBC and CBS executive and TV program manager for BBD&O, New York, 52-year-old Mr. Traviesas has no immediate plans but is expected to remain in Southern California area.

Hurdle for Collins

Political insiders now are betting Senator George Smathers (D-Fla.) will run again next year, reversing announcement he made last year that he wouldn't be candidate for health reasons. This is seat LeRoy Collins, former Florida governor and former NAB president, is angling for, and he's expected to run for Democratic nomination whether or not incumbent Smathers makes race.

ADULTS!

WJW RADIO reaches more adults than any other Cleveland Radio Station*

*MEDIASTAT (October, November, 1966 Report)
Total Men and Women 18 years and older
6 a.m. — Midnight Total Broadcast Week

*PULSE (October, November, December, 1966 Report)
6 a.m. — Midnight Monday - Friday

Any audience-size data used herein is based on the sources indicated, is subject to the limitations on its accuracy inherent in the method of survey used, and should be considered as an estimate.

The Modern Sound of Beautiful Music

WJWRADIO 850

Storer Broadcasting Company



Los Angeles
Atlanta
San Francisco
Chicago
Detroit
New York

WEEK IN BRIEF

CATV interests, stymied in House version of copyright bill, press for royalty exemptions in Senate deliberations. Solons and broadcasters say CATV should not have special protection. See . . .

SUDDEN TURNS . . . 27

ABC-ITT movieola grinds on as Justice hits ITT memo that saw \$100 million cash-flow from merger. Goldenson says ABC-TV lost \$27 million over last four years and 'never returned a dime' to parent firm. See . . .

\$100 MILLION MISUNDERSTANDING . . . 94B

All-channel committee gets back in business with resolutions opposing nationwide pay-TV system and urging FCC to consider minimum-use TV tariffs in commission's study of AT&T rates. See . . .

LINES DRAWN . . . 97

Huge advertising budgets resulting from merger of Clorox into Procter & Gamble is effective bar to new competitors, Supreme Court says in unanimous verdict that supports FTC in dissolving merger. See . . .

CONGLOMERATES' POWER . . . 36

Color cameras—a few new, others refined—are show stoppers at NAB convention. High-ticket items have unusually strong appeal considering erratic economic climate. Salesmen satisfied with show. See . . .

BUSY HARDWARE COUNTER . . . 51

Hallelujah Chorus is sung on Capitol Hill as glowing tributes are paid to CPTV bill before Senate Communications Subcommittee. Pastore sees smooth sailing ahead, says bill will pass 'in a breeze'. See . . .

CPTV WILL PASS . . . 94F

McGannon tells NBC relaxation of commercial time standards is no answer to high cost of programing. Says Westinghouse stations won't clear network movies that go beyond present commercial limit. See . . .

WESTINGHOUSE BALKS . . . 32

Strike against networks is over, but AFTRA problems aren't all ironed out. Negotiations begin with O&O stations on codes and language; final contract isn't expected until June or July. See . . .

MORE PROBLEMS . . . 44

Fame and glamour surround Senate Judiciary Subcommittee as artists turn into witnesses for their cause—more royalties from broadcasters. NAB's Anello hits back, says radio-TV exposure makes artists popular. See . . .

PERFORMERS ASK MORE . . . 29

Procter & Gamble, with \$179.2 million outlay in 1966, takes usual place at top of TV spenders' parade. Five firms make TV's top 100 list for first time. Auto makers increase TV spending by \$25 million. See . . .

AUTO MAKERS RISE . . . 38

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Take your cue from the famous names we've listed. They're just a sample of the many national packaged goods advertisers who know the effectiveness of WTMJ radio spots in Milwaukee. To add your name to the list, contact our representatives. You can bank on them to provide the latest information on our radio line-up, and the perfect spot for you . . . everytime!

**Pick a spot,
any spot,
and you're sure to
pick a winner!**



American Dairy Association • American Sugar Company • American Tobacco Company • Anheuser-Busch, Inc. • Blatz Brewing Company • E. J. Brach & Sons • The Borden Company • Campbell Soup Company • Colgate-Palmolive Company • Coca-Cola Bottling Company • Consolidated Cigar Corporation • Consolidated Foods Corporation • D. W. G. Cigar Corporation • Foster Milburn Company • Gaymont Laboratories • General Foods Corporation • General Mills, Inc. • Granite State Packing Company • Great Atlantic & Pacific Tea Company • Great Western Sugar Company • Theo Hamm Brewing Company • Hoffman House Food Products, Inc. • Kannengiesser and Company • V. LaRosa and Sons, Inc. • P. Lorillard Company • W. F. McLaughlin & Company • Menley and James • Merck and Company • Morton Salt Company • National Biscuit Company • Oregon-Washington-California Pear Bureau • Pabst Brewing Company • Pure Milk Association • R. J. Reynolds Tobacco Company • Roman Meal Company • Schlitz Brewing Company • S. T. P. • Sokol and Company • Speas Company • Standard Brands • Stuckey's, Inc. • United Fruit • U. S. Tobacco Company • Universal Foods Corporation • Warner Lambert • Water Specialties • Widmer's Wine Cellars, Inc.



MILWAUKEE RESPONDS TO **WTMJ** RADIO 62 • 5000 WATTS/NBC

Represented by: HENRY I. CHRISTAL CO., INC., New York • Chicago • Boston • Detroit • San Francisco • Atlanta • Los Angeles • St. Louis

FCC bids assault on UHF by land mobile

Campaign by mobile land services to acquire some of TV's spectrum space took giant step forward with announcement Friday (April 14) by FCC that it was 'undertaking an intensified' study of mobile services needs including reallocation of UHF television frequencies. Only dissent was by Commissioner Robert E. Lee.

Item was one of several mentioned by FCC; other new move was possibility of sharing UHF channels on geographical basis (using unassigned UHF channels in major cities like New York, Chicago, Philadelphia, Los Angeles where there is plenty of U space).

FCC said it was continuing current investigations into "more efficient use" of present frequencies assigned to mobile services, and feasibility of sharing on VHF television channels.

Mobile services, it's understood, are

seeking minimum of seven UHF channels. This would double their present space in radio spectrum.

Commissioner Lee called moves premature. He said FCC still was awaiting report by advisory committee on better utilization of present mobile land frequencies, and outcome of VHF-sharing tests on channel 6 in Washington. Washington test is still in preliminary state, with some question whether it will go forward since some of participating major manufacturing firms have told FCC engineering staff they were withdrawing.

Latest activity by FCC in attempting to meet demands of mobile land services was heralded in Chicago only two weeks ago when Dwight Martin, wdsu-TV New Orleans, chairman of National Association of Broadcasters' Future of Broadcasting Committee, and Lester Lindow, executive director of Association of Maximum Service Telecasters, told broadcasters they were resigned to eventual loss of some TV channels to mobile services (BROADCASTING, April 10).

interview type and not required to offer equal time to all candidates because one candidate had appeared on air.

ITT would look at major ABC changes

International Telephone & Telegraph Corp. chairman and president Harold S. Geneen said ITT board would want to review major broadcasting changes ABC proposes if merger of two firms is approved.

Mr. Geneen also said that as members of ABC's board and its executive committee, he and ITT executive vice president (finance) Hart Perry would have voice in budgetary matters affecting programming.

Mr. Geneen made comments during course of full day's testimony in FCC hearing on proposed merger (see page 94B), as commission attorney Thomas Fitzpatrick attempted to develop how ABC would remain autonomous, as provided in merger contract, while under ITT ownership.

Mr. Geneen said only major items would be submitted to ITT board by ABC. Among examples suggested by Mr. Fitzpatrick and considered reasonable by Mr. Geneen was "material" expansion of ABC news operations. Others were proposed expenditures of \$90 million for studio complexes and \$34 million for converting network to full color.

Mr. Geneen said ABC board or its executive committee wouldn't be presented with question as to whether particular documentary program should be produced. He said his understanding is that those matters come to board as "total budget item."

Pay-TV Question ■ In another matter, Mr. Geneen said he had no recollection of having favorable reaction to proposal to establish nation-wide system of CATV systems that could be converted into pay television network.

Mr. Geneen, under questioning by Justice Department attorney Samuel Z. Gordon, acknowledged receiving proposals from subordinates for interconnected systems. However, he said he imposed "freeze" on all ITT CATV activity on Nov. 2, 1965.

Mr. Geneen said decision was not discussed with ABC, which is leading advocate of stringent regulation of CATV. Negotiations leading to ABC merger didn't reach critical stage until

7 Arts seeks to buy rest of Warner Bros.

Seven Arts Associated Corp., New York, made offer Friday (April 14) to board of directors of Warner Bros. Pictures Corp. to acquire all assets and assume all liabilities of studio. Seven Arts obtained controlling interest in Warner Bros. last November when it purchased more than one-third of approximately 4.5 million shares outstanding in motion picture company from board chairman Jack I. Warner and related interests for about \$32 million (based on approximately \$20 per share) (BROADCASTING, Nov. 21, 1966).

Top financial executive at Seven Arts declined to provide estimate on cost of take-over of remaining assets and liabilities, claiming certain factors could not be evaluated at this time. Since acknowledged cost of remaining two-thirds of shares outstanding will be at higher price than acquisition of Jack Warner's shares, Seven Arts is expected to pay more than \$64 million.

After receiving proposal, Warner Bros. board issued statement that it was considering Seven Arts' offer. Seven Arts plan, subject to approval of Warner's board, company's shareholders and stockholders of Seven Arts Pro-

ductions Ltd., parent company of Seven Arts Associated, calls for distribution to each Warner shareholder for each share held on following basis: (1) \$5 in cash; (2) one-third of common share of Seven Arts Productions Ltd. and (3) \$10 principal amount of 4½% subordinated convertible debentures due 1988, convertible at \$33 per share into common shares of Seven Arts.

KFBK interpretation of 315 upheld by FCC

FCC Friday (April 14) upheld exemption of KFBK Sacramento, Calif., in equal-time complaint lodged by California Socialist Labor Party against station's *Phone Forum* program for denying equal opportunities to party's candidate for lieutenant governor after Democratic and Republican candidates had appeared on program.

FCC distinguished between open-mike type show, which airs views of callers, and bona fide news interview with public figure as daily, recurring part of its format. Since *Phone Forum* neither solicited nor broadcast views of callers but used phone-in element to provide questions for its guests and since station apparently exercised effective control over questions asked, commission said show was of news in-

WEEK'S HEADLINERS



Mr. Beckwith

Aaron Beckwith, VP, sales RKO Pictures Co., New York, named VP and general manager, new post. He reports to Hathaway Watson, president, RKO General Broadcasting. **Robert J. Leder**, president, RKO Pictures, leaves at end of April reportedly to form own independent motion picture organization (CLOSED CIRCUIT, April 10).

Dudley J. Cox, controller-treasurer, MBS, New York, named VP, finance and administration, new post. Mr. Cox,

member of MBS board, joined Mutual in 1953.

Paul J. Caravatt Jr., president of Carl Ally Inc., named chairman of board, The Marschalk Co., both New York.



Mr. Caravatt

senior VP.

Mr. Caravatt, 20-year veteran in marketing packaged goods, joined Carl Ally last year. He had been with LaRoche, McCaffrey & McCall (1964-66), leaving as executive VP, and with Foote, Cone & Belding (1960-64) where he became

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

Nov. 23, he said.

Mr. Geneen said he had been aware since February 1966 that ABC's capital expenditures would be higher than had been estimated in document which had been presented to ITT board before it approved merger, on Dec. 7, 1965.

St. Louis, San Antonio, Raleigh stations sold

Three radio station properties are being bought by same number of group broadcasters, it was announced Friday (April 14), and total consideration adds up to \$4.65 million. Sales are subject to usual FCC approval.

■ **WIL-AM-FM St. Louis**: Sold by H. and E. Balaban and others to LIN Broadcasting Co. for \$1.65 million. LIN is group broadcaster with multiple CATV ownership, motion picture production, owns Miss Teen-Age America contest and is in mail merchandising business. Frederic Gregg is president of LIN. Balabans, who own one-third interest in WIL stations, also control TV stations in Illinois and have interests in radio in Dallas. WIL, founded in 1922, operates with 5 kw fulltime on 1430 kc. WIL-FM is on 92.3 mc, with 38 kw.

■ **WKIX-AM-FM Raleigh, N.C.**: Sold by Henderson Belk to Southern Broadcasting Co. for \$1.5 million. Southern Broadcasting is group broadcast owner, headed by John G. Johnson. Mr. Belk, department store magnate, retains **WIST-AM-FM Charlotte N.C.**; **WQXL Columbia, S. C.**, and **WPDQ Jacksonville, Fla.** WKIX began operating in 1947, is fulltime on 850 kc with 10 kw days, 5 kw nights. WKIX-FM is on 96.1 mc with

29 kw. Broker: Blackburn & Co.

■ **KBAT San Antonio**: Sold by Roy Hofheinz and R. E. Smith to Swanco Broadcasting Co. for \$1.5 million. Swanco is owned by W. Clarke Swanson and family, is group broadcaster. KBAT, founded in 1926, operates fulltime on 680 kc with 50 kw days, 10 kw nights. Broker: Blackburn & Co.

Educational radio wants to get in on CPTV bill

Educational radio broadcasters got their turn to appear at Senate subcommittee hearing on proposal for Corp. for Public Television (see page 94F) and before they were through, Senator Robert Griffin (R-Mich.) suggested revising name to Corp. for Public Broadcasting.

Eleven witnesses were on hand Friday (April 14) to advance educational radio's cause; they appeared on two panels, led by Dr. George Bair, board chairman, instructional division, National Association of Educational Broadcasters, and Jerrold Sandler, executive director of National Educational Radio Division of NAEB.

Mr. Sandler alerted subcommittee to discrepancy in drafting of proposed measure: Although radio was mentioned in bill's preamble, no mention was made of medium in Title III of bill, relating to study of instructional-TV problems.

Hearing will resume April 25, with testimony of General James D. O'Connell, telecommunications adviser to President; other witnesses include James McCormack, Comsat chairman, and

Joseph V. Charyk, Comsat president; Dr. Frank Stanton, CBS president; Julian Goodman, NBC president; undesignated spokesman for ABC; Vincent Wasilewski, president of National Association of Broadcasters, and FCC Commissioner Robert E. Lee.

Clark's pitch: your time or your license

Requirement that free time be given to candidates by broadcasters as condition of license renewal was advanced Friday (April 14) by Senator Joseph S. Clark (D-Pa.).

In bill—"Fair Campaign Broadcasting Act of 1967"—to be referred to Senate Commerce Committee, Senator Clark would have FCC hold hearings and develop regulations requiring all TV-radio licensees to provide to campaigners free commercial broadcasting time "on fair and equitable basis." Time would be granted to candidates in federal, state and, "where feasible," local campaigns, as part of stations' "obligation to devote some of their broadcast time to the public interest," Senator Clark explained.

On same day senator unveiled his free-time plan, he announced newsletter poll showing Pennsylvania voters in favor of his running for re-election in 1968.

Senator Clark pointed with alarm at TV costs. He noted that "their dramatic rise has produced brutal squeeze on candidate, putting him at mercy of fat cats. . . ."

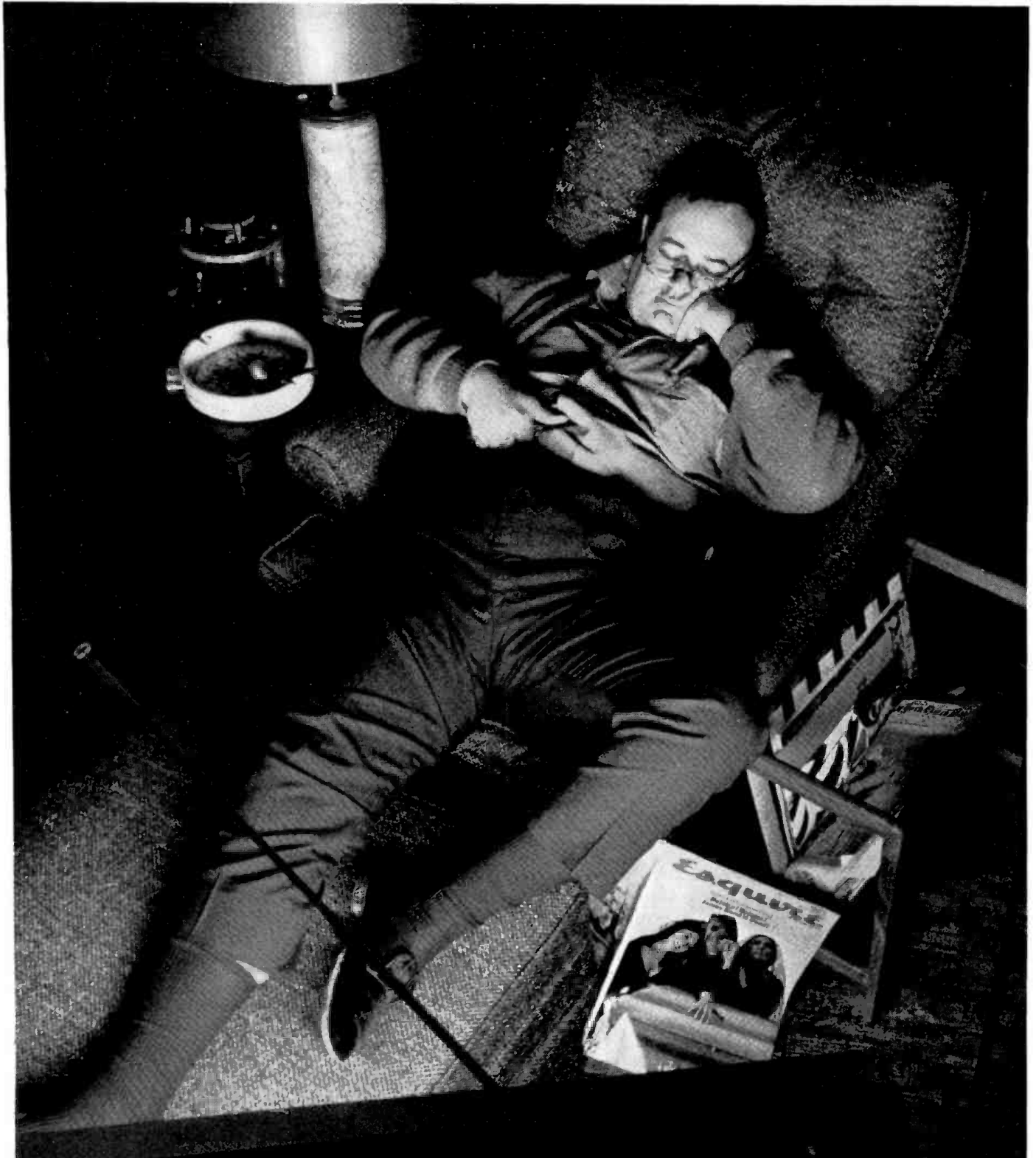
Bartley to lead delegation

FCC Commissioner Robert T. Bartley was named Friday (April 14) to chairmanship of U. S. delegation to International Telecommunication Union's Administrative Radio Conference. Conference, to be held in Geneva on Sept. 18, will consider matters relating to maritime mobile services and is expected to continue for seven weeks.

Information pool or bust

Proposal for advertising agency pooling of information resources to help meet staggering high costs of computer technology was put forth Friday (April 14) in Chicago before local meeting of American Marketing Association by Richard Tully, board chairman, Foote, Cone & Belding. He noted not even groups of big agencies have capital pools that could match computer muscle of individual big clients today and predicted at least two or three really big agency mergers this year forced by economics of advertising.

UNTIL NOW, A LOT OF BRITISH COMEDIES HAD A FUNNY EFFECT ON AMERICAN AUDIENCES.



Maybe the Americans just didn't understand English. Maybe the British sense of humor just didn't make sense. Whatever the reason, the problem was no laughing matter.

Well, now you can smile. WBC Program Sales has a solution. A neat little bundle of 16 British comedies that get offaws instead of snores. The "Carry On..." films.

They aren't dry and they aren't stuffy. They're simply good old-fashioned knee slappers.

The package includes such box office hits as "Carry

On Nurse," "Carry On Sergeant" and one little ditty starring Julie Christie. All are first rate. All are first run for television.

Most film critics credit the "Carry On..." series with starting the British comedy revival in the United States.

So why not ring up your WBC representative. And get together for a little revival meeting.

240 West 44th Street, New York, N.Y. (212)736-6300

WBC PROGRAM SALES, INC.

During the NAB, visit Suite 2500, Conrad Hilton Hotel.

DATEBOOK

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

■Indicates first or revised listing.

APRIL

April 16-18—Annual meeting, Southern CATV Association. Grove Park Inn, Asheville, N.C.

April 16-18—Meeting of National Educational Television. Statler Hilton hotel, New York.

April 16-21—101st semiannual technical conference of the Society of Motion Picture and Television Engineers. New York Hilton hotel, New York.

April 16-25—Fifteenth Cine-Meeting of the International Film, TV-film and Documentary Market (MIFED). Milan, Italy. Information may be obtained from MIFED Largo Domodossola 1 Milano, Italy.

April 17-18—41st annual meeting of the Canadian Association of Broadcasters. Speakers include Right Honorable Lester A. Pearson, Prime Minister of Canada; Jean A. Pouliot, president of CAB, and Dr. Andrew Stewart, chairman of the Board of Broadcast Governors. Royal Oak hotel, Toronto.

April 17-18—Spring meeting, Mid-America CATV Association. Broadmoor hotel, Colorado Springs.

April 17-18—Special dinner-reception and briefing session for staff and elected heads of advertising agency associations throughout the free world sponsored by the American Association of Advertising Agencies. Speakers include William W. Weibacher, partner, Jack Tinker and Partners, and Thomas Wright, vice president of Leo Burnett Co. Sky Club and New York Hilton, New York.

■April 17-21—National convention of Alpha Epsilon Rho, the national honorary radio-television fraternity. Bel Air East motel, St. Louis.

April 18—Annual shareholders meeting of Plough Inc. to elect directors and to transact other business. 3022 Jackson Avenue, Memphis.

■April 18—Radio day at the newsmaker luncheon of the International Radio and Television Society. Luncheon address will be by Miles David, president of the Radio Advertising Bureau. Waldorf-Astoria hotel, New York.

April 18-20—Fifth instructional radio television conference sponsored by the instructional division of the National Association of Education Broadcasters, the Electronics Industries Association and the Educational Media Council. Biltmore hotel, New York.

■April 19—New deadline for comments on FCC's proposed rulemaking that would prohibit AM, FM, and TV licensees from broadcasting "station-identification announcements, promotional announcements, or any other broadcast matter" that either leads or attempts to lead listeners to believe that a "station has been assigned to a city other than that specified in its license."

April 19—Annual stockholders meeting of CBS Inc. CBS Broadcast Center, New York.

April 19—Educational Television Stations division meeting of the National Association of Educational Broadcasters to discuss programing in next five years and to announce Reader's Digest Foundation awards. Penn Garden hotel, New York.

April 19—Annual meeting of the stockholders of General Telephone & Electronics Corp. to elect directors and to transact other business. California Masonic Memorial Temple, San Francisco.

April 20—Deadline for reply comments in FCC inquiry on need to establish rules for FM broadcast translators similar to those in existence for TV translators. Comments are

REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU

April 18—Downtowner motor inn, New Orleans

April 21—Sheraton Blackstone, Chicago

May 10—Hyatt House motor hotel, Burlingame, Calif.

May 11—Cherry Creek Inn, Denver

May 12—Town House motor inn, Omaha

May 22—Schine Ten Eyck hotel, Albany, N. Y.

May 26—Sheraton Barringer hotel, Charlotte, N. C.

June 12—Boston Statler Hilton, Boston

June 16—Sheraton hotel, Philadelphia

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.

April 20—Peabody Awards Luncheon. Hotel Pierre, New York.

April 20—Annual meeting of stockholders of Time Inc. Time & Life Building, New York.

April 20—Monthly luncheon, Federal Communications Bar Association. Robert L. Werner, executive vice president, RCA, speaker. Willard hotel, Washington.

April 20-21—Meeting of the Pennsylvania AP Broadcasters Association. Host Farm Resort hotel, Lancaster.

April 20-22—Annual spring meeting of Oregon Association of Broadcasters. Speakers include FCC Chairman Rosel Hyde; Vincent Wasilewski, president, National Association of Broadcasters; Maurie Webster, vice president and general manager, CBS Spot Sales, New York, and Bill Lawrence, ABC, Washington. Maverick hotel, Bend.

April 20-22—Seventh annual convention, Texas CATV Association, Marriott motor hotel, Dallas.

April 20-23—Annual spring meeting of Mississippi Broadcasters Association. Edgewater Beach hotel, Biloxi.

April 20-23—50th anniversary annual meeting of the American Association of Advertising Agencies. The Greenbrier, White Sulphur Springs, W. Va.

■April 21—Spring meeting of the Missouri Broadcasters Association. Lodge of the Four Seasons, Lake Ozark.

■April 21—Presidential banquet of Alpha Epsilon Rho, the national honorary radio-television fraternity. Guest speaker will be Alvin M. King, director of state liaison for the NAB. Gateway hotel, St. Louis.

April 21-22—Annual spring meeting of West Virginia Broadcasters Association. Speakers include FCC Commissioner Kenneth Cox; Representative Harley Staggers, Chairman, House Commerce Committee. Holiday Inn, Huntington.

April 21-29—Seventh annual "Golden Rose of Montreux" television contest sponsored by the European Broadcasting Union (EBU) and organized by the City of Montreux in collaboration with the Swiss Broadcasting Corp. Montreux, Switzerland.

April 22—Meeting of the Georgia AP Broadcasting Association. Parliament House, Atlanta.

April 22—Final deadline for film entries in the 14th International Advertising Film Festival, to be held in Cannes, France, sponsored by the Screen Advertising World Association. Information may be obtained from



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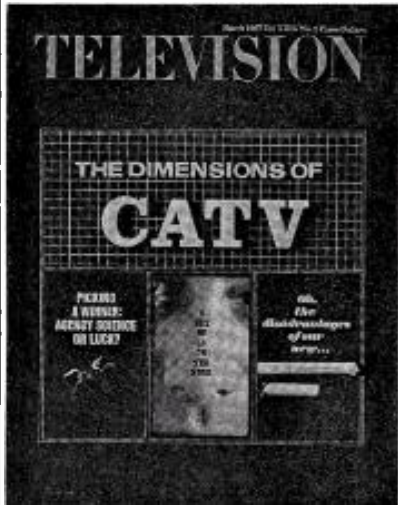
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Movierecord Inc., 845 Third Ave., New York, SAWA's U.S. representative.

April 22—Northwest regional conference of Sigma Delta Chi, professional journalistic society. Washington State University, Pullman, and University of Idaho, Moscow.

April 22-23—Spring convention of the Louisiana Association of Broadcasters. Shreveport.

April 24-27—32d national convention of the Audio Engineering Society. Hollywood Roosevelt hotel, Hollywood.

April 24-28—Seventh annual television newsfilm workshop sponsored by the National Press Photographers Association. University of Oklahoma, Norman.

April 28—Annual convention luncheon of the American Newspaper Publishers Association. Speaker will be James McCormack, chairman and chief executive officer of the Communications Satellite Corp. Waldorf-Astoria hotel, New York.

April 27—Annual meeting of the stockholders of Trans-Lux Corp. to elect directors and to transact other business. 625 Madison Avenue, New York.

April 27-29—Spring meeting, Kentucky CATV Association. Continental Inn, Lexington.

April 28—Annual meeting of the stockholders of Chris-Craft Industries Inc. to elect directors and to transact other business. 440 Grand Avenue, Oakland, Calif.

April 29—Region 9 conference of Sigma Delta Chi, professional journalistic society. Laramie, Wyo.

April 29—Annual awards banquet of Alpha Epsilon Rho, national radio-TV fraternity. Speaker will be Elmer Lower, president of news, special events and public affairs for ABC. Washington State U., Pullman.

MAY

May 1—Deadline for reply comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 mc through 91.9 mc).

May 2—Annual stockholders meeting of RCA. Waldorf-Astoria hotel, New York.

May 2—Annual meeting of Teleprompter Corp. 50 West 44th Street, New York.

May 2-3—Annual spring meeting of Missouri Broadcasters Association. Speakers include Sherril Taylor, vice president for radio of National Association of Broadcasters. University of Missouri, Columbia.

■May 3—New deadline for reply comments on FCC's proposed rulemaking that would prohibit AM, FM, and TV licensees from broadcasting "station-identification announcements, promotional announcements, or any other broadcast matter" that either leads or attempts to lead listeners to believe that a "station has been assigned to a city other than that specified in its license."

■May 3-5—1967 Electronics Components Conference sponsored by the Electric Industries Association and the Institute of Electrical and Electronics Engineers. Speakers include Dr. M. E. Lasser, chief scientist of the Army. Marriott Twin Bridges motor hotel, Arlington, Va. Advance reservation forms are available from: Mr. John P. Sheridan, 1967 Electronic Components Conference, Sprague Electric Co., 3900 Wisconsin Avenue, Washington 20016.

May 3-7—16th annual national convention of the American Women in Radio and Television. Speakers include Vincent Waslewski, president, National Association of Broadcasters. Marriott hotel, Atlanta.

May 4-6—Annual spring meeting of Kansas Association of Radio Broadcasters. Speakers include FCC Commissioner Kenneth Cox; Douglas Anello, general counsel of National Association of Broadcasters, and Kansas Governor Robert Docking. Ramada Inn, Topeka.

NAB RADIO PROGRAM CLINICS

May 18-19—Hotel Utah, Salt Lake City

May 22-23—Rickey's Hyatt House, Palo Alto, Calif.

May 25-26—Skirvin hotel, Oklahoma City

June 4-5—Holiday Inn, Nashville

June 6-7—Sheraton Cadillac, Detroit

June 8-9—Marriott motor hotel, Philadelphia

May 5—Annual breakfast of the UPI Broadcasters of Kansas. Ramada Inn, Topeka.

May 5-6—Distinguished awards banquet and region 11 conference of Sigma Delta Chi, professional journalistic society. San Francisco.

May 8-9—Executive committee meeting, National Community Television Association. Madison hotel, Washington.

May 8-10—Annual spring meeting of Kentucky Broadcasters Association. Stauffer's Inn, Louisville.

May 8-11—Special exhibition titled "Successful American Advertising II" co-sponsored by ABC Annonsbyra AB, Swedish ad agency, and the U.S. Trade Center. U.S. Trade Center for Scandinavia, Stockholm. Agencies wishing additional information on the exhibit can contact Mr. Grunberger, ABC Annonsbyra AB, Vasagatan 11, Stockholm C, Sweden.

■May 9—Annual meeting of stockholders of Metromedia Inc. to elect directors and to transact other business. Foster and Kleiser New York Regional Operating Headquarters, Maspeth, N. Y.

May 9—Annual meeting of shareholders of the Communications Satellite Corp. Shoreham hotel, Washington.

May 9—Joint meeting of chapters 1 (Binghamton, N. Y.) and 2 (northeastern Pennsylvania) of The Society of Broadcast Engineers. Speaker will be Edward M. Noll, author, editor and broadcast engineer. The Colonial Motor Inn, Vestal, N. Y.

May 10—47th annual stockholders meeting of International Telephone and Telegraph Corp. Atlanta Biltmore hotel, Atlanta.

May 10—Annual meeting of stockholders of Capital Cities Broadcasting Corp. to elect directors and to transact other business. Schine-Ten Eyck hotel, Albany, N. Y.

May 11—Annual meeting of the New Jersey Broadcasters Association. Rutgers University, New Brunswick, N. J.

May 11-13—State convention of the Iowa Broadcasters Association. Speakers include Vincent Waslewski, president, National Association of Broadcasters. Holiday Inn, Waterloo.

May 12-13—Meeting of the Virginia AP Broadcasters. Roanoke.

■May 12-13—Region 1 conference of Sigma Delta Chi, professional journalistic society. Featured speaker will be former Governor George Wallace of Alabama. Boston.

May 13—Annual meeting of the Chesapeake AP Broadcasters Association. Baltimore.

May 14-16—Annual spring meeting of Pennsylvania Association of Broadcasters. The Inn, Buck Hill Falls.

■May 15—Station Representatives Association presents its annual Silver Nail—Gold Key awards luncheon program. Plaza hotel, New York.

May 16—Broadcast Advertising Club of Chicago "Broadcasting Man of Year" award dinner. Ambassador West, Chicago.

May 16-19—Annual convention and trade show, National Community Antenna Television Association of Canada. Chantecier hotel, Ste. Adele (Montreal).

■Indicates first or revised listing.

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■May 17-18—Television code board meeting of the NAB. Washington.

May 17-20—Annual spring convention of Illinois Broadcasters Association. St. Nicholas hotel, Springfield.

May 17-20—Annual spring convention of Montana Broadcasters Association. Finlen hotel, Butte.

May 18—Annual meeting of the Montana AP Broadcasters Association. Finlen hotel, Butte.

May 18-21—Western States Advertising Agencies Association 17th annual conference. Theme is "The other side of the looking glass"; businessmen outside advertising review the business. Palm Springs Spa hotel, Palm Springs, Calif.

May 22-25—Spring meeting of the International Radio Scientific Union co-sponsored by the organization's U.S. and Canadian national committees. Ottawa.

May 22-26 — 5th International Television Symposium. Speakers include Federal Councillor R. Gnagi, head of the Swiss Federal Department of Transport, Communications and Power. Montreux, Switzerland.

May 22-29—Executive council meeting of the Inter-American Association of Broadcasters. Buenos Aires.

■Indicates first or revised listing.

OPEN MIKE ®

Something for the carpers

EDITOR: We maintain a file of ammunition to enclose with replies to letters of criticism. The BROADCASTING April 3 report on FCC Commissioner Lee Loewinger is something we'd like to add to the ammunition file.

May we have permission to reprint it?—*Douglas B. Grant, vice president, TV operations, WMT-TV Cedar Rapids, Iowa.*

(Permission granted. Article reported Commissioner Loewinger's talk in which he said government tinkering is more likely to hurt than improve the quality of TV programming, and at same time took issue with views of Fred W. Friendly, former CBS News president)

'Yearbook' is the answer

EDITOR: We are anxious to obtain a list of TV and radio stations throughout the U. S., not classified into cities or even states but simply listed alphabetically according to their call letters.—*Charlotte O. Bradley, audio-visual coordinator, Daniel J. Edelman and Associates, San Francisco.*

(The 1967 BROADCASTING Yearbook contains state by city directories of AM FM TV stations, as well as alphabetical listings by call letters, among its 51 separate directories. A limited number of copies of this 610-page one-book library of television and radio information are available at \$5. Order Circulation Department, BROADCASTING, 1735 DeSales St., Washington, D. C. 20036.)

For agency's library

EDITOR: I would like to order the 1967 BROADCASTING Yearbook . . . —*Mary Alice Tayon, librarian, Winus Brandon Co., St. Louis.*

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1 New York, Fred fought off six competing stations for the hearts of 200 young females, 18 to 34 — an r victory for the suave, sophisticated caveman. (WNEW-TV, Monday-lay, 6:30-7:00 PM.)

1 Albuquerque, television's Num-One matinee idol delivered 51% ae young female viewers in his : period — more than both of his petitors combined. (KGGM-TV,

Monday-Friday, 4:30-5:00 PM.)

In Evansville, Mike Douglas proved no match for Fred Flintstone. Fred's 43% share of the young women not only won the time period in this three station market, but topped Douglas by nearly 30% in young women, 18 to 34. (WTVW, Monday-Fri-day, 4:30-5:00 PM.)

In Minneapolis-St. Paul, not even Huntley-Brinkley, the CBS News, or Beaver could deter Fred's magnetic power with the young females. Hence, a winning 30% share of the young women in his time period. (WTCN-TV, Monday-Friday, 5:30-6:00 PM.)

In Washington, D.C., "The Flintstones" captured a 40% share of the

young ladies on Capitol Hill, beating out each of the three network affiliate stations with an advantage of 65% more young women than his closest rival. (WTTG, Mon.-Fri., 6:00-6:30 PM.)

In Kansas City, Missouri, Fred turned on the charm and scored an impressive 35% share of the young adult female audience in his time period. (KMBC-TV, Mon.-Fri., 5:00-5:30 PM.)

Fred is available with his unusual ability to attract an impressive share of young women in 166 half-hour full-color episodes. **6** SCREEN GEMS

Source: Ratings and audience composition estimates are based on ARB reports for January 1967 (New York, Minneapolis-St. Paul, Kansas City, Missouri) and November 1966 (Albuquerque, Evansville, Washington, D.C.) and are subject to qualifications published by the ratings service. © Hanna-Barbera 1967



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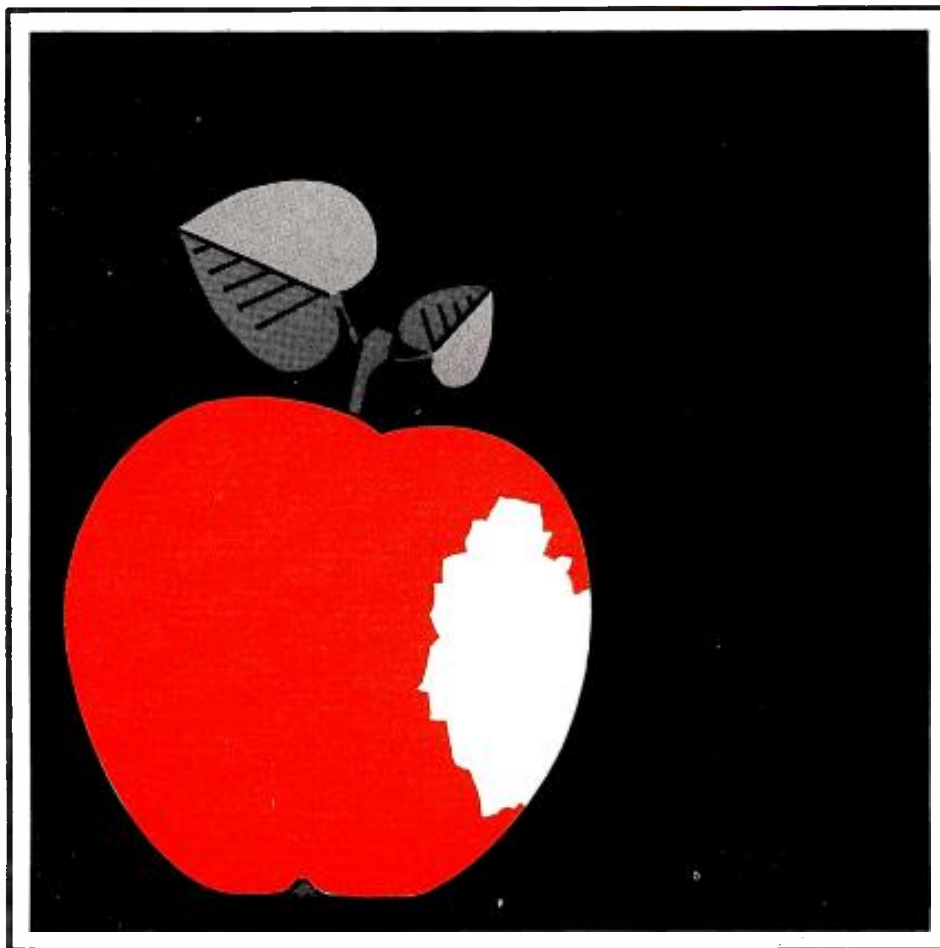
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Sudden turns in copyright bill

House kills CATV exemptions, leaving cables to fight for protection in Senate; new push by recording artists for broadcast royalties

A new copyright bill that portends upheavals in the economics of broadcasting was passed last week by the House and was nearing completion of study in the Senate.

The House adopted legislation that would, in the opinion of most authorities, impose total copyright liability on all CATV systems. If the House bill were to become law, according to these authorities, it would create a whole new relationship between broadcasting and CATV. In the long run, it is believed, it could lead to major changes in the licensing of program rights to broadcasters and, perhaps through them, to CATV.

Meanwhile the Senate heard appeals from recording artists for legislation that would establish their right to collect royalties from records played on the air. A similar appeal had come earlier from the manufacturers of records. If that legislation were passed, the broadcasters' bill for the right to use music would be significantly increased. Under existing and proposed legislation broadcasters are obliged to pay royalties—now amounting to some \$60 million a year—to music composers, authors and publishers.

The recording artists made their appearance as a Senate subcommittee was nearing the end of hearings on the copyright overhauling that has engaged both houses of Congress (see page 29).

Major Alterations ■ The copyright bill under consideration by a subcommittee of the Senate Judiciary Committee is identical to the one that was presented to the House, but it emerged from the House with important changes.

In the House the section of the bill that would have provided various degrees of copyright exemptions for various types of CATV services was killed on the floor. An amendment that would have exempted all CATV's from all copyright liability was defeated.

The original CATV section is still in the Senate bill. Whether the subject of CATV will be reconsidered by the Senate subcommittee could not be learned last week. The subcommittee took comprehensive testimony on CATV last year and has indicated no desire to reopen the question.

CATV interests, however, made no secret last week—after their rebuff in the House—of their intentions to press their case for exemptions in the Senate. The House action was viewed as a sec-

ond blow to CATV. The first came last year when a federal district court in New York ruled that CATV was liable to the existing copyright law. An appeal from that decision is pending.

The House debate on the copyright bill, which if enacted would be the first full-scale revision since the original bill was adopted in 1907, started two weeks ago, but was put over to last week after provisions relating to CATV, educational broadcasting and juke boxes, among others, came into dispute. Last week, amendments were accepted liberalizing what educators had characterized as restrictions on instructional broadcasting. Juke-box operators, who are specifically exempt from copyright liability in the present law, won a compromise; instead of being subject to an average of \$19.80 in royalties per juke box annually, they achieved a reduction to \$8.

Among the fundamental benefits copyright owners would gain through the House-passed bill would be the extension of the life of a copyright from the present 56 years to the author's or composer's life plus 50 years; an increase in royalty payment by record makers from 2 cents a record to 2.5 cents a record. Penalties for infringe-



Cable association's Ford
Hope now turns to the Senate



Judiciary's Cellar
No exemptions for CATV

ment would be doubled to \$20,000 from \$10,000 for willful violation.

Deletion Agreement ■ The move to delete the CATV provisions came after a weekend recess which saw an agreement worked out between Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, and Representative Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee. This followed charges at the first floor session on copyrights that the CATV provisions were intended as an indirect means of regulating CATV and were therefore in the jurisdiction of the Commerce Committee. One of these provisions removed all exemptions if a cable system originated programs. The only exceptions were for time, weather and news. Mr. Staggers charged, and in this he was backed by the whole weight of the CATV industry, that the origination provision was a regulatory device. CATV regulation, Mr. Staggers stressed, belonged in his bailiwick.

The agreement to delete the CATV provisions from the copyright bill and permit the House Commerce Committee to deliberate on this matter was relayed to the House by Representative Richard L. Ottinger (D-N. Y.), who offered the amendment to delete.

During the floor discussion on this motion, Mr. Ottinger and others at various times stressed that this move would place CATV completely under copyright liability. At other times, Mr. Ottinger and others bracketed this position with last year's decision of U. S. District Judge William Herlands that CATV comes under the term of "performance" as used in the present copyright law and makes cable operation fully subject to the payment of royalties (BROADCASTING, May 30, 1966). This is the decision, rendered in the litigation between United Artists Corp. and Fortnightly Corp., that has been appealed.

No Way Out ■ "If my amendment is adopted," Mr. Ottinger said at one point, "it will have the effect of leaving all CATV fully subject to copyright protection, with no exception whatsoever, under a recent decision of the federal district court of New York."

Later, Mr. Ottinger, replying to an inquiry on the New York case from another member, said: "That is my understanding of the decision of the federal court in New York, which is now subject to appeal. But as of now the situation would be that CATV would be subject to copyright liability in all of its transmissions."

Mr. Ottinger's proposal was adopted on a voice vote.

Later, when Representative Arch A. Moore Jr. (R-W. Va.) moved the exemption amendment for CATV, floor



Leadoff witness for the aggregation of recording stars who hope to persuade the U. S. Senate to place them under copyright protection was Mitch Miller, TV personality and producer (r). Mr. Miller contended that performers add a special ingredient to recordings that make them hits. They are, he insisted, entitled to payment when their records are played by broadcast-

ers, just as composers, authors and publishers are. The array of glittering names plumping for performer rights was guided by Michael V. DiSalle, former governor of Ohio (l) who is special counsel for the group, known as the National Council of Recording Arts. The stars testified April 11 before a Senate copyright subcommittee.

debate heated up. Mr. Celler, wrathful, charged that the move would "frustrate" the agreement between the Commerce Committee and the Judiciary Committee. That agreement, the New York Democrat declared, permits the Commerce Committee to decide on the regulation of CATV; after that copyright considerations again would be considered by the Judiciary Committee. Warming up, Mr. Celler continued: "Why should CATV be free from payment of copyright royalties? Why should it get a preference which is not accorded to other industries? Radio pays royalties. Juke boxes will pay royalties. Cabarets will pay royalties. Concerts pay royalties. Movies pay royalties. Theaters pay royalties. . . ."

The more than 1,500 CATV systems, Mr. Celler said, pick up programs from licensed TV stations and networks "and siphon off programs which, according to what the amendment would imply, would charge the listeners fees, but would pay nothing in the way of royalties to that which is the *sine qua non* of CATV, the work of the creative artists . . . [CATV] would become free riders."

Noes Have It ■ Joining Mr. Celler in his opposition to the Moore amendment were Representatives Ottinger, Robert W. Kastenmeier (D-Wis.), and William Springer (R-Ill.). Mr. Springer termed the move a "backdoor" approach to take CATV out from under copyright law and the Herlands deci-

sion. Mr. Kastenmeier had headed the House subcommittee which had evolved the proposed copyright bill.

The Moore amendment was defeated by a 57 to 17 vote.

Mr. Staggers and his Commerce Committee some time ago reported out a bill to the House floor giving the FCC complete jurisdiction over CATV. This proposed bill also included a section prohibiting cable systems from originating programs, with the same exceptions. This bill never got to the floor of the House; it was bottled up in the Rules Committee and was lost when the 89th Congress adjourned last year.

Good News ■ Paul B. Comstock, chief of government affairs at the National Association of Broadcasters, expressed satisfaction at the turn of events in the House. In a special report to members, NAB's government affairs department stressed that under the House bill CATV systems are "fully liable" for all copyrighted material which they retransmit. "They have no exemption whatsoever," it said.

NAB said it was prepared to agree to a solution of the CATV problem, as originally proposed, with some clarifying amendments. These would have exempted CATV's that retransmitted signals of TV stations within their own service areas or provided service to underserved areas and that originated nothing more than a limited class of unsponsored public service programming.

The NAB amendments, accepted by



Glamorous Julie London wasn't exactly coifed for TV cameras last week when she appeared before a Senate copyright committee, but she put on a good performance. One of the group of recording stars seeking copyright protection for performers, she added a fillip to her testimony by playing a recording in which her only lyrics were the words "Mickey Mouse."

the leadership of the House would have preserved exclusive performance rights to programs which broadcasters bought to show in their own market, NAB observed.

"Broadcasters have lost nothing by the House action and we are now in a position to examine the whole question of possible limited exemptions from copyright liability for CATV systems," the statement concluded.

Bad News ■ But Frederick W. Ford, president of the National Community Television Association, viewed the House action differently. "With the striking of the CATV section," he said, "should the Herlands decision be affirmed, HR-2512 as passed by the House would make CATV completely liable for copyright payment along with apartment house owners, hotels, motels etc." He then said: "We believe that the Senate will not allow this to stand and have hopes that the result will be fair legislation."

Originally, Mr. Ford's statement did not include the reference to the Herlands decision. This was added late Thursday afternoon.

Mr. Ford's attitude, especially the tying of the interpretation of the House action to the Herlands decision was seconded by two Washington attorneys who represent CATV clients.

Notes of Hope ■ Robert H. L'Heureux, recently resigned general counsel of the NCTA and now a member of the law firm of Smith and Pepper, Wash-

ington, said he was convinced from reading the revised bill and from the floor debate that the liability of CATV systems to the new copyright law would be questionable, if the Herlands decision were reversed. The House-approved bill does not change the fact that the question of CATV liability for copyright payments is in litigation, he said, and should the court reverse Judge Herlands, that final decision would be the law of the land.

E. Stratford Smith, a long-time counsel for CATV groups (he is special counsel for NCTA) and one of the lawyers involved in the United Artists-Fortnightly case, was equally as convinced. "The deletion of Section 111 [the CATV provisions] in the House bill leaves the question of CATV's liability to the outcome of the present litigation [United Artists vs. Fortnightly]," he said.

A strong demurrer was entered against this reading of the House's action by Ernest W. Jennes, counsel for the Association of Maximum Service Telecasters and for several broadcast groups.

"As a consequence of the deletion of Section 111, it is perfectly clear from the language of the bill and from what was said on the floor of the House that CATV is fully liable," he said.

The statements of the three lawyers were in response to inquiries from this magazine.

Performers ask more royalties

But Anello points out plays on air increases their take from record sales

The performers who make hit records today—and some who made them in years past—appealed to Congress last week to cut them in on the royalties broadcasters already pay to composers, authors and publishers.

But Douglas Anello, speaking for the broadcasters, who oppose the artists' proposal, observed that the very popularity of the famous names on the witness list could be attributed in large part to the exposure given them by the broadcasting industry.

The star-studded cast, appearing for the second round before the Senate Judiciary Subcommittee (BROADCASTING, March 27), included Mitch Miller, Red Foley, Julie London, Bobby Troup, and others. Representing them, organized as the National Council of Recording Arts,

was Michael V. DiSalle, former governor of Ohio.

Also lending support was Herman D. Kenin, president of the American Federation of Musicians (AFL-CIO).

All urged the committee to add a section to the pending new copyright bill which was passed by the House last week (see page 27). They asked for a law requiring royalty payments to performers every time a broadcaster plays the record on the air. They also asked the committee to make juke box-operators pay performer fees.

Team Effort ■ Leveling their fire principally at broadcasters, the performers hammered at the theme that they are the only artists who do not receive payment for repeated use of their contributions to a recording "used for commercial profit."

Mitch Miller, former CBS personality and now a TV producer, stressed that it "takes the combined talents of the composer, the performer, the arranger and the record producer to give a song all the ingredients of a hit."

Anticipating the argument that record plays on the air help sales, Mr. Mitchell disagreed. Sales are down, he said, and to make matters worse: "It is quite prevalent among very many stations . . . to play records without giving an acknowledgement of the performers on that record in order to save more time for commercials. . . ." With automation, he added, this problem is compounded.

Payment for recorded music "should be considered just as logical an expense to broadcasters," Mr. Miller said, "as their equipment, as their management, as their buildings."

Red Foley, dean of country and western music, decried the absence of live performances on broadcast stations today. Recording artists, he emphasized, "have simply been recording themselves right out of business." This same thing, he said, has happened in clubs and lounges; performers have been displaced by juke boxes.

Musicians Too ■ Broadcasters were also attacked by Herman Kenin, president of AFM, who charged that broadcasters "have built their vast industry on musical performance and huckstering between broadcasts of phonograph records and who today devote 80% of their profitable program time to playing free records."

Mr. Kenin asked the committee to vest copyrights in the performer independent of the record makers.

Among other witnesses before the committee, Rogan Jones, president of International Good Music, Bellingham, Washington and former broadcaster, asked for clarification of a portion of the copyright bill that requires a copy of a copyrighted piece to be destroyed after six months. This can destroy the automation of radio programming, he said. He also asked that the bill deter-

mine explicitly who the ultimate copyright owner is so that clearances can be secured from a single source.

IGM syndicates taped music services for radio stations. It also manufactures automation equipment.

NAB's Reply ■ Countering the record artists' requests to be put under the copyright umbrella, Mr. Anello, general counsel for the National Association of Broadcasters, noted that he had "a difficult act to follow." Appearing as lead-off witness on Wednesday morning (April 12) following the artists' joint presentation before the subcommittee the day before, Mr. Anello observed in an aside to the panel that the very popularity of the artists "could be attributed in some small measure to their exposure on radio and television." Then

problem, he said. Composers must, once a work has been licensed for recording, permit others to record the same work upon payment of statutory license fees. This, under both existing law and under proposed copyright revision, he said, is designed to prevent monopoly. Record companies, on the other hand, have exclusive contracts with most artists, Mr. Anello charged, thus it would appear that "copyright and performance rights for record manufacturers would promote such a monopoly. . . ."

Artists Gain ■ Dealing with rights for performers, the NAB spokesman re-emphasized that benefits accrue to artists from wide exposure on radio and TV. He noted that performers receive royalties on each record sold and cited the practice of manufacturers giving

fifty years. This would enable users, he said, to better determine if the matter was still under copyright. He also urged elimination of mandatory penalties in cases of innocent infringement.

Breach Concepts ■ Mr. Anello concluded that the proposed imposition of performers' fees would "breach all known copyright concepts," as well as upset tradition and "create tremendous complexities for all users of music."

In questioning after delivery of his prepared remarks, Mr. Anello elaborated on the sort of complications that could be expected if Congress should enact copyright for performers. He envisioned the creation of "one or two new music licensing organizations" and an increase in record keeping—most burdensome to smaller stations—"to determine who got what out of the pot."

At the beginning of his presentation, Mr. Anello introduced into the record a statement of NBC Inc. in support of the NAB position on performers' rights.

Against Exemptions ■ In other testimony, Burton Lane, president, American Guild of Authors and Composers, accompanied by Leon Kellman, counsel, opposed unlimited exemption for educational television and any exemption for CATV, except for strictly local operations. Performer's rights were also attacked as "out of order in connection with the pending copyright legislation." A performing royalty, and the whole matter of "neighboring rights," is a question separate from copyright, said Mr. Kellman.

A panel led by Eugene N. Aleinikoff, general counsel, National Educational Television, testified on problems confronting instructional television under present and proposed law. In general, the group urged clarification of the "fair use" provisions, which would grant exemptions for certain classroom or scholastic use of copyrighted matter, and advocated elimination of a 100-mile limit on transmissions subject to ETV exemptions. (The 100-mile limit was deleted from the House copyright bill before passage last week.)

A study of the Senate bill's projected impact on ETV stations was entered into the hearing record by Chalmers Marquis of the National Association of Educational Broadcasters. Prepared by M. H. Seiden & Associates Inc., Washington consultants, the study shows that the loss of exemptions for ETV would increase educational-station operations by about 21% and the cost of local ETV programming by about 53%. As estimated, a station's cost for administering copyright clearance would exceed the amount actually paid for clearances. Total annual cost per ETV station was estimated at \$52,800, of which \$33,000 would be administrative costs.

One more day of hearings is scheduled by the Senate subcommittee, April 27, when rebuttal will be taken.

FCC to take second look at CATV ownership

Less than two years after it decided not to ban TV-CATV cross ownership (BROADCASTING, Aug. 2, 1965), the FCC wants to take another look at the ownership and control of CATV's by licensees in "other communications services."

The commission last week issued a notice of inquiry into whether its present rules on multiple ownership, duopoly, concentration of control and diversification of mass media "should be adapted to ownership and control of CATV by licensees, or whether other more appropriate standards are indicated."

In a companion move the FCC terminated its 1965 inquiry into acquisition of CATV's by TV licensees.

The commission said that as it gathers information in this new inquiry it may find gaps in the data supplied by CATV's last winter regarding ownership, subscribers and carriage. Looking toward that possibility, the commission is also seeking comments on whether that CATV data should be updated or should be

required to be filed on a "continuing basis to reflect changes and new entry." If appropriate, the commission added, this part of the inquiry could be separated from the ownership patterns and "expedited for early consideration and action."

The notice of inquiry was brought about by CATV's "emerging pattern of growth" and the fact that they are "ceasing to be simply a passive reception device" in outlying areas. CATV, the commission said, "is developing into a significant force in communications on its own merits" and it is showing an "increasing trend toward program origination."

There is no immediate rulemaking planned, the FCC said, but if "the early responses . . . appear to justify such action, this inquiry may be expanded to include a proposed rule-making . . . to establish guidelines for the ownership and control of the CATV industry."

Filing dates on the inquiry are June 6 for comments and June 21 for reply comments.

in his prepared remarks he said that the NAB could see "no justification for extending performance rights to either the manufacturer or the performer."

Record manufacturers had gone on record as favoring such rights during an earlier round of hearings (BROADCASTING, March 27). Provisions extending copyright to performers and manufacturers are embodied in an amendment to the Senate bill offered by Senator Harrison Williams (D-N. J.).

As for recording company rights, Mr. Anello said the NAB finds it "extremely difficult to determine what is intellectually created by a record manufacturer. . . ."

Compulsory licensing also presents a

free records to stations to insure widespread air play, which in turn is generally believed to stimulate sales. As for the argument that stations can over-expose certain popular records, cutting into sales, Mr. Anello observed: "Certainly the [financial] history of the record industry over the past 20 years does not indicate that exposure to the public by broadcasting causes people not to purchase records. As a matter of fact, the reverse would appear to be true."

Turning to other aspects of the proposed legislation, Mr. Anello asked that the duration of copyright be fixed for a definite number of years, rather than for the life of the copyright holder plus

Pittsburgher Jack Elliott watched your commercial twice.



You almost had a sale.

Nice try.

If you only could have afforded to keep that campaign on the air one more week . . . It's like driving a big, expensive car. Unless you can afford it, you're liable to run out of gas before you get home.

Here's the point: For the same money you spend on station B or station C, you can spread your campaign over a longer period of time on WIIC-TV . . . without sacrificing frequency. Total messages delivered* will be as great . . . or greater. CPM will be as low . . . or lower. But most important, you get a better chance of getting home to Jack Elliott and millions like him.

Take the 11 P.M. News. On WIIC-TV you get a five-week campaign for less

than the cost of two weeks on station B. You get three weeks on WIIC-TV for much less than two weeks on station C.

And Jack Elliott goes fishing for two weeks every year.

Continuity: The more often a commercial runs, the better chance it has of being seen. That's frequency. The more weeks it runs, the better chance it has of being seen often. That's continuity. If you can't run your message every day or every week throughout your campaign you must find the optimum. You must seek efficiency in your TV buys. For some eye-opening facts about efficient selling in Pittsburgh, contact General Sales Manager Len Swanson or your Petry-TV man.

*November 1966 NSI TV audience estimates. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.



FULL COLOR WIIC-TV 11

FIRST IN EFFICIENCY IN PITTSBURGH

Basic NBC Television Affiliate

Cox Broadcasting Corporation: WIIC-TV, Pittsburgh; WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; W100 AM-FM, Miami; KTVU, San Francisco-Oakland

Westinghouse balks at NBC plan

McGannon says stations won't clear for movies when commercials exceed present limits; instead, he wants harder ground rules against excesses

Westinghouse Broadcasting Co. has served notice that its stations will not clear network movies exceeding current ceilings on movie commercials, and that, in fact, it believes there should be a tightening of commercial time standards all down the line.

These views, said also to favor clustering commercials, limitations on program interruptions and product impressions and no increase in station-break time, were reported last week to have been sent in a letter to NBC President Julian Goodman by Donald H. McGannon, chairman and president of WBC.

The letter apparently followed a face-to-face discussion of NBC's action "reserving the right" to increase the number of commercials in its movies from 14 to 16 next fall. Persons familiar with the letter's contents said it indicated NBC officials had solicited Mr. McGannon's views on time standards generally, aside from the movie-commercial issue.

Mr. McGannon reportedly agreed with the NBC argument that program costs are going up, especially feature-film costs, but also contended that the networks themselves had helped trigger the price rise first by getting into and then by expanding the presentation of movies and that in any event he didn't think relaxation of commercial time standards should be the answer.

It was understood he also raised a question about what effect simply raising commercial limits would have on a public frequently told that—as Fred Friendly claims in his current book—television is "a profit machine."

Fears Trend ■ He was also said to feel that increasing the number of movie commercials would start a new trend that might be impossible to stop, leading to expansion of commercial time in other periods. Of all the principal types of programing, he reportedly argued, movies are least well-suited to numerous interruptions.

It has been widely known that Westinghouse was opposing expansion of commercial time in the movies, but Mr. McGannon's letter was believed to be the first formal notice that Westinghouse stations would refuse to clear network movies if their commercial content is increased.

Mr. McGannon reportedly acknowledged that the decision was a hard one but emphasized that this fact—plus the cost and difficulty of securing adequate substitute programing—pointed up the seriousness with which Westinghouse regards the issue.

Westinghouse has two stations affiliated with NBC-TV (WBZ-TV Boston, KYW-TV Philadelphia), two with CBS-TV (KPX San Francisco, KDKA-TV Pittsburgh) and one with ABC-TV (WJZ-TV Baltimore). Although the decision not to clear for movies carrying extra commercial time was communicated to NBC, presumably it would apply to any network movies in which commercial time was expanded.

Refusal to carry such movies would be in line with the action by Westinghouse's WJZ-TV a year ago in refusing to clear ABC-TV's *Batman* program after a fourth commercial minute was added.

Thus far only NBC has gone so far as to "reserve the right" to increase movie commercials. Officials of CBS and ABC

have come out against the idea but have also indicated that, if one network should adopt it, they might have to follow suit for competitive reasons.

In addition to opposing extra commercials in network movies, Mr. McGannon was said to have offered ideas for a general overhaul of commercial time standards, designed both to reduce the amount of commercial time and to limit the number of times programing may be interrupted.

He was said to have explicitly rejected the argument, currently being advanced by many station representation firms and many stations, that break-time between network programs should be increased beyond the present 42 seconds at night and beyond the somewhat more liberal limits outside of prime time. In addition, it was understood that he thought prime-time breaks should be limited to two product or other impressions.

Already Policy ■ Except for his proposals for clustering commercials, not permitted under current provisions of the National Association of Broadcasters' television code, most if not all of the limitations he proposed are understood to have been in effect at Westinghouse stations for some time.

Mr. McGannon's views, which presumably will also be communicated to the NAB Code Authority for consideration in its pending review of time standards, were said to envision limits substantially below the code's present ceiling of 10 minutes, 20 seconds of commercial material per hour in prime time and 16 minutes, 20 seconds an hour in nonprime periods.

Highlights of his proposals, as learned last week, were as follows, to be applicable to both network and local programing and to both network-affiliated and independent stations:

■ Prime-time programs. — No more than three minutes of commercial matter per half-hour or six minutes per hour (aside from station breaks), with public service and promotional announcements to be counted as commercial matter. No more than two program interruptions per half-hour and three per hour (aside from station



WBC's McGannon
Sounds a definite 'No'

Everything's
Coming Up

COLOR



NOW! LOCAL LIVE COLOR . . .

Plus The Finest Facilities For

- ★ Color film
- ★ Color slides
- ★ Color video tape
- ★ Color film processing

**CREAM OF NBC AND CBS
COLOR SHOWS**

wapi-tv
Channel 13 Birmingham, Alabama

**BIRMINGHAM'S ONLY
FULL COLOR STATION**

Represented nationally by Harrington, Righter & Parsons, Inc.

WHAT'S NEW?

What half-hour daily **color** episode in any time strip can boost your ratings?
 What famous television series is now back in production with 195 new first-run shows to enliven your schedule?

What daily series could work in so many different time slots?

9:30 AM	WGN	Chicago (Continental Broadcasting)	5:30 PM	KATV	Little Rock (Griffin-Leake)
10:00 AM	WLW-I	Indianapolis (Avco)	6:00 PM	WIRL	Peoria
11:00 AM	WAGA-TV	Atlanta (Storer)	6:30 PM	WZZM	Grand Rapids
12 Noon	KMBC-TV	Kansas City (Metromedia)	7:00 PM	WJBK	Detroit (Storer)
12 Noon	WWL	New Orleans	7:30 PM	WNEW-TV	New York (Metromedia)
12 Noon	WDSM	Duluth	7:30 PM	WKBS-TV	Philadelphia (Kaiser)
2:00 PM	WTOL	Toledo (Cosmos)	7:30 PM	KTTV	Los Angeles (Metromedia)
3:00 PM	KTVU	San Francisco (Cox)	7:30 PM	WKBG	Boston (Kaiser)
3:30 PM	KING	Seattle	7:30 PM	WTTG	Washington (Metromedia)
3:30 PM	WSFA	Montgomery (Cosmos)	11:30 PM	WTVJ	Miami (Wometco)
4:30 PM	WHIO	Dayton (Cox)	Fall 1967	WBEN	Buffalo
5:30 PM	KBTW	Denver (Mullins)	Fall 1967	KPLR-TV	St. Louis

Who is producing such ratings results?

	<u>Time</u>	<u>Rating</u>	<u>Share</u>	<u>Note</u>	
Kansas City	Noon (m-f)	8	32	#1 in young adults 18-49 in time period	Jan.-Feb. 1967*
Detroit**	7:00 PM (m-f)	20	35	#1 in its time period	Jan.-Feb. 1967*
Washington, D.C.	7:30 PM (m-f)	11	19	Attracts more women than any of its competition	Jan.-Feb. 1967*

*These are NSI audience estimates for the periods specified, and are subject to qualifications described in said reports.

**Includes other programming.

What's so new?

The outstanding syndication success available to stations today! Dynamic and fun-loving Bob Barker, who helmed TRUTH OR CONSEQUENCES through 10 successful years is again proving to be television's most delightful master of ceremonies, and, of course, Ralph Edwards, who started the whole thing 27 years ago, is TRUTH OR CONSEQUENCES' Executive Producer.

Put these proven ingredients to work for you Today with the all-new TRUTH OR CONSEQUENCES!



Wolper Television Sales
 A Division of Wolper Productions, Inc.
 A Metromedia Company

485 Lexington Ave.
 New York, New York 10017
 (212) 682-9100

8544 Sunset Blvd.
 Hollywood, California 90069
 (213) OL 2-7075



breaks), and number of product impressions would be limited to five per half-hour and 10 per hour.

▪ **Prime-time movies.**—No more than seven minutes of commercial matter an hour (aside from station breaks), with public service announcements and promos counting as commercial. Billboards and network color logos would be eliminated.

▪ **Billboards.**—Would not count as commercial time but in both prime and non-prime periods would be eliminated except on fully sponsored half-hour shows and on fully or cosponsored hour programs. Where allowed, they would be limited to sponsor identification, with no "sell."

▪ **Programs outside prime time.**—Commercial matter would be limited to five minutes per half-hour and 10 minutes per hour (aside from station breaks), with promos and public service announcements counting as commercial. No more than two interruptions and seven product impressions per half-hour; no more than four interruptions and 14 product impressions per hour (aside from station breaks in both cases). Color logos would be eliminated from all network color shows and program credits would be kept to 30-second maximum.

4A's to look fore and aft

Group to examine past, appraise future during 50th-anniversary meeting

Some 850 members and guests of the American Association of Advertising Agencies, a record number, will meet this week at the Greenbrier, White Sulphur Springs, W. Va., to celebrate the 50th anniversary of the AAAA's founding.

A retrospective look at advertising since 1917, including representative commercials in the growth of television, and at agency-media and agency-client relationships, will share program honors at the annual meeting with a look ahead to the future of the agency business, its ethics and professionalism and its public and government relations.

The meeting opens Thursday morning (April 20) and will continue through a luncheon session Saturday. All but an initial executive session for officers' reports and elections will be open to guests as well as members.

Burnett on Thursday Agenda ■ The

first open session Thursday morning will feature Leo Burnett of Leo Burnett Co., Chicago, and Norman H. Strouse of J. Walter Thompson Co., New York, in examinations of "Our Basic Resource—People."

Atherton W. Hobler, founder-chairman of Benton & Bowles, New York, who was present at the 1917 meeting when AAAA was chartered, will speak at the Thursday luncheon on "The First 50 Years Are the Easiest."

In the Thursday-afternoon session Herbert D. Strauss of Grey Advertising, New York, and Samuel Thurm of Lever Brothers, who is chairman of the Association of National Advertisers, will examine "The Client and His Market," and James J. McCaffrey of LaRoche, McCaffrey & McCall, New York, and Shelton Fisher of McGraw-Hill will look at "Media—The Channels."

At the Friday-morning meeting Maxwell Dane of Doyle Dane Bernbach, New York, will report on "What's Happening in the Agency Business" and H. D. Kennedy of Arthur Andersen & Co., New York accounting firm, will offer "Some Approaches to the Financial Problems of Succession in a Privately Held Agency."

In another Friday-morning session Charles Claggett of Gardner Advertising, St. Louis, and the Right Reverend James A. Pike of the Center for the Study of Democratic Institutions, Santa Barbara, Calif., will examine facets of "Ethics and Professionalism."

International Guests ■ Fifty advertising agency leaders from abroad will be guests at the AAAA convention, and a key official of the Institute of Practitioners in Advertising in England will report at the Friday-afternoon session. Other speakers at that session will be William J. Colihan of Young & Rubicam, New York, and Dr. Jonas Salk of the Salk Institute for Biological Studies, San Diego, on government and public relations, respectively.

Saturday morning's meeting will include a presentation on "Advertising, Past and Future" by Robert J. Koretz, creative consultant, formerly of Foote, Cone & Belding, Chicago, and an address by the AAAA's retiring chairman, Thomas B. Adams of Campbell-Ewald, Detroit. James Reston of *The New York Times* will speak at the closing luncheon.

A selection of "representative commercials" illustrating techniques used in TV advertising from television's early days to the present was being prepared by AAAA authorities for showing during the annual meeting.

There also will be exhibits tracing the history of the association, presenting ads that appeared in 1917 and contrasting 1917 and 1967 advertising for a number of leading products.

K&E to chart a new tangent

Erickson discloses plan to produce TV specials, children's theatre movies

Two unusual moves are planned by Kenyon & Eckhardt to provide its clients with more advertising value per dollar: the production of TV specials and the acquisition of feature films aimed at children and shown in theaters on matinees on Saturday and Sunday.

K & E's diversification action was outlined by Rodney D. Erickson, vice president in charge of television programming, in a speech prepared for delivery last Friday (April 14) before the University of Virginia Graduate School of Business in Charlottesville. He stated that the rising costs of media, particularly TV, require advertising agencies to become "more inventive" and develop approaches designed to increase the value of the advertising dollar.

He noted that the agency has formed a subsidiary, K & E Productions, to handle both the TV specials and the motion-picture projects. In the specials area, he said, the agency will purchase the rights for a drama or musical comedy; hire the producer, director, cast and film studio to make a 90-minute or longer color film of a program. The advertiser would pay for the program as though it were an advertising expenditure, Mr. Erickson said, but the difference is that the ownership of the negative would be with K & E Productions. Profits from repeat, overseas and other sales of the program would be credited to the client's account.

The Theatre Plan ■ In the feature-film undertaking, Mr. Erickson stated, K & E has located a number of pictures designed for children. The plan is for an advertiser to buy the rights for two years for about \$250,000, including print and distribution charges. The motion picture would be leased to a theater on the basis of 80% of the gross revenue to the theater and 20% to the advertiser.

Under this arrangement, according to Mr. Erickson, the advertiser would guarantee to advertise the motion picture and the theater owner would guarantee a trailer, which would be basically a 10-minute commercial in the mood of the show, plus the use of the theater for distribution of samples, sale of products and other promotional devices.

JWT tops in network TV billings

Y&R, Leo Burnett, Ted Bates and B&B follow as leading 26 agencies handle 83% of 1.4-billion TV pie

J. Walter Thompson Co. accounted for \$113,976,900, or 8.1% of the more than \$1.4 billion billed in network TV last year.

A ranking of 26 advertising agencies, responsible for a reported 83.1% of all network billing in 1966, was released last week by Leading National Advertisers Inc., New York, based on an analysis of LNA's network TV summary report.

The LNA analysis rated Young & Rubicam as JWT's nearest contender. LNA said Y & R handled \$109,553,400, or 7.8% of all network billing. Its computations showed the top 10 agencies—JWT, Y & R, Leo Burnett Inc., Ted Bates & Co., Benton & Bowles Inc., Grey Advertising, BBDO, William Esty Co., Foote, Cone & Belding and Dancer-Fitzgerald-Sample — were responsible for 55% of the total network TV pie in 1966.

The ranking of the 26 major agencies with individual network billing in 1966:

Rank	Agency	Total (in thousands of dollars)	% of total network TV billings
1.	J. Walter Thompson	\$113,976.9	8.1
2.	Young & Rubicam	109,553.4	7.8
3.	Leo Burnett	85,291.2	6.0
4.	Ted Bates	77,953.7	5.5
5.	Benton & Bowles	73,556.7	5.2
6.	Grey Advertising	65,116.7	4.6
7.	BBDO	64,608.6	4.5
8.	William Esty	64,218.2	4.5
9.	Foote, Cone & Belding	64,133.5	4.5

Commercial developments

A move to "natural color" in the making of television commercials is to be stressed, among other developments in commercial production, at a showing April 18 in New York of more than 40 TV commercials.

The presentation, at New York's Cinema Rendezvous theater, is being made by the Film Producers Association whose members, FPA said, are responsible "for more than 85% of TV spots nationwide." At screenings, set for 9:40 a.m. and 10:40 a.m., FPA said still other advances in techniques, uses of talent, music, soundtrack and photography will be highlighted.

10.	Dancer-Fitzgerald-Sample	60,513.1	4.3
11.	Doyle Dane Bernbach	50,971.3	3.6
12.	Compton Advertising	43,721.2	3.1
13.	Sullivan, Stauffer, Colwell & Bayes	33,875.1	2.4
14.	McCann-Erickson	32,106.0	2.3
15.	Ogilvy & Mather	26,406.4	1.9
16.	Campbell-Ewald	26,149.0	1.8
17.	Needham, Harper & Steers	22,348.3	1.6
18.	Tatham-Laird & Kudner	20,473.9	1.4
19.	Kenyon & Eckhardt	20,456.1	1.4
20.	N. W. Ayer & Son	20,404.7	1.4
21.	Clyne Maxon	18,559.8	1.3
22.	Lennen & Newell	18,422.8	1.3
23.	Jack Tinker & Partners	17,990.0	1.3
24.	Cunningham & Walsh	15,474.8	1.1
25.	Erwin Wasey	15,164.5	1.1
26.	Parkson Adv. Agency	14,998.4	1.0

B&B's new quarters to increase space 50%

Benton & Bowles said last week it believes its leasing of the 12 top floors in a new 32-story office building under construction in New York represents the largest single office lease ever signed by an ad agency in that city. The agency will move into its new home in April 1968.

The 20-year lease involves an aggregate rental of about \$40 million, includes some 300,000 square feet and will increase space for the major agency about 50%. The building is being erected at 909 Third Avenue. B & B is now at 666 Fifth Avenue. Plans for the new offices include extensive TV production facilities, with a closed-circuit TV system throughout the agency's offices. B & B currently bills \$177.5 million a year.

Four-market TV preview for longer Kent Deluxe

Kent DeLuxe Length, a longer version (100 mm) of P. Lorillard Co.'s familiar Kent filter cigarette, will be introduced in test markets beginning this week, with network and spot TV and spot radio leading the way. According to Lorillard officials the extra-long Kent is to be tried out first in four widely scattered markets: Sacramento, Calif.; Portland, Ore.; Miami and Albany, N. Y.

The media push for the new cigarette brand will consist essentially of network

television cut-ins and spot radio and television announcements. All advertising will be placed through Grey Advertising Inc., which also handles such P. Lorillard brands as Old Gold Filter, Spring, True, Omega little cigars and Erik cigars, as well as conventional-sized Kent.

The theme for the test campaign is to be similar to the long-standing "To a smoker it's a Kent" slogan. The primary change will be in emphasis on the new extra length of Kent's "traditional fine taste, fine tobacco." There will be a change, too, in the package design of the new brand. It will feature a darker blue seal strip at the top and gold foil, instead of silver, inside the established striped, white wrapper.

Manoff reaps \$14 million Lucky Strike account

The American Tobacco Co., New York, moved the estimated \$14-million-a-year Lucky Strike cigarette account from BBDO to Richard K. Manoff Inc. last week. No reason was given for the switch.

Lucky Strike is a heavy broadcast user. Its radio billings last year totaled nearly \$3.6 million: \$3,079,000 in spot and \$518,000 in network, according to the Radio Advertising Bureau. And the Television Bureau of Advertising reported the brand's total TV billings last year as nearly \$9.4 million.

Manoff joins other agencies with American Tobacco business: BBDO retains Tareyton and Tennyson cigarettes, and Paladin, Dutch Cut and Sunshine smoking tobaccos. Sullivan, Stauffer, Colwell & Bayes has Pall Mall cigarettes and export advertising for all brands. N. W. Ayer & Son has Carlton, Montclair, Colony and Half and Half cigarettes and smoking tobacco. Norman, Craig & Kummel handles Bull Durham cigarettes. And Gardner Advertising has Roi-Tan, Antonio y Cleopatra, La Corona and Tipton cigars.

The Manoff-acquired business includes Lucky Strike regular, filter and filter-menthol.

Kelley forms own agency

Austin Kelley Advertising Inc., has been established with offices at the Plaza hotel, Fifth Avenue and 59th Street, in New York. Mr. Kelley has resigned as account director of McCann-Erickson Inc. to form the new agency. He said last week "there are several companies on the client roster," but declined to identify them until a later date. At McCann, Mr. Kelley supervised the International Coffee Organization account and its "Think Drink" campaign.

Now watch. KRBC-TV and KACB-TV have appointed Blair Television!

KRBC-TV in Abilene and its San Angelo satellite, KACB-TV, dominate the vital Abilene-Sweetwater TV market. In survey after survey, year-in, year-out, Channel 9's superior coverage pattern and quality image have consistently placed KRBC-TV in the Number One spot in the market. Recording circulation increases of as much as 60% since the 1960 ARB Coverage Study, KRBC-TV and KACB-TV have passed the 100,000 TV home mark in total net weekly circulation. Now these top Texas television stations have appointed the broadcast industry's number one station representatives, John Blair & Company, to represent them nationally. Now watch KRBC-TV and KACB-TV break *more* records. **Blair Television**



Conglomerates' power blocks competition

Supreme Court rules advertising economies violate antitrust laws in P&G-Clorox case

Large corporations with huge advertising budgets exert a leverage that brings them into conflict with the antitrust laws when they acquire other large companies—even if the other company is in a separate field. This was the gist of a unanimous, 7 to 0 U. S. Supreme Court decision last week in the Procter & Gamble 1957 acquisition of the Clorox Chemical Co.

The court, in a decision written by Associate Justice William O. Douglas, held that the acquisition violated the antitrust laws because, among other things, P&G's large advertising expenditures and resulting media discounts were an effective bar to new entrants into the bleach field.

Associate Justice John M. Harlan, although agreeing with the Douglas opinion, held that the court should have set standards in the area of conglomerate mergers.

The decision, a victory for the Federal Trade Commission, is considered likely to spur the trade agency, and the Department of Justice, to tighten their surveillance of the merger field, particularly in the conglomerate area. The FTC, it is known, has had under review the acquisition by American Tobacco

Co. of Sunshine Biscuits Inc., RCA's purchase of Random House Inc., and the merger of the National Biscuit Co. and Colgate-Palmolive Co.

The Department of Justice has filed a suit to block the projected acquisition by Falstaff Brewing Corp., St. Louis, of Narragansett Brewing Co., Cranston, R. I. and the First National City Bank of Carte Blanche Corp.

Donald F. Turner, chief of the Justice Department's antitrust division, has said several times that there is a possibility that large advertising expenditures could inhibit entry into the market of other companies. He has not exactly advocated a limitation on this, although he has suggested that Congress look into it. He has stated flatly, however, that a limit on advertising budgets might be a proper condition for a company found guilty of violating the antitrust laws.

In his decision, Justice Douglas spent some time detailing the advertising spending of the two principal companies. In one section, he stated: "Due to its tremendous volume Procter receives substantial discounts from the media. As a multi-product producer Procter enjoys substantial advantages

in advertising and sales promotion. . . . It also purchases network programs on behalf of several products, enabling it to give each product network exposures at a fraction of the cost per product that a firm with only one product to advertise would incur."

If P&G found a new entrant coming into the bleach field, Justice Douglas said, it could, among other things, use its volume discounts to advantage.

Justice Harlan's remarks about advertising centered on the refusal of the FTC to consider advertising advantages as economies, which is considered an ameliorating element in mergers. Mr. Harlan said he thought the FCC "overstated and oversimplified" its views.

"Proper advertising," he said, "serves a legitimate and important purpose in the market by educating consumers as to available alternatives." In his view, he said, true efficiencies in advertising must be considered in weighing the economics of the market place. He agreed, however, that P&G in this case had not shown any true efficiencies through advertising.

In finding for the FTC, the Supreme Court reversed a Cincinnati federal appeals court that had ruled in favor of P&G, finding that there was nothing illegal in P&G's use of advertising that results in large discounts (BROADCASTING, March 21, 1966).

Associate Justices Potter Stewart and Abe Fortas did not participate in the case or the decision.

Business briefly . . .

Lewis Food Co., Los Angeles, through Rullman & Munger Advertising, same city, will begin an intensive four-week campaign to introduce Skippy dry dog food into Southern California market-

BAR's network report for week ending April 9

BAR network TV dollar revenue estimates—week ended April 9, 1967
(Net time & talent charges in thousands of dollars)

Day parts	Networks	Week ended April 9	Cume April 1-9	Cume Jan 1-April 9	Day parts	Networks	Week ended April 9	Cume April 1-9	Cume Jan 1-April 9
Monday-Friday	ABC-TV	—	—	—	Sunday	ABC-TV	48.4	120.6	2,217.2
Sign on 10 a.m.	CBS-TV	92.5	92.5	1,862.6		CBS-TV	203.9	407.7	4,293.3
	NBC-TV	287.8	287.8	4,108.0		NBC-TV	294.6	411.2	3,145.4
	Total	380.3	380.3	5,970.6		Total	546.9	939.5	9,655.9
Monday-Friday	ABC-TV	1,185.9	1,185.9	21,450.0	Monday-Sunday	ABC-TV	5,251.9	6,587.3	80,502.3
10 a.m.-6 p.m.	CBS-TV	3,199.1	3,199.1	49,722.3	7:30-11 p.m.	CBS-TV	6,006.1	7,523.4	89,432.4
	NBC-TV	1,663.3	1,663.3	25,615.0		NBC-TV	6,464.6	8,500.2	90,687.8
	Total	6,048.3	6,048.3	96,787.3		Total	17,722.6	22,610.9	260,622.5
Saturday-Sunday	ABC-TV	813.7	1,771.7	13,188.4	Monday-Sunday	ABC-TV	93.8	130.5	997.1
Sign on 6 p.m.	CBS-TV	1,368.8	2,045.8	15,167.9	11 p.m.-sign off	CBS-TV	34.6	69.2	644.5
	NBC-TV	265.3	531.2	6,920.9		NBC-TV	392.3	430.7	5,314.2
	Total	2,447.8	4,348.7	35,277.2		Total	520.7	630.4	6,955.8
Monday-Saturday	ABC-TV	286.5	348.5	4,254.3	Network totals	ABC-TV	7,680.2	10,144.5	122,609.3
6-7:30 p.m.	CBS-TV	517.3	599.7	9,431.5		CBS-TV	11,422.3	13,897.4	170,554.5
	NBC-TV	542.6	572.6	8,500.4		NBC-TV	9,910.5	12,397.0	144,291.7
	Total	1,346.4	1,480.8	22,186.2	All networks		29,013.0	\$36,438.9	\$437,455.5

ing area. The campaign will feature radio spots on stations in Santa Barbara, Bakersfield, San Diego, San Bernardino, Riverside, Los Angeles and Las Vegas, Nev.

General Foods Corp. (Gaines-burgers dog food), White Plains, N. Y., is introducing new flavors (chicken and liver) in selected markets in Ohio and Michigan, backed by a heavy schedule of TV spots in both daytime and nighttime periods. Agency is Young & Rubicam, New York.

Benjamin Moore & Co., through Dreher Advertising, both New York, will promote its Moorgard, Regal Wall Satin and Regal Aquaglo enamel paints with one-minute commercials on NBC-TV's *Today* show, and on radio in ABC's *Don McNeill's Breakfast Club*, and CBS *Worldwide Sports* with Frank Gifford. Moore's broadcast schedule runs from April through mid-October.

Pepsico Inc., New York, for its Pepsi-Cola and Frito-Lay subsidiaries, will sponsor ABC-TV's *Go!* special April 23 (7-8 p.m.). Ryan O'Neal, star of *Peyton Place*, will be host. Noel Harrison (*Girl from U.N.C.L.E.*), Donna Douglas (*Beverly Hillbillies*), Herman and his Hermits and the Buffalo Springfield rock groups will be featured. The agency is BBDO, New York.

Frank picks up \$5 million in billings

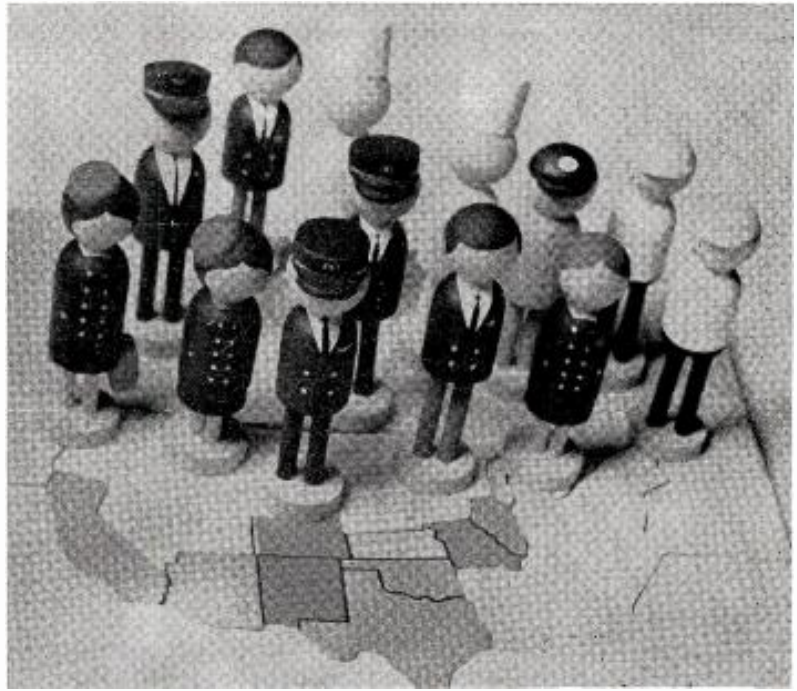
Clinton E. Frank Inc., Chicago, which acquired a small New York agency in March, announced last week it also has acquired \$5 million in billings handled by Wesley Advertising there, now a subsidiary of Shulton Co. Last month Frank absorbed Rockmore, Garfield & Schaub.

Also acquired with the new billing is Mann-Wesley S.A., Geneva, Switzerland, which gives Frank its first foreign office. Much of the billing is in the transportation field but it also includes the advertising of Edward Petry & Co., station representative. Frank's total billing could hit the \$45-million mark this year, it was estimated.

All of the New York operations are being combined under Clinton E. Frank Inc./New York, with the agency founder, Clinton E. Frank, serving as chairman of the executive committee. Thomas B. Hubbard, president of Wesley, becomes executive vice president for eastern and international operations of Frank.

"When Shulton Inc. recently became a public company," Mr. Frank said, "its management decided that it would be desirable for Wesley Advertising to

BROADCASTING, April 17, 1967



PREVIEW: Birth of Continental's nation

Continental Airlines this week invites viewers to "Discover the Continental States of America" in a new campaign that combines spot TV with print. The discovery theme centers on the eight states west of the Mississippi and the state of Illinois served by the airline.

The "new country" has its own flag (nine stars on a black field and three gold-and-white stripes for the three original Continental states). The theme is also enhanced by advertising showing the C.S.A.'s own

historical map and its own motto, "Semper cum superbia" (Always with pride).

John Maher, Continental's new advertising director, said the campaign created by Needham, Harper & Steers, Los Angeles, provides "a natural way of talking about Continental's cities and is flexible enough to introduce new cities."

The 60-second and 20-second commercials, for major markets served by Continental, were produced by Peterson Productions, Hollywood.

become a wholly owned subsidiary and to divest itself of all outside activities." Thus the remaining non-Shulton segment of advertising headed by Mr. Hubbard had to find a new home, he explained, and Frank was the agency to provide it.

Commercial makers revive association

The West Coast's Commercial Film Producers Association, which started with a lot of activity some three years ago and then all but disappeared, apparently has been thoroughly revitalized in the last four months. Last week the regional organization elected a new president, Richard M. Kerns, vice president in charge of the West Coast

branch of the commercial division of EUE/Screen Gems, and simultaneously announced that its current membership represents all but one of the major television commercial producers in Hollywood.

A total of 12 production houses are listed as full members. Included are Filmex West Inc., Filmfair, Filmways of California Inc., MPO TV of California Inc., Pelican Films of California Inc., The Petersen Co., Quartet Films Inc., Rose-Magwood Productions of California Inc., Gerald Schnitzer Productions Inc., VPI of California Inc., EUE/Screen Gems, West Coast, and Mercury Films, a wholly owned subsidiary of Hanna-Barbera Productions Inc. The one major Hollywood commercial producer not a member of the organization is Cascade Pictures of California Inc.

The revitalization of the CFPA has

been directed by Carl Stewart, general counsel for Filmfair. Mr. Stewart agreed to serve as permanent executive secretary of the association last December.

The commercial producers organization in Hollywood is virtually identical

in purpose and scope with the Film Producers Association of New York. But, despite cross-membership by production houses in both organizations and some cooperation between the two, no formal affiliation exists.

The West Coast association essential-

ly has three objectives: to represent the producers in labor negotiations; to get recognition of commercial production as a separate bargaining area apart from entertainment production, and to attract more production away from New York and to Hollywood.

Auto makers' TV rises sharply in '66

NEWCOMERS SHOW UP IN TVB'S LIST OF BLUE-CHIP CLIENTS

Television spending by TV's top 100 advertisers in 1966 ranged from Procter & Gamble's \$179,156,960, a record even for P&G, to \$5,007,500 by 100th-place Motorola Inc., a newcomer to the group.

The Television Bureau of Advertising's compilation of the top 100, being released today (April 17), also shows

five new members of the club. Aside from Motorola, they are Anderson Clayton & Co., whose \$7.8 million expenditure in network and spot TV placed it in 64th position; Heublein Inc., in 81st place with \$6.8 million following its acquisition of Hamm Brewing; Textron Inc., 97th with \$5.4 million and Libby, McNeil & Libby, 99th with \$5.1 million.

One of the most significant gains in product classifications, according to TVB President Norman E. Cash, was registered by car manufacturers and dealers, who increased their spot expenditures for car advertising from \$32.2 million in 1965 to \$47.3 million last year while boosting network spending from \$71.9 million to \$81.5 million.

TOP 100 TELEVISION ADVERTISERS LAST YEAR

	TOTAL TV	SPOT TV	NETWORK TV		TOTAL TV	SPOT TV	NETWORK TV
1. Procter & Gamble	\$179,156,960	\$ 77,905,760	\$101,251,200	51. General Electric	9,857,390	1,266,490	8,590,900
2. Bristol-Myers	93,602,370	25,531,770	68,070,600	52. Carter-Wallace	9,732,210	5,249,210	4,483,000
3. General Foods	93,313,130	43,600,330	49,712,800	53. Hunt Foods & Industries	9,632,820	2,713,320	6,919,500
4. Colgate-Palmolive	67,115,370	30,236,270	36,879,100	54. Falstaff Brewing	9,192,080	3,406,380	5,785,700
5. Lever Brothers	58,037,000	25,296,400	32,740,600	55. H. J. Heinz	9,137,530	6,361,230	2,776,300
6. American Home Products	57,103,190	11,887,890	45,215,300	56. American Can	9,125,000	9,125,000
7. R. J. Reynolds	49,827,330	7,311,730	42,515,600	57. Mattel	9,107,810	2,658,810	6,449,000
8. Gillette	41,852,400	8,366,900	33,485,500	58. Borden	8,948,270	4,824,870	4,123,400
9. Warner-Lambert	41,295,230	20,381,430	20,913,800	59. Noxell Corp.	8,828,450	3,631,150	5,197,300
10. American Tobacco	40,827,190	9,356,490	31,470,700	60. Beecham Products	8,048,210	909,210	7,139,000
11. General Mills	39,124,520	17,103,020	22,021,500	61. Armour & Co.	8,046,970	1,141,270	6,905,700
12. Sterling Drug	39,032,300	6,797,200	32,235,100	62. Nestlé	8,032,180	3,104,680	4,927,500
13. Coca-Cola Co./bottlers	38,759,310	34,120,410	4,638,900	63. Pabst Brewing	7,847,090	5,791,090	2,056,000
14. General Motors	38,436,730	4,136,430	34,300,300	*64. Anderson Clayton & Co.	7,839,140	2,506,640	5,332,500
15. Kellogg	35,090,650	16,442,350	18,648,300	65. RCA	7,741,500	50,500	7,691,000
16. Philip Morris	33,155,320	9,246,520	23,908,800	66. Deluxe Topper Corp.	7,642,380	2,792,580	4,849,800
17. Liggett & Myers	32,972,750	11,538,150	21,434,600	67. American Cyanamid	7,597,000	571,500	7,025,500
18. Miles Laboratories	32,719,000	15,959,500	16,759,500	68. Norwich Pharmacal	7,577,640	310,840	7,266,800
19. Brown & Williamson	29,771,010	7,810,810	21,960,200	69. Consolidated Cigar	7,526,170	354,370	7,171,800
20. Chrysler Corp.	28,053,860	2,362,160	25,691,700	70. Polaroid Corp.	7,466,500	7,466,500
21. Ford Motor Co.	27,990,480	4,643,080	23,347,400	71. Swift & Co.	7,417,150	4,962,150	2,455,000
22. Pepsico./bottlers	27,492,740	15,922,540	11,570,200	72. Armstrong Cork	7,379,240	1,911,640	5,467,600
23. P. Lorillard	26,022,440	7,714,540	18,307,900	73. Mead Johnson	7,310,100	5,051,900	2,258,200
24. William Wrigley Jr.	23,591,630	22,654,630	937,000	74. Seven-Up Co./bottlers	7,244,330	7,104,330	140,000
25. S. C. Johnson & Son	22,955,360	5,178,560	17,776,800	75. Royal Crown Cola Co./bottlers	7,077,600	7,077,600
26. Alberto-Culver	21,069,750	8,310,550	12,759,200	76. DuPont	7,063,900	581,000	6,482,900
27. Ralston Purina	20,371,810	11,316,310	9,055,500	77. Purex Corp.	7,048,410	3,430,410	3,618,000
28. Quaker Oats	19,145,660	8,722,660	10,423,000	78. American Oil	6,996,370	4,216,770	2,779,600
29. Carnation Co.	18,860,900	3,222,900	15,638,000	79. Gulf Oil	6,968,610	4,641,410	2,327,200
30. National Dairy Products	18,200,590	5,361,490	12,839,100	80. Chrysler Corp./dealers	6,947,090	6,947,090
31. Johnson & Johnson	16,669,370	9,919,870	6,749,500	*81. Heublein Inc.	6,846,620	5,532,620	1,314,000
32. International Latex	16,085,830	131,130	15,954,700	82. Goodyear	6,815,500	1,426,500	5,389,000
33. J. B. Williams Co.	15,852,920	854,520	14,998,400	83. Sears, Roebuck	6,733,980	3,499,280	3,234,700
34. Standard Brands	15,544,800	8,622,500	6,922,300	84. Charles Pfizer & Co.	6,654,780	2,465,680	4,189,100
35. Campbell Soup	15,088,020	7,418,420	7,669,600	85. Pet Inc.	6,552,170	6,110,170	442,000
36. National Biscuit	14,625,150	4,533,350	10,091,800	86. Carling Brewing	6,543,720	6,030,620	513,100
37. Corn Products	13,667,470	10,540,570	3,126,900	87. Anheuser-Busch	6,414,390	4,470,390	1,944,000
38. Continental Baking	13,546,620	13,117,220	429,400	88. Union Carbide	6,403,600	639,900	5,763,700
39. Shell Oil	13,383,020	7,904,420	5,478,600	89. Aluminum Co. of America	6,358,540	1,031,540	5,327,000
40. Block Drug	12,947,970	464,170	12,483,800	90. Avon Products	6,181,060	6,181,060
41. Ford Motor Co./dealers	12,448,260	12,448,260	91. Shulton Inc.	6,023,440	662,740	5,360,700
42. Richardson-Merrell	12,053,980	4,447,680	7,606,300	92. American Motors	5,927,180	1,024,780	4,902,400
43. Pillsbury	11,636,000	2,789,600	8,846,400	93. AT&T	5,843,700	5,843,700
44. Mars Inc.	11,425,540	9,136,640	2,288,900	94. Plough Inc.	5,656,310	1,850,210	3,806,100
45. Sunbeam Corp.	11,416,660	3,531,660	7,885,000	95. Westinghouse Electric	5,626,090	745,890	4,880,200
46. Chesebrough-Pond's	11,367,990	4,381,290	6,986,700	96. Andrew Jergens	5,577,420	1,086,120	4,491,300
47. Eastman Kodak	10,828,710	1,709,210	9,119,500	*97. Textron Inc.	5,420,210	484,810	4,935,400
48. J. Schlitz Brewing	10,283,850	7,340,650	2,943,200	98. Maybelline Co.	5,391,730	2,186,930	3,204,800
49. General Motors Corp. dealers	10,173,360	10,173,360	*99. Libby McNeill & Libby	5,106,100	2,434,700	2,671,400
50. Menley & James Labs	10,122,410	2,801,410	7,321,000	*100. Motorola	5,007,550	32,750	4,974,800

*New to Top 100

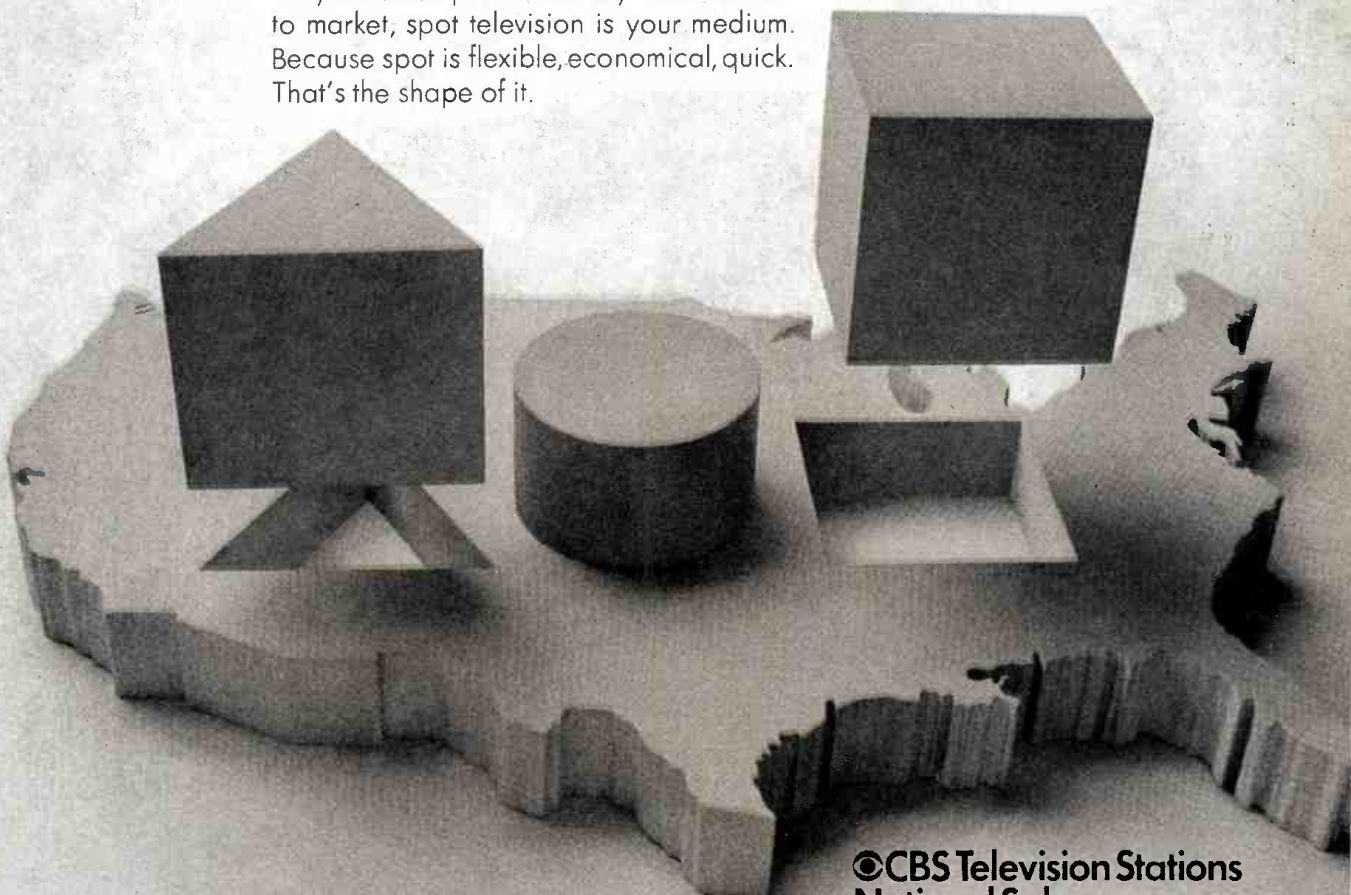
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Does your advertising conform to the individual characteristics of the markets you want to penetrate—markets which are as completely different as their geographic shapes? Does it fit constantly changing buying patterns and product preferences?

If not, you should be using spot (or local) television, the medium that lets you shape (and change!) your advertising to match the specific dimensions—the changing distribution and sales patterns—of your markets. And to dramatize our point, as an industry service we have produced a 12-minute color film about spot television, for showing to interested advertisers. Called "Control Yourself," the film spotlights the continual changes taking place in today's market places. Shows you how spot television's sight, sound, motion and color are made-to-measure for the advertiser who wants to keep pace with those changes.

If your sales problems vary from market to market, spot television is your medium. Because spot is flexible, economical, quick. That's the shape of it.

What's the shape of your advertising?



**©CBS Television Stations
National Sales**

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

	% Change '66 vs. '65				% Change '66 vs. '65		
	SPOT TV	NETWORK TV	TOTAL TV		SPOT TV	NETWORK TV	TOTAL TV
AGRICULTURE	\$ 1,050,000	\$	\$ 1,050,000	-28.5			
Feeds, meals	339,000	339,000				
Miscellaneous	711,000	711,000				
ALE, BEER & WINE	80,878,000	19,899,100	100,777,100	+ 8.0			
Beer & ale	70,794,000	19,759,800	90,553,800				
Wine	10,084,000	139,300	10,223,300				
AMUSEMENTS, ENTERTAINMENT	3,947,000	2,128,000	6,075,000	- 4.3			
AUTOMOTIVE	54,099,000	105,926,700	160,025,700	+17.1			
Anti-freeze	181,000	1,684,900	1,865,900				
Batteries	14,000	1,034,400	1,048,400				
Cars	47,349,000	81,468,500	128,817,500				
Tires & Tubes	5,097,000	13,478,700	18,575,700				
Trucks & trailers	241,000	4,281,100	4,522,100				
Misc. accessories & supplies	1,217,000	3,979,100	5,196,100				
BUILDING MATERIALS, EQUIPMENT FIXTURES, PAINTS	4,143,000	16,511,000	20,654,000	- 4.9			
Fixtures, plumbing supplies	5,000	5,000				
Materials	901,000	8,042,300	8,943,300				
Paints	1,710,000	6,188,200	7,898,200				
Power tools	1,084,000	1,868,800	2,952,800				
Miscellaneous	443,000	411,700	854,700				
CLOTHING, FURNISHINGS, ACCESSORIES	15,601,000	24,103,200	39,704,200	+50.0			
Clothing	6,401,000	18,503,900	24,904,900				
Footwear	5,764,000	1,333,200	7,097,200				
Hosiery	1,968,000	3,656,400	5,624,400				
Miscellaneous	1,468,000	609,700	2,077,700				
CONFECTIONS & SOFT DRINKS	127,996,000	38,164,100	166,160,100	+16.0			
Confections	57,539,000	26,429,800	83,968,800				
Soft drinks	70,457,000	11,734,300	82,191,300				
CONSUMER SERVICES	35,790,000	36,550,600	72,340,600	+29.3			
Dry cleaner & laundries	65,100	65,100				
Financial	8,266,000	1,526,500	9,792,500				
Insurance	7,507,000	20,632,000	28,139,000				
Medical & dental	635,000	1,316,800	635,000				
Moving hauling & storage	119,000	380,000	499,000				
Public utilities	12,455,000	10,634,300	23,089,300				
Religious, political, unions	3,672,000	45,900	3,717,900				
Schools & colleges	975,000	975,000				
Miscellaneous services	2,161,000	1,950,000	4,111,000				
COSMETICS & TOILETRIES	100,974,000	194,393,200	295,367,200	- 7.2			
Cosmetics	10,498,000	7,318,700	17,816,700				
Deodorants	10,611,000	19,860,200	30,471,200				
Depilatories	200,000	1,117,900	1,317,900				
Hair tonics & shampoos	12,638,000	30,505,500	43,143,500				
Hand & face creams, lotions	6,238,000	14,899,500	21,137,500				
Home permanents & coloring	17,823,000	44,278,000	62,101,000				
Perfume, toilet water, etc.	3,732,000	3,546,400	7,278,400				
Razors, blades	9,367,000	25,380,700	34,747,700				
Shaving creams, lotions, etc.	4,863,000	11,854,300	16,717,300				
Toilet soaps	10,667,000	24,973,700	35,640,700				
Miscellaneous	14,337,000	10,658,300	24,995,300				
DENTAL PRODUCTS	37,833,000	74,176,500	112,009,500	+29.8			
Dentifrices	16,418,000	44,705,800	61,123,800				
Mouthwashes	20,060,000	24,076,800	44,136,800				
Miscellaneous	1,355,000	5,393,900	6,748,900				
DRUG PRODUCTS	80,604,000	162,773,900	243,377,900	+14.3			
Cold remedies	14,894,000	34,153,200	49,047,200				
Headache remedies	16,264,000	52,527,500	68,791,500				
Indigestion remedies	16,641,000	24,611,400	41,252,400				
Laxatives	4,077,000	11,727,200	15,804,200				
Vitamins	6,425,000	12,861,300	19,286,300				
Weight aids	9,997,000	5,875,000	15,872,000				
Miscellaneous drug products	11,391,000	21,018,300	32,409,300				
Drug stores	915,000	915,000				
FOOD & GROCERY PRODUCTS	286,210,000	230,123,800	516,333,800	+10.9			
Baked goods	33,141,000	12,724,300	45,865,300				
Cereals	49,608,000	55,039,500	104,647,500				
Coffee, tea & food drinks	41,117,000	18,833,400	59,950,400				
Condiments, sauces appetizers	18,947,000	28,465,300	47,412,300				
Dairy products	16,869,000	18,786,100	35,655,100				
Desserts	7,635,000	11,461,300	19,096,300				
Dry foods (flour, rices)	10,473,000	13,638,600	24,111,600				
Fruits, vegetables, juices	21,970,000	25,000,100	46,970,100				
Macaroni, noodles, chili	8,444,000	6,899,000	15,343,000				
Margarine, shortenings	14,589,000	14,081,000	28,670,000				
Meat, poultry & fish	24,940,000	7,426,900	32,366,900				
Soups	6,097,000	5,555,900	11,652,900				
Miscellaneous foods	17,382,000	11,981,200	29,363,200				
Miscellaneous frozen foods	5,157,000	231,200	5,388,200				
Food stores	9,841,000	9,841,000				
GARDEN SUPPLIES & EQUIPMENT	4,222,000	835,700	5,057,700	+ 7.2			
GASOLINE & LUBRICANTS	48,328,000	19,092,800	67,420,800	+ 8.2			
Gasoline & oil	48,043,000	19,090,400	67,133,400				
Oil additives	189,000	2,400	191,400				
Miscellaneous	96,000	96,000				
HOTELS, RESORTS, RESTAURANTS	3,744,000	850,300	4,594,300	+63.1			
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	33,074,000	56,535,200	89,609,200	+ 7.9			
Cleaners, cleansers	19,944,000	22,331,100	42,275,100				
Floor & furniture polishes, waxes	8,680,000	26,623,000	35,303,000				
Glass cleaners	562,000	3,290,400	3,852,400				
Home dry cleaners	490,000	373,900	863,900				
Shoe polish	349,000	1,341,900	1,690,900				
Miscellaneous cleaners	3,049,000	2,574,900	5,623,900				
HOUSEHOLD EQUIPMENT—APPLIANCES	16,261,000	25,206,400	41,467,400	+31.4			
HOUSEHOLD FURNISHINGS	2,731,000	7,563,800	10,294,800	+ 3.7			
Beds, mattresses, springs	1,277,000	1,020,500	2,297,500				
Furniture & other furnishings	1,454,000	6,543,300	7,997,300				
HOUSEHOLD LAUNDRY PRODUCTS	70,184,000	76,995,400	147,179,400	+13.0			
Bleaches, starches	12,520,000	4,519,800	17,039,800				
Packaged soaps, detergents	50,507,000	65,317,100	115,824,100				
Miscellaneous	7,157,000	7,158,500	14,315,500				
HOUSEHOLD PAPER PRODUCTS	26,200,000	16,072,400	42,272,400	+ 5.8			
Cleansing tissues	2,169,000	2,432,100	4,601,100				
Food wraps	4,328,000	11,109,800	15,437,800				
Napkins	98,000	98,000				
Toilet tissue	4,389,000	39,200	4,428,200				
Miscellaneous	15,216,000	2,491,300	17,707,300				
HOUSEHOLD GENERAL	8,818,000	19,291,200	28,109,200	+13.7			
Brooms, brushes, mops	155,000	155,000				
China, glassware, crockery containers	286,000	3,693,100	3,979,100				
Disinfectants, deodorizers	1,943,000	7,490,600	9,433,600				
Fuels (heating, etc.)	1,174,000	55,800	1,229,800				
Insecticides, rodenticides	2,995,000	2,456,500	5,451,500				
Kitchen utensils	1,799,000	1,264,400	3,063,400				
Miscellaneous	466,000	4,330,800	4,796,800				
NOTIONS	631,000	460,300	1,091,300	-11.7			
PET PRODUCTS	18,422,000	21,101,400	39,523,400	- 2.9			
PUBLICATIONS	2,163,000	2,010,000	4,173,000	+ 8.4			

Singer's diversity swings to Herb Alpert's Tijuana Brass

The Singer Co., New York, accelerating efforts to acquaint the public with its diversified products, will sponsor its second one-hour TV special this season. *Singer Presents Herb Alpert and the Tijuana Brass* will run on CBS-TV (9-10 p.m.) April 24.

Singer's accent on specials was described by Alfred di Scipio, vice president in charge of the Consumer Products Division, as a move aimed at impressing upon viewers that Singer is active in the sales of vacuum cleaners, high-fidelity phonographs, typewriters as well as in color and black-and-white TV sets. He noted that surveys had shown that nine out of 10 persons knew Singer only as a company that manufactured and sold sewing machines.

"We feel that TV specials provide an expanded opportunity to show the corporate spread of Singer and also lend themselves to effective merchandising support for our 2,000 retail outlets throughout the country," Mr. di Scipio explained.

The first Singer entertainment special featuring Tony Bennett was carried on ABC-TV last fall, and, according to Mr. di Scipio, "was successful beyond our widest expectations." A check revealed that about 60% of Singer's customers said they had watched it and identified the company's sponsorship with the program, Mr. di Scipio related.

The Bennett program focused on people over 28 and the weight of the commercial messages was on the



Indicating the diversity of products offered by the Singer Co. is a scene from a commercial to be

carried on the coming 'Singer Presents Herb Alpert and the Tijuana Brass' special on CBS-TV. The company's sewing machines. The Herb Alpert special is aiming for an audience "from five to 80," according to Mr. di Scipio and probably will attract viewers younger than those of the Bennett program. The commercial emphasis will be on Singer's home entertainment products. J. Walter Thompson, New York, is the agency.

The Alpert special was filmed largely on location in Tijuana and in the Los Angeles area. To promote the program and to obtain an estimate of the special's effectiveness, Singer is offering for \$1 a record album featuring Herb Alpert and

the Tijuana Brass.

Singer will spend approximately \$5 million in television this year, about the same as in 1966 when the TV budget was expanded over 1965.

Mr. di Scipio indicated he favors producing three or four entertainment specials a year. Several are in the developmental stages, including one that would have teen-agers as the primary target for Singer's phonographs and radios. He said this population segment is one that Singer wants to reach because teen-agers, in his opinion, are not brand-conscious but shortly will grow into the prime market.

	SPOT TV	NETWORK TV	TOTAL TV	% Change '66 vs. '65		POST TV	NETWORK TV	TOTAL TV	% Change '66 vs. '65
SPORTING GOODS, BICYCLES, TOYS	19,248,000	22,552,700	41,800,700	- 6.2	Bus	3,102,000	3,102,000	
Bicycles & supplies	282,000	740,400	1,022,400		Rail	890,000	890,000	
Toys & games	18,642,000	21,022,000	39,664,000		Miscellaneous	4,325,000	959,300	5,284,300	
Miscellaneous	324,000	790,300	1,114,300		WATCHES, JEWELRY, CAMERAS	4,774,000	31,620,700	36,394,700	+33.2
STATIONERY, OFFICE EQUIPMENT	373,000	8,428,600	8,801,600	+23.9	Cameras, accessories, supplies	658,000	18,585,400	19,243,400	
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	3,948,000	22,724,200	26,672,200	+55.5	Clocks & watches	83,000	5,594,900	5,677,900	
Radio & television sets	1,238,000	15,440,700	16,678,700		Jewelry	156,000	122,000	278,000	
Records	1,880,000	448,400	2,328,400		Pens & pencils	3,766,000	3,572,100	7,338,100	
Miscellaneous	830,000	6,835,100	7,665,100		Miscellaneous	111,000	3,746,300	3,857,300	
TOBACCO PDTS. & SUPPLIES	51,029,000	161,587,700	212,616,700	+ 9.5	MISCELLANEOUS	15,610,000	5,552,400	21,162,400	+37.3
Cigarettes	47,334,000	146,745,300	194,079,300		Trading stamps	453,000	2,056,600	2,509,600	
Cigars, pipe tobacco	3,205,000	14,103,100	17,308,100		Miscellaneous products	6,722,000	3,495,800	10,217,800	
Miscellaneous	490,000	739,300	1,229,300		Miscellaneous stores	8,435,000	8,435,000	
TRANSPORTATION & TRAVEL	30,461,000	8,061,300	38,522,300	+43.4	TOTAL	\$1,189,346,000	\$1,411,292,600	\$2,600,638,600	+11.3
Air	22,144,000	7,102,000	29,246,000						

SOURCES: Network TV—LNA/BAR
Net Time & Program Costs by TVB Categories.
National & Regional Spot TV—LNA Rorabaugh
Gross Time charges only by TVB categories.

Lucky Lager's spot TV's hustle creates backup role for radio

Television's winning ways with new products scored so impressively for a regional beer-maker in the last year that it may have carried the day for radio.

This success story with a twist began on Jan. 10, 1966, when General Brewing Corp. introduced Lucky Light Draft beer via spot television in Fresno, Calif. The introductory campaign soon expanded to Bakersfield and Los Angeles—California being the San Francisco-based brewer's major marketing area—and on from there throughout the 13 western states.

General Brewing's reliance on television was nothing new. The regional advertiser was a confirmed user (spot TV billings in 1965: \$1.9 million). But this new campaign called for a fresh appraisal. Involved was what amounted to a new concept and new product. What was needed was sure and dramatic visual impact. Still, it was decided that television, far and away and once again, would be the strongest vehicle.

A Story to Tell ■ For General Brewing had a definite and individual product story to get across. Unlike many of its competitors, it did not take a draft beer already sold in taverns and merely market it in a can. Instead, it developed an entire-

ly different brew that was marketed under a distinctly different label and sold under a different pricing structure. Everything about the draft-beer brand, from a marketing standpoint, was as different from General Brewing's staple Lucky Lager brand, as the company could make it (with the exception that the draft beer also was called Lucky).

With the objective being to establish Lucky Light as an entirely new beer with a "light and fresh taste" of its own among the greatest number of beer drinkers in the shortest time possible, spot television was used extensively. Radio was called on strictly as a follow-through medium to keep the product name before the public.

Television spots, through BBDO, San Francisco, were bought in markets, on stations, in time slots, where they would reach the greatest number of men between the ages of 21 and 35. Wherever possible prime time was purchased. But in the big markets, where such availabilities were difficult to find, commercials often were placed in fringe time slots around programs that were likely to have large male audiences, such as sporting events.

Most of the spots were 60-seconds, with some 20-second ones added as supplements. The initial TV com-

mercial approach was a live-action modern one that featured a very fast-moving, up-tempo musical score. It was pegged to the theme: "Beer With a Beat."

Professor Explains ■ General Brewing then graduated into an animated series of commercials involving the history of the beer industry. The advertiser has since gone in special markets to another series of animated commercials concerning a cartoon character called "The Professor." In all, General Brewing has currently an inventory of some 15 60-and-20-second spots devoted to the introduction and promotion of its new product.

Television apparently has done the job. Last year the company enjoyed its biggest increase in total sales in almost a decade. Several brands helped generate this surge of business, but General Brewing officials make it clear that Lucky Light Draft beer, coming on the wings of spot TV, was the catalyst.

Yet spot TV may have done itself out of some billings. For now that the new product "has been properly introduced" television may not be so all-important. Says a General Brewing spokesman: "We're going to use radio very strongly in the summer. Fact is, we're probably going to be using more radio than TV this year."

Geyer, Morey, Ballard merges with Long agency

Long Advertising Inc., San Jose, Calif., will merge May 1 with Geyer, Morey, Ballard Inc., New York.

Long, with billings of more than \$3 million, will become headquarters for Geyer's San Francisco Bay regional operation, including Geyer's San Francisco office. Major Long accounts include Sunsweet Growers, Artichoke Industries, West Foods, Rough Rider Clothing and San Martin Vineyards.

Geyer, with billings in excess of \$54 million last year, also has regional offices in Detroit; Chicago; Racine, Wis.; Omaha; Los Angeles, and Portland, Ore.

Clark Lawrence, Long president, becomes senior vice president, director of client services in the merged agency. Wayne Lenz, executive vice president of Long, becomes vice president and general manager of Geyer's Bay regional operation. Gael Douglass will be vice president and director of Forum

Associates, which becomes a public relations division of Geyer. The three men will make up the Geyer executive committee for the Bay region.



Signing papers for merger are (seated, l to r): Mr. Lawrence, and Mr. Oswald, GMB president. Observing are Mr. Lenz (l), and Mr. Douglass.

Also in advertising . . .

Licensing agreement ■ Larry Harmon Pictures Corp., Hollywood-based producer of Laurel and Hardy TV programs, has signed a licensing agreement with General Motors Corp., through Campbell-Ewald Co., both Detroit, to use the names and likenesses of the comic team in connection with the production of some television commercials on behalf of the Camaro car. Announcement from the production company emphasizes that the license was given solely as regards certain motion picture footage supplied by the Walter Reade Organization to be used by Campbell-Ewald, responsible for advertising for GM's Chevrolet division. The licensing agreement is for a set time but with options to expand the rights.

Spot speed up ■ Post-Haste, an airmail forwarding service, is being established by Video Prints/New York to expedite commercial prints from New York agencies to TV stations throughout the

country. It offers pickup, processing, metering and truck delivery to Kennedy airport for immediate routing to planes. Joe Miraglia, director of operations, says the service saves hours and even days from the standard method of air-mailing prints at the post office.

Bay area merger ■ Gross, Roberts & Rockey, San Francisco-based agency for Pacific Southwest Airlines, a substantial radio user, merged last week with another local agency, Cappel, Pera & Reid Inc. The merger apparently involves two agencies of equal size with neither entity being absorbed. Combined billings of the two are said to be more than \$4 million. The new name is Gross, Cappel, Pera & Rockey. Headquarters remain in San Francisco. Officers include Len Gross, chairman of the board; Warren Pera, president and Martin Rockey, executive vice president.

Senator talks commercials ■ California State Senator Nicholas C. Petris (D. Oakland), has introduced a bill that would prohibit commercials on any pay-TV system that may be set up in California. Petris' bill also would put pay TV under the control of the state public utilities commission. The State Supreme Court has declared unconstitutional a 1964 vote that outlawed pay-TV in this state.

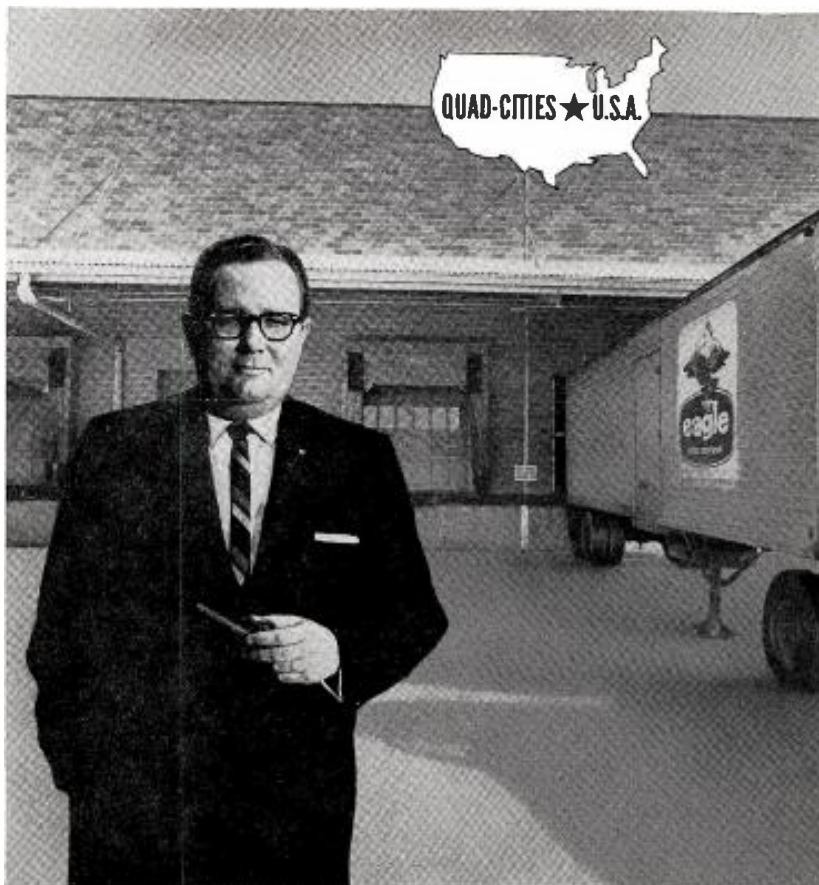
On the mall ■ N. W. Ayer & Son and Arbor Inc. (behavioral research firm), both Philadelphia, are now operating a new consumer research center at a modern multistore shopping mall in suburban Philadelphia (Cedarbrook in Cheltenham township). A behavioral research center, the research unit has facilities for consumer interviews, kitchens for food preparation and testing, and special electronic equipment for testing print and broadcast advertising.

Travel data ■ New travel survey by WQXR New York, using its 4,000-member advisory panel, indicates that the trend is continuing upward in all areas in 1966, with more people taking vacations, staying away longer, traveling in off-season, using the airlines, going out of the country and making plans through a travel agent.

On 50th ■ Savage Friedman has opened its new offices at 151 East 50th Street in New York (Plaza 3-5900). The firm provides editorial services, research and creative aids for the commercial needs of agencies and advertisers.

Rep appointments . . .

■ KCRG-AM-TV Cedar Rapids, Iowa: Edward Petry & Co., New York.



“WOC-TV delivers the Q-C market, a busy distribution center”

says Bill Gress, WOC-TV personality

Good distribution facilities are essential to any market . . . or test market. And the Quad-Cities* (largest market between Chicago and Omaha, Minneapolis-St. Paul and St. Louis) has the best in the Midwest!

The Quad-Cities is a key distribution center for grocery and drug products, major appliances, radio, television and other consumer needs for more than 1½ million people in this area.

What turns on this giant Midwestern distributing center? WOC-TV . . . the area's favorite, the media that can give you all the coverage you need for your next test or total market campaign.

*Davenport-Bettendorf, Iowa • Rock Island-Moline-East Moline, Illinois

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



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

More union problems on the way?

IATSE, SAG and NABET waiting in the wings as AFTRA strikers return to work; gains made in 13-day dispute seem small as compared to networks' proposals

Walter Cronkite, David Brinkley, stars of daytime game shows and prime-time headliners returned to the air last week, but the end of the first national strike of the American Federation of Television and Radio Artists promised to signal more sharp labor pains in the weeks ahead.

Although this feeling of union solidarity seemed to prevail among employees who had just returned to work network staffers did not appear to have gained significant concessions beyond those made by management during negotiations or at the first mediation sessions before the strike was called.

As management and AFTRA buckled down to the arduous task of ironing out kinks in the proposed settlement and framing the language of the final contract, the 13-day strike by the performers' union against the three major networks and their owned stations was being evaluated from the perspective of its impact on impending contract talks with other broadcast unions.

Though the networks and the stations maintained continuous broadcast operations by the use of supervisory personnel throughout the dispute, which ended late Monday evening (April 10), they were hampered by an unprecedented display of union solidarity by other labor organizations, including the National Association of Broadcast Employees and Technicians, the International Brotherhood of Electrical Workers, various locals of the International Alliance of Theatrical Stage Employees, the Writers Guild of America, and, to a slight extent, the Screen Actors Guild.

Despite "no strike" clauses in their contracts, technical employees particularly, claiming to be acting on their own volition, remained away from work in substantial numbers, refusing to cross picket lines set up by AFTRA. The interunion cooperation during the AFTRA strike marked the first time in broadcast history that support had emanated from such diverse sources and in such strength. In the past, striking unions had received only desultory, limited and unorganized assistance from their labor confreres.

Individual Decision ■ Officials of

unions with members who stayed off their jobs contended that the "no strike" clause written into labor contracts is an archaic appendage. They claimed that amendments to the Taft-Hartley Act and the Landrum-Griffin Act uphold the right of workers to refuse to cross picket lines. They said their members were advised of the "no strike" clause, but it was left to the individual members to decide whether they should work or not.

Network officials declined to discuss the possible effects of the unions' collaborative efforts in the AFTRA strike, but executives from several unions said a precedent had been established and management could expect to face a solid wall of union resistance if future disputes occur. And the networks must grapple with a group of key union contracts in the weeks and months ahead.

Occupying the networks' immediate attention is the negotiation with New

York Local 1 of the International Alliance of Theatrical Stage Employees (covering stage hands) and New York Local 644 of IATSE (covering film cameramen). These discussions have been going on since late last winter to formulate a contract to replace one at the three networks that expired on Dec. 31, 1966. Talks have been scheduled since that date, but last week neither the networks nor the unions would discuss the issues or the progress achieved.

Negotiations with two other key broadcast unions loom on the horizon. The Screen Actors Guild, which asked its members not to accept commercials work during the AFTRA strike, served notice last month that its agreement with the TV networks and the Association of Motion Picture and Television Producers would expire on June 30 and asked for the start of talks. This agreement covers performers in TV entertainment films.

NABET Next ■ The other crucial contract talk centers around NABET members at NBC and ABC, who were ardent supporters of the AFTRA strike. NABET's pact with the two networks expired on March 31, 1967, but negotiations were suspended until Aug. 31 because dissidents in the New York and Los Angeles locals were taking steps to disaffiliate from NABET (BROADCASTING, March 13). Rebel members of NABET in Los Angeles and New York last week asked the National Labor Relations Board to hold a certification election for an independent union they had formed called Broadcast Employees Union.

It was against this backdrop of broadcast labor ferment last week that the TV-radio networks and their owned stations in New York, Chicago and Los Angeles were resuming their broadcast operations with returning strikers after marathon talks with AFTRA before Federal Mediation and Conciliation Service officials in New York managed to effect a proposed settlement early Monday morning. The discussions had begun the previous Friday evening (April 7) and had continued, with few interruptions, for two and a half days.

Terms of the settlement were placed



Support of other unions was no better demonstrated than by appearance in the AFTRA picket line of United Auto Workers President Walter Reuther (center, wearing sun glasses and dark coat).

Some people can't.

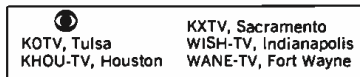
Some people don't grow up. They just grow older. The retarded child often remains a baby no matter how old it gets, unless guided into the grown-up world.

But a slow child doesn't have to be out of the race. An interested, understanding, organized community can turn many otherwise wasted people into functioning, fulfilled human beings. All it takes is some real determination spurred by the right information.

The kind of information that responsible television can and should supply. The kind that Corinthian television brings to over 12,000,000 people in 5 key areas our country. Like Sacramento. Where a documentary on the rehabilitation of the mentally retarded seen on KXTV has brought requests for viewing from universities and training centers all over the globe.

It's nice to know that even in this fast world, people will still find time for a slow child. If you give them a chance.

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



Responsibility in Broadcasting.



A marketing man looks at radio—the new medium

Is radio a new medium?

It depends upon your point of view.

If you are operating in a television and print-oriented world, the chances are you might be passing up effective use of the radio medium.

We've had many sales managers tell us that for them radio is a Cinderella-like medium. They have a feeling that there is more to this "little sister" than they can readily discern. It's given the menial back-up chores in an advertising program. But Prince Charming never gets to find the owner of the delicate glass slipper.

If we can step outside of that television and print media-oriented world for a moment, we may possibly begin to see radio with a fresh point of view.

Certainly, modern radio is new in its reach, new in its enticing rate structure, new in the dramatic aural copy approaches it affords. Above all, radio is a medium capable of standing on its own two feet, and just as capable of full-scale results in any given market.

Who Can Use Radio? ■ Generally, almost any advertiser can put radio to work effectively. More specifically, there are a great many packaged products, particularly in drugs, cosmetics and foods, where volume and mark-up do not permit intensive advertising coverage and frequency on a national level.

The methods adopted by many of these advertisers, we think, evade the real solution to their problems.

Some of them use one or several major publications, but with inadequate frequency because of limited budgets. Others resort to the "threat" of advertising. In the language of the merchandising executive, this implies the use of a major medium only as a sales "hook" with buyers. It permits the company to say "we are advertising in so-and-so." Hopefully, no one examines the effectiveness of this approach.

Still others buy thinly on television or network radio, avoiding the issue of necessary frequency and reach in the basic markets.

In marketing and advertising, we are indeed a very honest group of individuals. I have yet to meet a limited advertiser of a nationally marketed product who does not readily admit to the weakness of these approaches. The question is: "What else can we do?"

Our answer is: Investigate radio, the new medium.

Radio can deliver great penetration into any given market at a low cost-per-thousand.

For example, a television flight in the New York market predicated on achieving 100 rating points might run to \$16,000 per week. An attempt to achieve this coverage on radio might cost only \$4,000 per week.

Because of the fewer dollars needed, an advertiser can mount a relatively high-saturation campaign in more markets than he might possibly attain with other media. Not only will he be using his advertising effectively, but he will also be providing the necessary support and encouragement for his regional sales groups, brokers or distributors.

Demographics on radio are easy to come by. An advertiser can select segments of his markets by age group, education and intellectual level, and so forth.

Jumping the Barrier ■ Suppose you accept the strategy outlined thus far. The points made are, after all, easily demonstrated. Now, for the real barrier. You, like many other product or marketing managers, may have strong feelings about the potentially excellent exposure efficiency of your product on a sight-and-sound medium.

We submit that radio can offer flexibility in presenting messages of unusual impact and memorability. There are many instances where artfully created radio commercials have had far greater effect than the great number of insipid and meaningless commercials and ads which populate our television airwaves, magazines and newspapers. Indeed, there are a number of very fine advertising agencies, as well as our own, who have achieved highly creative campaigns on radio with resultant sales increases for their clients.

This is achieved simply by writing for radio. Stated this baldly, the proposi-

tion seems simple enough to accomplish. But, is it really? We must remember that many of our younger copy writers have grown up in the era of the "cool medium," as McLuhan puts it. Each of us has, to some degree, been conditioned by the impact of television.

It takes a special kind of writer to "feel" the radio medium. Radio is "sound." And, sound must be used to create pictures, emotions and drama. From the earliest grunt of the cave man to modern day, the spoken word is still *the* powerful communication tool. In writing for radio advertising, words can create multidimensional effects. Furthermore, radio is an ideal experimental medium for the writer. The increasing sophistication of our society lends itself more and more to the acceptance of experimentation. Sound happenings or impressions taken from the drama of daily living are becoming the useful tools of the radio writer. Words and sound happenings, when handled skillfully, will sell products on radio.

Realizing the Potential ■ In our opinion, too few writers understand the full potential that radio represents for their creative talents. There seem to be far too many formula approaches in use today. Most common of these is the "sound gag" or the common everyday garden variety of sonic pun. Others employ well-known personalities and then proceed to equip them with scripts that are entirely out of their character. You can probably add to the list of tired, outworn approaches—all of which are poor substitutes for creating word visuals for the products, product situation or product benefits. That's still the name of the game.

In summation, if you put radio to work in your marketing—buy it and produce for it, creatively.



Adrian S. Price is executive vice president of Solow/Wexton Inc. Advertising. He joined the agency in 1955 as copy chief, but later shifted to marketing, and is currently the agency's food specialist. He has a varied background in advertising and marketing, including a position as sales manager for an antenna company in the early years of television. He is a graduate of New York University and is a member of the Advertising Writers Association of New York.

before the executive boards of AFTRA in New York, Chicago and Los Angeles last Monday and were approved at about 8 p.m. EST. The agreement permitted ABC-TV to telecast the Oscar Awards presentation ceremony Monday night.

The strike was precipitated by a dispute over codes covering O&O on-the-air newsmen and staff announcers in New York, Chicago and Los Angeles and over an AFTRA insistence that a separate FM announcing staff be established at CBS and NBC in New York.

An AFTRA official pointed out that the proposed agreement still has to be ratified by its membership in the affected cities, and an overall contract still has to be worked out, including specific language for the 26 codes for which AFTRA negotiates.

Newsman's Settlement ■ In the O&O newsmen's area, a base pay of \$300 per week has been set in New York and Los Angeles and \$275 per week in Chicago, retroactive to Nov. 15, 1966, when the previous three-year contract expired. It was pointed out that Chicago newsmen had agreed to the lower base pay last March 8.

In addition, all O&O newsmen will receive 25% of commercial fees, retroactive to March 1, 1967.

Each local news telecast carries a commercial fee of \$50 and a radio newscast \$16. Under the agreement, an O&O news staffer would receive \$12.50 for each TV appearance and \$4 for each radio performance until his base salary is reached, after which he would retain 100% of the commercial fees. The new agreement also provides for payment of \$75 a day for working a sixth or seventh day a week.

The agreement covers slightly more than 100 newsmen. For the first time it sets a minimum staff salary for these employees; in the past, they had negotiated their wages on an individual basis. It also enables newsmen for the first time to retain a percentage of commercial fees before attaining their basic minimum and to receive pay for work beyond five days. (It was pointed out by AFTRA and acknowledged by NBC that some NBC O&O news employees, by contract, had received up to 50% of the commercial fees in the past and in these instances, their respective formulas would be continued.)

Before the settlement, the formal offers of the network were a basic salary of \$300 a week in New York and Los Angeles and \$275 in Chicago, with newsmen recapturing 13% of fees for the first 18 months and 25% for the balance of the contract. The union had demanded \$325 weekly minimum, plus 50% of the commercial fees. There were several alternative offers by each side during earlier mediation sessions.

Increases ■ The proposed settlement with about 150 O&O announcers in the three cities calls for an increase over the present \$195 base salary of \$10 in the first year, \$5 in the second and \$10 in the third, which coincided with management's offer. The union had sought a formula of increases of \$10, \$10 and \$10 for each year of the three-year contract.

At WABC New York only, AFTRA accepted a four-week guarantee of \$1,200 in base pay and commercial fees for the first two years of the contract and \$1,240 for the third year, a compromise over earlier union and ABC offers. At other O&O stations, announcers with provisions for commercial fees earn varying amounts, running to more than \$25,000 a year for some talent.

The dispute over FM staffing focused on the NBC and CBS stations in New York. The union had insisted on a

agreement that neither management nor AFTRA would take punitive or disciplinary moves against individuals for action or inaction pertaining to the strike.

Both management and AFTRA agreed a final contract cannot be expected until June or July. There are still contracts to be negotiated in several O&O markets; there are some issues in codes already negotiated that require clarification; there is the back-breaking task of drafting the precise language of the various codes and there must be approval by members of the O&O pacts. But there was a virtually unanimous feeling that there would be no serious roadblocks.

The three-year contract would expire Nov. 15, 1969.

The networks characterized the settlement on the O&O staffers as fair and equitable. AFTRA's national executive secretary, Donald Conaway, called the



Officials of other unions that supported the American Federation of Radio-Television Artists strike gathered at AFTRA headquarters after announce-

ment of the agreement with broadcasters. In center (in dark suit and with short haircut) is Donald F. Conaway, AFTRA national executive secretary.

separate FM staff but management negotiators balked, claiming that their FM operations, as now constituted, required work of only about two hours a week for promotional and station-break announcements. The union relented on this issue but reportedly there was an understanding that if the stations' work load were to increase, there would be a renegotiation for separate announcers for FM.

At NBC only, the union also relinquished its contract demand that O&O staffers be permitted to work beyond the compulsory retirement age of 65 (this is the RCA pension-plan age limit). An AFTRA spokesman said, however, that the union plans to send a letter to NBC insisting that employees beyond 65 be permitted to continue to work if they so desire.

No Discipline ■ There was a joint

proposed agreement "sane and sensible."

On examination, O&O staffers seemed not to have gained significant concessions beyond those made before the strike was called. The sole change was the network's granting the 25% commercial crediting for the full three years of the pact, instead of its offer of 13% for the first 18 months and a total of 25% or their alternative offer of \$275 and 25% for the full run of the pact.

Mutual was the first network to sign, having reached an agreement with AFTRA a few days after the strike was called, because its setup was different from ABC, CBS and NBC (BROADCASTING, April 10).

The networks and advertising agencies were still occupied last week with working out any rebates that may be accruing to advertisers for programing

Agreement brings union question to a head

The labor agreement on network O&O station newsmen last week, combined with the earlier settlement with their network counterparts, brings for the first time all these on-the-air correspondents into the American Federation of Television and Radio Artists' fold.

It may also create some problems for AFTRA in the form of efforts by some newsmen to split off into a new union.

In the past, newsmen were not covered on a staff basis but many were included for their commercial fees or for appearing on documentary programs or panel shows. Newsmen classified as commentators and analysts also were not covered in AFTRA's previous contracts for these assignments.

There were reports that some newsmen who had walked the picket lines were not members of AFTRA. It was pointed out that some NBC network news correspondents in Washington were not covered in any phase of the previous codes, but an NBC spokesman pointed out there was no way of determining if these staffers had held on to AFTRA cards they obtained when they worked in NBC Washington locally or at some other station in the country.

An AFTRA official said there "probably were very, very few newsmen who were not covered under some part of the codes or did not hold a union card based on previous employment."

The establishment of an incontrovertible union shop at the net-

works and their owned stations is expected to touch off repercussions between those newsmen who support AFTRA and those who agree with NBC's Chet Huntley, who remained on the air during the strike and proposed that broadcasting reporters have a separate union. Mr. Huntley said last week that he is not pressing efforts immediately for a separate labor organization for newsmen.

Newsmen who for some reason do not hold union cards will have to join AFTRA or enlist in an effort to become affiliated with another union or form a broadcast news-oriented labor organization. It was too early to project future developments, but some observers felt that the tug-of-war could erupt into a battle between pro- and anti-AFTRA factions.

substituted for their regular shows during the period of the strike. Several agencies reported they were certain equitable adjustments would be made with networks offering either cash or bonus time.

Carson Hangs Back ■ Regularly scheduled programming returned to the air last week with the notable exception of Johnny Carson, who was still insisting that he was not returning to the *Tonight* show because NBC had abrogated the contract by running repeats during the strike without his permission (see page 49).

There was some confusion surrounding the end of the strike. Picket lines at the CBS production center and at NBC headquarters were not removed until a late hour on Monday because AFTRA wanted to protect members of technical unions, who had respected the picket lines, from a precipitate return to work or involuntary absenteeism.

The networks and their O&O stations reported that, with minor changes, programming was continuing last week as scheduled before the strike and production was being resumed on live and taped shows.

Taping of the *CBS Playhouse* production of "Do Not Go Gentle into that Good Night," starring Frederic March and Florence Eldridge, was postponed because of the strike and will begin April 27 in Hollywood. The Loring Mandel drama will be broadcast on CBS in the fall as part of the *Playhouse* series of specials sponsored by General Telephone & Electronics.

Before the strike ended, TV coverage of sports events of the April 8-9 weekend required modifications.

CBS-TV's major sports casualty was cancellation of the National Hockey League-Stanley Cup playoff game in Montreal on April 8 (1:30-4 p.m.). The telecast was carried by the CBC but not picked up by CBS because of Canadian TV technicians' refusal to become involved in the strike.

CBS filled in the two-and-one-half-hour period with a repeat of the Jan. 15 Super Bowl pro football game, currently being syndicated in edited version by American Express Co. in cooperation with NFL Films. Because of American Express's syndication rights to the game, CBS had to seek permission to use the full tape of the game, and, as a result, gave that company a credit line in the telecast.

Sponsors Agree ■ The network said that all sponsors committed to the NHL playoff game took time in the Super Bowl without recourse to rebate. A total of 14 commercial minutes—valued at \$16,000 a minute—were involved in the switch (BROADCASTING, April 10).

CBS's troubles with TV coverage of the 31st annual Masters Tournament in Augusta, Ga. (April 8, 5-6 p.m. and April 9, 4-5:30 p.m., all EST) began on Saturday when the four announcers and two professional golfers failed to show up. On Sunday, the entire crew of more than 40 cameramen and TV technicians boycotted the telecast.

Among the CBS executive and administrative personnel who handled various chores on the coverage were William C. MacPhail, vice president of sports; Ted O'Connell, vice president and general manager of CBS Television Stations' National Sales; Jack Dolf, director of sports; Chuck McAbee, sales manager of KMOX-TV St. Louis; Bruce

Bryant, vice president and general manager, WCAU-TV Philadelphia. Amateur golfers Billy Joe Patton and Charlie Coe also participated.

ABC said its TV sports activity over the April 8-9 weekend almost duplicated the previous weekend in that the second National Basketball Association playoff game was again covered without color cameras or sportscasters Chris Schenkel and Jack Twyman. The network substituted producers Chet Forte and Chuck Howard (BROADCASTING, April 10).

Another ABC-TV program affected was *Wide World of Sports* (April 8, 5-6:30 p.m.), part of which was broadcast live instead of on tape. Jim McKay, the scheduled reporter, was replaced by producer Howard and Jim Feeney, a production director.

ABC had scheduled a Jan. 7 tape for its *Pro Bowlers Tour* on April 8 (3:30-5 p.m.) and thus did not encounter problems as it did the week before when that program was on live.

Videotape Complaint ■ Videotape Productions of New York last week said it may appeal a court decision dismissing its complaint against AFTRA. Videotape had sought an injunction against picketing by AFTRA members and asked for \$2.5 million in damages but a New York state supreme court ruled it lacked jurisdiction in the matter. (BROADCASTING, April 10).

An attorney for Videotape said the company suffered losses of at least \$30,000 in business. Estimates of the total damage, as yet undetermined, could run from \$50,000 to \$75,000, he indicated.

A Videotape official described the 13-day strike as an "enforced vaca-

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KWTV-9, OKLAHOMA CITY

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tion." He noted that once picket signs were removed, business resumed at a fast clip on Tuesday (April 11). In the next few days, he said, Videotape obtained 10 assignments, including commercials for Geritol, Pontiac and several agencies, and special work for a packager plus a commitment from RCA.

Reappraising the effect of the strike, James E. Witte, vice president, Tele-Tape Productions Inc., Chicago and New York, estimated losses at \$25,000 to \$40,000 gross. He said the walkout held up production of 11 Singer Co. commercials, which in the last three days of completion (March 30, April 3 and 4) were finished without talent.

After the strike, business swung upward with activity from such clients as Buick, Hamilton Beach and American Airlines, he indicated.

One executive who gained plaudits during the strike for substituting for Walter Cronkite on the CBS-TV evening newscast was Arnold Zenker, manager of program administration, CBS News. He reported last week he had received "several offers" to continue his newscasting chores—but not from CBS. Mr. Zenker confessed he is "entirely new to this side of the business" and said he would have to consider the other offers carefully before accepting any of them.

Other substitute newscasters, disk jockeys, talk personalities and sports broadcasters returned to their regular jobs last week as sales and program executives, publicity men, producers and even secretaries. And the full circle was squared on Tuesday when the CBS-TV evening newscast opened with this salutation: "this is Walter Cronkite replacing Arnold Zenker."

Kudos for the subs

"The facts are that I am sort of disappointed the strike is over," Representative Thomas G. Abernethy (D-Miss.) said on the floor of the House last week after the strike of the American Federation of Television-Radio Artists ended. "The nonprofessionals were doing such a grand job of handling the programs," he explained. Citing the importance of radio and television to the American people, he praised the stations and networks for staying on the air during the strike. "I congratulate and commend the networks, the individual stations and their clerical and management personnel for a job well done," he concluded.

Oscar show a cliff hanger

Only foresighted plan to continue rehearsals made telecast possible

The ABC page had been hanging over the red telephone since 3 p.m. on the day the Academy Awards broadcasts almost didn't go on. It was in the TV control booth at the Santa Monica civic auditorium where the award presentations were to be made. All afternoon the technicians in the room jumped every time the telephone company rang the phone, testing to be positive that it worked. At 5:05 p.m. (PST) last Monday (April 10), the phone rang for real.

The page rushed to find the union representative, the only one authorized to accept the call and move on its information. The 13-day-old strike against the TV-radio networks by the American Federation of Television and Radio Artists was over. Some 40 minutes before it would have been too late to tape some necessary crowd-arrival shots, about 115 minutes before the program itself—one of broadcasting's biggest events—was to go on the air, the word was passed by the AFTRA man on the scene. It was OK to go ahead with live broadcast coverage of the 39th annual Academy Awards presentation.

Bob Hope summed it up in his opening monologue: "This is the big night. What tension. What drama. What suspense. And that was just deciding whether the show was going on or not."

Many in the audience laughed, but Mr. Hope wasn't kidding all that much. Certainly the more than 300 in-front-of and behind-the-camera people involved in the show didn't laugh. It's not likely that ABC or AFTRA or the Academy of Motion Picture Arts and Sciences or Eastman Kodak Co. and its agency, J. Walter Thompson, found the situation amusing. They could only have been immensely relieved that two weeks of cliff-hanging had ended.

Millions in Balance ■ The stakes were high. In money alone more than \$2 million was in jeopardy. ABC had paid \$735,000 for radio-TV rights to the awards. Eastman Kodak had paid \$1.5 million to sponsor the broadcasts and had spent more than \$100,000 to produce seven commercials—representing 12 minutes of time—for showing speci-

fically on the wards telecast. The movie academy, faced with bearing the major share of the \$400,000 below-the-line cost of producing the presentations show (with the network absorbing the rest), still stood to profit by more than \$200,000 from the broadcasts, money needed in its overall yearly operations.

The show might never have gone on the air if Rowe Giesen, ABC-TV director of administration, TV network programs, western division, had not thought to get AFTRA clearance for rehearsals. Mr. Giesen, the executive contact and liaison man among sponsor, the academy and the network, was in Chicago on April 1 for a meeting of ABC-TV affiliates. The day before the polls for the awards had closed. Four days before the AFTRA strike had started, Mr. Giesen telephoned Margaret Herrick, executive director of the academy, and asked her to seek first a waiver for the Oscar broadcasts from AFTRA in Hollywood and if that failed, a waiver to begin rehearsals for the show.

On Monday, April 3, the day before rehearsals were scheduled to begin, AFTRA agreed not to picket the rehearsal sites.

Made the Difference ■ "This was the key opening," an executive said last week. "Without a chance to rehearse we couldn't have put on the show even if the strike was settled in time. And once we started to rehearse and everybody knew that a show was possible the pressure to allow it to go on the air mounted something fierce."

But the day rehearsals began, the academy authorized Harshe-Rotman & Druck Inc., its public relations firm, to issue an announcement that in the event the strike continued the awards show would be postponed. April 17 and April 24 were suggested as alternate dates.

At that announcement everything but the Los Angeles smog hit the fan. Seething resentments about the stranger in town that television apparently still is boiled over. Prominent people in the movie industry phoned the academy to voice their protests. Pressures converged from all sides and quickly found the mark. A day after the initial decision to postpone the show was announced the academy's president, Arthur Freed, called a news conference to announce that the show would go on, with or without TV and radio.

Explaining this 180-degree change of direction, an employe of the academy later explained: "The board was faced with an honest dilemma. Most of them would rather not admit that television means that much. On the other hand not having television meant losing a lot of money. The first decision was based purely on economic reasons. But then

afterwards enough people felt, 'well, we'll just have to take the loss and save face.'"

Counter Proposals ■ As the last weekend before the show approached with a broadcast blackout all but certain, a couple of opportunistic suggestions were heard. An association of theater owners reportedly offered to feed a live closed-circuit telecast of the awards show into their facilities across the country. Metromedia, on behalf of its television stations, proposed either covering the presentations live on a non-commercial basis locally in Los Angeles or reporting live from the Oscar scene via telephone hookups to its TV outlets in New York, Washington and Los Angeles (BROADCASTING, April 10).

The hackles rose at ABC when these propositions came to light. The network was adamant. If the strike was still on and there was any broadcast involving the awards presentations, ABC would do it or nobody would.

The situation couldn't have been more bleak when ABC's Rowe Giesen came up with an idea. On Saturday morning he got permission from Thomas W. Moore, president of ABC-TV, to offer to give up Eastman's sponsorship and carry the event on a completely sustaining basis as a public service. Mr. Moore felt the academy should clear it with the union. Margaret Herrick called Frank Nelson, AFTRA's local president in Los Angeles, and outlined the plan. The union wouldn't go along with it. There would be no waiver for the show.

Through the weekend rehearsals continued. Bob Hope prepared lines to cover any contingency. In case of a broadcast blackout he was ready to say such things as: "This show is coming to you in living secret. . . . Just so the outside world will know what's going on here tonight, we have an Indian on the roof with a bonfire and a wet blanket. . . . The academy is going to miss the TV money, but we'll manage, and I'm sure the winners will be just as happy with their plastic Oscars."

Optimistic Note ■ During dress rehearsal on Sunday afternoon an AFTRA representative announced that the waiver on pickets for the Oscar rehearsals would end by noon the next day, some seven hours before air time. It was the ultimate crisis of the whole affair. From 8 to 11 that night, network, academy, advertiser and agency representatives agonized over the next move. They kept in telephone contact with AFTRA's Frank Nelson. Finally a hard-wrought compromise was worked out.

The telephone company's lines were the key control to any telecast. These lines would be disconnected. But an AFTRA man would be stationed in the TV control booth all the next day until the time the show was due to go on. A special red phone, with a di-

rect line to the negotiation table in New York, would be installed. The union agent would be able to receive the word at once if the labor dispute was settled. If time would permit, he could have the Telco lines reactivated and could approve the telecast and radio broadcast. "We were putting the union in the driver's seat," comments Rowe Giesen.

It was early on Monday, the day of the Oscars, that a tentative understanding was reached in the strike negotiations. But the suspense was to be drawn out still more. It wasn't until late afternoon on the West Coast that the national board of AFTRA approved the terms being offered by the networks. In Hollywood there isn't any doubt that the break in the AFTRA-network deadlock was hastened by the approaching curtain time of the academy awards.

The show did go on, and played to an estimated 31 million homes, the most—according to ABC—ever to tune a single television broadcast. "It probably was the smoothest production we ever had," Mr. Giesen said afterwards. But there will be many who will long remember the 39th Oscar awards for other, more negative, reasons. The shotgun marriages between movies and television, between talent union and network, sizzled and popped. They almost blew sky high.

Radio series sales . . .

All Time Heavyweight Championship Tournament (Woroner Productions): WGBS Miami; WGAL Lancaster; WSN Allentown; WCBG Chambersburg; WICK Scranton; WRTA Altoona, and WHYL-FM Carlisle, all Pennsylvania; WCEN Cambridge; WBOC Salisbury, and WARK Hagerstown, all Maryland; KHEY El Paso, Tex.; WTTM Trenton, N. J.; WWSC Glens Falls, N. Y.; KOBE Las Cruces, N. M.; KYES Roseburg, Ore.; KVIP Redding, Calif., and KTOP Topeka, Kan.

Tax Tips (F-P Productions): WHON Centerville, Ind.; WKIP Poughkeepsie, N. Y.; WOC Davenport, Iowa, and WRMN Elgin, Ill.

Take Five To Laugh (F-P Productions): WHFB Benton Harbor-St. Joseph, Mich.; WRMN Elgin, Ill., and KBOI Boise, Idaho.

Wonderful World of Sports (F-P Productions): WRMN Elgin, Ill.

Bird Watching Society (A.R.B. Productions): WJBO Baton Rouge, and WBNS Columbus, Ohio.

Grand Ole Opry (WSM Inc.): KBER San Antonio, Tex.; KVEE Conway, and KBTA Batesville, both Arkansas.

Will Carson be back tonight?

Source close to NBC

star predicts he'll

settle the dispute

There were indications late last week that Johnny Carson might be back in as host of NBC-TV's *Tonight* show in time to meet the new competition head-on. The late-night *Joey Bishop Show* was set to start tonight (April 17) on ABC (see page 91).

Mr. Carson seemed to have firmly "rescinded" his contract with NBC in a dispute over fees allegedly due him for repeats carried during the strike (BROADCASTING, April 10). But last week a source close to Mr. Carson predicted, "the whole thing will be settled over the weekend." And Arthur Price, Hollywood agent for comedian Bob Newhart, Mr. Carson's likeliest permanent replacement, said "NBC has told me it has no intention" of making the switch. "It's academic, anyway," he added, "NBC is going to work out its problem with Carson."

If and When ■ NBC's last public statement was that after Jimmy Dean finished his week's replacement Friday (April 14), Mr. Newhart would step in for this week, and "if Johnny isn't back by then, Newhart will cover the following week as well."

Mr. Price, and Tony Ford, who handles Mr. Newhart's television packages on the East Coast as the result of a limited affiliation with Bernard, Williams & Price, Los Angeles, both emphasized that Mr. Newhart's stint as a replacement on the *Tonight* show was covered under his newly announced contract with NBC, which provides for six weeks substitution.

What was behind Mr. Carson's sudden resignation, and NBC's flat-footed statement that "we expect Johnny back . . . when the strike is over," was anybody's guess.

A college-student participant in the IRTS college conference last week (see page 96) announced from the audience that he thought it was "a promotional stunt to offset the Bishop show premiere."

But perhaps Mr. Carson himself provided the necessary background, in the show tape NBC repeated the night he announced his resignation:

"My contract with NBC is pretty good, but you need a good lawyer. Mine is Louie the Shyster. He used to be prosecuting attorney in the Mafia's kangaroo court."

As program pickers B&B experts beat out the computer

Must man take second place to the computer when it comes to figuring a program's chances of survival?

Mindful that some advertising agencies run program data through a computer for predictions on program performance, Benton & Bowles media experts last week issued what amounts to a denial that the machine can do better in this area than old-fashioned seat-of-the-pants calculation.

The agency matched man's "intuitive" judgment against the "KEY-Pace" computer process developed by Kenyon & Eckhardt and also against B&B's own formula technique that it calls its "Three Variables" formula. Human judgment, without machine, won out over both in the comparison of results. Said B&B: "A decided victory for the power of human reasoning as opposed to the cut-and-dried formula approach." B&B said its own intuitively made estimates were significantly more accurate than the other methods, including the three variables formula, which makes use of a combination of (1) over-all share of audience, (2) prior performance and (3) specific age-group rating.

In making its comparisons, the agency studied estimates made by all three methods of the share of audience for 77 programs in the fourth quarter of last year and then matched them with the actual average shares issued in the ratings reports. Results represented the percent of "correct" estimates—within three share points of the actual figure—of all three approaches for all nighttime shows, as well as break-outs for all new shows, returning programs and the "extremes"—that is, the hits and flops. The hit, or high-in-share program, was defined as over 35 in share points, the flop, or low-in-share show, under 25 share points.

For all shows: B&B judgment scored 56, formula 46 and K&E computer 47. New shows: B&B judgment 57, formula and computer, both 40. Hits and misses: B&B judgment 42, K&E computer 33 and formula 27. Returning shows: agency's intuitive judgment was correct for 55% of the lineup, K&E 49% and by formula 51%.

When the allowance for error was extended to five points, each method scored higher but in every case the judgment approach topped the

other methods.

The study, conducted by a research team under the direction of Bern Kanner, senior vice president in charge of media management, and Sid Mehlman, media analysis director, also contained some deductions.

The agency noted that neither the computer technique nor the use of B&B's formula approach could consistently "quantify" the variables involved because of several unknowns in programing values. Among these: To what degree is the program's original concept followed? What's known in advance as to the ability of the writers to produce consistent, up-to-par material? Said Mr. Mehlman: These values can be considered "more readily" by a person than by formula. Mr. Kanner noted that formulas are dependent on historical data, thus insensitive to gradual shifts in public taste, a situation, however, that may be apparent to the astute analyst.

Dump the computer? Not quite, says Benton & Bowles, whose report urges a "more realistic appraisal" of techniques that strictly rely on formulas when predicting program performance.

No blackout in '67 for Irish-Spartan game

ABC-TV's coverage of this year's Notre Dame-Michigan State football game will be carried through the U. S., with none of the blackout restrictions that created protests last year until, at the last moment, they were lifted.

ABC-TV authorities gave this assurance to affiliates along with a partial rundown on the rest of the National Collegiate Athletic Association's 1967 TV football schedule during a meeting in Chicago two weeks ago (BROADCASTING, April 10).

The Notre Dame-Michigan State game, matching what were ranked as last year's top two college teams, is scheduled Oct. 28 and will be carried as a national game in ABC-TV's NCAA schedule.

Other games on the schedule, as reported to the affiliates by ABC-TV sportscaster Jim McKay, include:

Sept. 16, Southern Methodist vs. Texas A&M; Sept. 23, Penn State-Navy and Miami-Northwestern; Sept. 30, Michigan-California and Maryland-Oklaho-

ma; Oct. 7, Mississippi-Alabama; Oct. 14, Georgia Tech-Tennessee and Minnesota-Illinois; Oct. 21, Texas-Arkansas; Nov. 4, Louisiana State-Mississippi and Army-Air Force; Nov. 11, Florida-Georgia and Princeton-Harvard; Nov. 18, Southern California-UCLA; Nov. 23 (Thanksgiving Day), Oklahoma-Nebraska; Nov. 25, doubleheaders including Ohio State-Michigan, Georgia-Georgia Tech and Washington-Washington State; Dec. 2, Army-Navy, and Dec. 9, Florida-Miami.

The official and complete NCAA TV schedule is not due for release until June in compliance with NCAA restrictions to protect advance ticket sales.

Gay 90's recaptured

ABC Films has placed into syndication a half-hour color music variety series that is said to reflect the Dixieland sound of the 1890's. Titled *Hurdy Gurdy*, the series began as a special on KABC-TV Los Angeles and later was expanded to a regular weekly program. It is a Circle 7 Production, produced by KABC-TV.

Governors deck Mutual's Clay-Patterson coverage

Mutual last week won and then lost exclusive rights to the proposed April 25 heavyweight title fight between Cassius Clay and Floyd Patterson. The bout was cancelled by the fight promoter after Governors Paul Lavalt of Nevada and Raymond P. Shafer of Pennsylvania refused sanction of the match in their states.

James E. Fuchs, president of Mutual Sports Inc., a subsidiary of Mutual Broadcasting Corp., said the cancellation resulted in "some income loss." The STP division of the Studebaker Corp., through its own house agency, had signed for full sponsorship of the fight broadcast. Mutual planned to feed the event to some 750 Mutual and independent stations in the U. S.

Michael Malitz, president of Main Bout Inc., New York, the owners of ancillary rights to Clay's bouts, said the fight's rejection caused curtailment of a closed-circuit TV theater feed to some 85 sites.

Programing section continues on page 90

Busy hardware counter in Chicago

Chicago equipment exhibits reach new highs in sophistication and sales; color gear interest keeps building; UHF, CATV customers grow

By most major manufacturers' reports the biggest and most sophisticated of all National Association of Broadcasters broadcast equipment shows was possibly the most successful too.

Salesmen aren't given to half-hearted projection but even allowing for a little windage in their reports of business generated at the 1967 NAB exposition, the show must rank among the best ever in terms of business written and business prospected.

Technically, it was probably the most advanced assemblage of broadcast industry hardware ever collected under one roof.

Integral circuits and solid-state design have come to be bywords of an industry that will have to do some fancy technical footwork to better its machines in 1968.

Last year the exhibit halls were agog with awe at the clarity derived from the newest color television cameras but this year there were still further improvements.

Better Color Cameras ■ At a time when orders for color television cameras are reportedly on the downhill side of their peak, there are vast improvements evident not only in camera design but in production capacity too.

RCA which has already reported shipment of its 300th color camera, is still working on backlog. The battle for the color-camera market has intensified with other major manufacturers increasing their shares.

Norelco officials said last week that the company's production capacity has multiplied four times since last year, that is can now make 40 of its PC-70's a month and that orders at—and resulting from—the Chicago show would amount to between 60 and 100 cameras.

General Electric also reported continued strong sales activity for its PE-250 color camera.

The general economic climate—uncertain at best—is not ideal for broadcaster commitment to high-priced items such as cameras, switching gear, and color television tape recorders, but nevertheless these so-called discretion-



There were customers aplenty in the exhibit halls during the 45th annual convention of the National Association of Broadcasters. Most of the record number of exhibitors present reported that business was good this year.

ary items were just as well-scouted this year as last.

And if orders weren't immediate they were clearly in the offing. Exhibitors this year noted that buying is more planned and deliberate in contrast to last year's impulsive color rush.

New Customers ■ The growing UHF television market is representing a new source of income for the equipment makers and served to brighten the exhibitors' picture along with expanded audio equipment sales.

Community antenna television equipment makers reported that this year's show represented their best NAB exhibit to date. Of special interest were reports from other exhibitors that the CATV operators were looking hard at live cameras and other program origination gear to be used in conjunction

with their systems.

While this year's NAB exhibit was not one of widespread innovation, there were several product developments which attracted special attention. One of these was a new portable video-tape recorder weighing less than 50 pounds and battery-powered. Another was a new 16 mm color film chain by Visual Electronics Corp. that employs the simplified flying spot scanner technique.

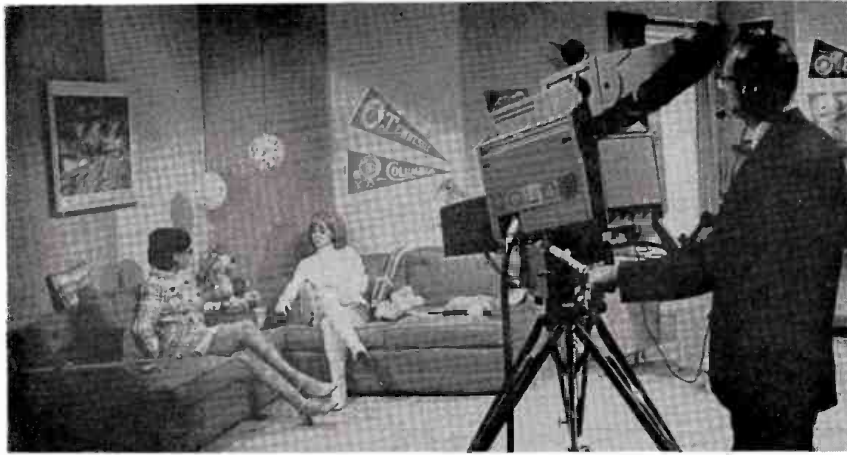
Also drawing high traffic inside General Electric's PE-250 "Private Key Club" was Front Projection Corp.'s new front projection system for producing saturated color backgrounds even when a studio set is lighted at 375-foot candles.

On the horizon in significant future developments is the evolution of a high-powered UHF television transmitter atop the antenna tower itself. Varian Associates exhibited its new electrostatically focused UHF klystron, a highly compact unit which when available in higher powers could be mounted on the antenna.

Automatic programing and logging equipment was present in profusion in the exhibit halls and distributors of these fancy systems said they were moving well.

If sales of some of the bigger ticket items were pending a more certain economic outlook there was no evidence that the multitude of exhibitors showing smaller supportive and accessory gear were experiencing a wait-and-see attitude from the crowd of broadcast shoppers. In fact, by the time displays were struck, these smaller distributors were generally reporting their most successful NAB show ever. The scramble for exhibit areas, which left some distributors without the space they requested, was again testimony to the importance placed on the show.

A major post-exhibit event that gains in popularity and significance each year is the technical seminar conducted for a full day by Visual Electronics Corp. This year Visual found attendance up by more than a third. A full range of subjects including color cameras and recorders was covered.



Ed Settler, RCA proposal engineer behind the new TK-44 color camera gets a shot of two pretty models on the RCA set.



Dave Jacobowitz, head of Norelco's TV-test-equipment sales, operates the PC-70 color camera on the Norelco set.

Color TV cameras dominate NAB show

Technical refinements of last year's models have aim of improving picture quality

Television cameras—specifically color cameras—again dominated attention at the biggest of broadcast hardware show-places.

Color models that drew excited oh's and ah's last year and flooded exhibitors' areas with spectators were the cynosures of a 1967 show that was marked by technical refinements and clearly improved picture quality.

The major color camera manufacturers were again spending fantastic sums just to create appropriate environments for showing off their newest gear. Fancy studio sets with calibrated lighting adjustments and agency-produced shows to go before the cameras

have come to be the best attended happenings at the NAB expositions.

The competition that has heated up between three-tube and four-tube cameras showed no sign of abatement in Chicago. In fact it got hotter when Norelco, main proponent of a three-tube system, used this very factor as a

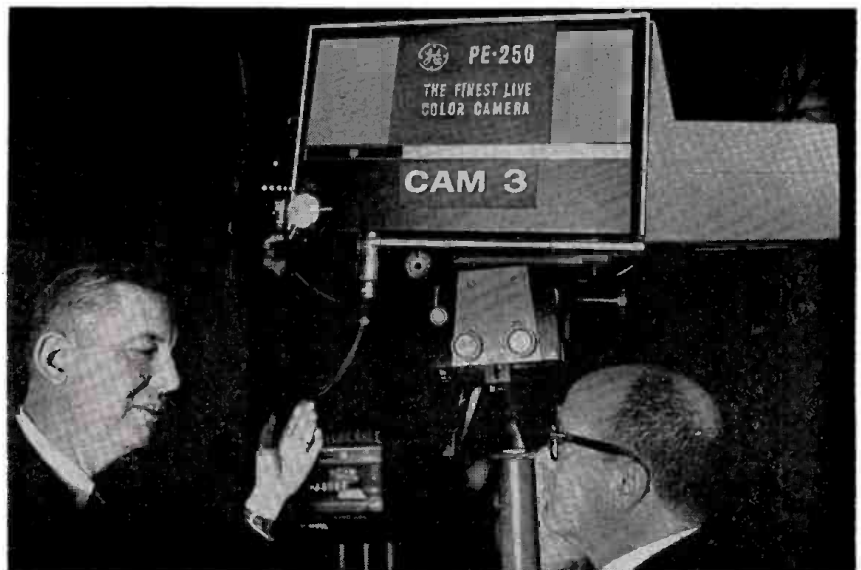
core point in a sales show that emphasized the comparison.

Most engineers at the show agreed that all major color camera distributors—RCA, General Electric, Ampex (Marconi), Norelco and Sarkes Tarzian, had accomplished technical refinements and improvements in picture quality since last year.

Spot Coverage Cameras ■ RCA's color camera exhibit had the prototype TK-44 color field model weighing 140 pounds for spot coverage of sports news and other remote events. It features a new 3-inch Isocon tube in luminance channel and has a detachable viewfinder, built-in color bar generator and single port lens system. It should be ready for commercial sale next year at



Biagio Presti (l), division manager, Sarkes Tarzian Inc., explains new Polychrome color TV camera to Woody Crane (c), chief engineer, WGN-AM-TV Chicago, and Charles Rothers (r), also of WGN.



Remote operation of General Electric Co.'s PE-250 color camera is explained to Dick Harris (r), station manager of

KOA-TV Denver, by Bill Gaither, marketing manager, GE visual communications products department.



Richard Koplitz (r) of Studio Television Products Sales Corp. introduces the Shibaden spring-loaded camera mount to Richard Olsen (l) of McDonald Corp. and William Huffman, Tele-Tape Productions.

about \$80,000.

RCA's refined TK-42 (built-in zoom) and TK-43 (external zoom), four-tube systems, are now using $4\frac{1}{2}$ inch image orthicons for the luminance channel for longer life and lower noise level.

The TK-43 has a new design that puts the viewfinder closer to the center line of the taking lens. Rack mounted portion of the chain takes under 25 inches of rack space.

General Electric Co., which last year introduced its new solid-state four-Plumbicon tube PE-250 color camera, used a subtle but effective method this year to demonstrate how well the lightweight model (160 pounds) has been selling.

Throughout GE's exhibit area were backlit color panels depicting the color station ID's of outlets presently using the PE-250. Rough-counting some 80 of them, figuring in multiple network buys, and the total in use would add up to at least a couple hundred.

Marked Interest ■ GE wouldn't admit



Background projector that works from camera itself gets scrutiny of (l to r) D. R. Taylor, KOLN-TV Lincoln and KGIN-TV Grand Island, Neb.; William Margolin, who helped develop system, and George Margolin, vice president of Front Projection Inc.



New air-driven video-film camera of D. B. Milliken Co. is studied by David Zeeko (l) and Carl Kroop, both of WTTW(TV) Chicago.

the exact total, but based on attendance at the half-hourly color stage shows at the exhibit, prospect interest in the PE-250 appears to be continuing at a high level.

GE wasn't at all reluctant about showing the camera's two-minute warm-up feature or its stability after hours of shake-table roughhousing. The PE-250 also has a built-in continuous 10-to-one zoom lens usable down to three feet. The system also can be run unattended by remote control.

Sarkes Tarzian also reported interest in its new solid-state polychrome color camera system, which was introduced last year but could not be demonstrated then because of problems in delivery



The inside of a Cohu Electronics color-TV-camera system 1000 gets an examination from Cohu regional sales



New color TV camera pedestal of Houston Fearless Corp. is explained by firm's Bert Rosenberg (r) to Bruce Helgerson of Front Projection Corp.

of certain key option parts.

The model 88D polychrome is available with four lead oxide Plumbicon tubes or an image orthicon plus three vidicons. All circuits are plug-in for easy maintenance. It also has a self-contained 10-to-one zoom lens.

Monochrome cameras continued to find a market at all of the major exhibitors too. Sarkes Tarzian showed its model 3000-L, a three-inch image orthicon camera, a fully solid-state system with such features as interchangeable plug-in viewfinder section. Similarly Visual Electronics cited continued interest in its compact Mark 10 zoom camera, a solid-state system using the three-inch image orthicon tube.

Pickup tubes for the color and monochrome cameras continues to be a good little business all its own, considering the price tag on each item.

Orthicon Pickup Tubes ■ General Electric Co. introduced two new image orthicon pickup tubes that are color matched at no extra charge. Both the Z-7899 and Z-7888 tubes (\$1,800 each)

manager Stan Seivers (l) and Dwight MacPherson, engineering technician from Indiana University.



Vernon Dillaplain (l) chief engineer of KETS(TV) Little Rock, Ark., gets a demonstration of the Shibaden Corp. FP 107 lightweight TV camera from Shibaden representative S. Kaneko.

utilize a totally new electronic conducting glass target that virtually eliminates sticking and burn-in and provides consistent characteristics of signal-to-noise ratio, resolution and sensitivity.

Visual Electronics displayed its Elcon line of matched color pickup tubes made by English Electric Valve Ltd. They are available in a full range of image orthicon and vidicon models.

Philips Broadcast Equipment Corp., newly named subsidiary of North American Philips Co., presented its Model EL 8530 color camera made for special applications where a viewfinder is not required. Circuitry is the same as in the regular PC-70. Camera-head weight is 60 pounds.

Philips sales officials reported strong interest in the small new model, which will sell for about \$55,000.

Norelco officials also cited excellent response for the standard PC-70 three-tube Plumbicon, in fact they reported sales connected with the convention exhibit would run between 60 and 100 of the PC 70 models. Production capacity is reported to be up to 40 cameras a month, about four times what it was a year ago. The company says that by the end of May it could be "shipping off the shelf."

Tiny Cameras ■ New entry into the tiny TV camera field is the Granger Associates' model BC-1000 monochrome



The new Taylor-Hobson-Cooke 16-to-1 zoom lens distributed by Albion Optical elicits interest from A. E. Guia (r) of Radio Caracas Television, Caracas, Venezuela. Roy Leavesley, Albion Sales manager, is ready with answers.

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David Monoson, representing EIA, has a look at the Toshiba IK 37 color cam-

era talks with T. Arioka (l), chief engineer of Toshiba America.

vidicon camera chain priced at under \$3,700. Apart from economy studio operations, the unit is designed for the educational closed-circuit field. It also appeared to interest many CATV operators considering the expansion of their own program services.

Granger noted that two of these tiny cameras can be paired with a single control unit for a completely automated setup. One camera can be linked to a standard film-slide chain and the other can serve as a live-studio camera with zoom lens and remote operation.

An optional solid-state micrologic EIA sync generator can be included as an option to drive both cameras as well as other studio gear. With the addition of pulse-distribution amplifiers this plug-

in sync generator can be used as the master generator for the entire studio, Granger said. All of these camera units feature plug-in circuit boards.

Raytheon Dage-Bell Corp. reported high interest among UHF stations as well as the educational market in its low cost type 520 monochrome camera chain (\$7,500) that has been improved considerably this past year and now features Plumbicon-Vidicon pickup tubes. The circuitry is virtually all solid state and includes many simplified operational features. The Raytheon subsidiary also has companion TV-control consoles and slide-and-film camera chains.

A new series of image orthicons using the RCA Biakali photocathode and a special conducting glass target, claims spectral response closer to that of the human eye than conventional S-10 response of other image orthicons. The new image orthicons were displayed by RCA electronic components and devices division.

TV Slide Projector ■ RCA's prototype television slide projector type TP-



Donald Roper (l) associate chairman for administration for the division of radio-TV and audio visuals of the United Presbyterian Church, has a look at Quick-Set's 'Gibraltar' pedestal shown by Quick-Set sales representative Art Weber.



Edward Resk (r), vice president of Davis & Sanford Co., shows lightweight camera tripods to Dr. Richard M. Uray, U. of South Carolina.

BROADCASTING, April 17, 1967

claim:

Our Type 317C is the most popular and most accepted 50 kw AM transmitter you can buy!

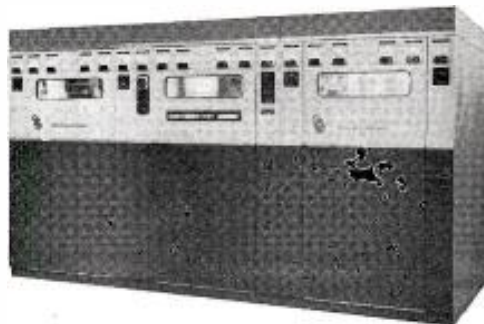
proof:

We delivered 15 type 317C transmitters to customers throughout the world in less than 2 years! KWJJ, Portland; WCCO, Minneapolis; WKVM, San Juan; WMOO, Mobile; WNAC, Boston; XETRA, Tijuana; Armed Forces Radio; Diplomatic Wireless Service of Great Britain (2); Radio Rumbos Caracas; Radio Barquisimeto Venezuela; Radio England (2); Radio Caroline; Burma Broadcasting Service.

here's why:

Our Type 317C is the most economical (82 kw @ 0% mod., 92 kw @ 30% mod., 120 kw @ 100% mod.); most compact (62 sq. ft., completely self-contained including blower); and has the lowest shipping and installation costs.

It's the most 50 kw for the money. Matter of fact, you cannot afford to buy any other 50 kw!



For your brochure on the Type 317C, write Commercial Sales Dept., Continental Electronics Mfg. Co., Box 17040, Dallas, Texas 75217.

Continental Electronics 
A SUBSIDIARY OF **LTV** ELECTROSYSTEMS, INC.



Jack Littler, Power Optics manager, shows the company's Servo-Pak zoom lens control to C. H. Topmiller, president of WLBW-TV Miami.

77, expected to be ready for delivery around December, comes with rotary slide drum with a 120-slide capacity. It takes all standard slide mounts in common use by TV stations.

At the NAB show Cohu Electronics announced its new self-contained Plum-bicon television camera (series 3200) with optional solid-state viewfinder and motor-driven positioning for optical focus. Without accessories or lens it's \$5,000, FOB San Diego, with delivery promised in 90 days.

Some of the finest color reproduction at the NAB exhibit was accomplished by Marconi Mark VII television cameras distributed by Ampex Corp. The refined models showed their stuff in wide ranges of studio lighting and Ampex sales officials said they were delighted with new business prospects found at the show.

A lightweight color camera chain from Toshiba, the IK-37, commanded considerable attention. Weighing about 100 pounds, the model, with four-tube



Greg Andracke of Wayne State University visits the Optical Imports booth attended by Lorraine Wallace. Optical distributes Angenieux lens.



Alan Delamere (r) and John Carey (l) of Canadian Westinghouse, Hamilton, Ont., are shown a TV-microwave-relay system by Ronald Kelstrup, West Coast regional sales manager for microwave relay communications equipment distributed by Microwave Associates.

separate luminance system, lists at \$70,000 complete with zoom lens.

Camera Accessories ■ Albion Optical presented the new Rank Taylor Hobson 16-to-one zoom lens adaptable to all television cameras. Equipped with servo control, by thumb or preset adjustment, the equipment sells for about \$15,000.

Also present on the exhibit floor was Optical Imports with data on the Angenieux line of TV camera zoom lens which it distributes.

Camera accessories distributed by Power Optics and previewed in Chicago include a new \$10,000 heavy duty servo pan and tilt head to fit all domestic color cameras. It has a maximum pan angle of 300 degrees and pan speed of 40 degrees per second. Tilt angle is 60 degrees, achieved at 30 degrees per second. The head will carry up to 400 pounds.

Mole-Richardson featured its 2,000 watt "Molequartz Mighty-Mole" with



Color TV monitor introduced by Miratel Electronics Co. holds conversation of Ralph Voigt (l), WPRO-TV Providence, R. I., and Bob Beyer of Miratel.



Horizontal-vertical color crawl system of Telesync Corp. is explained by firm's Bob Swanson (r) to Homer Korman, chief engineer, WLSL-TV Roanoke, Va.

variable beam from spot to flood, selling at about \$100. It has a 500 hour life.

Quick-Set's line of instrument positioning equipment included the new "Gibraltar" crab pedestal (6475) with crab and tricycle steering. It weighs 96 pounds, has an adjustable height from 42 inches to 60 inches, and lists at \$1,035 without head.

Cummins Engine Co. displayed a working model of its NH-220 GS prime power generator set, a 125 kw, 60 cycle unit listing at about \$7,500 in the configuration displayed. Automatic starting and switch gear are available as optional equipment.

RCA training program

RCA Service Co. has begun establishment of permanent training centers in six U. S. cities to help train an expected 2,500 technicians in 1968, double the number of 1966. A. L. Conrad, president of RCA Service, attributed the need for centers to a requirement for more technicians in the growing color TV field. Centers in New York, Philadelphia, Chicago, Miami, Detroit and Los Angeles will be opened this summer.



E. G. Gramman, president of Dynair Electronics, goes over features of a remote switcher fader with Kenneth Karr, chief engineer of KTVC(TV) Ensign, Kan.



George Pyle, chief engineer of WMBD-AM-FM-TV Peoria, Ill., leans over for a look at a videoscope and sideband analyzer, as Jack Everette, chief en-

gineer of Midwest Television, Champaign, Ill., approaches at the Rohde & Schwartz Sales Co. exhibit at the convention.



New cartridge prompter system is described by Stanley Train, vice president, Q-TV Sales & Distribution Corp., to Mitchell Heller, engineering vice president, General Media Associates, grantee for TV channel 56 at Gary, Ind.

The gear between camera, transmitter

TV engineers find a varied display of amplifiers, sync generators, monitors

A lot can happen to a TV picture between the camera that takes it and the transmitter that sends it and exhibitors at the Chicago show had no lack of sophisticated tools for the job.

From amplifiers to computerized program controllers, from color generators to switching gear, the halls were loaded with compact systems of improved circuit design.

American Pancor Inc., a producer of basic connection hardware such as terminals and plugs under the A-MP label



The Telemation TSG-2000 broadcast sync generator was displayed in the booth of Effective Communications Systems, which distributes the unit. Ron Ward of ECS shows the equipment to Warren Williamson III (front) of WKBN Broadcasting Corp., Youngstown, Ohio.

as well as more recently a marketer of video switching gear, this year emphasized its new custom designed switching and control console for both video and audio which includes automation features. The preset programmer allows automation of up to 30 events while a programmer clock system enables automated sequence functions or complete remote



Lewis Hopper, vice president and comptroller of Maclendon Broadcasting, Jackson, Miss., is shown the Tracor-Sulzer master remote Chroma-fix system by Tracor market engineer George Moore.

control by specific clock time. A-MP's experience in magnetic logics for government and industry has been used in design of the new TV control systems.

A new \$12,500 six-input, four-bus switcher displayed by Central Dynamics, allows automatic sync/nonsync switching of output processing amplifier through high-speed solid-state logic during the vertical interval. It has input-output impedance of 75 ohms with a reflection coefficient of more than 2% to five MHz.

Also featured by Central Dynamics was a new video processing amplifier (VA 2085 series), adjustable in either synchronous or nonsynchronous modes. It gives chroma level correction without distortion and has remote control of all video, pulse and burst processing parameters.

Automatic Switching ■ Chrono-Log Corp. had a new solid-state version of its unit for automatic switching, a second-generation model of the step system on the market for the last six years. It lists at \$13,000 to \$13,500. The unit combines aspects of the electromechanical steps system with transistorized logic for noiseless operation and time ranges up to 59 minutes per event.

A "Chroma Detector" for detecting transitions between color and mono-



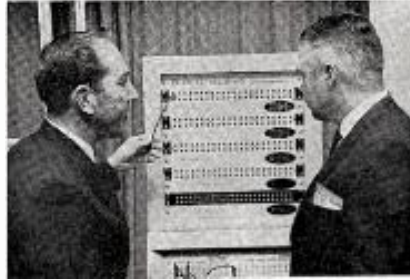
Richard J. Zeitler (l), manager, Tele-Beam Division, Kalart Co., shows large screen projection system to Charles Hill, Hq. Central GEEI-USAF, Oklahoma City.



Steve Steven, chief engineer, Cleveland Electronics Inc., discussed color TV deflection yokes with Ivan Kahn (c) of Contraves A. C., Zurich, Switzerland, and Martin Kozi, Admiral Corp.

chrome information and removing chrominance from encoder outputs was announced in Chicago by Cohu Electronics. Designated series 2610, it's an accessory meant to operate with the Cohu 9800 series color encoder. It sells for \$750.

Conrac Division of Giannini Controls Corp., a major supplier of TV-color and monochrome monitors, introduced two new transistorized black-and-white monitors this year. Both have high reliability and low power-drain features. The 17-inch model is \$470 and the 23-inch



Coaxial patching board holds attention of Jesse F. Lancaster (l) of Cooke Engineering Co. and Ray Johnson, KMED-TV Medford, Ore.

model is \$500. Conrac also displayed its full range of monitors in all standard rack mount and studio configurations.

A large supplier of monitors is Miratel, which displayed its lines of solid-state monochrome monitors plus a new line of color monitors with 19-inch tube (\$595 standard-unregulated to \$995 deluxe-regulated). The monochrome units range in many sizes from twin mountable 8-inch to big 27-inch studio monitor. Plug-in module circuits are among chief features.

Cable transmission equipment included the Dynair Electronics "Equa-Dyn" system for compensating cable losses at wideband video frequencies. Cable distance may be up to 5,000 feet with RG 11/U unbalance coax. An Equa-Dyn system for that requirement is priced at \$1,985.

Corrected Signals - A new vertical aperture equalizer (model 771) from the Grass Valley Group is designed to correct vertical aperture loss by a one-line video delay. A correction signal is generated with the equipment directly on the camera or encoded output.



Robert Vachon, manager of the closed-circuit TV and professional-equipment division of North American Philips, demonstrates the operation of a PC-70 control unit, which is connected to a new Norelco EL8530 camera in another area of the exhibit hall. Russ Robinson (standing), chief engineer of WCYB-TV Bristol, Va., looks on.



Trompeter Electronics Inc.'s patching system is discussed by owner Ed Trompeter (r) with Bill Endres (l), Tele-Measurements Inc., New York, and Max Willemin (l, rear), Trompeter.

International Nuclear Corp., the Nashville-based firm that since 1960 has grown substantially in the solid-state TV amplifier, switching and distribution field, did a brisk off-the-floor business at the show this year selling about 50 units. Innovations that got it well underway have been the TCA3 camera amplifier, a compact transistorized unit replacing a troublesome heat-producing tube amplifier in older cameras, and the inexpensive TVM2 video modulator that converts any color receiver into a studio monitor. The firm's product now includes a broad range of sophisticated switching, amplifying and distribution components, many plug-in module style and especially designed for color.

Marti Electronics displayed its 950 mc studio transmitter link and intercity relay line. The M-3/STL transmitter and MR-200/942-952 receiver, in combination provide a microwave link for studio to transmitter program feed or transmission of network programing



Hewlett Packard displayed its picture monitor 6946A and wave-form monitors. Here James Brookmeier of Hewlett Packard explains the equipment to Benjamin Friedland of Maplewood, N. J.

Collins' New 54Z-1 AM Frequency Monitor



- MEASURES ERRORS UP TO ± 20 Hz
- NUMERIC ERROR DISPLAY
- PROVIDES ALARM WHEN FREQUENCY ERROR EXCEEDS PRESET LIMITS
- NO ADJUSTMENTS OR CALIBRATION REQUIRED

For additional information, contact your Broadcast Sales Engineer or Collins Radio Company, Broadcast Marketing, Dallas, Texas, Area Code 214, AD 5-9511.



IT'S TIME FOR AMERICANS TO EXAMINE OUR SENSE OF VALUES WHEN BUYING FOOD

\$5 For Whiskey, 26¢ For Milk

In many areas of the United States these days it's not at all unusual for the homemaker who does the family food shopping to include the weekly beer and liquor supply which she buys at the food store. The gal who may pay \$5 or more for a fifth—not even a quart, but a fifth—of whiskey may be the same person who is overheard complaining loudly because the price of a quart of milk increased from 25 cents to 26 cents. This is far from being an extreme example of the mixed up sense of values many of us have acquired through the years when it comes to buying food.

We've become so accustomed to being offered a growing variety of high quality food products that we often overlook the fact that, had food prices increased through the years as much as most other prices, we'd have a lot less of the family income left over for so-called discretionary spending, including those \$5 fifths of whiskey. We'd be more like most of the rest of the people in the world—worrying about having enough money to pay the rent and buy merely enough food to keep from starving.

During the past year increases in food prices should have brought home to the American people a few facts of life that have been too easy to overlook in the past.

Farming Loses Its Attractiveness

For example, there has been a mass exodus of dairy farmers from dairying in the past year or so because a good many of these young families, imbued with the same ambitions as any other young Americans, are no longer willing to work for wages that frequently are far below the minimum wage most businesses must pay under the laws. Also the return on the investment required to operate a dairy farm (often well in excess of \$100,000) has been far below the return that could be earned by investing in many other enterprises.

The result of this disappearance of dairy farmers was a sharp drop last year in milk production in the United States. That drop probably

would have continued except that there has been some improvement in the farm price for milk. The increase in farm prices for milk, however, has been offset to a large degree by increased costs of operating the farms—increased costs for very scarce farm labor, for farm machinery and equipment, for feed, for other supplies the dairy farmer must buy to produce the milk.

Only part of the increase in retail prices of milk is accounted for by the increase in the price paid to the dairy farmer.

Processors, distributors, and retailers also have faced sharply increasing costs in their operations, and these higher costs—for labor, for taxes, for supplies, for transportation—have to be added to the price of the milk. If these higher costs are not added to the price, there will be not only a decrease in profits but also a disappearance of people willing to invest in the processing, distribution, and retailing of all foods.

Compare What Foods Provide

The average cost for a quart of milk in the United States is about 26 cents when purchased at the store in half-gallon containers. (We realize in some areas people pay more for milk than this, but in some markets local conditions increase costs of producing and distributing the milk.)

So let's get back to the shopper who bought both whiskey and milk. If she were to feed two 8-ounce glasses of the whiskey to her husband each day, you know pretty well what would happen. A few moments, perhaps, of euphoria. Then headaches. Hangovers. Candidacy for delirium tremens and cirrhosis of the liver.

On the other hand, if she serves him two 8-ounce glasses of milk each day, she is providing him a big step toward a well balanced diet. These two glasses of milk supply, for a moderately active adult man, 26% of the protein (and it's very high quality, complete protein) recommended for his daily intake, 72% of his calcium (and adults need calcium just as much as growing children), 49-65% of his riboflavin,

13-18% of his thiamine, and 11-15% of his daily calorie needs.

Buy Milk By The Pound?

Let's look at this another way. We buy most of our foods on a pound-age basis. A quart of milk weighs 2.15 pounds. At an average price of 26 cents per quart, this is slightly more than 12 cents per pound. For about 12 cents, then, Mrs. Homemaker has provided for her husband all that calcium, vitamins, and minerals. She can do the same for her children—at a cost of 18 to 24 cents for the amounts of milk recommended each day for them (that is, three to four glasses). If we still understand what the term *bargain* means, this certainly would make fresh milk—or any other dairy foods, for that matter—one of the truly big bargains of all time.

To assure that the American people will continue to have a plentiful supply of fresh, wholesome milk in the years ahead, it is going to be necessary to assure the young men and women taking over the nation's dairy farms that they can earn the kind of living operating their farms that would compare favorably with what they might earn in nonfarm employment. Dairying is not an easy way to make a living. Cows must be milked twice each day, every day of the year—regardless of whether it is hot, cold, sunny, raining, or snowing.

Milk is looked upon by the American people as one of the basic necessities of life—as well as being a mighty tasty food-beverage. Because milk is a necessity of life does not mean that it can be provided at a price that does not return a decent wage for labor and a sensible return on investment.



a message from dairy farmer members of

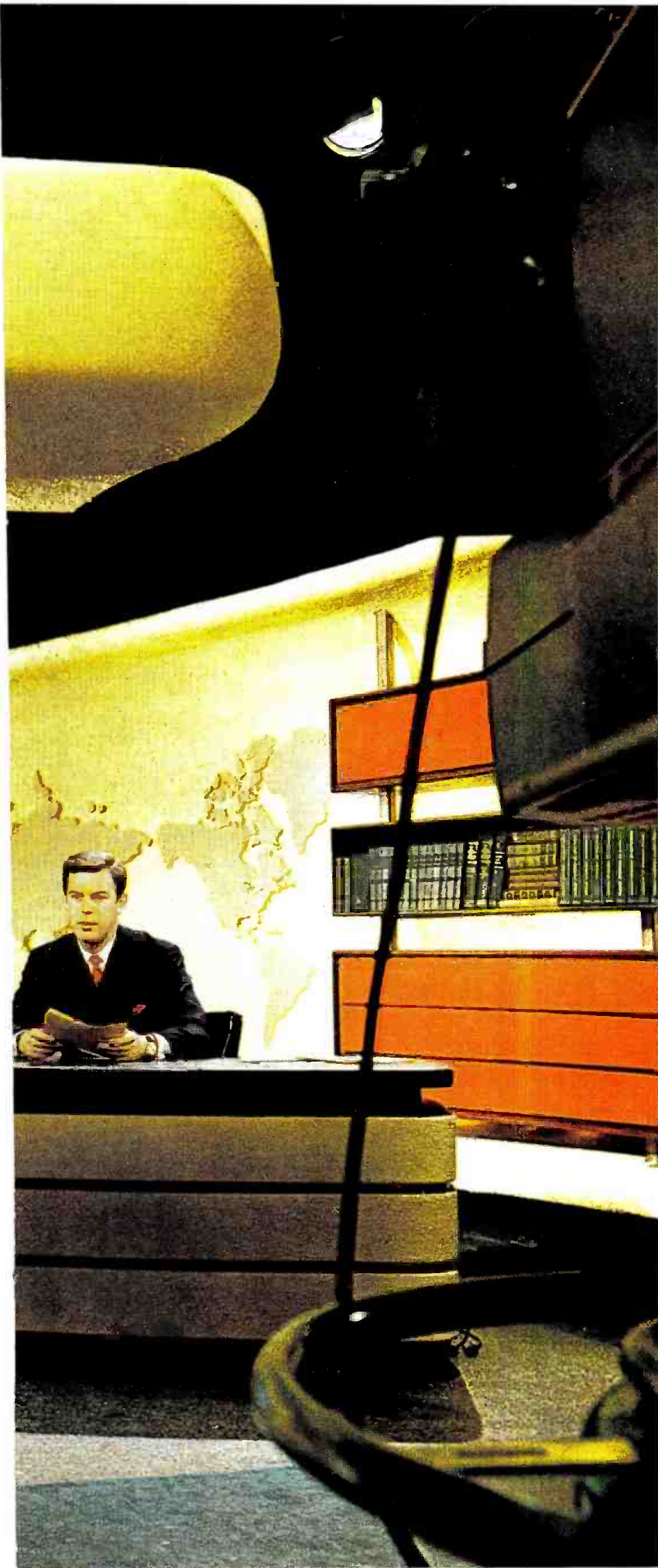
**american dairy
association**

20 N. Wacker Drive, Chicago, Illinois 60606

**Peter
Jennings**

**with the
News**





Every day GE live-color cameras bring you history in the making.

ABC-Television selects General Electric PE-250's for network news programming.

When ABC-TV brings you the news, Peter Jennings reports it with the perception, depth and historical perspective that come only from first-hand experience. And General Electric PE-250's report it with the color, detail and brilliance that come only from the finest live-color camera in television.

No single feature makes the PE-250 best. But a unique combination of advanced design and operating characteristics does. Its four lead oxide pickup tubes, for example. A separate luminance channel. All-solid-state plug-in circuitry. Easily accessible components. Compact size and light weight—less than 160 pounds, fully operational. And it costs you less, too.

This winning combination is the reason why General Electric PE-250 live-color cameras are used by ABC-TV News in New York, Washington and Chicago. And by leading group and independent stations throughout the U. S. and Canada.

But see for yourself. Watch Peter Jennings report history in the making—in color. General Electric Company, Visual Communication Products Department, Electronics Park, Syracuse, New York 13201. GE-42

GENERAL  ELECTRIC



William Rorden of The Grass Valley Group explains a model 940 TV proc-

essing system to a group of broadcast-

casters.

between cities. Program quality achieved is reported equal to class AAA equalized telephone lines.

Yes, a typewriter can be a camera too, thanks to A. B. Dick Co.'s new Visual/Videograph Model 990 character generator that stopped traffic at the Visual Electronics Co. exhibit. Using a regular typing keyboard the new device enables the instantaneous broadcasting of news and weather bulletins as an overlay of the regular program. Other program applications are virtually unlimited, Dick representatives explained.

The Model 990 performs digital to video conversion of 64 different alphanumeric and special characters and the visual display can be keyed to black on white, white on black or any color desired if the system is used for color. The device also permits instant visual corrections or changes, all done electronically by the keyboard, and also has a unique "blinking" feature if a word or phrase needs special emphasis.

The keyboard isn't the only method to make the system work. Visual display of lettering and numbers also can



Charles Hurst (seated) of A. B. Dick Co. demonstrates firm's new videograph system for typing messages directly on TV screen to Alfred Kallman (l) of Visual Electronics and John Silva, chief engineer, KTLA(TV) Los Angeles.

be made by punched tape, magnetic tape, data phone, TWX or any other digital source. The system also can perform vertical or horizontal crawl, Dick spokesmen said.

Distribution Switchers ■ One RCA prototype unit displayed was a video distribution switcher, type TS-50, with a 16 input-four output capacity. It may be used as a source distribution switcher in large TV systems. The TS-50 features integrated circuitry for switching in the vertical interval or at random. Another RCA TV production switcher, type TS-51, similar in circuitry to the TS-50, is especially for use in studio control rooms.

Also on display at RCA: a new video processing amplifier TA-19, a multi-function unit capable of processing color or black-and-white signals. It features maintenance of system equilibrium in overload conditions brought on by sudden loss of modulation.

RCA exhibited a new studio-trans-



Ole Skrydstrup (l), research and development engineer for Central Dynamics, describes CDL type 2100 special-effects equipment to George Redding (r) and John King, both of the University of Nebraska.



W. J. Moreland (r), vice president-general manager, Conrac, shows firm's new color monitor to Arthur Kulosa, maintenance engineer at WBBM-TV Chicago.

mitter link, the TVM-13A designed for color transmission. It's meant for broadcast STL, remote pickup and closed-circuit operations and can take three full-range aural channels at the same time with picture transmission.

Changing to Color ■ Riker Video Industries Inc. offered a package of components (\$4,300) to help stations move easily into color apart from network feeds. Included are the Model 5619 Colorizer and associated sync generator, color pack and regulated power supply. The package permits a station to colorize local station breaks using existing monochrome cameras. Monochrome slides, titles, ID's and other program material can be translated into colors and the components form the basis for full local color capability whenever desired later.

Riker also displayed its complete lines of special effects systems, video processing amplifiers, sync generators and distribution equipment as well as the automated master control switcher and Chrono-Log automation system. The Chrono-Log system features automatic control of multiple station-break functions or comparable situations. Riker is Chrono-Log's national sales representative.



Cylde Redwine (l), engineering vice president of Johnson Electronics, shows the company's IC-1 FM multiplex tuner to Robert Cross, chief engineer of KROC-AM-FM-TV Rochester, Minn.

Sarkes Tarzian Inc. cited growing prospect attention for its two automation systems using digital computer technology. For the third year it displayed its APT-1000 program control system (\$65,000). Now much refined it provides automatic handling of complex video and audio switching at key periods such as station-break time. For the second year the company displayed its TASCOM system (\$45,000), which gives instant traffic availability information and control.

Sarkes Tarzian also exhibited its lines of switching gear and systems, including the VIS-88 modular vertical interval switcher especially suited for color. The company reported much growth in its custom system installation business too.

Sylvania Electric Products Inc. introduced its new television console featuring "human engineering" considerations in design of its functions. Sylvania also is producer of total communication systems for the closed circuit educational and industrial fields and representative product was shown along with the company's popular Sun Gun movie light used in TV news and which features fingertip variable beam controls.

Telecontrol's Unicon system, an automatic television program controller with magnetic core memory, selling at about \$55,000 has a solid state logic system with operations control and display consoles, relay interface, power pack and cabling. The equipment, shown in Chicago, is expected to move well this year according to a Telecontrol representative.

Digital Circuitry ■ Telemation's synchronizing generators TSG 2000 series featuring all digital circuitry and dual source-terminated outputs and dual generators on display at the NAB show, can be mounted in a 1¾ inch rack space. All waveform transitions (leading and trailing) are driven from clock pulses.

Telemation introduced a new color synchronizing generator, priced up to \$2,000, which uses a high frequency "clock" in conjunction with fast-rise logic circuitry. The company said it was the first application of computer technology in design of broadcast synchronizing equipment.

Another major supplier of TV signal handling gear is Telemet Co. whose lines of solid state Telechrome components now include a new color encoder, color flying spot scanner and rack mounting color monitor. The company also featured its array of special-effects generators and control systems, including an electronic pointer and chroma keyer for inserts from second camera either in color or monochrome. Telemet's gear also includes varied switching amplifiers and distribution systems.

In-School Systems ■ Trompeter Elec-



Arthur Wilkerson (r) president of the Arthur Wilkerson Stations in Tennessee and his son Dwight (c), vice president and general manager of WLIK

Newport, Tenn., hear about the United Press International broadcast wire from Bill Ferguson, national news editor.

tronics Inc. reported growing interest in its new and more complex switching matrices from educational television in-school systems, which enable multiple-choice program feeds with fast and flexible remote selection. The matrices can be used in TV-studio-switching systems. Trompeter also produces a complete line of patch panels, plugs and coaxial connectors.

Cooke Engineering Co. showed a complete line of coaxial switching equipment via its own booth this year and reported a much larger number of prospect contacts than previously when it had been included with a large exhibitor and distributor. The line includes patch boards, plugs and other special connector devices.

Visual Electronics introduced its new LS-18 video switching system as a complement to its popular LS-2 and LS-4 switcher lines. The new LS-18 offers high flexibility and provides for 10 noncomposites and eight separate composite inputs. Also included is a non-additive mixing amplifier that enables keyed inserts to be performed. Visual



Modular enclosures to hold broadcast components are described by Harold Bowen (r), Borg-Warner/Ingersol Products, to Truman Reynolds (l) and Norman Kramer, TV engineer, both from Illinois State University.

also showed further extensions to its VAT thumbwheel preselection system to permit prechoice of event-time duration as well.

A new \$4,500 solid-state processing amplifier for automatic correction of TV signals was displayed by Vital Industries. It has a self contained power supply, is remote controlled and is available at lower cost without certain color and automatic features.

One-of-a-kind items shown

They're important part in completely equipping any broadcasting station

Top attention-getter in the specialty and one-of-a-kind category at the National Association of Broadcasters exhibits this year was undoubtedly the front-projection background system for color TV introduced by Front Projection Corp. The patented projector system straddles the color camera itself and gives unusual creative flexibility to even the smallest TV studio because of its size and situation.

Already installed at KRLD-TV Dallas, the front-projection system (\$19,500) is an outgrowth of similar gear the company has developed for the still photography field. The system employs a patented Retro-Reflex screen that has the ability to reflect projected light directly back to the source and the camera with no noticeable falloff.

Unless one stands directly in the



Pat Gallagher, president of Electronics, Missiles & Communications (r), explains the company's translator service to Joseph Mitchell, chief engineer and George Harvey, vice president and general manager of WFLA-AM-FM-TV Tampa (backs to camera), with a projection of TV station's A and B contours.

projection line of view, he can see no background picture on the screen. But this is the feature that enables the system to function with saturated picture even though lighting on the set measures as high as 375 foot candles. Huge backgrounds also are possible with screens 20 feet wide or larger even in a 30-foot studio because of the screen's high efficiency and relative insensitivity to ambient light.

Davis & Sanford, maker of a line of lightweight camera mounts especially useful in the educational and closed-circuit TV fields, exhibited this year for the first time and found it very worthwhile. The tilt heads and dollies would serve the small camera needs of broadcasters but not the big studio cameras.

Front Projection Corp. pointed out that ordinary 35mm color slides can give the small station the ability to create better programs and commercials through imaginative use of backgrounds. The system was displayed at the Gen-



H. M. Jones (l) of Cummins Engine Co. discusses the Cummins NH-220 GS generator set (background) with Wayne Smith and Lester Vihon of WNWC(FM) Arlington Heights, Ill. and Ed Walters of WFMF(FM) Chicago.



Addressograph Multigraph's multilith offset 2550 is shown by sales representative Fred Weber (l) to Harvey Klann, general manager of WHSB(FM) Alpena, Mich.

eral Electric exhibit.

Cabinets and Enclosures ■ Borg-Warner and its Ingersoll Products Division are finding the NAB show a good place to show the company's extensive lines of cabinets and enclosures for electronic gear, especially now that television is involving so much custom designing of technical layouts and automation in the audio field involves component packaging. The Emcor I line has been available many years while the more recent Emcor I line stresses the custom look.

Gotham Audio Corp. was displaying its Eltro-device for expanding or contracting the length of audio program material without changing its pitch or tone. It will reportedly shrink a recording by one-third its length and still maintain broadcast quality sound. It's called the "Eltro Information Rate Changer Mark II." It can act as a pitch changer while holding tempo constant. Units immediately available will transform tapes originally recorded at 15 ips. The price is \$3,950.

Color-TV cameras require heavier mountings and smoother rides in moving about the studio, so Houston Fearless Corp. introduced its new PD-8 studio pedestal (\$2,895) for this market. The unit is pneumatically counterbalanced and features finger-tip control. Heavier or lighter cameras can be accommodated simply by pumping more air into the compression tank or releasing some.

"The first really big TV prompting innovation in 15 years," Q-TV Sales & Distribution Corp. claimed for its new cartridge prompter system (\$3,550), which includes the video typewriter and is compatible with present Q systems and accessories. The GE cartridge-load



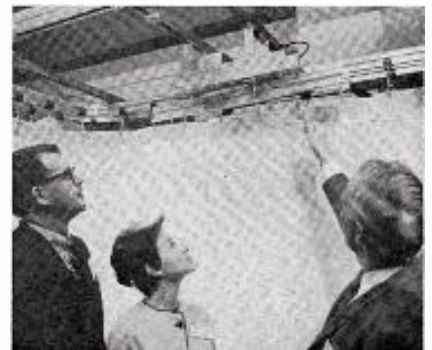
There's more than tubes and transistors in exhibiting color TV gear; there's powder and eye liner too. RCA makeup man Wally Schwartz prepares Marge Birdsong, a Shirley Hamilton model, for her day's work playing billiards to help demonstrate new RCA color cameras and tape machines.

feature eliminates threading and the need to disconnect or connect cables. Firm also displayed its graphic Q-crawl system enabling bulletin inserts without program interruption. The Q line also is available through lease plans.

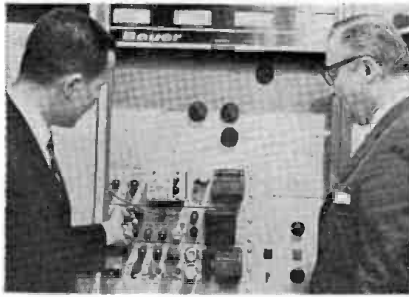
Technical Material Corp. showed broadcasters attending the convention how it custom designs all manner of vehicles for color TV work. TMC helicopters and planes currently are broadcasting TV, FM and AM programs over Vietnam and Southeast Asia, for example, while TMC trucks and vans stateside handle all manner of electronic equipment as well as broadcast.

Color-Crawl Systems ■ Telesync Corp. displayed its new color-crawl systems for both vertical and horizontal functioning as well as other special optical products for converting slide-projection systems to today's color requirements with facility for either rear- or front-screen projection. Other Telesync products include automatic iris controls, video typewriters and prompter mounts for color cameras.

Ward Electronic Industries gave a



Backdrops roll easily, James Kuebler (r), president of Tiffin Scenic Studios Inc., tells Edmund and Marilyn Baydush, WECT(TV) Wilmington, N. C.



Bauer Electronics Corp.'s 5kw FM transmitter is studied by Richard Jerome (l), chief engineer, KCEY Turlock, Calif., with aid of Bauer's Paul Gregg.

preliminary description of its new \$49,500 TSA-250 television programmer designed for automated station breaks with a 12-event memory, vertical-interval switching system and interface equipment to tie into film and slide projectors, multiplexers and video and audio tape recorders.

Time and the correct displaying of its minutes and seconds are the heart-beats of broadcasting. Favag again showed its H12 master-clock system at the Visual Electronics Co. booth with secondary display available in the new direct-reading digital units by Solari as well as the traditional round clock face. The Favag master system makes all station clocks step in time second-by-second.

Much interest in FM, UHF transmitters

Both FM transmitter manufacturers and UHF television transmitter makers indicated brisk business prospecting at this year's National Association of Broadcasters show. Makers of AM transmitters reported unexpectedly good traffic, indicating many stations are considering replacements or upgrading of their facilities.

General Electric Co., for example,



Sold for \$7,995 to KLCO Poteau, Okla. R. B. Bell (r), KLCO general manager, looks over his new 3-kw FM transmitter as Claude Hill, CCA Electronics Corp., assures him he made best choice.



The Wilkinson Electronics FM 20,000 transmitter is flanked by James Liddell (l), and William Johnson, Wilkinson's chief engineer.

cited considerable interest in UHF this year and reported it expects to set new sales highs for UHF transmitters and antennas. On display at the show was the new GE 100 kw UHF transmitter, the culmination of the company's 14 years of engineering experience in this field. The model TT-62-A sells for \$390,000 and will deliver full 100 kw over the entire UHF range of channels 14 through 83.

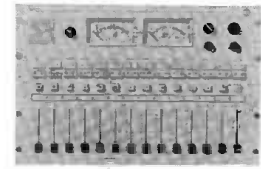
RCA transmitters on display included a new line of 25 kw VHF models [TT-25EH(LA)]. With a 10-to-one aural-visual power ratio, this model boasts a simplified control system and can be operated manually or by remote control. RCA says the equipment gives improved color-picture quality through refinement of linearity correction circuits built into the modulator. Its PA system has dplexed circuitry.

Also shown by RCA was a prototype 110 kw UHF TV transmitter type



Vir James (left foreground) consulting engineer from Denver, has a look at the RC-2400 transmitter remote control with Rust Corp. President Sal Fulchino.

Collins' New 212T-1 Audio Control System AM/FM/TV



- 28 INPUTS TO 14 FADERS
- DUAL CHANNEL OPERATION
- DC CONTROL OF LEVEL AND SWITCHING
- ALL SOLID-STATE
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Varian Associates' VA-893A klystron is explained by firm's marketing manager, William Polich, to George Harwood, chief engineer, CJFB-TV Swift Current, Sask.

TTU-110A with diplexed output and vapor-cooled klystrons. Other aspects of the new design, integral cavity, low profile styling and remote control capability.

A strong proponent of the proposition that FM transmitters presently can be built to monitor themselves and operate fully unattended, Collins Radio Co. displayed its new lines of transmitters for both AM and FM.

Collins says that with modern technology an FM station can run itself today and AM and TV are not far behind—and it has petitioned the FCC to allow FM to do so (BROADCASTING, March 20).

Collins showed its new 820E/F-1 AM transmitter, which is extensively transistorized and designed for 5 kw to 10 kw operation. Collins also introduced a new 1 kw AM transmitter also partly solid state. In the FM field the company displayed new 1 kw and 2 kw transmitters both of which have full stereo and SCA capabilities. Collins' new solid-state FM exciter features optional plug-in stereo generator and SCA generator modules.

Gates Radio introduced a new "H" series of FM transmitters with direct carrier frequency modulation available in six models from 250 w with one tube to 20 kw with two tubes. The "H" series are designed for mono, stereo and SCA operation.

Remote Control AM Transmitter ■ American Electronic Laboratories featured a new 5 kw AM transmitter (AM-5KA) selling at \$14,500. It is designed for remote control and is factory pretested on the customer's frequency. The model has six self-protecting circuit breakers, seven high-speed overload relays, automatic recycling and less than 2.5% distortion. It produces



Solid state exciter portion of Townsend Associates Inc.'s new 55 kw UHF transmitter is explained to Ray Walker (l), KWHY-TV Los Angeles, by Len Cormier of Townsend.

a fully modulated signal in the 530 to 1700 kc range. Dimensions are 76 by 40 by 33 inches.

Bauer Electronics Corp. exhibited its new model 603 FM transmitter, a compact unit designed for operation in two versions, a 3 kw model (\$9,250) and a 5 kw model (\$9,950). Stereo or SCA modules can be added at any time as option extras. Bauer also has other FM transmitters from 1 kw to 20 kw.

CCA Electronics Corp. offered what it called the first "dual reliable" AM transmitters for the U. S. market, a twin-unit system used abroad for many years whereby the second section continues to transmit at half power if the first fails. CCA claimed the maximum off-air time during any failure would not exceed five seconds and said the maintenance time on the system is but five minutes a week.

CCA featured its dual system for 5 kw operation, comprised of two 2.5 kw units, but also is offering the dual feature in all ratings from 250 w (\$8,500) to full 50 kw (\$104,000). CCA exhibited some of its wide line of FM transmitters too, ranging from 10 w to 20



Mr. and Mrs. Don Burton (l) of WLBC Muncie, Ind., learn of easy-mount aluminum transmitter housing from R. T. Wensel, manager, Advance Industries.



Standard Electronics' new 5 kw VHF-TV transmitter is described by Erwin Taper, Standard's field and application engineer (r), to Bert Verwey, director of engineering at CKVR-TV Barrie, Ont.

kw. By the end of the NAB exhibit every one of the CCA models shown bore "sold" tags.

Continental Electronics claimed to have consummated four sales of its new 317C 50 kw AM transmitter at the Chicago marketplace. The equipment lists at \$95,000 and features low power consumption, a high efficiency modulated amplifier that eliminates neutralization and air cooling throughout. It requires 62 square feet of floor space with self-contained housing.

Important modern day components of an FM transmitter may include such specialty items as the FM stereo generator and the SCA subcarrier generator. Moseley Associates, one supplier in this unique field, introduced its new all silicon solid state SCA subcarrier generator, model SCG-4T (\$695), which is completely prewired to enable its use in remote control applications. Moseley also showed its FM stereo generator model SCG-3 as well as its direct FM 10 w exciter model LPE-10.

VHF and UHF Transmitters ■ Included in the Standard Electronics display of VHF and UHF television transmitters was a new 5 kw transistorized VHF unit. Standard Electronics features a basic driver-transmitter that can meet both high and low power requirements in visual and aural signals.

The company's UHF transmitters with air cooled klystrons and VHF units now have "add-a-unit" amplifiers for buildup to any power required.

Townsend Associates again displayed its 55 kw UHF klystron transmitter

It's Official

FCC TYPE APPROVAL Announced for Collins' New 900C-2 FM Modulation Monitor

Collins' new 900C-2 FM Modulation Monitor is **TYPE APPROVED**.

Its **TYPE APPROVAL** number, 3-131, assures you that the 900C-2 will accurately measure and monitor FM stereo and mono signals in accordance with FCC Rules and Regulations.

The new monitor provides demodulating circuitry required to measure total modulation of the carrier. It also individually measures modulation percentage of main channel, stereo subchannel, pilot carrier, and SCA subcarrier. Total peak modulation is monitored continuously and indicated on the peak light.

A self-contained voltmeter is used for direct measurement of channel separation, crosstalk, signal-to-noise and stereo subcarrier suppression. Plug-in wired circuit cards speed up maintenance.

The monitor operates in the standard broadcast frequency range of 88 to 108 MHz.

For more information on this new **FCC TYPE APPROVED** monitor, contact Broadcast Marketing Department, Collins Radio Company, Dallas, Texas. Phone (214) AD 5-9511.



COMMUNICATION / COMPUTATION / CONTROL



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(\$228,000) that features transistorized drive circuits, Ampex modulator and built-in test and monitoring facilities. Townsend announced its new 10 kw air-cooled UHF transmitter (\$126,250) using Amperex klystrons and also featuring built-in test and monitoring equipment plus provisions for remote-control operation. Another Townsend offering is its conversion package to remake first generation klystrons into second generation units, thus raising transmitter power to 55 kw.

Wilkinson Electronics' new \$18,000 FM 20 kw transmitter was presented with self-testing silicon rectifiers and a 20 kw-plus output capability. It's tuned by vacuum capacitor and operates with remote control. All tuning and operating controls are on the front panel. Automatic recycling is included as a control feature.

Visual Electronics Corp. said it was quite surprised at the traffic at its AM and FM transmitter exhibit considering the expectation of moderate interest this year in the big-ticket items because of the money market and big spending last year for color. Visual introduced a new 50 kw model to its AM transmitter line plus a new 1 kw model. On the FM side Visual showed its new solid-state direct FM exciter, a 10 w unit designed for rugged stability.

Power Tubes ■ Tubes are the heart

Collins' New 54N-1 FM Frequency Monitor



- MEASURES CARRIER AND 19-KHz FREQUENCIES
- NUMERIC ERROR DISPLAY
- PROVIDES ALARM WHEN FREQUENCY ERROR EXCEEDS PRESET LIMITS
- NO ADJUSTMENTS OR CALIBRATION REQUIRED

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Jim Quinn (r), production supervisor of American Electronic Laboratories, talks about AEL's 5 kw AM transmitter with Robert Walker, chief engineer of KCSJ Pueblo, Colo.

of transmitters and they are becoming more efficient and more powerful. The evolution is always evident at an exhibit like that of Varian Associates, which showed its wide range of Eimac power devices for both radio and TV. Varian said it surveyed the exhibit hall and found 80% of the power gear in transmitters displayed bore the Eimac brand.

Varian reported particularly keen interest in its new electrostatically focused klystron for UHF service.

It is smaller than earlier magnetic focus models but comes only with rating up to 10 kw. Ultimately, Varian said, such a tube could be used as part of the antenna itself, thus eliminating power losses and other problems inherent in UHF transmission line systems.

Copper shortage didn't hit cablemakers

The easing of the world copper supply hasn't had much impact on the cable makers because they were so well attuned to the market all along they



Scheffel Pierce (l) of KUON-TV Lincoln, Neb., gets a description of a new color television connector held by Alfred Garshick, chief development engineer of Boston Insulated Wire & Cable. Joseph Burley (r), president of the company, looks on.



Andrew Corp.'s line of coaxial cables is examined by George Dubinetz (r), general manager, WJJD Chicago, and Sheldon Gibbs of Andrew.

had sufficient stockpiles or sources even when copper was tight.

Such was the case of Andrew Corp., pioneer producer of a range of Heliac coaxial cable and related transmission waveguides for VHF and UHF television, FM and CATV. At this year's exhibit, Andrew showed how its type HJ8-50 Heliac air dielectric coaxial cable was installed on the 2,000 foot tower of WEAU-TV Eau Claire, Wis., at the rate of four feet per minute. The six-man crew began the job at 8 a.m. and the entire cable was completed and pressurized by 5:30 p.m. the same day.

Andrew Corp. reported it presently is exploring the possibility of a ground-station installation at its Chicago headquarters for satellite communication. The facility would be used for antenna testing and other experimentation.

Boston Insulated Wire & Cable Co. was showing a new color television connector (TV-85C) with positive pin alignment and protected mating parts. An outer sleeve design insures proper alignment. The TV-85C will mate with other 85 pin connectors.



This is how General Electric Co.'s four-tube color film chain works, GE's George Eustis (l) tells Joseph Sprague, chief engineer of WLOS-TV Asheville, N. C.-Greenville, S. C.



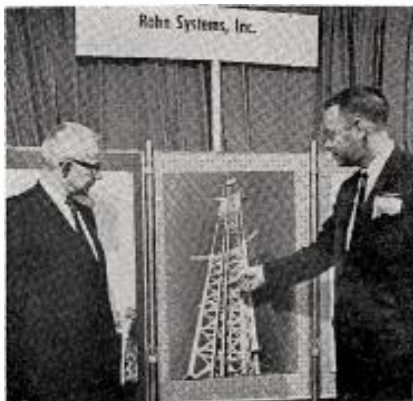
Slide projector presentation telling features of Eastman Kodak Co.'s 16mm color film used in TV news is watched by Alan W. Potter (r), WGBH-TV Boston, and Walter Kisner of Kodak.

Film gets big color boost

Broadcasters show great interest in cameras, processors

With the growth of local-TV-station-newsfilm operations and particularly with the addition of color, a new big-ticket equipment market has risen on the National Association of Broadcasters exhibit scene. The budgets now must be stretched considerably to include not only more sophisticated film cameras but also the film processors, especially when color is involved.

Houston Fearless Corp. is one major firm in the processor field and its line includes several models for both color and monochrome films. The Colormaster 16 mm Ektachrome ME-4 system processor introduced last year (\$16,500) now boasts 60 installations. The Mark II version (\$26,900) is a new



Tom Brooks (l), King Broadcasting Co., Seattle, listens as Richard A. Kleine, Rohn Systems Inc., describes how transmission line takes signal to top of tower.



John Tetard, regional sales manager of Arriflex Corp. of America, shows the Arriflex 16 BL self blimped camera to John Craig (r), of Underwater Technologists Associates.

model this year and features even higher speed that is especially suited for color news work. Dry-to-dry time is about 25 minutes. New and improved laboratory type processors also are offered at higher prices.

Visual Electronics Corp. disclosed a new color film-chain system using a flying spot scanner technique like the traditional slide system. The unit employs a very rapid pneumatic film pull-down to transport the film frame-to-frame within the television vertical blanking period. There are no moving optics, mirrors or prisms, eliminating such problems as registration alignment and permitting unattended automatic operation. The combined 16 mm color film and dual 2 by 2 slide system is priced at \$83,845. A complete dual film system runs about \$110,000.

Visual explained that the flying spot system in the film chain completely eliminates the need to register color images. The picture is created solely by one flying spot raster of white light from a color-corrected scanner tube that



William Birdsey (l) of Beckman & Whitley points to a new feature of CM 16 lightweight single system 16 mm sound camera to Leslie Germany of Pye TVT Ltd., Cambridge, England.



Harwald Co.'s new Mark X color film editor-inspector and cleaning machine gets selling support of firm's Bill Stelcher (l) for benefit of Ralph W. Nimmons (c), vice president-station manager, WFGA-TV Jacksonville, Fla., and WFGA-TV's Herb Gold (r).

is focused on a stationary film frame. The light passing through the film no longer must be in focus. It then passes through dichroic light splitting optics into three photomultiplier tubes (red, blue, green) and since this light is not an image, all registration and imaging optics are eliminated.

Compact Camera - Beckman & Whitley was present again with its CM 16 compact 16 mm sound film camera, the system selling for \$8,200. The low profile unit with rear-mounted magazine weighs 15 pounds with 400 foot magazine, film load and 12 to 120 mm Angenieux zoom lens.

Eastman Kodak Co.'s exhibit is always a focal point for obtaining technical information on its lines of film for TV and other audio-visual product. Kodak has dropped out of the audiotape market but its high speed ME-4 system color films like the Ektachrome EF series are in rising demand now for local station color news coverage.

Filmline sales representatives thought that at least \$300,000 in sales (about 12 color film processors) had resulted from



Filmline's sales representative Ted Tweedie (r), shows the micro-air squeegee of the FE 30 film processor to William Forst, president and general manager of CJFB-TV Swift Current, Sask. This unit was sold to WCIV-TV Charleston, S. C.

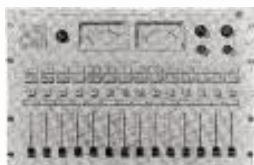
convention display of its FE 30 unit which sells for \$16,400. The color processor for Ektachrome emulsions has a speed of 30 FPM.

General Electric Co. reported continuing improvements and high interest in its four-channel PE-240 color film chain system (\$49,500) first introduced at the NAB in 1963. Of special note, it said, is an automatic contrast control. This is a combination of automatic exposure and automatic black level control that compensates for both film density and film contrast variations.

D. B. Milliken Co., a major supplier of special cameras for the space and aeronautical fields, displayed its DBM-64A video recording camera (\$14,000), claiming to have completely eliminated the shutter bar problem usually found in such recording. The DBM-64A pulls down and stabilizes the 16mm film in less time than the TV vertical blanking period, Milliken states, and it is able to do this through a special air jet transport. Milliken's 16mm projectors also were featured.

One-Inch Vidicon ■ Sarkes Tarzian Inc. showed its model 77C solid-state color film camera system that employs 1-inch vidicon tubes in the chrominance channels and a 1½-inch electrostatic tube in the luminance channel. The remote control panel has a locked cover over shading and setup controls to pre-

Collins' New 212T-1 Audio Control System AM/FM/TV



- 28 INPUTS TO 14 FADERS
- DUAL CHANNEL OPERATION
- DC CONTROL OF LEVEL AND SWITCHING
- ALL SOLID-STATE
- VERTICAL SLIDE ATTENUATORS
- CUSTOMIZING CAPABILITY

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Carl Hostert (r), president of Hostert KG Dusseldorf, Germany, shows the 'Newsbreaker 400' film processor to Frank Jordan, chief engineer of KROD-TV El Paso, Tex. The equipment is distributed by Television Zoomar.

vent unauthorized adjusting. Independent waveform and picture monitor switching is provided. Master black and white exposure are combined in a single joy stick control that also can be independently remotored for operator control of these functions only. S-T also displayed its MP-90 universal color multiplexer system for feeding the station's existing color and/or monochrome cameras for film-slide pickups.

Tele-Beam Division of Kalart Co. introduced its new dual purpose 16mm TV projector, which functions either in a vidicon film chain or as a standard projector to show or preview programs and commercials. The Model STV-TB (\$1,250 to \$1,750) features both optical and magnetic sound as well as remote control.

Tele-Beam noted especially high interest in the projector system from CATV operators, indicating growing consideration in that field of CATV-originated programming. Tele-Beam also displayed its large-screen TV projection system used chiefly in closed-circuit-TV exhibitions.

Harwald Co. introduced its new Mark X film inspection-cleaning-editing machine (\$7,450) that is especially designed for color film handling by stations. Harwald also displayed its unique battery-operated portable Model 405 commercial checker (\$575), a tiny film inspector machine that not only quickly checks spots for imperfections before airing but can handle program reels of over 2,400 feet at inspection speeds of 650 feet per minute. Harwald also displayed its new Mark IV solid state Inspect-O-Film (\$6,600) as well as its broad line of film editing and cleaning

accessories.

Another color-film processor shown was the Newsbreaker 400 distributed by Television Zoomar. The unit, which sells for \$14,800 FOB New York, is automatic and can handle films of various types. Total processing time—camera to projector—is reported to be 45 minutes. It takes 400 feet of 16 mm film. Weight: 300 pounds.

Audio tape automation

Business brisk as
stations improve gear
or plan its introduction

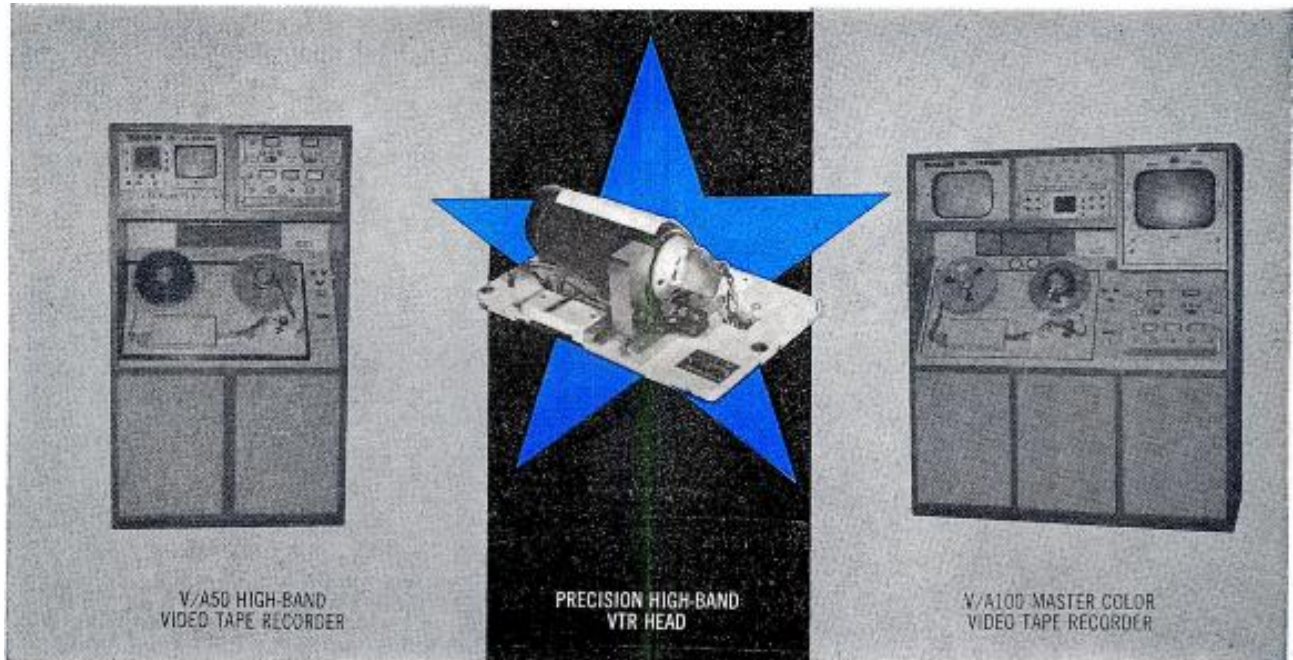
The continued economic press for automation in AM and FM comprises a market the makers of tape cartridges and similar equipment feel they are well able to serve. Exhibitors reported business and prospecting good this year as stations consider upgrading their gear or moving into automation or semi-automation.

Not all audio automation is involved with tape systems however. Take Seeburg Corp. and its new professional automatic stereo record system (\$795) that handles 50 12-inch long-play records in a single compact magazine and can play them at random through remote selection controls. Both sides of each disk can be played. Seeburg also featured its automatic background-music center suitable for FM multiplex service and its music-library facilities.

Broadcast Electronics Inc., a pioneer in the cartridge tape field, again displayed its Spotmaster model 610B 10-spot reproducer (\$3,250) and the model 605B five spot unit (\$1,750), which are designed especially for AM, FM or TV stations requiring the use of multiple cartridges on instant demand. The



Seeburg Music Library Inc.'s new automatic stereo music center is described by firm's Edward Cleland (r) to two foreign visitors, Tomas A. Tello (l) and Martinez Jose, both of Telesistema Mexicano, Mexico City.



another key to better color

THE VISUAL/ALLEN HIGH-BAND VIDEO TAPE RECORDER LINE

VTR Designed and Built from the Operator's Viewpoint

New Precision Long-Life High Band Video Head	New Precision Tape Transport Full Monitoring and Playback Processing Facilities	New "State-of- the-Art" VTR Electronics Systems Simple, Occasional Maintenance for Routine Excellent Performance
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Introducing the PRECISION High-Band VTR Video Head

To fulfill a long standing industry requirement this long-life VTR video head is designed and built as a *precision instrument* to provide a revolutionary new tool for the highest quality color VTR operation.



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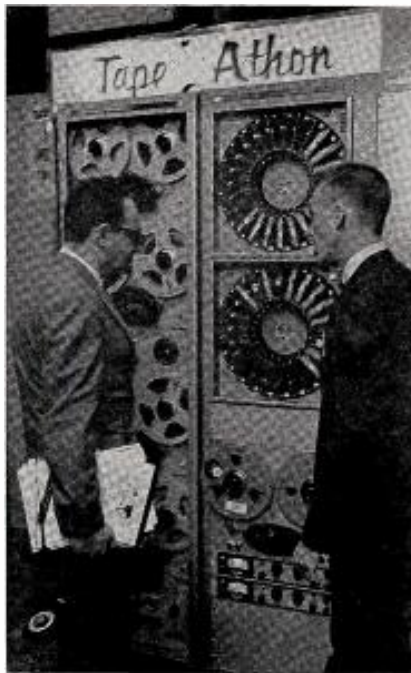


The Schafer Electronics system 800 for automatic programming is described to Mike Morton of KWBW Hutchinson, Kan., by Jerry Bassett, Schafer sales representative.

units can be run automated or manually.

Broadcast Electronics also displayed its Spotmaster 500 Super B series of deluxe cartridge machines as well as the standard Spotmaster 400 series designed to give dependable automated service for the economy-minded station. The Spotmaster line also includes a wide range of other audio product including the solid-state RA-4CA remote amplifier and the ADIA audio distribution amplifier. Complete automation accessories also are available.

Tapecaster Electronics exhibited its Series 700 cartridge machines that are all silicon solid-state and permit remote control of all functions. The combination record-playback unit (\$450) and



Tape-Athon Corp.'s chief electronics engineer Clifford Leake (r) and Maurice Goldberg, technical director of WOUR-FM Utica, N. Y., examine Tape-Athon's model 5000 automatic broadcasting system.

playback machine (\$300) also feature optional cueing for automation of slide projectors or other devices. Tapecaster reported high interest too in its new time-delay machine that has become a much needed item for telephone talk programming.

Sparta Electronic Corp. showed its Sparta-Matic tape cartridge systems that are available either in table-top or rack-mount versions as most such units come today. New this year is the MC-104 multicartridge playback (\$1,450 monaural, \$1,750 stereo), which handles four cartridges. Sparta also introduced a new master studio reel-type tape machine,



Charles T. Morgan (l), assistant director of engineering, Susquehanna Broadcasting Group, York, Pa., holds new reverberation unit being explained by George Alexandrovich, Fairchild Recording Equipment Corp.



Daryl Sebastian, assistant general manager of WWTV(TV) Cadillac, Mich. (seated) gets a report on Telecontrol Corp.'s Unicon automatic TV programmer from Jerry Goldfield, Telecontrol project engineer.

model R-310 (\$1,275), which has full remote control facilities.

Other new Sparta offerings this year are the updated AC-155 studio/remote twin turntable-console unit (\$1,095) and a line of "showcase" studio cabinetry. Sparta also brought out a new compact remote mixer, the RA-5 (\$225), which has two mixers and three audio inputs. The CD-15 time delay-reverb unit (\$425) gives delay ranges from three seconds to 31-minutes.

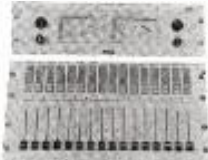
Other automated radio programming systems: The Ma Car Ta (Sono-Mag Corp.) automatic cartridge player Carousel with 34-second full rotation of cartridge drum and no delay between last and first cartridge (full random access selector is available) and Schafer Electronics "800" systems providing random access locator, audio clocks, Ma Car Ta Carousel and memory systems. They're priced from \$13,510 to \$24,870 in monaural and stereo configuration.

International Good Music was offering two basic audio control systems; the series 600, which comes with control unit, logging typewriter and clock, card



Stereo automation system of Perfection Music Inc. is explained by firm's manager, Bill Sandefur (l), to Hayward L. Talley, WSMI Litchfield, Ill., and Ann Siddle, WBTM Danville, Va.

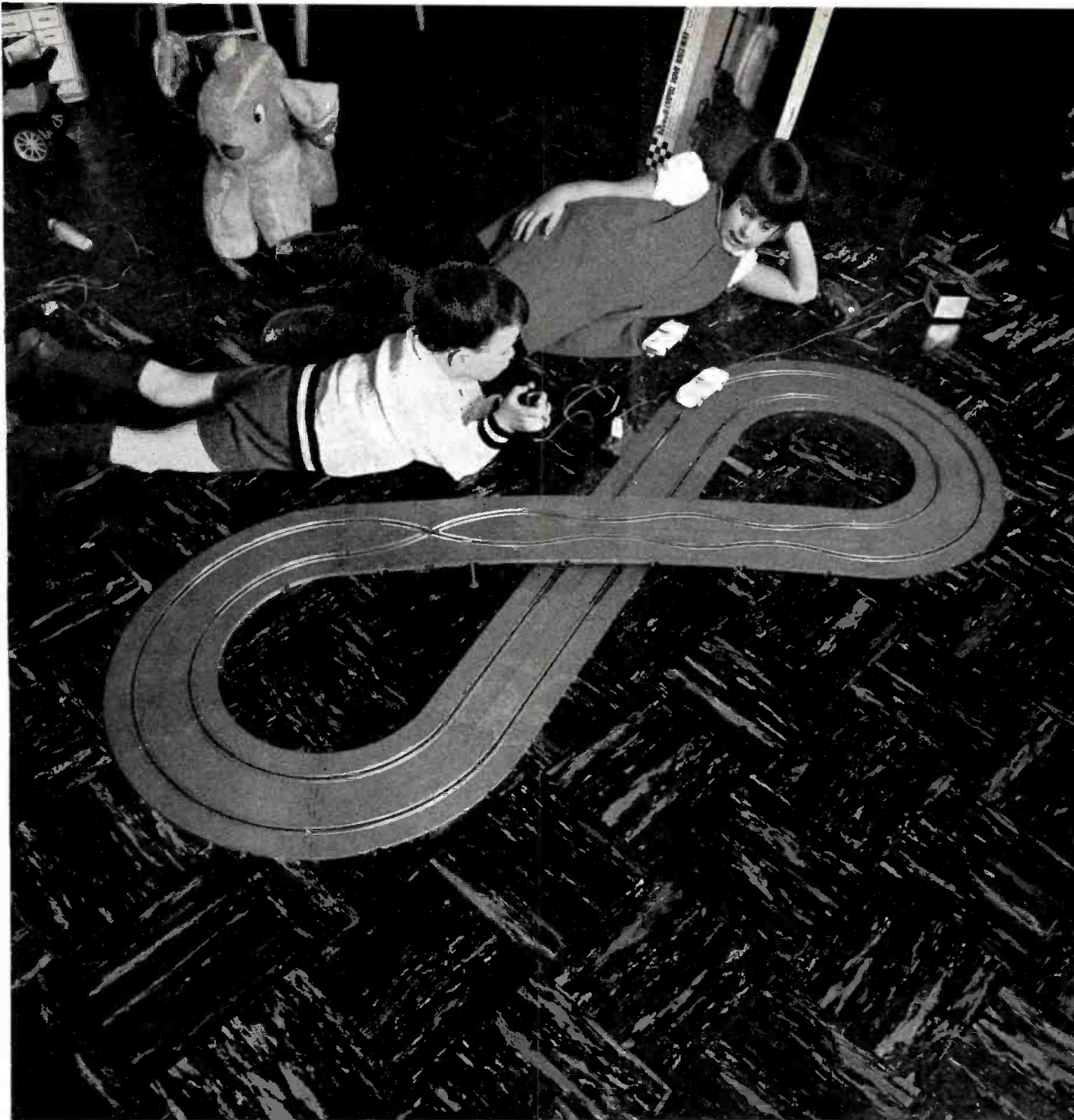
Collins' New 212T-2 Audio Control System AM/FM/TV



- 32 INPUTS TO 16 FADERS
- DUAL CHANNEL OPERATION
- DC CONTROL OF LEVEL AND SWITCHING
- ALL SOLID-STATE
- VERTICAL SLIDE ATTENUATORS
- CUSTOMIZING CAPABILITY

For additional information, contact your Broadcast Sales Engineer or Collins Radio Company, Broadcast Marketing, Dallas, Texas, Area Code 214, AD 5-9511.





Know what's keeping them warm there on the floor? The floor.

Ordinarily, they'd be chilled in no time. But that isn't an ordinary floor. It's heated.

Warming a room by heating its surfaces isn't new. The ancient Romans did it by building charcoal fires beneath their floors.

Today, we do it a lot better using hydronics—heating with mechanically-circulated water. We call our hydronics system Bell & Gossett Hydro-Flo®

Heating. B&G Hydro-Flo Heating warms a room by radiation—the same way you're warmed by the sun. Hot water flows through finger-sized tubing concealed in the floor or ceiling—or in baseboard panels.

The heat from these panels radiates a soft, even sunshine warmth throughout the room. There are no hot or cold spots, or damp walls or chilly floors.

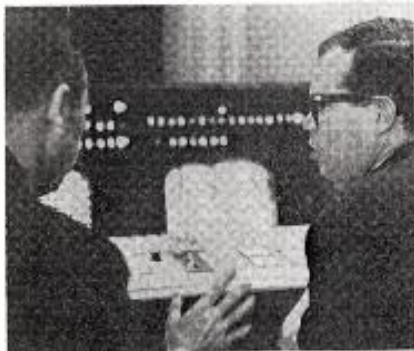
B&G Hydro-Flo Heating is versatile.

You can automatically maintain different temperatures in different parts of the house. You can even embed the tubing in your walks and driveway to keep them free of ice and snow.

So if you're building a new home or remodeling an old one, let our Bell & Gossett people help. Home comfort has been their business for 50 years.

International Telephone and Telegraph Corporation, New York, N.Y.

ITT



Sarkes Tarzian Inc.'s APT-1000 automatic programmer for TV is put through its paces by William Kelly (l), WNEW-TV New York, and James Moneyhun of Sarkes Tarzian.

punch, two or more music transports and multiple cartridge playbacks with price starting in the \$15,000 range and the series 500 with control unit, two music transports and multiple cartridge playbacks with prices starting at \$9,000. Both systems can be expanded by addition of control modules, playback machines and network switchers.

Continental Electronics estimated it might sign six orders for its Prolog automatic programming and logging unit. In a usual configuration the equipment sells for about \$30,000. Prolog allows



Chrono-Log Corp.'s solid state step system for TV station break automation is explained by firm's Arthur Freilich (r) to (l to r) Arch Madsen, president, Bonneville International

Stations; Lloyd Cooney, executive vice president-general manager, KIRO-TV Seattle, and L. H. Curtis, executive vice president-general manager, KSL-TV Salt Lake City.

over 24 hours of unattended mono or stereo operation and has a push-button system for switchover to manual operation.

Quick Stop - Tape Athon's new 900 series tape recorder/reproducer with split-second start-stop action and a 7,200-foot tape capacity, has a dual capstan transport system combined with three separate drive motors. Tape can be stopped within a half inch of travel.

A stereophonic unit, transport and electronics, lists at \$1,700.

3M presented a new "Professional" tape recorder, an eight-track NAB model listing at \$11,955. A new "Dynatrack" system increases the unit's signal to noise ratio by 15 db and an "isoloop" tape transport design prevents flutter and is said to increase tape support by 70%. The machine also has a precision editing mechanism.

Telex Corp. displayed its Magnecord and Viking lines of professional tape recorders and cartridges as well as the Telex acoustic headsets. The Viking Studio 96 transport now is also available with solid state monaural or stereo electronics. The Magnecord 1028 is designed for making master music tapes while the Model 1048 is well suited for quality voice masters. Both are priced around \$1,000 depending on accessories.

Free samples of its Audiopak Broadcast Model A tape cartridge were offered prospects by Audio Devices Inc. The cartridge boasts a patented free-floating hub to increase tape life, among other features, and comes in a full range of play-time units. Audio Devices also exhibited its broad line of reel

tapes too, marketed under the Audio-tape label.

Another key accessory in the tape cartridge automation field is the replacement recording head and at the Nortronics booth that firm's diverse display of quick kits could be examined. Nortronics latest offering is the kit to convert older rear-mount cartridge machines to modern "no-mount" units in which tape heads are all prealigned thus eliminating the sometimes sticky prob-

Collins' New 54N-1 FM Frequency Monitor



- MEASURES CARRIER AND 19-kHz FREQUENCIES
- NUMERIC ERROR DISPLAY
- PROVIDES ALARM WHEN FREQUENCY ERROR EXCEEDS PRESET LIMITS
- NO ADJUSTMENTS OR CALIBRATION REQUIRED

For additional information, contact your Broadcast Sales Engineer or Collins Radio Company, Broadcast Marketing, Dallas, Texas, Area Code 214, AD 5-9511.



William Moulic (r) Ma Car Ta shows the Carousel automatic tape cartridge unit to Neil Clark, vice president and general manager, WPMB Vandalia, Ill.



Fred Harkness, field engineer for International Good Music, resets the peg clock of an IGM "500" switcher system for George Davis, consulting engineer from Washington.

lem of maintaining proper alignments. Nortronic also has head kits for reel recorders as well as the various cartridge machines.

Gates Radio's new "Automate 1007," an exact time system with a 1,000-event capacity and equipped for seven audio sources was one of the most sophisticated programers shown in Chicago. It includes automatic program logging with printouts of tape cartridge numbers and broadcast times.

Two other Gates automatic programers, the "Automate 244," which can handle 24 events with four audio sources and "Automate 484," which will



Sidney King, general manager of KVOC Casper, Wyo., gets a description of Continental Electronics' Prolog Automatic programming and logging system from sales representative Don Clark. The unit, in this configuration, costs about \$30,000.

accommodate 48 events. The three solid-state systems give automatic fading and automatic switching to network shows and are equipped with self monitoring devices for regulation of program continuity.

Tape Athon's model 5000 tape playback system, designed for radio station automation, will provide continuous programming on a preset basis. The equipment has new versatility provided by two to 10 tape transports and one to nine rotating cartridge units available in mono or stereo version. It comes with remote program console. The price starts at \$5,000.

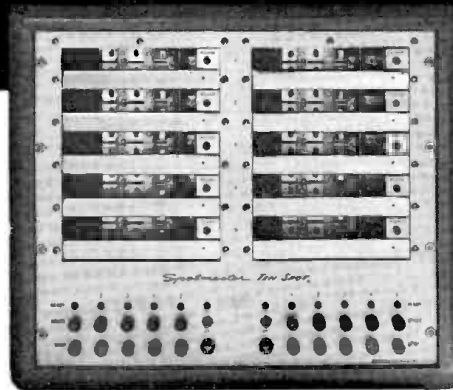
A new Tape Athon programer (Roy-

alty Series) has control panel with four-position switch regulating play between upper and lower bank of tape decks. It has a 32-hour continuous play capability with no repetition.

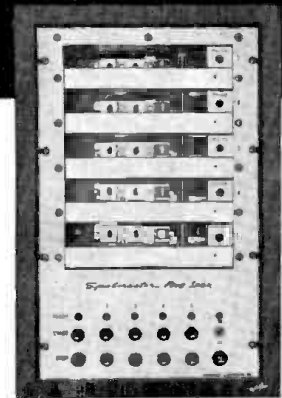
Perfection Music Inc. and its system-plus-library package for FM stations could have gone home with profit to spare Sunday, first day action at the NAB this year was so good, Bill Sandefur, general manager, said. But the rest of the week was even better, he said, indicative of high interest in the firm's basic FM-stereo automation system (Crown 700 series tape decks, MaCarta Carousel and other components) and its stereo music service.

Spotmaster

Multiple Cartridge Playback Units



Ten • Spot Model 610B



Five • Spot Model 605B

... bringing a new dimension to pushbutton broadcasting

Spotmaster Ten • Spot (holding 10 cartridges) and Five • Spot (holding five) will reproduce any NAB Type A or B cartridge instantly at the push of a button . . . at random or in sequence. They may be operated manually or incorporated into programmed automation systems, using one, two or three NAB standard electronic cueing tones.

The Ten • Spot is designed for 19" rack mounting while the Five • Spot is available either in an attractive walnut-finished case or with a 19" front panel containing a cartridge storage cubicle. Both are backed by Spotmaster's iron-clad full-year guarantee.

For further information about these and other Spotmaster cartridge tape units, call or write today. Remember, Broadcast Electronics is the No. 1 designer/producer of broadcast quality cartridge tape equipment . . . worldwide!

BROADCAST ELECTRONICS, INC.



8810 Brookville Road, Silver Spring, Maryland 20910; Area Code 301, 588-4983



Donald Dashney (l), manager of broadcast engineering for RCA Victor Co. Ltd., Montreal, hears about 3M's Professional Recorder (8-track NAB model) with Ernest Mott, chief engineer of CJAD Montreal (r). 3M's sales manager Scotty Lyall (c) tells the story.

Advance design in TV tape

Color reproduction improved from last year's models

Video-tape recorders, especially high-band color reproducers, were often inaccessible in Chicago for the swarms of people that gathered around them. Advanced design in attention-drawing Ampex and RCA models resulted in noticeable improvements in color reproduction over last year's display units.

And a new lightweight portable model made the scene.

One of the hits at the Chicago mart



Frank Sestanovich (l), western regional manager for the Reeves Soundcraft division of Reeves Industries points to a new one-inch video tape. Maxwell Richmond, president of WMEX Boston, looks on.



N. R. Olding (c), technical operations staff officer, CBC-TV, Montreal, examines new high-band color video-tape recorder of Visual-Allen with assist-

ance of James B. Thorpe (r), president of Visual Electronics Corp., and Larry Mallach, general manager of Visual's video-tape division at Palo Alto, Calif.

was undoubtedly Ampex Corp.'s new battery-powered portable video-tape recorder and camera combination weighing under 50 lbs.

Designated VR-3000, the units records high or low band monochrome tapes and also has high-band color capability in tandem with studio cameras. The complete system is priced at \$65,000 and should be available in early 1968.

The model can record 20 minutes of picture and sound on a standard eight-inch reel of video tape. The system's camera is a 13 pounder with Plumbicon tube, reportedly capable of broadcast quality pictures in light levels as low as 30 foot-candles.

Slow Motion Instant Replays ■ Ampex's new high-band color recording system, the first to give instant replays in slow motion and stop action color was introduced at the Chicago exhibit. ABC has ordered the first three such units built by the company. They're priced at \$110,000.



T. O. Jorgenson (l), chief engineer, KXLY-TV Spokane, Wash., hears the latest about tape recorders from Gordon L. Thorburn, national sales manager, Viking Tape Recorder Division of Telex Corp.

Another new video-tape recording machine by Ampex, a color model selling at about \$50,000, was also presented in Chicago. VTR accessory equipment introduced by Ampex included a head alignment unit permitting adjustment of video head compensation in VR-2000 recorders (priced at \$300 and available this summer) and a new system for synchronizing sound with a VTR's video output. The Multilock system was designed principally for network and studio production. It's priced at \$6,000 with delivery expected by fall.

Competition for the tight market of



RCA's TR-70 highband color TV-tape recorder is flanked by Charles H. Colledge (l), vice president and general manager of the broadcast and communications products division, and Susan Lock.



Don Horstkorta (c), Sony Corp.'s western district sales manager, explains the operation of a Sony EV 200 color recorder to Ron Fried and Don Eldridge of International Video, Mountain-view, Calif.

video tape supply was enlarged significantly at the NAB show with the announcement by RCA that it has established its own RCA Magnetic Products Division and now is offering its own brand of video and sound tapes through worldwide sales offices effective immediately. The new RCA high band color and standard band video tapes are being produced at the company's new tape manufacturing plant in Indianapolis. They comprised the only tape brand used by RCA at its NAB exhibit for both TV and sound recording gear.

The new Indianapolis facility is turning out 10,000 miles of tape daily (quarter-inch cut) and its market includes the instrumentation and computer fields as well as the broadcasting scene. The new RCA tape has been two years in development under the supervision of Ed Schmidt, manager of video products, who formerly had been with Reeves and du Pont and has worked in the TV field since 1937.

RCA's TR-70 high-band color-TV tape



Gareth Nelson (l) of Sound Institute Inc., Milwaukee, studies Ampex 300 Series conversion tape head kit held by Roger Czerniak of Nortronics Co., kit producer.

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Tape cartridge features are explained to William N. Martin (r), CKXL Calgary, Alberta, by Paul Shore of Tape-caster Electronic Co.

recorder, now being delivered for \$82,500 and with a reported backlog of 100 orders, boasts capability of multiple generation color tapes almost indistinguishable from original pictures. It has switchable standards including high-band error-free separate play and record controls and air bearing headwheel.

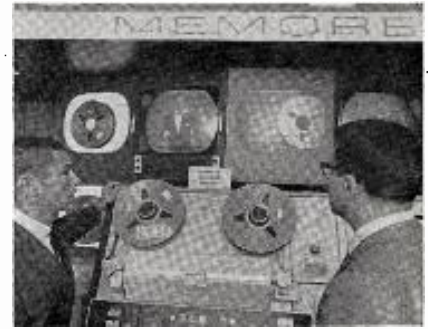
In addition RCA presented a new economy high-band system type TR-4HB and an updated version of its compact color recorder type TR-4C.

Sony Corp.'s color-TV recorder EV 200 attracted consistent attention as did other color recorder exhibits. The EV 200, selling at about \$4,800 is especially suited for critical closed-circuit application according to Sony.

VA-100 Models - Visual Electronics Inc. displayed a prototype of its new high-band color Visual-Allen video-tape recorder last year, but it had the VA-100 production models on the exhibit floor this year and reported high traffic



Continuous loop Audiopak tape cartridge of Audio Devices Inc. is shown by firm's Jules Sack (l) to Charles Hallinan, chief engineer of WKOP Binghamton, N. Y., and president of Society of Broadcast Engineers.



Memorex Corp.'s new high band 78U color video tape does its best for Sid Kaufman (r), CBS News, New York, as John Lory of Memorex explains.

and interest. The \$100,000 unit features a precision tape transport and new precision head assembly that claims breakthroughs in the design and fabrication of video transducers and the rotary pick-up devices. The more compact and more economical VA-50 high-band color recorder also was featured. Remote control features also are available.

Visual also reported considerable interest in the company's "Allenizing" of older video-tape recorders, now including the conversion of such machines to modern high-band color. This Visual-Allen conversion to high-band color until now had been confined to Ampex machines, but Visual reported it suc-



**Collins'
New
820D-1
1-kw AM
Transmitter**

- ONLY 1 TUBE TYPE
(5-500A PENTODES)
- SOLID-STATE RF AND
AUDIO DRIVERS
- BANDPASS OUTPUT
NETWORK
- EXTENDED CONTROL
PANEL

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Sparta Electronic Corp.'s president, W. J. Overhauser (l), writes down tape cartridge specifications for E. Z. Jones, general manager, WBBB Burlington, N. C.

cessfully has begun such conversions as well on the original RCA color recorder, the big TR-T, "even though RCA itself thought such conversion couldn't be done."

Editing Programer ■ RCA hit the tape editing field with a new editing programer designed to work with its electronic splicer. The equipment locates splice points electronically. It uses a digital counter that takes its trigger pulse from a cue track's audio tone.

3M's new color dropout compensator, shown in Chicago, is claimed by the company to be the only system avail-

Collins' New 54Z-1 AM Frequency Monitor



- MEASURES ERRORS UP TO ± 20 Hz
- NUMERIC ERROR DISPLAY
- PROVIDES ALARM WHEN FREQUENCY ERROR EXCEEDS PRESET LIMITS
- NO ADJUSTMENTS OR CALIBRATION REQUIRED

For additional information, contact your Broadcast Sales Engineer or Collins Radio Company, Broadcast Marketing, Dallas, Texas, Area Code 214, AD 5-9511.



Stan Busby, Ampex senior engineer, demonstrates operation of the new portable VR 3000 with Plumbicon camera. It's priced at about \$65,000.

able that can give proper color and luminance replacement in video-tape reproduction.

Reeves Soundcraft's "Micro-Plate" video-tape #302, another prominent member of the tape family shown in Chicago, is said to provide up to 700 passes without appreciable tape or head wear. The tape is said to minimize dropouts caused by microscopic surface protrusions.

Shibaden Corp.'s new video-tape splicer model VS-100 at \$3,695 uses a frame pulse in combination with a reference signal on an oscilloscope for accurate tape cuts. It uses a 117 volt power supply.

Memorex Corp. demonstrated its new 78V high-band color video-tape this year, the product having been under extensive field testing until now. Memorex claims increased signal-to-noise ratio, better frequency response, improved head life and fewer dropouts are key features of the new tape.



Latest tape cartridge advances are explored by Everett Dillard (l), president, WASH(FM) Washington, and WDON Wheaton, Md., and Don Smith of Spotmaster.



Westel will be making deliveries of its backpack video-tape system and compact studio unit 'by end of this year,' William E. Seaman (second from l), chief engineer of Westel Co., claimed although firm didn't exhibit this year. He and Westel's Roger Hibbard (l) and Fredrik S. Waiss explained delays to Larry Christopher (r), senior editor of BROADCASTING.

CATV feels at home

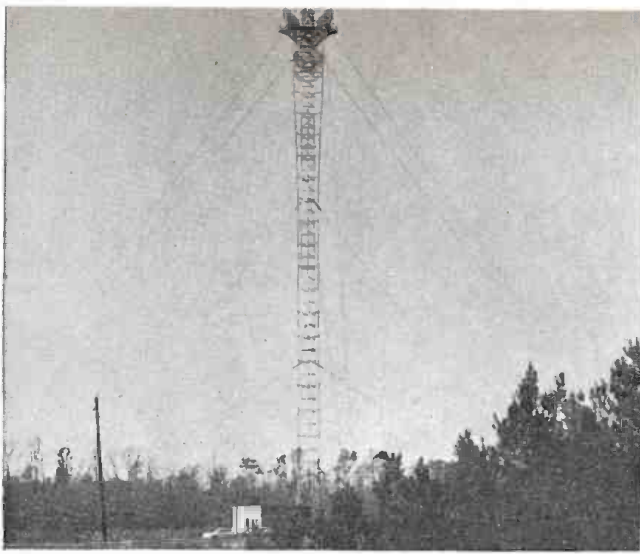
Complete financing and complete systems offered by CATV gear makers

Community antenna television system manufacturers seemed to agree this year that at last they are part of the broadcasting family at the National Association of Broadcasters show. They have been exhibiting about three years, one noted, and the coolness of their initial reception has at last warmed to acceptance, albeit still with reservations in some quarters.

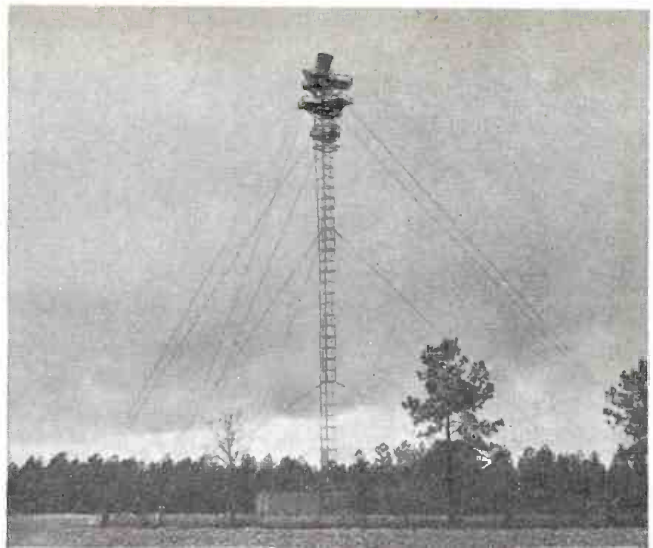
"So many broadcasters now are CATV operators themselves," one exhibitor explained, "that the old suspicions of harmful competition have faded away."

Prospect interest and buying at the show this year was easily double that of last year, Ameco Inc. representatives reported. "Best year so far," also echoed spokesmen for Jerrold Corp. and Kaiser-Cox Corp.

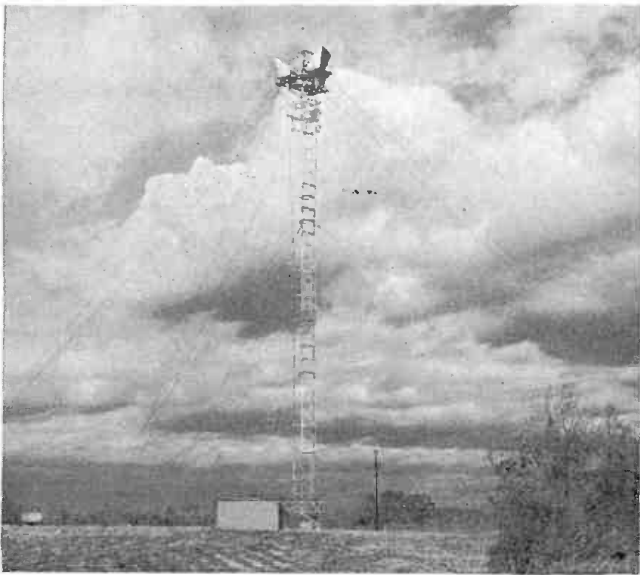
Again this year the CATV manufacturers are offering all of the hardware and engineering services necessary to put a system into operation, plus the financing arrangements if needed. In addition they offer complete turnkey packages, "total" systems installed and ready to go, with the customer required only



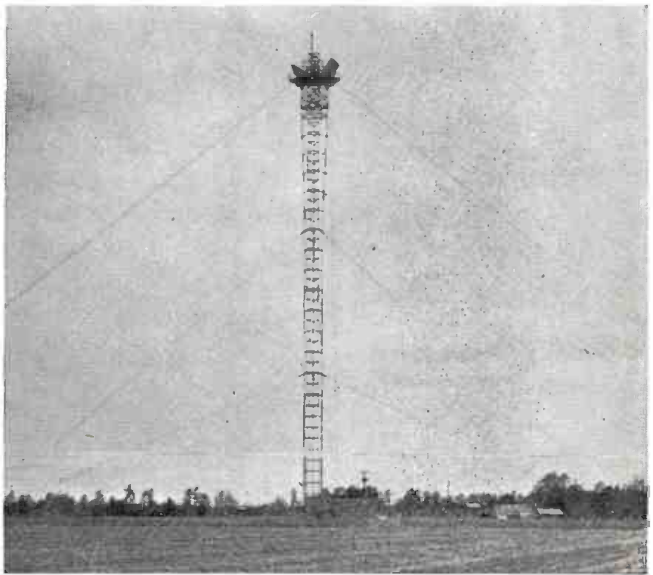
Maysville, N.C.—287 ft 6 in.



Warsaw, N.C.—250 ft



Fountain Crossroads, N.C.—237 ft 6 in.



Roseboro, N.C.—287 ft 6 in.

Four new-design towers for microwave telephone transmission are guyed with 9,246 ft of Bethlehem strand.

The latest word in low-cost transmission of high channel-density telephone impulses is the guyed, microwave-horn tower manufactured by Stainless, Inc., North Wales, Pa. Microwave telephone transmission is becoming more widespread as telephone usage increases. And guyed towers are proving more economical than heavy self-supporting towers.

Advantages of guyed towers

1. High rigidity factor meets stringent transmission requirements
2. Uniform cross-section simplifies assembly and erection
3. Design simplicity reduces wind-loading
4. Modular construction permits addition of

lengths and platforms

5. Vertical feedlines lower stress on lines

A multi-hop system employing the first guyed towers ever built was recently constructed for the Carolina Telephone and Telegraph Co. It includes the four Stainless, Inc. towers—all supported by Bethlehem socketed-guy assemblies, and all manufactured entirely from Bethlehem steel bars, angles, rods, channels, and high-strength bolts. Bethlehem manufactures wire rope and strand for many other structural uses. Perhaps you'd like to have our catalog, "Wire Rope for Bridges, Towers, Aerial Tramways, and Structures." Bethlehem Steel Corporation, Bethlehem, Pa. 18016. Structural consultant Rose, Chulkoff, and Rose Tower designer and manufacturer Stainless, Inc.



BETHLEHEM STEEL





New CATV head end amplifier of Ameco Inc. holds attention of (l to r): Ameco's Sherrill D. Dunn; Robert Ridgway, engineering vice president, KXJB-TV Fargo, N.D., and Duane Aase, chief engineer, KXMC-TV Minot, N.D.

to "turn the key."

New Gear in Two Months ■ While all of the CATV exhibitors showed their latest technical innovations, most explained any big changes that may be in the wind probably would be saved for debut some two months from now at the annual convention of the National Community Television Association in Chicago. The meeting is scheduled June 25-29 at the Palmer House and will include an extensive hardware exhibit as well as discussion sessions.

Ameco Inc. introduced its new Channeler heterodyne headend amplifier, an all solid-state unit designed especially to handle color feeds for CATV. The economy Pacer line extender as well as Ameco's solid state Pacesetter lines of CATV amplifiers also were shown along with the firm's master-antenna systems and Courier multi-channel closed-circuit system, which enables multiple transmissions on a single



Kaiser-Cox Corp.'s CATV line amplifier is focus for attention of (l to r): Robert Bachus, engineering director, University of Tennessee; Walter Baxter, general sales manager of Kaiser-Cox, and Dale Ouzts, program director, WSJK-TV Sneedville, Tenn.

80 (EQUIPMENT '67: A SPECIAL REPORT)



Jay Hubbell, Viking sales manager, holds CATV amplifier equipment for the view of Becky Ivans.

coaxial cable.

Ameco showed how its special LC-39 CATV data link system is being used at the Apollo Launch 39 complex at Cape Kennedy, Fla., providing pre-launch and launch monitoring and other services. Bruce Merrill, Ameco president, also announced that the company is establishing its own network of sales offices and distribution centers to replace the former satellite warehouse



Richard Loftus of Entron Inc. and William Koplovitz (seated) of Dempsey & Koplovitz, Washington, talk shop in Entron's CATV booth.

system. Fast air delivery of gear also is being worked out with carriers, he said.

Entron, claimed to have excellent response at the Chicago mart, both for its CATV financing service and its hardware. The company showed a new multiple tap directional coupler with variable attenuation available with all popular feeder connectors and with thread sizes to accommodate all attenuators. Entron also had a new set matching transformer that can match a 75 ohm line to a 300 ohm TV set for coupling requirements in CATV, master, educational and closed circuit TV systems.

Jerrold Corp. displayed its 12-channel Starline series of components, a solid-state system first introduced in 1964. The components have modular plug-in features, are weather sealed and claim to include the most cascable all-band trunk line amplifiers available. Jerrold noted its turnkey service includes market feasibility studies and related planning even before construction starts.

Kaiser-Cox exhibited its new Phoenician series of CATV amplifiers, which it said incorporates the latest space-age technology for ease of installation, maintenance and convertibility. The series includes trunk and bridging amplifiers featuring both automatic gain control and manual gain control plus all other related components. Housing is all die-cast aluminum. Kaiser-Cox also offers turnkey and financing services.

Stock Quotations ■ Tapecaster Electronics displayed the Trans-Lux stock quotation program service that went into operation in March on New York's CATV channel 6 operated by Manhattan Cable TV, a subsidiary of Sterling Information Service. The system features 15-minute delayed presentation of the stock ticker under approval of the New York Stock Exchange. Quotations from one, two or three different stock exchanges can be displayed simultaneously.

Viking had its new line of high level distribution equipment on display including the model 433 high gain bridging amplifier for use on the trunk line where amplification is not wanted but where feeder lines are required. It can be placed at any point between main line amplifiers.

Viking's Futura line of CATV hardware shown at the Chicago exhibit was well received according to company officials. Among featured gear was the Futura model 435 distribution amplifier, which has been constructed so that trunk cables do not have to be routed directly through areas where distribution is required. Distribution amplifiers may be located at considerable distance from trunk lines.

Also exhibited was the company's "Weathercaster" with eight viewing positions, rotating sign holder and various weather instruments.

BROADCASTING, April 17, 1967



Latest Nems-Clarke field strength meter is shown to Fred C. Clarke (l), Minneapolis consultant, by Alan Rosenthal of Vitro Electronics.

New refinements for test equipment

As the technical arts of radio and television become more sophisticated, especially with color, the need for test and monitoring equipment grows. This is especially true as automation enters the picture and unattended transmitter operation is sought in newer fields.

A new video wave form monitor, the Mark 21, was introduced by Ball Brothers Research Corp. for oscilloscope presentation of black-and-white or color TV signals. It uses four sweep modes. Automatic sweep centering makes possible one-knob sweep mode selection. The unit costs \$995.

Collins Radio Co. featured new product for modulation monitoring in FM stereo-multiplex and frequency monitoring in both AM and FM. The firm's AM and FM frequency monitors employ special purpose digital counters to precisely check for transmitter deviations. Both are solid-state devices using printed circuit boards.

The new Collins 900C-3 FM modulation monitor also is solid state and has the required phase and frequency response and the necessary demodulation circuits to assure accurate stereo demodulation. It costs \$2,500.

Bauer Electronics Corp. displayed its new Model 380 phase sampler (\$160), which is used in directional-antenna systems wherever dependable phase sampling is required. Bauer's target market is consulting engineers.

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Don Hoffman (r), field engineer for Tektronix, explains features of a time domain reflectometer to Walter Harrison (l) of WXXI(TV) Rochester, N. Y., and Burford Young, chief engineer of WDEF-AM-FM-TV Chattanooga.

Impedance Measuring ■ Delta Electronics had a \$1,050 Receiver/Generator RG-1 for use with impedance measuring bridges in antenna measurements. Also at the Delta exhibit: the model OIB-1 operating impedance bridge. Priced at \$475, the unit will measure impedance of transmission line sections while they are functioning normally.

Hewlett Packard's wide range of television testing equipment this year included a TV picture monitor model 6946A with all-silicon solid-state circuitry, unity interlace and a constant-delay wideband video amplifier. It operates to 60 Hz field rate for 625 or 525 lines. Another H-P attraction was



Looking over Telemet Co.'s sync generator-sync distribution package is Larry Young (r), chief engineer of WCIX-TV Miami, one of the NAB exhibit's most serious shoppers, assisted by Telemet's E. S. King. Mr. Young hopes to get WCIX-TV on air by this fall.



James Tharpe, president of Visual Electronics, has a look at the Gardner Labs color guard meter distributed by Television Zoomar. Matthew Cattaro (l), engineering director, looks on.

the VHF oscillator model 3200B giving continuous coverage from 20 to 1000 MHz.

McMartin Industries showed a wide assortment of broadcast monitors including its TBM 4500A FM stereo modulation monitor meant for measurement of all modulation characteristics of FM stereo. It allows simultaneous monitoring of left, right and total modulation. It has a plug-in modular design and an accuracy of plus or minus 0.5 db.

Other McMartin units with new technical refinements: an FM modulation-



Collins' New 831D-1 2-kw FM Transmitter

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- SOLID-STATE EXCITER
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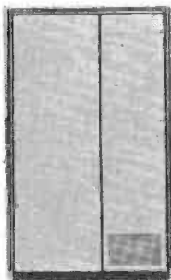




The McMartin Industries TBM 4500 A FM stereo modulation monitor is explained by Duane Haverty (r), McMartin marketing manager, to Stephen Jacobs, president and general manager of WONO(FM) Syracuse, N. Y.

SCA multiplex monitor (TBM4000A) FM modulation monitor (TBM 3500), FM frequency monitor (TBM-3000), RF amplifier (TBM-2500A), transistorized SCA monitor (TBM 2000A) and frequency counter (TBM-3005).

From Camera to Transmitter ■ North American Philips came into the TV test-equipment market in Chicago with a new four-item line for checking TV systems from camera to transmitter. The new self-contained units with modular design are the PM 5552A color



Collins' New 820D-1 1-kw AM Transmitter

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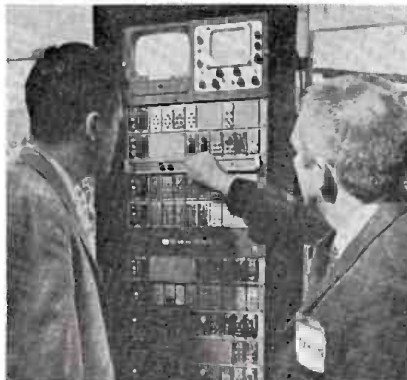
Robert Foley (c) of Delta Electronics listens to a rundown on Delta's receiver-generator for AM antenna

pattern generator (\$2,900), PM 5540A black-and-white pattern generator (\$5,850), PM 5530A sync generator (\$2,800) and PM 5553(NTSC) (\$3,500). Two complete test systems were sold at the show.

Rhode & Schwarz Sales Co.'s line of television test equipment exhibited included the 20 kHz to 20 MHz "Videoskop" type SWOF with selectable time-linear sweep width and sweep time, measurement range calibrated in 10 db steps and crystal control.

Riker Video Industries introduced its Model 6601 New-Line video test set (\$1,990) that is designed to meet the need for color TV's exacting equipment performance at an economy price. Riker's older 1500 series of video test generators are widely used by networks and stations but the price tags run several times higher. Riker said next off the 6600 series production line will be a sync generator, special effects unit, a color bar generator and other devices.

Cable Testing ■ The long line of



Latest in test equipment is shown to James Kirklin (l), WMUK(FM) Kalamazoo, Mich., by Charles Abney of Riker Video Industries Inc.

bridge measurements by C. Ward Yelverton (l). Ward Bledsoe (r) of KERO-TV Bakersfield, Calif., looks on.

Tektronix test gear from wave-form monitors to split-screen displays and dual trace plug-in units, included an updated IS2 time domain reflectometer for cable testing priced at \$1,300. The unit gives horizontal calibration in time or distance and has two internal pulse sources. Input impedance is 50 ohms.

Also exhibited by Tektronix: Vestor-scope type 526 for color-encoder adjustments, differential-phase measurements, differential-gain measurements and vertical-interval-test signal displays.

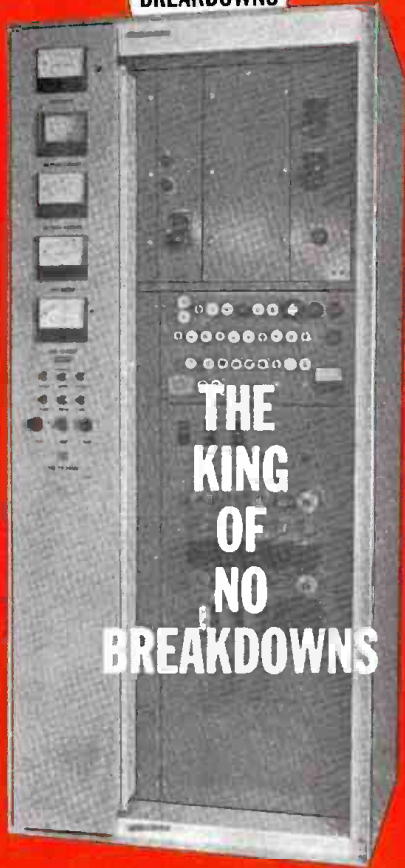
The Telemet Co. offered a complete line of solid-state test equipment under its Telechrome label. Included are a multiburst generator, staircase generator, video test generator, dot and grating generator, chrominance test generator and color bar generator.

Television Zoomar had a new meter for balancing color monitors developed by Gardner Laboratory. The \$1,300



Collins Radio Co.'s new lines of frequency monitors holds interest of (l to r): Jerry Bowers and Martin Lyford, both of Collins, and Edwin L. Basquin (rear), KDPS-FM-TV Des Moines.

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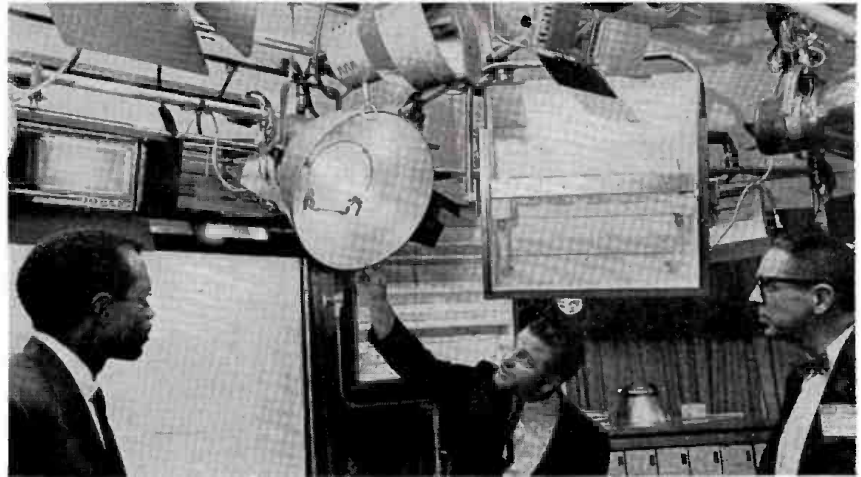
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SPECIALISTS IN BEACON, BROADCAST, COMMUNICATION & AIRPORT TRANSMITTERS



Consulting engineer E. E. Harper (l) learns of the latest advances in television lighting from Charles Barkley of Century Lighting Inc.



Jack Horne, western marketing manager of Colortran Industries, points to one of the company's studio lights. Paying close attention is Charles

Lynch (r) of WKZO-TV Kalamazoo, Mich. Colortran's manager of motion picture and TV sales John Murray stands by.

unit affords quick color comparisons for TV broadcasters.

Vitro Electronics introduced several new test and monitoring devices under its Nems-Clarke brand, including the solid-state model FIM-135 field-intensity meter (\$950) for the standard AM radio band. Another AM radio unit shown was the HFM-140 harmonic-field-intensity meter (\$1,490) which measures to the third harmonic. The new solid-state phase-monitor type 112 (\$1,960) replaces earlier model 108E. Vitro also displayed its line of stainless steel video and RF patching equipment, including jack panels.

There must be light on any TV scene

The major studio lighting companies have been exhibitors at the NAB for many years but this time a new related enterprise appeared on the scene. Tiffin

Scenic Studios Inc., the maker of backdrops, curtains and other gear that give the setting its mould.

Tiffin found the NAB exhibit very well attended compared to other trade shows and reported it talked to many good prospects. Besides making remote control scene operating systems, Tiffin also provides consulting and engineering design services.

New quartz iodine entry this year by Century Lighting Inc. was the 3½ inch 300-400 Lekolite spotlight (\$54). The unit gives controlled accent lighting at distances up to 25 feet. Century also displayed its focusing flood lights as well as its Fresnelite line of spotlights. All use quartz iodine lamps.

Kliegl Brothers displayed a new preset plate for setting and storing

scene lighting displays and its full line of quartz lighting for color television applications as well as its five SCR Dimmer package.

Colortran's models from quartz duals to follow spots included quartz soft lights from 12 to 36 inches square for shadow-free lighting needs. The 24 inch square LQS-20 sells at \$189.

Mole-Richardson featured its 2,000 "molequartz mighty-mole" with variable beam from spot to flood, selling at about \$100. It has an estimated life of 500 hours.

Now that the stage is set, other NAB exhibits demonstrated this year how well prepared they are to light it in subtle or compelling yet always selling ways. Color TV's growth makes full use of their abilities.



Howard Bell (l), Mole-Richardson sales vice president and Carl Fisher of KVAL-TV Eugene, Ore., go over features of Mole-Richardson's controlled focus quartz lights.



Walter Hariu (l), chief engineer of WISC-TV Madison, Wis., has a look at a preset plate demonstrated by Robert Bullock, Kliegl Brothers Lighting sales engineer.



Sun gun of Sylvania Electric Products Inc. is displayed by firm's John J. Brophy to Lee Tanner (r), WTEV(TV) New Bedford-Providence.



McCurdy Radio Industries Inc.'s new SS4360 console and its components draws attention of Robert Truscott (l), chief engineer, WITI-TV Milwaukee; Clemens Castle (l, rear), director of engineering, Storer Broadcasting Co., Miami, and D. Wheeler of McCurdy.

Consoles show improvement

Some designed especially for TV, while radio models stress simplicity

Some of the most significant technical advances were to be seen in the new lines of audio control consoles this year. Some were especially designed for the sound side of television while others stressed simplicity and suitability for the automation trend growing stronger in AM and FM.

Collins Radio Co. reported continued high interest in its new line of audio consoles using a photoconductive cell and a lamp for noiseless switching. The standard 212T-1 system introduced last year, featuring 14 channels, has been augmented by a larger 16 channel system this year, the 212T-2, priced at a basic \$9,950. Both systems feature plug-in circuit cards.



Ben Lockerd, chief engineer of KTWO-TV Casper, Wyo., sits at new TV console of American Pamcor Inc. as firm's Jack Ramsey explains key features.



The Altec Lansing 920 audio control console is shown by Arthur Davis (standing), vice president of Altec's audio control division, to Jon Ulz, sales manager of WCSI Morris, Ill.

General Electric Co. introduced a new audio console, the BC-31-T. Especially designed for TV it is an offshoot of the earlier radio console, the GE BC-31-B. The new TV model sells for \$53,000 and provides for 14 mixers with a basic capability of 28 inputs.

Altec Lansing unveiled its new 9200 control console. The basic cabinet unit is 51 by 34 inches, with panel composed of separate aluminum strip modules of 1¾ or 3½ inch width. It will



Kevin Hall (l), engineering technician for Ward Electronic Industries, looks at specifications of the company's AC-650 dual channel audio console with R. E. Peck of WREX-TV Rockford, Ill.

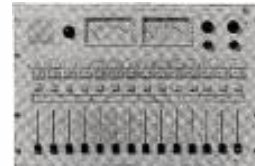


William L. Lipman (r), president-general manager, WLIP Kenosha, Wis., listens to fine points of the Bauer audio console line made by Granger Associates from Joe Novik of Granger.

accommodate four VU meters in addition to a graphic equalizer and jack panel. The equipment can be designed for any desired circuit with Altec's line of control accessories from pre-amplifiers to mixer networks.

New in the custom-designed studio console field is Fairchild Recording Equipment Corp.'s Integra II line of speech-input equipment. This is a revised version of the line first introduced in 1962 and is especially designed for the expanded needs of television and the requirements for many remote-controllable audio components. Solid-

Collins' New 212T-1 Audio Control System AM/FM/TV



- 28 INPUTS TO 14 FADERS
- DUAL CHANNEL OPERATION
- DC CONTROL OF LEVEL AND SWITCHING
- ALL SOLID-STATE
- VERTICAL SLIDE ATTENUATORS
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Broadcaster duet studying new audio console of Collins Radio Co. is John Mahaffey (r), president of KJPW Waynesville, Mo., and KCIJ Shreveport, La. and Wally Fender, chief engineer, KWTO Springfield, Mo.

state circuitry and printed plug-in circuit boards are among its features.

Gates Radio's line of audio consoles had two new members at the Chicago exhibit; the "Gates Dualux II" with Monophonic and stereo-mixing facilities and eight mixing channels provided for 22 audio inputs and featuring program output selector that will completely control input information to AM, FM and FM-stereo transmitters, also the "Gateway II" console with built-in audio equalizer.

Granger Associates displayed its wide line of radio and TV audio consoles marketed under the Bauer brand. Included is a budget stereo console at \$1,395 as well as a studio stereo model at \$2,450. Bauer also has a compact audio console (\$1,250) for the TV remote truck with set up for eight microphones.

Canada's McCurdy Radio Industries introduced several new console and remote-control units at its own exhibit this year, moving out from under the Visual Electronics umbrella. McCurdy's SS4360 studio console (\$3,950) is a new 10-mixer dual-channel control system providing complete flexibility and solid-state circuitry. McCurdy's compact single channel PE2100 remote amplifier (\$525) is battery operated and has automatic gain control.

Other new studio consoles were the Wilkinson Electronics model TACS-2B stereo dual-channel model selling at \$2,795, and featuring 48 inputs, 10 mixer positions, built-in stereo monitor amplifiers and fader control uniformity and the Ward Electronic Industries AC-650 dual channel remote controlled unit for \$13,000. The Ward equipment can accomplish all audio functions with DC remote controls.



The CBS Labs new automatic loudness controller, expected to be ready for delivery by fall, is discussed by

Emil Torick (l), manager of audio systems research, and Bill Latham, vice president, WLBW-TV Miami.

Logging controls and loudness controls

Automatic logging equipment for transmitter and program logs were prevalent, refined and apparently in demand at the equipment mart.

Among them was Rust Corp.'s new AL-100 for logging at AM, FM and TV stations. It uses continuous line recording for easy reading and assurance that serious variations from standard operation will be quickly recognized. The AL-100 gives 10 parameter readings and will log any combination of AM, FM or TV installations. It has magnetic alarm meter movements.

Rust's RC 2400D single D. C. pair pushbutton remote control for complete studio and transmitter control and metering is new this year at a price of \$2,190. It features complete interlocking of control circuitry and pushbutton operation selection.

Another Rust unit, a new microwave/voice line remote control designated RC-2400F has a 48-function control capacity over 24 selected positions. Price: \$2,790.

Rust also displayed its video/audio remote switching systems for color and monochrome with 10 composite video/audio inputs per basic unit. Switching time is standard 10 pulse per second dialing. The basic RMS-106 comes with standard rack panel frame and six remote consoles.

Moseley Associates introduced what it claims is the first automatic digital transmitter logger designed for broadcast use. The model ADP-101 (\$6,500) features a complete typewritten log showing up to 10 different parameters, thus freeing engineers from the task of translating the former strip chart re-

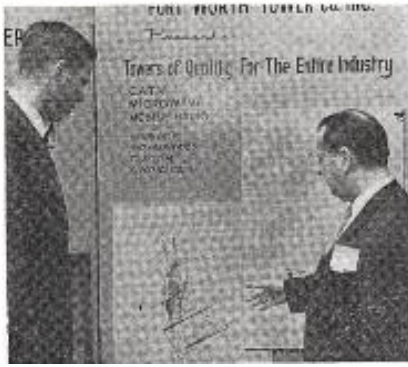
orders into this format. The print-out record covers a continuous 24-hour span and can be read easily by nontechnical personnel, Moseley said. System also includes out-of-tolerance alarms.

Status-Control System ■ Moseley also unveiled its new model SCS-1 eight channel status-control system (\$1,800) that functions both as fault alarm and remote control of varied operations. The small modular solid-state system will sound alarm over unauthorized entry of the transmitter area or variations in temperatures, voltages, air pressure, water level, emergency generator, signal levels or flow rates. It also will control filament or plate voltage, main power, emergency generator, tower lights, power change, transmitter changeover or ventilation.

For the third year Bauer Electronics Corp. displayed its popular model 440B log alarm system (\$1,850), which automatically logs all FCC required transmitter operating parameters in any AM, FM or TV station. If any out-of-tolerance conditions develop a bell rings and lights also are triggered to alert station engineers to corrections to be made. System is all solid state.



Moseley Associates Inc.'s digital automatic logger is explained by firm's president, John A. Moseley (c), to Aaron Shelton (l), chief engineer, WSM-TV Nashville, and John Campbell (r), chief engineer, WSM Nashville.



Even a lawyer needs to know about towers, so Fort Worth Tower Co.'s Ronnie Stephenson (l) describes his product to William C. Koplovitz, partner in Dempsey & Koplovitz, Washington.

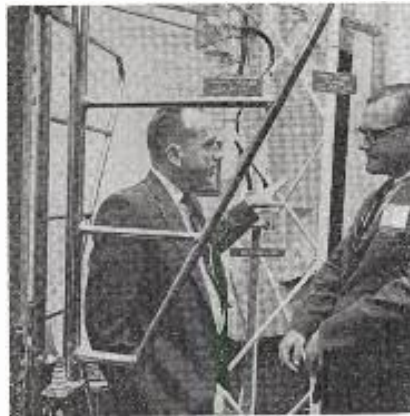
A new multiplex tuner (1C1), available after June 1, was presented by Johnson Electronics. It features silicon field effect transistors throughout, full stereo rejection filtering, automatic mute and solid state API antenna pre-amplifier. Size is 11 by 8 by 5 inches; weight, three pounds. It's priced at about \$125.

Visual Electronics Corp. showed its type AL-1A limiting amplifier, which prevents overmodulation of transmitters. Visual also displayed its type AGC-1A automatic gain control program amplifier that is used in studio control configurations to maintain constant average output levels even though input levels vary. This often occurs when switching from music to voice in radio or from program to commercial in TV.

Loudness Control — CBS Labs made headlines in Chicago with introduction of its new loudness-control device, which will sell for about \$750 and should be available for delivery next fall. The instrument goes beyond signal evaluation by traditional volume and level measurements—these can be automatically regulated by CBS Labs' Audimax and Volumax units—and rates and



Tall towers need elevators and other safety features, so Donald L. Markley (r), consulting engineer at Mapleton, Ill., checks them out with J. Roger Hayden, in charge of sales for Dresser Crane Hoist & Tower Division.



Leonard Joyce (r) of Daly & Joyce, Washington communications attorneys, hears about Jampro's single-bay Batwing antenna (front) and horizontal and vertically polarized FM antennas (rear) from Bill Neumann, Jampro sales manager.

controls aural broadcast signals on a new scale that incorporates other factors associated with noise discernible by the human ear.

Fairchild Recording Equipment Corp. displayed several of its sound control units that have been widely used in both recording and broadcasting. Its Balance/Guard device differentiates between highly compressed and highly dense program material such as found in TV commercials and less dense wider dynamic range program material, automatically balancing levels between the two so as to give the listener a signal that is continually pleasing.

Fairchild also showed its Conax unit that eliminates pre-emphasis distortion problems instantaneously and enables a consistent high-level program. It is available in both stereo and monaural forms. Another device is the Fairchild stereo limiter, available in either single or double channel form. A new Fairchild product this year is its model 658B Reverbertron II (\$325), a tiny version of its larger standard reverberation unit, the model 658A (\$995). Apart from special effects, these units can be employed to give a more realistic concert hall feeling to a program.



Antenna tower features are explained by Alford Manufacturing Co.'s Fred Abel (r) to E. J. (Pete) Cummings, chief engineer of KYW Philadelphia.

Stick builders meet old, make new friends

No matter how good the show, be it TV, FM or radio, it won't do its job until tower and antenna get the signal up and out across the market in the saturated patterns that spell attention, ratings and sales.

Although tower makers can't get their rigs inside the exhibition halls, the show still provides a meeting place with customers and prospects. Some product features such as antennas, tower lights and other smaller gear can be displayed to advantage.

Advance Industries showed its line of preassembled aluminum and steel buildings for transmitter and relay housing at tower sites. Advance also offers a line of both guyed and self-supporting towers for all services as well as microwave passive reflectors.

Alford Manufacturing Co., now based in a new plant near Boston at Winchester, Mass., displayed its FM and TV antennas and broad product line of antenna and transmission-line components. Alford made the master FM antenna atop the Empire State Building, which currently handles nine stations



Collins' New 831D-1 2-kw FM Transmitter

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J. W. McKay (r), chief engineer of WCFL Chicago, talks towers with Dutch Giroux of Utility Tower Co.

and can take up to 17 stations.

Dresser Crane, Hoist & Tower Division of Dresser Industries Inc. claims to be the builder of the world's tallest towers and showed pictures of many of its worldwide installations, including candelabra mountings such as the triple-station tower at Sacramento, Calif.

Computer Plotting ■ Highlight of the UHF TV antenna displays at the General Electric Co. exhibit was the virtually instantaneous computer plotting of antenna specifications to obtain optimum coverage design characteristics. Using a Teletypewriter system tied into a share-time computer network, the GE representative ran off a typical antenna with vertical gain ratio of 31.3443 and vertain gain (db) of 14.9616. The four-bay vertical field plot took just a few minutes for print out, using but 15 seconds of actual computer time to do the mathematical labor an engineer formerly spent eight hours doing by hand. GE also demonstrated how TV patterns



Ed Gagnon (r) of Gates Radio outlines features of a new dual cycloid circularly polarized FM antenna to Frederick Zellner, director radio engineering operations, ABC, New York.



The Ball Brothers Research Corp. booth featured the Mark VIII TV AGC amplifier, which gets a close look here from William Piekarski (r), director of engineering for New Brunswick Broadcasting, and Ron Jansen, Ball Brothers manager of customer services.

can be computed to precisely match market coverage needs.

Fort Worth Tower Co., which claims over 80% of the tower business in the CATV field, has introduced the Spadeco tropo scatter antenna systems for improved CATV headend installations. Fort Worth also is active in the broadcast tower field as well.

Another pioneer tower firm is Rohn Manufacturing Co. Rohn supplies a wide range of structures for all of the broadcasting services as well as for various other communication systems including government and military. Rohn also is producing for the CATV market.

Utility Tower Co. not only produces and erects towers for the radio-TV services but also manufactures its own unique base insulators. Utility featured its solid round-structure design that serves best in salt water or high-wind areas and is easily painted and maintained.

Circular Polarized Antenna ■ CCA Electronics Corp. displayed its new FM circular polarized antenna manufactured by Shively Laboratories. The FMA-6710R (\$800 per bay) provides simultaneous vertical and horizontal polarization. The antenna gives power gains of from 1 to 20 and has 5 kw conservative rating per element as well as built-in adjustable matching transformer.

Gates Radio's new dual-cycloid FM antenna with circular polarization features a low VSWR over a 200 kHz bandwidth. It combines horizontal and vertical elements in one unit. Price is \$1,000 a bay.

Jampro Antenna Co. had a wide variety of antenna configurations at the show, among them a new single-bay batwing for channels 2 through 13 and horizontal and vertically polarized FM units.

Among updated antennas on display was RCA's circularly polarized FM unit, one of the BFC series. It radiates a



Jerrold Corp.'s new SLE line extender amplifier for CATV is studied by John LaForge (l) of KDAL-TV Duluth and Ed Dart of Jerrold.

circularly polarized signal meant to upgrade reception in FM auto radios which use vertical whip antennas.

Collins Radio Co. showed its new circularly polarized FM antenna, model 37CP. Because it combines functions formerly done by a combination of vertical and horizontal units the cost runs about 30% less, Collins said.

New approaches to amplifiers

Various types of amplifiers offered refinements on old as well as new applications to broadcasters.

CBS Laboratories introduced a new masking amplifier (model 535) reported to enhance Plumbicon camera color fidelity and saturation with no increase in subjective noise. The unit can be plugged directly into the Norelco PC-70 camera control unit. It's designed with integrated microcircuitry.

RCA had a new set of amplifier units at the Chicago show; a program ampli-



William Boehme, Vital Industries engineering vice president, points to Vital's new video-color-processing amplifier and video-switching system as interested broadcasters look on.



Distribution amplifiers and switching gear of International Nuclear Corp. are explained by firm's Ron Adamson (l) to Frank Sirabella of ABC, New York.

fier type BA-43, limiting amplifier, type BA 43/46 and the AGC program amplifier, type BA 43/45.

The basic BA 43 unit is wide band and can be used alone for broadcast or in conjunction with BA 45 AGC or BA 46 limiter units. The BA 43/46 configuration gives abrupt limiting action for speech-input channels of FM, AM and TV sound transmitters. The limiter module is powered from the program amplifier. The BA 43/54 combination may be used in program or preamplifier channels and has stereo capability. It comes mounted on a plug-in chassis.

Microphone displays show updated gear

Microphone innovations don't happen every day but the National Association of Broadcasters equipment exhibit this year displayed many refinements among the standard offerings of studio mikes for both radio and TV as well as among the specialty items such as wireless mikes. The growth of telephone talk shows also has given impetus to microphone and related amplifier and line-



Phil Gundy (l), president, Vega Electronics Corp., hands new wireless mike to Leonard Spragg, staff operations engineer, Storer Broadcasting Co., Miami.



Garrad Macleod (l) and Glen Bishop (c) of WMUK(FM) Kalamazoo, Mich., are shown a Neumann transistorized condenser microphone by Stephen Temmer, president of Gotham Audio Corp.

balancing for that field.

Shure Brothers Inc. introduced a new self-windscreened mike, the SM58 uni-directional dynamic (\$81), which is ideal for remote news, sports and interviews. A new omnidirectional dynamic mike, the SM60 (\$49.29) is designed for all-around voice-and-music work, while a new lavalier version, the SM51 (\$63), is especially designed for inconspicuous TV or film work. Shure also displayed its moderate cost M75E pickup cartridge (\$39.50) for stereo records.

Among the microphones shown by North American Philips were the lavalier D-109 meant for inconspicuous use on TV sets with a frequency range of 50-15,000 cps, a 56 db sensitivity and impedance of 200 ohms. Also presented: the company's line of cardioid dynamic systems.

Vega Electronics Corp. reported continued high interest in its wireless Vega-Mike system in which the transmitting antenna can be mounted on a special helmet worn by the announcer, thus giving him more freedom and better transmission path to the mobile unit pickup point. Vega also displayed its



Latest Shure microphone is examined by Ronald England (r), KNAK Salt Lake City, with help of R. W. Carr, manager of professional products, Shure Brothers Inc.



Ken Higgins of Lenkurt Electric Co. shows Glenn Callison, engineering vice president of McLendon Stations, Dallas, how easy it is to adjust firm's microwave relay link.

new Model 212 Soundservo (\$125) and other compressor-limiters as well as its additional lines of mikes and new advanced wireless systems. Dollar volume more than doubled that of the 1966 show, Vega reported.

Wider uses shown for microwave relays

With the growth of programing ingenuity in both TV and radio as well as the expanding markets of CATV, broadcasters more and more are looking to their own microwave-relay links to perform specialized jobs on an intercity basis beyond the traditional studio-to-transmitter ties or satellite-station feeds. Relay manufacturers are ready for the



Alex Geisler (l), chief engineer, WIBF-FM Jenkintown, Pa., listens to features of Raytheon Co.'s microwave link cited by John Cheval of Raytheon (Norwood, Mass.).



George Marti (r), of Marti Electronics, and George Kolpin, of KDMO Carthage, Mo., examine a 950 mc aural STL with remote control and SCA.

market and their solid-state gear is ready for color, too.

Lenkurt Electric, for instance, noted growing interest in its relay systems for possibly tying together regional complexes of TV stations for special sports programs and other program series. One specifically mentioned: baseball. Lenkurt displayed its 76 system especially suited to color TV and CATV as well as its 75A heterodyne system which also handles color.

Raytheon exhibited its new transistorized KTR3-A long-haul heterodyne microwave relay suited for color. Raytheon also showed its solid-state dual-link 2A system especially designed for studio-transmitter link application in television.

Varian Associates exhibited its multi-channel 2500 MC Varian micro-link system for institutional program distribution in the educational television field. This special instructional TV distribution service was authorized by the FCC in 1963 and is growing rapidly.

A new entry in the radio studio-transmitter relay link field was offered by Moseley Associates with the Model PCL-303 silicon solid state STL (\$4,000, single hop monaural). The system also will serve as an intercity relay for AM as well as for TV aural and FM stereo service. The system also is designed for multiplexing and will accept two subcarrier inputs.

New entry into the microwave relay field is a solid state system introduced by Sarkes Tarzian Inc.

Another distributor showing an updated line of relay equipment was Marti Electronics. Featured in the Marti exhibit was a 950 mc aural studio transmitter link with remote control and SCA. Also shown was the company's new remote control system RMC 2A with 10-channel capacity.

All of the relay equipment exhibitors seemed pleased with reaction to their wares.

PROGRAMING *Continued from page 50*

ITC space series taken by 13 at convention

Independent Television Corp. reported last week that its new half-hour color series in supermarionation, *Thunderbirds*, was sold in 13 markets during the NAB convention aggregating approximately \$750,000. The science fiction-outer space series, which is produced by Associated Television, London, ITC's parent company, is first-run in the U.S. but already has been shown

in the United Kingdom and in various parts of the world.

Abe Mandell, ITC president, said 64 half-hour episodes of *Thunderbirds* are being offered to stations, which have the option of running them as 32 hours. The stations that have bought the series are WNEW-TV New York; KTTV(TV) Los Angeles; WFIL-TV Philadelphia; WNHC-TV New Haven, Conn.; WFBG-TV Altoona, WLYH-TV Lancaster-Lebanon, WHP-TV Harrisburg and WSBA-TV York, all Pennsylvania; KFRE-TV Fresno, Calif.; WNBC-TV Binghamton, N. Y.; WFLD(TV) Chicago; WFLA-TV Tampa-St. Peters-

burg, Fla. and WCAN-TV Milwaukee.

New book profiles radio programing

A new reference work for radio time-buyers, *Radio Programing Profile*, will be published and distributed by BF/Communication Services Inc., New York.

Initial subscribers will receive a hard-cover three-ring binder containing profile sheets on almost 700 AM radio stations in the top-100 markets. Each full-page profile will contain the market, call letters, frequency, power, group ownership, network affiliation, the station's complete weekday program schedule, specific program titles and personalities, a description of the programs and a station commentary section.

The cost of the initial volume, plus a quarterly updating service, is \$95 a year. Wilbur M. Fromm, formerly a promotion and advertising executive with NBC, is president of the publishing company at 341 Madison Avenue, New York 10017.

TV series sales . . .

Combat (ABC Films): WNEW-TV New York; WTTG(TV) Washington; WFIL-TV Philadelphia; KGMB-TV Honolulu, and KTTV(TV) Los Angeles.

Laredo (NBC Films): WOR-TV New York; KTLA (TV) Los Angeles, and CKLW-TV Windsor, Ont.-Detroit.

Divorce Court (NBC Films): KPRC-

Top 10 evening network programs from March 1967 TvQ report

Rank	Program	Total Audience Fam TvQ	By Age				
			6-11 Fam TvQ	12-17 Fam TvQ	18-34 Fam TvQ	35-49 Fam TvQ	50+ Fam TvQ
1	Bonanza (NBC)	88 46	68 56	94 43	92 37	91 43	88 56
2	Walt Disney (NBC)	88 45	89 60	92 83	91 38	88 42	84 51
3	Family Affair (CBS)	58 42	55 72	74 48	59 31	55 32	52 41
4	Saturday Night Movies (NBC)	75 41	45 40	87 51	93 43	84 39	61 32
5	Friday Night Movies (CBS)	70 38	44 44	81 49	85 39	77 37	57 27
..	Tuesday Night Movies (NBC)	71 38	39 41	82 47	88 38	77 38	59 31
7	Dean Martin Show (NBC)	71 37	32 28	70 34	81 38	79 37	75 40
..	Mission: Impossible (CBS)	53 37	44 45	70 48	68 37	52 33	38 27
..	Thursday Night Movies (CBS)	69 37	37 41	81 48	87 40	78 35	57 28
10	I Spy (NBC)	61 36	29 41	73 54	81 42	67 25	47 27
....	Gomer Pyle, U.S.M.C. (CBS)	83 36	73 64	92 34	86 23	84 30	81 42
....	Daniel Boone (NBC)	67 36	65 57	71 34	62 23	67 30	70 44

(Fam—familiar with series)
(TvQ—percent listing program as favorite)

Copyright Home Testing Institute/TvQ, Inc., 1967

TV Houston.

Hennesey (NBC Films): WINK-TV Fort Myers, Fla.

Laramie (NBC Films): WREC-TV Memphis, and WITN-TV Washington, N. C.

The Loretta Young Show (NBC Films): WLCY-TV (Largo) Tampa, Fla., and KOVR(TV) Stockton-Sacramento, Calif.

Victory at Sea (NBC Films): WWL-TV New Orleans.

NBC News documentaries (10) (NBC Films): KPLR-TV St. Louis.

Auto Racing Specials (Triangle): KNTV(TV) San Jose, Calif; WOI-TV Ames, Iowa, and WLWD(TV) Dayton, Ohio.

AM gets FTC OK for shoppers' guide

A radio station that plans to publish a shoppers' guide in its market got the green light last week from the Federal Trade Commission to offer reduced rates to advertisers using both its broadcast and printed mediums.

In an advisory ruling, the FTC approved the plan noting that radio advertisers would not be required to buy space in the shopper's guide, and that guide advertisers would not be required to advertise on radio.

There are, the FTC noted, three other radio stations and two newspapers available to advertisers in the market.

Identification of the radio station and the city involved was declined by the FTC, which said that its advisory rulings are all confidential.

Radio-TV coverage seen for House opening day

Representative John W. Wydler (R-N. Y.) has introduced a new wrinkle into the perennial effort to open the doors of Congress to broadcasting cameras and microphones.

The Nassau county legislator offered legislation that would allow the opening day session of the House of Representatives to be covered by radio and television. "There has been much discussion about televising congressional proceedings," he said, "but in my opinion a test should be made to see if it is practical and of value. The opening day ceremonies are a perfect time to do this as they are generally close in time to the President's state of the union message and the proceedings are impressive and of interest to the general

BROADCASTING, April 17, 1967

Joey Bishop opens booked

ABC-TV last Friday (April 14) claimed clearance of 135 stations for its new late-night *Joey Bishop Show*, which begins on the network tonight (April 17). The new Monday-Friday 11:30 p.m.-1 a.m. live show arrives on the scene fully sponsored. Advertisers are Bristol-Myers, General Foods, International Latex and Pepsi-Cola, all through Young & Rubicam, and P. Lorillard, through Grey Advertising, all New York. ABC-TV becomes the second TV network to program the late-evening hours. United network is scheduled to begin feed of its *Las Vegas Show* with Bill Dana as host on May 1. CBS-TV plans to start late-night programming in the spring of 1968.

public."

The program, to be scheduled on Sunday mornings and fed for pickup by affiliates as either a 24-minute or a 54-minute broadcast, will offer direct reports from ABC Radio correspondents throughout the world as a compliment to the network's *News at 5:55* series. It will replace but in general encompass the areas now covered by *This Week in Washington*, *Overseas Assignment*, *Report from London* and *Vietnam Analysis*. Don Gardner will be anchorman.

Program notes . . .

50 years of Red Russia ■ Westinghouse Broadcasting Co., in association with Columbia University Research Institute on Communist Affairs, both New York, has produced a series of 22 half-hour documentary radio programs titled *The Soviet Union: Half a Century of Power*. They will be broadcast starting this month on Westinghouse stations: WBA Boston; KYW Philadelphia; WINS New York; KDKA Pittsburgh; WIND Chicago; KFWB Los Angeles, and wowo Fort Wayne, Ind.

The water's fine ■ Screen Gems Inc. will syndicate to stations a series of 130 five-minute programs in color, titled *Fun Afloat*, which depicts all types of water sports. The series will be produced by Burr Schmidt and will cover various phases of water amusements including boating, fishing, skiing, scuba diving and surfing.

Continues production ■ Olas Corp., Cleveland, has begun production of a new series of *Of Lands and Seas* color TV adventure programs. Vaun Wilmott of WLWI(TV) Indianapolis will be host;

Col. John D. Craig, previous host of the series, will appear in some episodes as a guest.

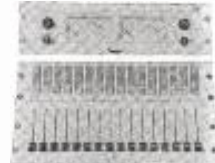
Tractor Talk ■ Champion Spark Plug Co. has available a series of radio scripts on maintaining farm and garden equipment. The series, *Tractor Talk*, is presently carried by 72 stations as a public service and can be obtained through Carl Pavsner, J. Walter Thompson Co., 535 Griswold, Detroit 48226.

Computer's 'dream' ■ Triangle Stations next fall plans to syndicate a two-hour radio special *Dream Bowl Game*, to its five AM stations and other U. S. outlets. The program, devised from computer-fed stations on football players of the opposing teams (selected by judges), offers play-by-play action supported with the actual sound and color of bowl games.

Triangle's other computer game, a baseball classic, *Dream World Series*, is being scheduled for distribution on Christmas week again this year.

Powell in Congress ■ Taft Broadcasting Co., Cincinnati, will present the Adam Clayton Powell case in a 30-minute radio documentary. *America's Own Power Struggle: Congress and the*

Collins' New 212T-2 Audio Control System AM/FM/TV



- 32 INPUTS TO 16 FADERS
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- VERTICAL SLIDE ATTENUATORS
- CUSTOMIZING CAPABILITY

For additional information, contact your Broadcast Sales Engineer or Collins Radio Company, Broadcast Marketing, Dallas, Texas, Area Code 214, AD 5-9511.



Network views vary on convention coverage

The issue of gavel-to-gavel network TV coverage of the political conventions was raised last week by Julian Goodman, president of NBC News, in a speech at Baylor University during its World Emphasis Week.

He said, "in 1968, NBC will be covering the convention gavel-to-gavel. More than ever, we will be aiming at coverage that has most meaning for the viewer, placing him squarely in the middle of events. We will do this by focusing primarily on what is happening on the floor of the convention—which, after all, is where the regional character of American politics is most evident, and the sense of community participation the strongest."

CBS News President Richard Salant commented in response to reporters' questions: "It's a mistake to say with pride you're going to carry

what actually amounts to pre-gavel to post-gavel coverage. It's atrocious journalism, sheer tonnage. I told the affiliates so a year ago (BROADCASTING, May 9, 1966).

"If I could find a way to avoid it, and make convention coverage into decent journalism, I would. But it's mechanically difficult to cut in and out for the high points, and I'm still looking for a way."

Elmer Lower, president of ABC News, said: "We're waiting for the two (political parties' national) committees to announce their plans. At this point, we don't know what kind of conventions they will hold, or even where. A year and three months seems too far in advance to announce firm plans."

"We will provide thorough coverage, but it's true that sometimes convention coverage is dull and too long," he added.

Courts will feature Representative Arch Moore (R-W. Va.), who was a member of the Celler Committee which recommended that Mr. Powell be seated and punished, and Dr. Paul Freund of Harvard Law School. The program involves a discussion of the effect of the exclusion of Adam Clayton Powell on the constitutional questions arising between Congress and the Supreme Court. Lawrence H. Rogers II, president of Taft, announced that the Powell special is being offered to all stations at cost (\$5). Tapes can be obtained from Ted McKay, WKRC, Taft Broadcasting Co., 1906 Highland Avenue, Cincinnati, 45219.

Take it, it's mine ■ WOR-TV New York presented its weekly public service program *New York Report*, Sundays (10-10:30 p.m.) to municipal station WNYC-TV, channel 31. Report has been scheduled Mondays on the station (started April 10 at 5:30 p.m.) from May 29, time will be 9 p.m.

More Capote ■ "Among the paths of Eden" and "Miriam," two short stories by best selling author Truman Capote, will be adapted for TV by a company headed by the writer and producer-director Frank Perry. ABC-TV which earlier this year telecast Mr. Capote's "A Christmas Memory," has contracted for the hour-long dramas and is expected to air them during the 1967-68 season. According to Mr. Perry, all three programs probably will be combined into a feature film for release in the U.S. and abroad following the TV run.

'Happening' ■ Triangle Stations, New York, is moving into entertainment programming along with its usual format of syndicating chiefly sports and documentary production. The first video series whose weekly schedule is a "happening" marked its April 11 premiere with an April 10 party by Triangle at the Roosevelt Grill, New York. *The Jerry Blavat Show* which moved from WCAU-TV to WFIL-TV, both Philadelphia, last January, is going national. Markets sold include New York, Boston, Kansas City, Hartford-New Haven, Conn., Denver, Atlanta, St. Louis, Los Angeles and Philadelphia. Chief sponsor is Clairol Inc. through Foote, Cone & Belding, both New York.

Affiliation ■ Tony Ford Management, New York, has affiliated with the Beverly Hills management firm, Bernard, Williams & Price. BW&P will represent Ford's creative talent in future television negotiations on the West Coast; Ford will represent BW&P clients Bob Newhart and Debbie Reynolds in New York. The two companies will remain otherwise autonomous.

Series acquired ■ North American Television Associates, Hollywood-based TV film distribution company, has acquired TV distribution rights to the *Sports International* series, with sportscaster Bud Palmer featured. The nine 60-minute color programs included in the series were filmed in such places as Japan, Spain, Thailand, Jamaica, England and Russia. The package was introduced at the NAB convention in Chicago.

Studio move ■ Don Fedderson Productions has moved its operations from Desilu-Gower studio in Hollywood to CBS Studio Center in North Hollywood. Starting next season the production company's two network programs, *My Three Sons* and *Family Affair*, will be filmed at the CBS-TV facility, the network carrying the shows.

Spring travel spots ■ The governors of each of the fifty states will sing the praises of his area's tourists attractions in a new series of spot features promoting the "Discover America" and "Keep America Beautiful" campaigns. The series is available free to the industry through WBAL Baltimore 21211.

Films available ■ Association Films, New York, is making available, free to educational TV stations, eight new color movies about Belgium, presented by the Belgium Information Service. A brochure describing the film is available from Associated Films' New York office, and prints may be borrowed through its regional film centers.

Wolper gets Glenn for NBC-TV specials

NBC-TV, which in recent months has snapped up the services of top baseball pitcher Sandy Koufax and golfer Arnold

Palmer, now has laid at least partial claim to America's first astronaut to orbit the earth. Last week Colonel John Glenn signed to be host of a color series of hour travel-adventure documentaries to be produced by Wolper Productions. Tentatively titled *Great Explorations*, all will be shown on NBC-TV.

The number of specials in the series has not as yet been determined. The first one, however, is scheduled for Jan. 11, 1968. It will attempt to retrace journalist Henry Stanley's search through the jungles of Africa for David Livingstone. There will be at least two other specials in the series. One will be concerned with Captain James Cook's exploration of the South Pacific and the other will trail the Scott and Amundsen expeditions to the South Pole.

Plans call for the specials to be researched and authenticated by the *World Book Encyclopedia*. The entire series will be sponsored by American Iron and Steel Institute through Sullivan, Stauffer, Colwell & Bayles, New



Col. Glenn

York. According to Wolper Productions, a Metromedia company, the specials will be filmed completely on location, along the actual routes followed by the various explorers.

The first program, on Stanley and Livingstone, will be filmed in Central Africa, the Congo and Tanzania beginning this summer. Colonel Glenn, currently a consultant to the National Aeronautics and Space Administration and a vice president of Royal Crown Cola Co., Columbus, Ga., will analyze the routes taken by explorers and evaluate their adventure. Essentially this is the role he will perform in each of the programs.

TV syndicator opens

A new TV distributing company, 3C International Ltd., New York, has been formed by Roger Carlin, president, and James C. Carbery, vice president-treasurer. They are former Seven Arts Television executives. The company, at 527 Madison Avenue (Plaza 2-7722), is in international production, sale and distribution of television programming. Among the properties now held by 3C: color cartoons, including 130 five-minute episodes of *Courageous Cat and Minute Mouse*, and a package of 125 five-minute comedy films, *Kaper Cops*.

FANFARE

SDX to honor six stations

Three radio and three television stations were announced last Thursday (April 13) as broadcast winners of 1966 Sigma Delta Chi Distinguished Service Awards.

The professional journalism society, in making its annual selections for outstanding performance in 16 categories of print and broadcast journalism, said the honors would be formally conferred May 6 in San Francisco during a four-state conference of SDX members.

The radio awards went to:

The news staff of KTBC Austin, Tex., in the radio-reporting category, for coverage of the Charles Whitman sniper slayings at the University of Texas last Aug.

WIBW Topeka, Kan., in the public service category, for serving as a central clearing house for information during the tornado of June 8, 1966, when the

station broadcast 23 hours of warnings and reports.

WAIT Chicago, in the editorializing category, for investigative reporting and editorializing in the case of Lloyd Eldon Miller Jr., accused of the rape-slaying of an eight-year-old girl. He had been under sentence of death for 11 years, and, consequently through investigation, a federal district judge ordered him free and barred retrial.

Television awards went to:

WSB-TV Atlanta, in the reporting category, for in-depth, objective coverage of the Atlanta firemen's strike.

KLZ-TV Denver, in the public service category, for its documentary *The Road to Nowhere*, which set out to show young people that crime does not pay and featured interviews with prison inmates.

WFBS-TV Indianapolis, in the editorializing category, for the presentation of community problems, and proposed solutions through a unique pictorial style.

Drumbeats . . .

Sarnoff honors ■ Robert W. Sarnoff, president of RCA, will receive an honorary Doctor of Humane Letters degree conferred by Florida Atlantic University at a special convocation in Mr. Sarnoff's honor, April 17 (today). Other recipients of this award have been President Lyndon B. Johnson and former Florida Governor Farris Bryant in 1964. Specifically the award honored Mr. Sarnoff for his many contributions to the common tasks of education and public advancement.

Savings campaign ■ Walter H. Johnson Jr., senior vice president of Interpublic Inc., New York, has been appointed chairman of the campaign to sell the 200,000 persons in the advertising industry the 1967 payroll savings plan for U. S. Savings Bonds.

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MGM reports highest earnings since 1959

Robert H. O'Brien, president, announced last week that Metro-Goldwyn-Mayer Inc. had record earnings of \$7,543,000 during the 28 weeks to March 16, an increase of 60% over the same period last year. Gross revenues were \$117,355,000, in comparison with \$93,725,000 last year.

Per-share earnings for the 28-week period amounted to \$1.42, compared to 89 cents per share in the same period last year.

This 28-week record, Mr. O'Brien said, represented "the highest revenues and profits in any comparable period since the company separated from Loew's Theaters in 1959."

Mr. O'Brien pointed out that MGM's contract with CBS-TV for the licensing of feature films would not be reflected in the company's financial statement until TV showings begin in fiscal 1968.

MGM-TV will have at least five

hours of prime network time in the 1967-68 season, he said, including the new shows *Hondo* and *Off to See the Wizard* on ABC, and *Maya* on NBC.

Man from Uncle will be returning for its fourth season on NBC, and CBS will again present *Daktari* as well as the Saturday-morning *Tom & Jerry* program, he said.

Outlet's broadcast income up 7.1%

The Outlet Co., Providence, R. I., has reported that its 1966 net earnings in television and radio exceeded \$1 million for the second year. Net income reached \$1,042,130 compared with 1965's \$1,007,972. Broadcast revenues amounted to \$6,443,390 compared with \$6,016,534 in 1965, an increase of 7.1%.

The installation of local-live-color equipment was completed at Outlet's WJAR-TV Providence, and similar equipment will be installed at WDBO-TV Or-

lando, Fla. The department store also owns WJAR Providence and WDBO-AM-FM Orlando.

On March 21, Outlet and Blonder-Tongue Laboratories Inc., Newark, N. J., as Outlet-BT Co., jointly were awarded a CATV franchise for Groton, Stonington, Ledyard and North Stonington, all Connecticut.

For year ended Jan. 31, 1967:

	1966	1965
Earnings per share	\$1.85	\$1.28
Sales and broadcasting revenue	48,019,460	29,844,932
Net earnings	1,914,168	1,308,207

Capital Cities' income up 14% in first quarter

Capital Cities Broadcasting Corp., multiple-station owner, reported its first quarter 1967 net income was up 14% over the same period last year. Thomas S. Murphy, president, said last week Capital Cities' application filed with the FCC for the acquisition of KTRK-TV Houston in exchange for the

SEC's February-March 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 February and March (all common stock unless otherwise indicated):

ABC Inc.—Edith Schaffer exercised option on 133 shares, giving total of 530.

Capital Cities Broadcasting Corp.—Gerald Dickler sold 2,000 shares, leaving 32,536. Donald Pels sold 1,000 shares, leaving 13,500 plus 600 beneficially held with wife and children.

CBS Inc.—Julius F. Brauner exercised option on 1,976 shares, giving total of 6,550. Michael Burke sold 800 shares, leaving 6,673. Clarence H. Hopper sold 1,601 shares, leaving 11,444, plus 1,056 beneficially held jointly with wife. Norman E. Walt Jr. exercised option on 1,345 shares, giving total of 2,365. Richard S. Salant sold 2,700 shares, leaving 12,415, plus 767 shares beneficially held for members of family.

C-E-I-R Inc.—Kenneth Stiles bought 500 shares, giving total of 500.

Cox Broadcasting Corp.—Frank Gaither sold 1,000 shares, leaving 7,023.

Gross Telecasting—Raymond W. Miottel, holding 100 shares personally, bought 1,590 shares and sold 1,365 shares, on beneficially held Paine Webber Jackson & Curtis trading account, leaving 225.

Jerrold Corp.—Walter Goodman exercised option on 3,090 shares, giving total of 8,240, plus 30 beneficially held with children. International Utilities Corp., bought 2,548 shares, giving total of 260,000.

Meredith Publishing Co.—H. Y. Engeldinger sold 1,000 shares, leaving 1,400.

Metro-Goldwyn-Mayer—Raymond A. Klune sold 1,000 shares, leaving none. Robert M. Weitman bought 12,000 shares, giving total of 18,000.

A. C. Nielsen Co.—Harvey Wayne

Hanscom sold 400 class B shares leaving 320. Harry E. Nickelson sold 200 class B shares, leaving 6,000, plus 1,600 beneficially held as custodian. 2,400 beneficially held with wife, and 28 beneficially held for minor child. Carl J. Weber sold 600 class B shares, leaving 800. Philip R. Nielsen, holding 2,725 class B shares personally and 20,000 in beneficially held trust, bought 1,000 class B shares beneficially held with child, giving total of 5,600.

Official Films Inc.—Louis C. Lerner bought 23,385 shares, giving total of 595,000; bought 16,200 shares on beneficially held Victoria Investments Co. account, giving total of 883,550; bought 5,015 shares and sold 4,200 shares on beneficially held Lerner & Co. investment account, giving total of 45,485, plus 2,000 shares beneficially held with wife.

Outlet Co.—David J. Shurtieff exercised option on 250 shares, giving total of 750. Joseph S. Sinclair exercised option on 5,000 shares, giving total of 318,053, plus 1,158 beneficially held with wife and 3,239 beneficially held with daughters.

RCA—Kenneth W. Bilby exercised option on 2,745 shares, giving total of 16,930. Elmer W. Engstrom exercised option on 20,000 shares, giving total of 73,438, plus 2,040 beneficially held with wife. H. R. Weese sold 700 shares, leaving 2,080. Charles R. Denny exercised option on 6,135 shares, giving total of 14,295. Robert L. Werner exercised option on 13,170 shares, giving total of 30,000. Raymond W. Saxon bought 181 shares, giving total of 9,200. Theodore A. Smith sold 504 shares, leaving 36,106.

Reeves Broadcasting—Dolores J. Russell sold 15,000 shares, leaving 1,348. A. N. Mooradian sold 220 shares, leaving 6,600. Hazard E. Reeves bought through exchange or conversion 1,272 shares, giving total of 562,094; bought through exchange or conversion 17,092 shares beneficially held with wife, giving total of 17,092; sold through exchange or conversion \$7,000 of 6% subordinated debentures, leaving none, and sold through exchange or conversion \$94,000 of 6% subordinate debentures beneficially held with wife, leaving none.

Rollins Inc.—Madalyn P. Copley ex-

ercised option on 17,250 shares, giving total of 18,295, plus 96 shares beneficially held as custodian. John W. Rollins sold 11,600 class B shares, leaving 478,550.

Rust Craft Greeting Cards Inc.—Earl C. Gassenheimer sold 100 shares beneficially held with son, leaving none; and sold 200 shares beneficially held with wife, leaving 100.

Screen Gems Inc.—Jerome Hyams bought 15,625 shares, giving total of 24,139, plus 300 shares beneficially held with wife as trustee and 108 shares beneficially held in employes fund. Donald S. Stralem, holding 1,498 shares personally and 12,255 shares beneficially held in trusts, sold 1,500 shares beneficially held with wife, leaving 605.

Scripps-Howard Broadcasting Co.—Richard B. Westergaard bought 250 shares, giving total of 61,500.

Seven Arts Productions—Jeremy A. Hyman sold 2,800 shares, leaving 1,200. Alvin D. Rosenberg sold 100 shares, leaving none. Jerome A. Newman bought \$1,300,000 of 6% convertible debentures, giving total of \$1,300,000.

Storer Broadcasting Co.—James P. Storer sold \$40,000 in 4½% convertible subordinate debentures, leaving none. Grady Edney sold 300 shares, leaving 6,900. John J. Kelly sold 250 shares, leaving 6,750. Stanton P. Kettler sold 2,254 shares, leaving 28,100, plus 518 beneficially held with wife. Arno W. Mueller exercised option on 100 shares, giving total of 100. Harry A. Steensen sold 100 shares leaving 16,800.

Taft Broadcasting Co.—Robert C. Wiegand sold 300 shares, leaving 1,938. Donald L. Chapin sold 2,000 shares, leaving 2,025, plus 14 beneficially held as custodian. Roger E. Read sold 1,000 shares, leaving 1,202. Charles P. Taft sold 325 shares, leaving 24,321.

United Artists Corp.—Robert W. Dowling sold 324 shares, leaving 300.

Walt Disney Productions—Bonar Dyer exercised option on 570 shares, giving total of 801. Robert P. Foster sold 312 shares, leaving none. Richard T. Morrow exercised option on 394 shares, giving total of 994. Lawrence E. Tryon exercised option on 462 shares, giving total of 1,695.

company's WPRO-TV Providence, R. I., entails \$4 million in cash.

For quarter ended March 31:

	1967	1966
Earnings per share	\$0.41	\$0.36
Gross revenue	7,514,743	6,761,415
Income before taxes	2,256,950	2,002,380
Net income	1,148,510	1,011,450

UHF transmitter maker acquires FM division

Townsend Associates, Feeding Hills, Mass., principally a UHF transmitter manufacturer, is branching out into the FM field. It has acquired the FM transmitter division of Rust Corp., Everett, Mass. Price was not disclosed.

Townsend, organized four years ago, is headed by George Townsend, former engineering director of television group owner Springfield Television Broadcasting Corp. Acquisition of Rust Corp.'s FM division is the first step in the expansion of the Townsend firm into the high-frequency transmitter field, with VHF transmitter manufacture due next year.

The firm billed over \$1 million in orders for UHF transmitters in 1966; it expects to double this in 1967.

Rust Corp. will continue manufacturing remote control and automatic logging equipment and remote video-audio switchers.

Ogilvy & Mather's report details international gains

Ogilvy & Mather International Inc., New York, in its first annual report as a publicly owned company, announced new accounts in 1966 in each of the seven countries where the agency now has offices—U.S., Canada, United Kingdom, Germany, Switzerland, Austria, and the Melbourne, Australia, office that opens in June.

In the first quarter of 1967 the report noted new accounts were gained in Europe with billings in excess of \$6 million.

For the year ended Dec. 31:

	1966	1965
Earnings per share	\$1.32	\$1.31
Gross billings	166,300,000	149,488,000
Net income	1,437,000	1,419,000

TV shares credit for Wometco gains

Wometco Enterprises Inc., Miami, reported new highs in earnings and revenues for the first 12 weeks of 1967. The company posted a 5.2% increase in earnings per share for the period ended March 25.

President M. Wolfson stated that "the television business and our soft drink

bottling division were quite good and substantially better than last year."

For the 12 weeks ended March 25:

	1967	1966
Earnings per share	\$0.45	\$0.43
Gross income	12,148,890	10,273,637
Net income	1,000,091	950,212

Official Films aims for '67

Official Films, Inc., syndicated film producers, Ridgefield, N. J., now has a library of 47 full-length feature films. About half are ready for syndication and the remainder will be available in a few months. Louis C. Lerner, president, stated that "substantial sales increases would only slightly increase operating costs, and would therefore show healthy profit."

For the six months ended Dec. 31:

	1966	1965
Income before taxes (loss)	(\$245,887)	(\$215,991)
Net income (loss)	(188,887)	(96,991)

United Artists up 6%

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	1966	1965
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Gross income	170,600,000	195,000,000
Net earnings	13,616,000	12,843,000
Shares outstanding	4,239,818	4,239,818

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\$100-million misunderstanding

Justice puts emphasis on ITT memo predicting ABC cash flow by 1970; Goldenson says ABC-TV lost \$27 million over past four years

Arguments surrounding the proposed ABC-International Telephone & Telegraph Corp. merger were being tested in the crucible of an FCC hearing last week, as the Department of Justice sought to make the most of its opportunity to prove that the commission had not adequately considered the public interest issues when it approved the \$2.4 billion merger in December.

The department put eight witnesses on the stand in the first four days of the hearing in exploring questions concerning ABC's need for financial support, the impact of the merger on ABC's independence and on the anticompetitive aspects that might flow from the merger.

The commission, which had approved the merger on a 4-to-3 vote after a two-day oral hearing in September had gone over much of the same material, but not in the detail in which it was being explored before Chief Hearing Examiner James D. Cunningham.

The case was reopened and set for hearing at the request of Justice, which maintained that the commission's failure to thoroughly investigate the issues stemmed from its failure to hold a full evidentiary hearing.

More Sound Than Fury ■ But with the bulk of the 30 witnesses slated to be heard still waiting to testify, more heat than light continued to surround the issues.

The department placed major stress on an ITT document stating that ABC could, by 1970, generate a cash flow of \$100 million that ITT could use for "an investment outside the television business." And the author of the document testified that it was only document before the ITT board of directors when it voted to approve the merger on Dec. 7, 1965.

But Leonard Goldenson, ABC president, said the estimate "doesn't make sense." He said it ignores tremendous capital expenditure requirements facing ABC in its effort to become competitive with CBS and NBC. Furthermore, he said, ITT top management was aware of ABC's needs well before the formal merger contract was signed on Feb. 14, 1966.

Officials of institutions that have lent

ABC almost \$100 million indicated that ABC has little difficulty in borrowing money. But Mr. Goldenson said ABC understood its borrowing power was restricted under the terms of a \$70-million loan from the Metropolitan Life Insurance Co.

In another aspect of the merger that has caused considerable controversy, an ITT official—who is slated to sit on the ABC board and its executive committee in the event the merger is

Not Even a Dime ■ And the network, which has lost \$27 million over the past four years, has "never returned a dime to the parent company" to help pay its bills and service its loans. ABC's five owned-and-operated stations, however, produced \$20.4 million in profit last year, and ABC's theaters and other divisions have also been profitable.

Mr. Goldenson said the difficulty stems principally from the network's inferior position in the number of affli-



Key members of opposing teams of legal talent face each other across a table during break in FCC hearing on proposed ABC-International Tele-

phone & Telegraph Corp. merger. They are (l-r) Taggart Whipple, one of ITT's counsel, and Lionel Kestenbaum, of the Justice Department.

consummated—said he would expect to have a voice in ABC programing matters. But Mr. Goldenson said the terms of the merger agreement guarantee ABC autonomy and that he, personally, has the ultimate authority in programing decisions.

Mr. Goldenson, who spent more than seven hours on the stand Thursday (April 13) stressed, as he did in the September oral hearing, ABC's need for funds in order to compete with CBS and NBC. A Broadcast Bureau exhibit showed that ABC-TV last year lost \$9 million in network operations while CBS and NBC had a combined profit of \$78.7 million.

ates. ABC has 137 while each of the other networks has about 200.

But the network's primary concern, he said, is in converting to color and building the studio complexes it feels it needs in order to compete with other networks. He estimates the network needs some \$34 million for "colorization" and \$90 million for the studio complexes and another \$17 million to pay off the costs of the network's new headquarters building in New York.

It was against the background of these factors that he derided as making no sense the ITT document predicting that ABC would generate a cash flow of some \$20 million annually through

1970, even assuming the network continues to trail CBS and NBC. "I don't see how anyone can make any appraisal of cash flow in a ivory tower without taking into account the needs of a company," he said.

Robert H. Kenmore, an ITT vice president responsible for analyzing merger possibilities, told the hearing he had made the estimate on the basis of the best available public information. And his report was encouraging. It predicted that ABC would have an earnings growth of 16% a year and said ABC realizes a better return on its investment than ITT. However, he conceded on the stand that his estimates for capital expenditures were "way low."

His testimony that the document—right or wrong—was the only one before the board when it approved the letter of intent regarding the merger attracted attention, in view of the applicants' continuing insistence that ITT had undertaken the merger with the knowledge it would have to plow money into ABC—not that it intended to take money out.

ITT Notified ■ However, Mr. Goldenson testified he had notified ITT President Harold S. Geneen after the letter of intent of the network's need for funds for color conversion and for studio space. He said he had no sound estimate then—although he thought the cost might be \$75 million—but suggested that the two companies appoint a liaison man to keep in touch with both on the capital expenditure matter. This was done before the formal agreement was signed, in February, he said.

ABC, citing its need for funds, has made much of the \$70 million loan agreement it has with Metropolitan Life Insurance Co. under which Mr. Goldenson says ABC is bound to restrict its borrowing to 50% of its net tangible assets—a limit it says it is approaching.

However, Mr. Goldenson conceded in the hearing Thursday that, contrary to the impression he left with the commission at the September hearing, the agreement does not provide for such a limit. He said that was his understanding at the time but, subsequently, he learned that Metropolitan had issued a warning that "we were getting up to the 50% mark and they couldn't lend us any more." He did not consider this discrepancy sufficiently serious to correct his statement to the commission.

An official of Metropolitan, in testimony Wednesday, characterized ABC as a "specialized borrower" not subject to the same restrictions as other borrowers. As a result, said Charles C. Charbonnier, vice president for securities, debt restrictions were waived for the network three times. The third time involved ABC's loan of \$25 million from ITT, in February. Ernest J. Kropp, a vice president of Hanover Trust in

New York, also testified his bank and three others had quickly loaned ABC \$25 million in 1966 and added another \$2.5 million three months ago.

Additional Loans ■ However, ABC attorneys were unable to have Mr. Charbonnier testify as to whether ABC would be able to make additional loans. Examiner Cunningham sustained an objection by the Justice Department, which had called Mr. Charbonnier, that he lacked authority at the bank to make such decisions.

Mr. Goldenson didn't rule out borrowing entirely. He thought ways could be found to raise money if the merger were not approved. However, he said ABC would then be in a "precarious position." It would have to raise some \$185 million now owed.

And rather than attempt to undertake that amount of debt, a "prudent" board might decide, instead, to "stop our forward progress." This would involve abandoning plans for the East and West Coast complexes, a cutback in unprofitable enterprises, like news and radio networking, and possibly a layoff of personnel.

The question of ABC's independence in programing in a merged company was developed by Broadcast Bureau attorney James Tierney. Mr. Goldenson, in answer to questions as to whether programs would "be obliged" to be cleared by the ABC board, on which ITT officials would sit, said: "Not a bit."

He noted that such matters never go to the board. And in the case of hard news, he is the ultimate authority in resolving disputes whether a particular story should be carried. He said he would not defer to ITT, even in cases of stories referring to that corporation.

In this connection he noted that the merger contract provides for ABC autonomy. He said he was sure the ITT board would support his insistence on independence in programing.

Anticompetitive Factors ■ The Justice Department thus far is having trouble developing a basis for its argument that the merger might produce anticompetitive consequences. Professor Albert G. Hill, a professor of physics at Massachusetts Institute of Technology, was called to testify as an expert witness on the inhibiting effect the merger might have on ITT as an innovator of technology that would open up broadcasting to new entrants.

In prepared testimony, he said "there is a lack of incentive" on the part of the present television industry to change its technology, and "there is no evidence that the (proposed) new organization would have incentives different from its competitors."

However, under cross examination by ITT counsel Marcus Cohn, Professor Hill conceded that ITT and AT&T had

both developed technology that had rendered obsolete types of equipment they were using. He also conceded that in the case of AT&T, the spur of competition had been absent.

The department has not yet built a case, either, to support its speculation that ITT might have expanded its present CATV holdings into a nationwide network that could be transformed into a pay television system. The department suggested that ITT might have abandoned efforts to develop an enterprise potentially competitive with broadcast-casting after deciding to acquire ABC.

Freeze Ordered ■ However, ITT officials connected with the company's CATV activities said Mr. Geneen had ordered a "freeze" on CATV expansion in November 1965, after a review of the program indicated it was filled with "pitfalls" including federal and state regulation.

Both Jack Vollbrecht, an ITT vice president, and Robert E. Chasen, president of the ITT-owned Federal Electric Corp., of Paramus, N. J., also said they were negatively impressed by efforts



Leonard Goldenson, president of ABC, defended argument that ABC needs ITT's financial strength to compete more effectively with CBS and NBC.

made to interest them in pay television. The efforts were made by Arthur Levy, president, Skiatron Co.

Questioning of various ITT officials also probed the company's interest in broadcasting properties other than ABC (BROADCASTING, Feb. 6). Mr. Kenmore said he had been following the industry for two years, and had felt that either of the "independent" networks—CBS or ABC—would be a good acquisition. He said his second choice would be one of the major groups.

(For network pretax profits in 1966 see overleaf)

Pretax profits of networks in '66: \$186.8 million

The three television networks took in a whopping \$1,166,400,000 in total revenues in 1966, and their profits before taxes reached \$186.8 million.

These figures, reported for the first time last week, were contained in an exhibit filed by the FCC Broadcast Bureau in the ITT-ABC merger hearing (see page 94B).

The new 1966 figures also show that ABC's total revenues for 1966 were \$319.1 million and its profits

before taxes for last year were \$20.4 million, after deducting a loss of \$9 million attributable to network operations.

The Broadcast Bureau exhibit also shows that in 1966 the three networks paid affiliates \$200.9 million, with ABC paying affiliates \$61.9 million. It also shows that owned-and-operated stations of all three networks had profits before taxes of \$108.1 million, with ABC's O&O's reporting profits of \$29.4 million.

The breakout of the ABC figures over the last five years was contained in charts covering revenues and profits before taxes for the three networks and their owned and operated stations from 1960 through 1965 in both radio and TV and combined. The 1966 figures were made public only for the TV operations. Since both CBS and NBC know what their revenues and profits before taxes were, each can now calculate what its competition did in those years.

TOTAL REVENUES AND PROFIT OF THE THREE TV NETWORKS AND O & O's (In Millions)				
	Revenues ¹		Profit Before Tax	
	3 Networks	ABC	3 Networks	ABC
1966				
Network	\$ 903.9	\$247.5	\$ 78.7	\$(9.0)
O & O's	262.5	71.6	108.1	29.4
Total	1,166.4	319.1	186.8	20.4
Payments to affiliates	200.9	61.9		
1965				
Network	788.5	215.0	59.3	(5.6)
O & O's	235.3	63.4	102.2	25.5
Total	1,023.8	278.4	161.5	19.9
Payments to affiliates	186.7	53.9		
1964				
Network	712.6	179.5	60.2	(8.4)
O & O's	216.1	55.6	86.3	21.9
Total	928.7	235.1	156.5	13.5
Payments to affiliates	176.1	49.9		
1963				
Network	635.8	166.8	56.4	(4.6)
O & O's	184.5	43.0	79.8	16.2
Total	820.3	209.8	136.2	11.6
Payments to affiliates	165.9	48.6		
1962				
Network	584.7	167.4	36.6	3.3
O & O's	169.5	40.2	74.7	16.9
Total	754.2	207.6	111.3	20.2
Payments to affiliates	163.1	46.8		
1961				
Network	526.5	161.0	24.7	4.7
O & O's	148.8	34.6	62.3	14.2
Total	675.3	195.6	87.0	18.9
Payments to affiliates	146.5	43.0		
1960				
Network	494.8	140.5	33.6	7.5
O & O's	145.9	32.3	61.6	13.0
Total	640.7	172.8	95.2	20.5
Payments to affiliates	130.5	34.3		

¹After payments to network affiliates and commissions and discounts.
() Denotes Loss

TOTAL REVENUES AND PROFIT OF 3 AM NETWORKS AND AM-FM O & O's (In Millions)				
	Revenues ¹		Profit Before Tax	
	3 Networks	ABC	3 Networks	ABC
1965				
Networks	\$33.1	\$ 9.5	\$(2.1)	\$(3.5)
O & O's	36.6	13.3	4.0	3.5
Total	69.7	22.8	1.9	—
Payments to affiliates	6.1	2.1		
1964				
Networks	33.0	8.8	(0.7)	(2.6)
O & O's	34.2	11.3	3.6	2.6
Total	67.2	20.1	2.9	—
Payments to affiliates	6.6	1.9		
1963				

Networks	30.0	7.0	(0.2)	(3.3)
O & O's	34.3	10.1	5.0	2.3
Total	64.3	17.1	4.8	(1.0)
Payments to affiliates	6.9	2.2		
1962				
Networks	25.8	5.9	(3.4)	(3.5)
O & O's	32.5	8.5	4.6	1.4
Total	58.3	14.4	1.2	(2.1)
Payments to affiliates	4.0	1.5		
1961				
Networks	26.3	5.2	(2.6)	(3.3)
O & O's	30.7	6.5	3.2	—
Total	57.0	11.7	.6	(3.3)
Payments to affiliates	3.2	1.0		
1960				
Networks	27.7	5.2	(5.9)	(4.0)
O & O's	31.5	6.3	3.9	(.5)
Total	59.2	11.5	(2.0)	(4.5)
Payments to affiliates	3.7	.8		

¹After payments to affiliates and commissions and discounts.
() Denotes Loss

COMBINED TV & AM-FM REVENUES AND PROFIT OF 3 NETWORKS AND O & O's (In Millions)				
	Revenues ¹		Profit Before Tax	
	3 Networks	ABC	3 Networks	ABC
1965				
Networks	\$ 791.6	\$224.5	\$ 57.2	\$(9.1)
O & O's	271.9	76.7	106.2	20.0
Total	1,043.5	301.2	163.4	19.9
Payments to affiliates	192.8	56.0		
1964				
Networks	745.6	188.3	59.5	(11.0)
O & O's	250.3	66.9	99.9	24.5
Total	995.9	255.2	159.4	13.5
Payments to affiliates	182.7	51.8		
1963				
Networks	665.8	173.8	56.2	(7.9)
O & O's	218.8	53.1	84.8	18.5
Total	884.6	226.9	141.0	10.6
Payments to affiliates	172.8	50.8		
1962				
Networks	610.5	173.3	33.2	(.2)
O & O's	202.0	48.7	79.2	18.3
Total	812.5	222.0	112.5	18.1
Payments to affiliates	167.1	48.3		
1961				
Networks	552.8	166.2	22.1	1.4
O & O's	179.5	41.1	65.5	14.2
Total	723.3	207.3	87.6	15.6
Payments to affiliates	149.7	44.0		
1960				
Networks	522.5	145.7	27.7	3.5
O & O's	177.4	38.6	65.5	12.5
Total	699.9	184.3	93.2	16.0
Payments to affiliates	134.2	35.1		

¹After payments to network affiliates and commissions and discounts.
() Denotes Loss

Lawyer barbs enliven hearing

Charge of pressure by legal representative of ITT is cleared up at hearing

A soft-spoken professor who confessed to being "pretty tough" provided one note of drama in the ABC-International Telephone & Telegraph Corp. merger hearing last week.

Professor Albert G. Hill of the Massachusetts Institute of Technology, under prodding from a commission attorney and Chief Hearing Examiner James D. Cunningham, identified the lawyer who has been accused of attempting to pressure him into changing his testimony.

The lawyer is Kenneth Townsend, of Davis, Polk, Wardwell, Sunderland & Kiendl, of New York, which is part of ITT's legal team in the hearing.

The incident was initially brought to light by Justice Department attorney Lionel Kestenbaum during a prehearing conference two weeks ago (BROADCASTING, April 10). He said then that an attorney had called one of the government's witnesses and, in two-hour conversation, tried to persuade him to change his testimony.

Mr. Kestenbaum didn't name the attorney or the witness. But the *Washington Post* reported that the witness was Professor Hill. And Taggart Whipple, a member of the New York firm, at the start of the hearing Monday, said the attorney was in his firm, but that he had checked into the matter and had determined that no impropriety had been committed.

However, when Professor Hill was on the stand Thursday, commission attorney Thomas Fitzpatrick asked for the lawyer's name, and Professor Hill gave it.

Under questioning, Professor Hill said there appeared to be a difference of opinion between them as to the material he had told Mr. Townsend earlier would be in his statement, which dealt with the potential impact of the proposed merger on innovation in communications technology.

Asked directly whether Mr. Townsend had asked him to make any changes, he said, "yes." He had been asked to eliminate a sentence stating there is no evidence indicating the merged company would develop new technology, he said, but he refused. He said he agreed to one or two other clarifying changes.

Asked by ITT counsel Marcus Cohn whether he had taken offense or felt pressured, Professor Hill said "no." However, while he also said he considered himself "pretty tough," a two-hour conversation, he added, was hard to withstand.

Mr. Cohn also brought out that the statement had not been signed, "so you simply had a piece of paper with some words on it."

The incident was one of several involving lawyers in the case adding spice to the proceedings. Monday afternoon, Justice Department attorneys accused Raymond L. Brittenham, senior vice president and general counsel for ITT, of "taking notes to people" outside the hearing room. Earlier Examiner Cunningham, at the department's request, had barred witnesses from the room until they testified. The government lawyers said Mr. Brittenham violated the spirit of the order. And Examiner Cunningham had ordered "the improper activity stopped."

Mr. Brittenham didn't deny the charge on the record, but in talking to reporters later he said the incident was limited to a chance encounter he had had with Harold S. Geneen, president and chairman of ITT, in the hall. Mr. Brittenham said Mr. Geneen had asked him how things were going and he had said, "dragging on indefinitely."

However, the government attorney who said he saw the activity, Daniel R. Hunter, stuck by his story that Mr. Brittenham had read aloud from his notes to witnesses to be called.

ITT issued a news release Monday night saying it was "shocked and amazed that the Department of Justice attorneys would attempt to deprive corporate officials of their right to counsel during a public hearing."

But ITT may have got more satisfaction out of developments at the hearing Wednesday morning. Examiner Cunningham interrupted the proceeding to remind attorneys that witnesses were still barred from the hearing. ITT and ABC attorneys quickly responded that they had no witnesses present.

It was a Justice Department attorney, Milton J. Grossman, who rose to admit that a government witness, Charles Charbonnier, Metropolitan Life Insurance Co. executive, was present—an admission that brought angry demands from the ABC and ITT attorneys that Mr. Charbonnier be ordered from the room.

The same rules apply to all, Mr. Cohn said. "The government should know better." But behind the bark, those near him said, there appeared to be a smile. Mr. Charbonnier was ordered from the room.

The exclusion order—designed to prevent witnesses from being influenced by the testimony of those preceding



Offers Senate prayer

Mark Evans (c), WTTG(TV) Washington, vice president in charge of public affairs for Metro-media Inc. and moderator of *Metromedia's Opinion: Washington*, delivered last Monday's (April 11) opening invocation before the Senate. He was welcomed to the Senate floor by Vice President Hubert H. Humphrey (l), just returned from Europe. In what was said to be an unusual honor for a layman, Mr. Evans was invited to give the invocation by the Rev. Frederick Brown Harris (r), chaplain of the Senate.

them, is of no consequence except where two or more witnesses testify during a morning or afternoon session. And the ABC-ITT hearing is not moving that fast. There is nothing to prevent witnesses from conferring at lunch or from reading the transcript of the previous day's testimony.

Media reports . . .

New home ■ KTKT Tucson, Ariz., has moved to new headquarters at 2020 West Grant Road. Surrounded by the station's five transmission towers, the Spanish-styled building centers on a patio-lobby with wings for offices and studio facilities.

Another joiner ■ KMPL Sikeston, Mo. has become affiliated with CBS. KMPL is a daytimer on 1520 kc with 5 kw. L. M. Standley is president and Ken Hawkins is general manager.

Wings of an owl ■ Areawide Communications, broadcast division of Red Owl Stores Inc., Minneapolis, plans to move from 6121 Excelsior Blvd. to 4500 Excelsior Blvd., Minneapolis 55416. Areawide stations include WBC Du-luth-Superior, Minn., KRIS Minneapolis-St. Paul and WNAX Yankton-Sioux City, Iowa. Division manager is J. Warren Burke.

CPTV to pass 'in a breeze'?

Pastore confident public television bill will roll through Senate; witnesses have differences of opinion on how system should be subsidized

A rosy glow permeated Capitol Hill last week as one after another witnesses from government, noncommercial broadcasting, the Ford Foundation and Carnegie Commission paraded before the Senate Communications Subcommittee and swore their support of a bill that would create a Corp. for Public Television.

The administration bill, S 1160, introduced by Senator Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, would amend the Communications Act to: establish the corporation and give it a \$9 million operating budget in fiscal 1968; authorize the Department of Health, Education and Welfare to study educational and instructional TV with a budget of \$500,000, and appropriate \$10.5 million in fiscal '68 for HEW to use as matching grants for ETV construction and modernization.

The corporation, as envisioned by Carnegie and the Magnuson bill, would be made up of nonsalaried directors, and would have as its goals establishing and developing an interconnection system for educational TV and radio sta-

tions and developing educational broadcasting in general.

By the middle of the second day of testimony, subcommittee chairman Senator John O. Pastore (D-R.I.) felt he was on safe ground in telling those at the hearing that the bill "would pass in a breeze." He said he had made the comment to a newsmen a day earlier and his judgment was reinforced by the testimony of McGeorge Bundy, president of the Ford Foundation.

Not Unhappy ■ Those testifying before the subcommittee on Tuesday, Wednesday and Thursday (April 11-13) stopped just short of the Hallelujah Chorus in praising the bill.

But even among the supporters the bill was not seen as an end all. The Carnegie Commission spelled out its feeling that the corporation "should itself not be an agency or establishment of the government." And it voiced fear of what would happen to a budget based on annual government appropriations if Congress were to decide that the corporation was on a course "fundamentally inconsistent with public interest."

While noting the agreement between

the Carnegie and Ford proposals for public television, Carnegie took a poke at the Ford plan of funding the corporation, saying it is "uncertain" if the satellite plan "could ever provide enough funds." The important thing, according to Carnegie, is to "build without delay a strong system of public television . . . [which] can flourish with any one of the proposed satellite systems."

And from the Ford Foundation corner of the ring, Fred Friendly, former president of CBS News and consultant to the foundation, sounded a warning that the money public television gets for news and public affairs must not be "appropriated or even approved by any branch of the federal government. Even the most distinguished and courageous board of trustees could not insulate such programs. . . ."

The Ford satellite plan, he added with a reference to Carnegie's dedicated tax proposal, "provides private funds for public television."

There was unanimity in hoping that the long arm of government control would not pervade any potential programming that the corporation might support, but there was less unanimity in how such a corporation would eventually be supported.

Topic of the Day ■ The subject of money came up repeatedly and at times seemed to be the central issue of the day. Just as often Senator Pastore told his fellow senators and the witnesses that a manner of financing was not being decided. On Wednesday, he spelled it out explicitly: ". . . this committee has no authority when it comes to taxation . . . about as far as we can or should go is that we all agree the problem is money."

Thus he clearly spelled out his intention to leave the question of how such a corporation should be supported or subsidized to a later hearing.

The Carnegie Commission reiterated its well-publicized approach that such a corporation should be subsidized through an excise tax on television sets, which "could in no sense be considered discriminatory." The Ford Foundation again promoted its manner of funding through profits of a private domestic satellite system, which would be used by the commercial networks.

Senator Pastore again put the ques-



That's no sermon Senator Vance Hartke (D-Ind.) (r) is delivering. He's just been told by FCC representatives that it will take \$93.7 million to put 250 ETV's on the air. Senator John O.

Pastore (D-R.I.) (l), chairman of Communications Subcommittee, follows dialogue. Nicholas Zapple, communications consultant to Commerce Committee, is in middle.

tion of support in perspective by noting that the "more public funds we get, the greater degree of government influence." He added, "I think it would refresh Congress if we could do this job without putting up a nickel."

Another point of contention was over the composition of the board of directors of the corporation. The Carnegie plan suggested a 12-man board—six to be selected by the President with Senate approval and those six selecting the remainder. The Magnuson bill calls for a 15-member board named by the President with approval of the Senate.

Again, Senator Pastore moved in to clear the air: "We have to fight procrastination. Why should the public be denied this great service until we make up our mind who shall run it. . . . We should come up with something, even if its not the whole plan."

One of those most concerned with the makeup of the directorate was Senator Vance Hartke (D-Ind.). He said he wasn't sure he likes "these non-salaried people. I like to pay for services and know what we're getting."

Senator Hartke also expressed displeasure with the proposed corporate structure. He charged that it's going to wind up being "another bureaucracy . . . a third government agency." Why, he asked, can't HEW alone or HEW and FCC together run this operation?

From the House ■ First to testify before the subcommittee was Representative Claude Pepper (D-Fla.), House sponsor of the administration bill.

Representative Pepper, in fulsome praise for the objectives of the legislation, and confident that that language employed in the bill would further those objectives without significant complications, said he had received some criticism of the measure. "I . . . have recently been deluged by mail in opposition to this legislation. Most of this correspondence has called my bill a 'Hitler-type propaganda ministry'. In other words, they have said that by the passage of such a bill, 'the people of this country have lost the last vestige of freedom.'"

It couldn't be further from the truth, the congressman said. Since the corporation is specifically forbidden from political activity.

HEW Happy ■ Lead support from the administration for the measure was provided by John W. Gardner, secretary of Health, Education and Welfare. He emphasized that the corporation "would not, and should not . . . be an operating organization, but would provide support to operations carried out by others."

Developing the record through questioning, the senators probed into such matters as the number of members to constitute the CPTV board—Why 15?



"'Not one cent' from general federal appropriations for news and public affairs on public television," Fred Friendly (r) tells the Senate Communications Subcommittee. The former

CBS News president said the broadcaster must be able to "report on current events without fear of political control or constraint." Looking on is McGeorge Bundy of Ford Foundation.

Why not 12, or a larger number?—civil rights complications—could funds flow to institutions in violation of the Civil Rights Act?—and in some cases the answers were not immediately forthcoming.

Senator Hartke noted that the idea of setting up special quasi-government corporations was emerging as a perhaps too-popular method of solving thorny administration problems. Mr. Gardner replied that this may well be so, but added that the plan would provide needed flexibility, and cited the Boy Scouts, Red Cross, the Tennessee Valley Authority as precedents for this approach.

Concern that the corporation could become an instrumentality for propaganda lurked behind the questioning, not only throughout Secretary Gardner's testimony but during interrogations of witnesses that followed. Almost all opted for the idea of a corporation with limited operational authority.

While basing his main faith in the caliber of the men appointed to the corporation's board—and several times he reiterated that even with the best sort of law, the project would rise or fall with the men who ran it—Senator Pastore urged Mr. Gardner to take a close look at a clause that would permit the corporation to engage in activities that would "develop public awareness" of noncommercial TV. The secretary agreed that perhaps even this degree of operational authority was dispensable.

Carnegie Stumped ■ The spokesmen for the Carnegie Commission produced much of what controversy there was at

the hearing. After again supporting the Carnegie plan to subsidize the corporation through an excise tax on TV sets, the commission members were unable to explain to the satisfaction of Senator Hartke why they would oppose an audit of the corporation's books by the Government Accounting Office.

In his prepared testimony, James R. Killian Jr., chairman of the Carnegie Commission, pointed out that the corporation "is designed as a nongovernmental organization and it should have all the latitude and freedom that its private status confers and its special functions require. . . . We strongly urge that the corporation should be exempted from civil service, public bidding and GAO auditing requirements, and that by next year a means of providing the corporation with a trust fund be adopted by Congress."

Later under questioning of Senator Hartke, Dr. Killian said "we would insist in public auditing, but in the process normally followed by private firms." The GAO procedure, he added, "would make this corporation a quasi-governmental institution. We want it free of all things that would make the people think it is government."

To this Senator Hartke thundered: "What you're proposing is to take taxpayers' money and put it into a special fund without government accounting."

Senator Norris Cotton (R-N.H.) also had doubts about subsidizing the corporation through an excise tax. Assaults on the budget, he felt, have been growing "into a pattern of excise taxes and hidden taxes that removes elasticity



The Carnegie Commission, whose year-long study and subsequent recommendations on educational television has provoked much of the dialogue on the subject, came loaded for bear at the Senate Communications Subcom-

mittee hearings on the public television bill. (L-r): L. A. DuBridge; Leonard Woodcock (at microphone); James R. Killian Jr., commission chairman; Edwin Land; Hyman H. Goldin, and Ernest W. Jennes.

from the budgetary processes. Many of us view with a good deal of apprehension more excise taxes going into more trust funds for more special purposes."

An encouraging note on funds coming from other than government sources was cited by Dr. Killian. He said the Carnegie Commission had recommended the corporation start with an "endowment from private sources of \$25 million, and we contemplated that it would solicit and receive year in and year out additional funds from foundations, individuals and corporations." The prospects for achieving this goal, he said, "are excellent. I think we've already seen some evidence of this and there is more in the works." (A pledge of \$1 million had been made earlier by CBS).

As he spoke, a news release was passed out in the hearing room. The release, later detailed by Leonard Woodcock, another commission member, said the United Auto Workers had pledged \$25,000 to the corporation, if it's formed. Mr. Woodcock is a vice president of UAW.

No Pressure Wanted ■ Protection of programing funds "from pressure of any kind from any source" was underscored by Mr. Bundy. He said the Ford Foundation proposal to use profits from communications satellites to pay "part of the bill of public television" is a "pow-

erful solution" to the "most difficult single problem of public television."

Probably "some form of dedicated tax" as Carnegie proposes "will be needed for the larger share of funds," he went on, but the satellites can generate the funds that will "guarantee the freedom which is essential to the whole undertaking."

Extreme concern over the need to insulate programing from government control especially if federal funds are used to subsidize the corporation was expressed by Mr. Friendly. The former CBS News president and now consultant to the Ford Foundation, felt that "even a dedicated federal trust fund insulated from annual appropriations may not be independent enough for the sensitive area of news and public affairs programing."

Public television will "rock the boat" he warned the senators, and "there will be times when every man in politics will wish that it had never been created . . . but . . . its most precious right will be the right to rock the boat."

Senator Hugh Scott (R-Pa.) also expressed concern about keeping "the dirty hand of government off ideas." He said he was worried that "we may have so many ways to finance it that we may take the easy way and throw the taxpayers' money at it."

No Loopholes ■ The corporation, he

explained, "has to be protected from the individual. We hope to create, to set it up so that we can't later come in through some loophole and undermine the effect of our own work."

Even more than direct retaliation by an irate Congress, Senator Scott was concerned with safeguarding the "independence of stations from covert government pressure" and protecting the "innocent viewer . . . from lobbying or a government point of view."

HEW, he noted, is "constantly engaged in federal lobbying . . . they have many axes to grind. You give them \$50 million to pay stations to operate—what an enormous temptation for those voices to speak out in favor of HEW programs."

Even though he was assured that HEW funds go only for hardware and station operations, not for the salaries of announcers and commentators, the senator said the problem of government pressure remained.

He felt the emphasis of the bill might be shifted to "total freedom in programing and of ideas to protect the Lar Dalys of this country . . . the oddball, beatnik, crackpot, jackass and fool. I'm pleading," the Pennsylvania Republican continued "for the maximum opportunity for folly to be aired—for fools to be free to flourish."

FCC View ■ FCC Chairman Rosel Hyde had some questions on the intent of the bill as it relates to program distribution. Unclear, he said, is "whether the corporation is expected to charge for it programs or distribute them free." There is also a question, he went on, if the bill intends to allow the distribution of programs to commercial stations.

The latter type of distribution, "on a secondary basis," he said, "would make the programs available to a wide audience. Distributions for foreign use should also be considered."

Questioned on this area by Senator Pastore, Mr. Hyde said he thought it "might be made permissible to give the corporation some discretion" in distribution of the programs.

The senator jumped on this charging that once things are left to the discretion of the corporation, "you start to get into favoritism." He asked the FCC to prepare a paper on this subject and a paper on how programs might be made available on a wider basis.

Above all, Senator Pastore explained, Congress doesn't want the corporation "to become Santa Claus to the affluent."

Past Chairmen, Too ■ Two former FCC chairmen also offered benedictions for the proposals. Newton Minow coined no new words of praise for the measure, but echoed the general approval of the other witnesses. As the others, he saw the corporation as a body to evaluate proposals, rather than

CPTV free of copyright

Educational broadcasters received some help during the debate in the House of Representatives on the new copyright bill (see page 27).

The original bill generally had exempted educational usage of copyrighted material, but had imposed some limits. One would have limited to a 100-mile radius from a broadcast station the transmissions of copyrighted material for instructional purposes. This would have barred national and regional networking, educators said. Another would have restricted the number of copies to two of a copyrighted work. And a third would have limited the retention of such duplications to no longer than one year.

At the request of Representative B. F. Sisk (D-Calif.), the House agreed to remove what educators characterized as these inhibitions to the full use of copyrighted material for instructional purposes.

as an initiator or executor of projects.

E. William Henry, the most recent former chairman, however, differed with other testimony on this point.

Urging a strong corporation with a strong board, he advocated giving CPTV operational authority, although he said he would support the bill as it stood.

Messrs. Henry and Minow both spoke on the basis of current involvement with educational broadcasting. Mr. Minow is a member of the board of the Chicago Educational Television Association (WTTW and WXXW), and Mr. Henry is a director of the National Association of Educational Broadcasters.

Other ETV luminaries voiced approval for bill. John F. White, president of National Educational Television, whose cameras were industriously covering every word and gesture of the hearing for taped replay, allowed that he would not support the bill if he could not be sure that the corporation could remain independent of governmental pressures. But he was assured, he said, that the language of the bill and the legislative history being written in the hearing would ensure such independence.

Mr. White's main concern was that that corporation would have power to say when stations should be interconnected for a network program. The corporation, he added, couldn't make a proper judgment until the programs had been submitted for distribution. He felt the corporation should put the choice of what programs will be fed in the hands of other entities.



Senator Hugh Scott (R-Pa.) asks whether CPTV will be "a government-subsidized operation, a government-industry venture or government-primed to be given to private industry."



Health, Education and Welfare Secretary John Gardner looks on proposed Corp. for Public Television as one way of paying proper attention to cultural boom in U.S.



FCC Chairman Rosel Hyde describes the administration's bill creating a Corp. for Public Television as "a vital step toward meeting high purpose with sound achievement."

Sessions cover radio-TV field

Students told limitations put curb on broadcasters ability to serve public

The fewer the limitations on a broadcaster, the greater his contributions will be to the public as a "social utility," according to W. Theodore Pierson of the Washington communications law firm of Pierson Ball & Dowd.

Mr. Pierson was one of a series of speakers and panelists at the International Radio and Television Society's 1967 college conference, held Thursday and Friday (April 13-14) in New York.

The sessions ranged over a wide field of subjects including advertising, station representation, network TV programming and sales, local radio-TV operations, production engineering and job opportunities. Some 250 college students were on hand.

Mr. Pierson cited external and internal limitations impeding the broad-

caster's service as "a gatherer, processor and mover of information." He cited limits in a commercial system, where the advertiser relies on programs acceptable to the audience; in a subscription system where the audience imposes the limits directly, and in a tax-supported system where the public through its representatives influences programing.

Mr. Pierson saw changes ahead, offering a wider variety of economic sources and wider choice of "differentiated constraints."

In a luncheon speech prepared for delivery Friday, Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles, New York, stressed opportunities open to young people in advertising: "There is a place—in fact, a need—for intellectuals and dreamers as well as pragmatists and doers."

Conferees at dinner Thursday evening heard FCC Commissioner Lee Loevinger review the commission's new program reporting forms for radio and TV, a subject he had also discussed in Chicago before the Catholic Broadcasters Association (BROADCASTING, April 10).

President Thomas W. Moore led an ABC-TV panel on network programing and sales, and Katz Agency executives—President Eugene Katz and Scott Donahue, TV vice president, and James

Greenwald, radio vice president—briefed the students on the mechanics of spot radio and TV buying. Harvey Glascock, vice president and general manager of WNEW New York, headed a panel on local radio operations.

The Thursday-evening session included, in addition to Commissioner Loevinger's talk, presentation of International Radio and Television Foundation scholarship awards by Albert B. Shepard, president of IRTF; a showing of 1967 TV commercials awards contenders, and a bull session led by representatives of various elements in broadcasting and broadcast advertising.

Changing hands . . .

APPROVED ■ *The following transfer of station interest was approved by the FCC last week (For other commission activities see FOR THE RECORD, page 105).*

■ **WMID Atlantic City:** Sold by David H. Freedman to Merv Griffin group, which produces *The Merv Griffin Show*, for \$450,000. Mr. Griffin owns **WWCO-AM-FM Waterbury, Conn.**, and **WENE Endicott, N.Y.** **WMID** is on 1340 kc with 1 kw day, 250 w night.

■ **KSIR Wichita, Kan.:** Sold by Mack Sanders, president of **KSIR Inc.** to Lowell D. Deniston for \$275,000. Mr. Deniston, local businessman, is 100% owner and president of Mr. D's Radio Inc. **KSIR** operates daytime only on 900 kc with 250 w nights.

Moss judges replies to FCC query inadequate

Representative John E. Moss (D-Calif.) has found the FCC's reply to his lengthy 103-question quiz posed last March "unresponsive."

The representative had planned to ask the questions at a March hearing held by the House Commerce Committee of which he is a member, but was prevented from doing so because of time limitations (BROADCASTING, March 20). Generally his query asked the FCC to outline its policies and procedures concerning broadcast license applications, renewals and transfers; educational television, and antenna tower safety.

Last week the commission responded answering 99 of the 103 questions posed. The commission begged-off four requests for the number of radio and TV stations which have been transferred twice or more since 1952 and the names and addresses of those involved in the transactions; a list of stations

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transferred where the licensee had been operating for three years or less, and six questions directed to the business or other interests of transferees. Reasonably accurate answers, it said, would require an analysis of 5,700 documents requiring about 2,500 man hours.

However, to a typical policy question such as what public considerations justify the license renewal of a licensee who has operated his station as a juke-box or as an advertising billboard, the commission answered that "an all-music station would have to justify the format in terms of community needs as reflected by his survey (See Part I, Section IV-A of the application.)"

Representative Moss reacted strongly to the use of either "legalese or issue avoidance procedures," as he called the commission responses. "You will, I am sure," he said, "in careful review of the answers you have provided, be able to further develop appropriate responses."

If the commission wished to be helpful to the committee, he noted, it can carefully state the policy that it endeavors to apply.

NAB code stations up five TV and three radio

A gain of three stations was recorded by the National Association of Broadcasters radio code from Feb. 15 to March 15 as 21 stations were added and 18 were withdrawn. The television code added five members and lost none during the period.

TV additions: WKBG-TV Cambridge-Boston; KMTW(TV) Corona-Los Angeles; WRFT-TV Roanoke, Va.; WFAM-TV Lafayette, Ind., and WDAZ-TV Devils Lake, N. D.

Radio additions: WIVY Jacksonville, Fla.; KLEI Kailua, Hawaii; WMPP East Chicago Heights, Ill.; WATI Indianapolis; WHEL New Albany, WIKY-AM-FM Evansville, WSLM-FM Salem, WWHC (FM) Hartford City and WXTA-FM Greencastle, all Indiana; KSO Des Moines, Iowa; KICS-AM-FM Hastings, Neb.; WSLR Akron, Ohio; KHEN Henryetta, Okla.; KBND Bend, Ore.; KEAN-AM-FM Brownwood and KSTA Coleman, both Texas; KRSC Othello, Wash., and KVOw Riverton, Wyo.

Radio withdrawals: WDCF Dade City and WINT Winter Haven, both Florida; WCON-AM-FM Cornelia, Ga.; WRBI St. Johns and WTIQ Manistique, both Michigan; KBXM Kennett, Mo.; WFAG Farmville, WFMX(FM) Statesville, WCBT Roanoke Rapids, WFRS Reidsville and WSTC Statesville, all North Carolina; WLNO(FM) London, Ohio; KISD Sioux Falls, S. D.; KFYN Bonham and KWFR San Angelo, both Texas, and WWJC-AM-FM Superior, Wis.

BROADCASTING, April 17, 1967

Lines drawn on pay-TV, AT&T

All-channel committee also troubled by exclusivity, ratings and market areas

A stand in favor of FCC approval of pay television was scuttled last week by the reconstituted government-industry Committee for the Full Development of All-Channel Television.

The committee bore through an issue-packed agenda, completing several items and shelving others for another session that will be held again in New York in about a month. Attendance at the all-day Thursday (April 13) meeting was described by participants as "the largest group of its kind," the head count totaled 67 persons, made up principally of broadcasters from smaller markets. UHF station interests, the TV networks, some film companies and the rating services were represented as participants or "observers."

Highlights of the committee's ac-

tions:

- Voted down a resolution that would have endorsed the principle of a nationwide system of pay television. As proposed, the resolution would have called on the FCC to take "appropriate" steps to authorize subscription TV in the interests of promoting all-channel television.

The pay-TV defeat came several hours after Kenneth Adam, director of TV, BBC, London, predicted to the group that subscription TV would not play a role in the future of television in Great Britain. It's a small island, he said, with three TV services (one commercial) providing ample fare. Mr. Adam noted that both the noncommercial BBC and the commercial Independent Television Authority (ITA) have acquired a substantial amount of available rights to sports and film.

Mr. Adam said that 12% of BBC's programming comes from U. S. sources and 15% of ITA's, or a total of 27% of all British TV. He asked that U. S. television interests look more favorably upon British program availabilities in view of the United Kingdom's intake of U. S. programming.

- Approved a resolution that called on FCC to consider minimum-use TV tariffs in its current overall study of AT&T rates. Members of the commit-

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tee voiced a belief that AT&T's tariffs, requiring a minimum use of a block of time, might tend to discriminate against smaller-market stations as well as against the development of all-channel (UHF) broadcasting.

▪ Voted still another resolution that favors an FCC notice of inquiry into the question of whether exclusivity arrangements between program suppliers and stations hinder small-market stations in their effort to acquire programming.

The small-market station has objected to so-called territorial exclusivity practices, and several interests have suggested that FCC seek to determine the extent to which these practices tend to limit the availability of programming and TV's future growth.

It was noted that syndicators who sell to such bigger markets as New York, Los Angeles, Chicago and San Francisco appear to have divergent ideas on what constitutes "exclusivity"—some defining the area as within the grade A contour, others within grades A and B contours, others by specific mileage, etc. In giving examples, a participant said a syndication company may ask for exclusivity in New York in a "60-mile radius, except for New Haven."

Market Definition ▪ Objecting broadcasters decry what they believe is a lack of uniformity and definition of "what constitutes a market" in television. Again, it was explained that Worcester, Mass., and Providence, R. I., are about equidistant from Boston, yet a program may be sold "exclusive in Boston, covering such markets as Worcester but excluding Providence."

During a discussion of ratings' effects on independent stations, a claim was made that the "current diary method" of measuring audience tends to nearly eliminate "low-rated" programs while "exaggerating high-rated" programs. The group invited audience measurement firms to appear at the next meet-

ing. Also slated for consideration is the question of how CATV affects the future of all-channel television.

Among those attending the meeting were Lawrence Turet, of Field Communications, Milwaukee, chairman; Seymour Siegel of municipal WNYC-AM-FM-TV New York, vice chairman; FCC Commissioners Robert E. Lee and Lee Loevinger; William Carlisle of the National Association of Broadcasters; ABC-TV's John Gilbert (affiliate relations); NBC's Peter Kenny, and Lester Lindow of the Association of Maximum Service Telecasters.

FCC spurns relocation of Tedesco station

The FCC's review board has turned down an Iowa station's relocation request because of trafficking implications tied to the proposed move.

The board action rejected an application made by KFNF Shenandoah, Iowa, principally owned by Nicholas and Victor J. Tedesco, to move its station to Council Bluffs, Iowa, and to operate there with higher power and a directional-antenna system.

A previous board decision denying a Tedesco application for a Bloomington, Minn., station formed the basis for the KFNF rejection. In that case the board alleged that four Tedesco transactions represented a trafficking situation and that the Tedesco brothers had committed acts of nondisclosure and misrepresentation before the commission. The case is presently before the U. S. Court of Appeals for the District of Columbia.

KFNF, one of the transactions cited, had a history of operating at a loss. The station was acquired by the Tedesco brothers in 1959, the board claimed, for the purpose of using the continuing loss situation in Shenandoah as grounds for moving the station to

Council Bluffs. There, the board said, the station would be used to simultaneously serve the Omaha market and the Kansas City, Mo., market, where a second station would be built on the same frequency.

The Tedescos knew, the board alleged, that a second station on the KFNF frequency in the Kansas City area could be justified "in light of the ultimate value of the two stations." Though no application for the proposed station had been filed, 31 acres of land were purchased with the knowledge that "under the present rules of the Federal Communications Commission, no one can stop the construction of either station because of the protected status of the KFNF application on the FCC processing line. . . ."

The board also found that the Tedescos were never, as they had contended in the KFNF assignment application, "keenly interested in providing the best possible service to the public in the area served by the station." Rather, the board said, the station transaction represented "actions of promoters or brokers who speculate, barter or trade in licenses. . . ."

To allow the Tedescos to carry out a trafficking scheme with respect to KFNF, the board said last week, would be to give approval to a transaction "hopelessly at odds" with a policy condemned both by the commission and Congress.

When all of the trafficking acts and the pattern of misrepresentation is considered, the board said it could see no "logical result" but denial of the application.

Nebraska to repeat seminar in audience measurement

The University of Nebraska's School of Journalism has announced its second annual Television Audience Measurement Seminar will be held June 12-14 at the Nebraska Center for Continuing Education in Lincoln. The course aims to give students a thorough background in audience measurement techniques enabling them to use available data. The seminar assumes the 50 participants have had no previous training.

Speakers include Gale Metzger and Joseph Matthews, A. C. Nielsen Co.; R. R. Ridgeway and C. A. Kellner, American Research Bureau; Howard Mandel, National Association of Broadcasters; Mark Munn, Leo Burnett Co., and Dr. John Thayer, Peters, Griffin, Woodward Inc.

Further information may be obtained from the University of Nebraska, School of Journalism, Room 319, Nebraska Hall, Lincoln.

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Attempt to reopen Dodd case bombs out

THOSE ALLEGEDLY INVOLVED DENY ANY WRONGDOING

Four former staff employees of Senator Thomas J. Dodd (D-Conn.) have called upon the Senate Select Committee on Standards and Conduct to reopen to public hearing what they called serious matters excluded from past disclosures regarding the Connecticut legislator.

In a letter to committee members the employees claimed that prior investigations failed to show how the senator had exploited his office to encourage donations subsequently pocketed for personal use, and to reward his benefactors. They said the committee had failed to investigate the senator's conflict of interest, specifically citing that Senator Dodd had received cash and gifts from executives of firms whose industries were being investigated by committees on which he served and that he had recommended federal appointments be granted to those who had given or loaned him money.

The employees' letter apparently failed to move the Senate committee to action, however. Vice-chairman Wallace F. Bennett (R-Utah) said the committee did not plan to reopen its investigation of the senator because the more serious charges against him were capable of being proved by evidence gathered outside those documents stolen from his office by the four former Dodd staff employees.

Senator Dodd, speaking last week against congressional repeal of the presidential campaign fund, said of the issue of political fund-raising: "It is probably easier to raise funds by accepting a small number of large contributions; but testimonials, by their very nature, have the advantage of limiting the size of the maximum contribution and broadening the base of political support." He added: "I have done nothing of which I am ashamed; my conscience is clear."

In several counts the employees alleged that Senator Dodd:

- After having requested appropriations in January 1964 for the purpose of investigating the motion picture industry, accepted a \$500 political contribution from Edward Cooper, the Washington vice president of the Motion Picture Association, and that the investigation was never conducted;

- During a period of investigations held by his Senate Juvenile Delinquency Subcommittee into violence and sex in TV programming, accepted political and personal contributions from John Kluge, president of Metromedia Inc., whose "eight-station television network"

Senator Dodd had been specifically requested to investigate by his subcommittee staff, and that in addition he accepted valuable gifts, including a TV set, from other Metromedia executives, and that the probe into Metromedia was never initiated;

- During a period when the Senate Judiciary Committee's subordinate body was conducting its investigation of price-fixing in the electrical industry, he accepted a stereo console from John D. Lane, Washington counsel for Westinghouse Electric Corp., parent company of Westinghouse Broadcasting Co. and a company involved in the investigation, and that the senator not only accepted testimonial donation from Mr. Lane but also his participation in the organization of the D. C. Testimonial Reception held for the senator in Washington in 1963;

- Had accepted from William Benton, publisher of Encyclopaedia Britannica, a \$2,500 contribution in 1964, similar contributions in previous years and a series of gifts and testimonial donations, and that the senator had recommended Mr. Benton to the President for appointment as Ambassador to Great Britain.

Though Mr. Cooper reserved a "no comment" on the charges, other individuals cited in the letter denied the allegations.

A spokesman for Mr. Benton, who had also served in the Senate as a Connecticut Democrat, said flatly that "Senator Benton for years has made a contribution to the political campaigns in Connecticut for every Democratic candidate running for the U.S. Senate, House or the governorship." He said this was "no secret" and was "in line with his role as a prominent poli-

tician in the state."

A Metromedia spokesman said: "The insinuations have about as much validity as the statement [in the letter] that Metromedia, with four TV stations, is 'an eight-station television network.' They've missed the truth by more than 100%."

The gift of a TV set from Mr. Kluge, it was said, was in error, noting that this reference most likely was confused with a giveaway promotion by WTTG (TV) Washington, a Metromedia station. This giveaway involved small portable-type TV sets. "As we recall it," the spokesman said, "WTTG had extra ones after a promotion and gave some away to various dignitaries, including a number of U.S. senators. This had nothing to do with Mr. Kluge personally." It was indicated that if any contributions had been made to Senator Dodd's campaign, "these were personal" and unrelated to Metromedia or any of its divisions.

John D. Lane, who is from Connecticut and who has known Senator Dodd for many years, characterized the allegations as "absolutely untrue" in the context in which they are placed. He acknowledged a gift of a radio phonograph to the senator in 1959 prior to his involvement, as defense counsel for Westinghouse, in the 1961 price-fixing investigation. At that time, he said, Senator Dodd was not a member of the investigating subcommittee.

Radio's evolving role links man and society

Radio will be the first "personal utility service . . . an indispensable line of communication between the individual and the incredibly fluid, global society about him," broadcasters and agency men were told last week.

Sherril Taylor, vice president for radio of the National Association of Broadcasters, told a joint meeting of

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the Colorado Broadcasters Association and the Rocky Mountain members of the American Association of Advertising Agencies in Denver that radio today "has the capacity to meet the challenge of effective mass communication in an increasingly pluralistic society."

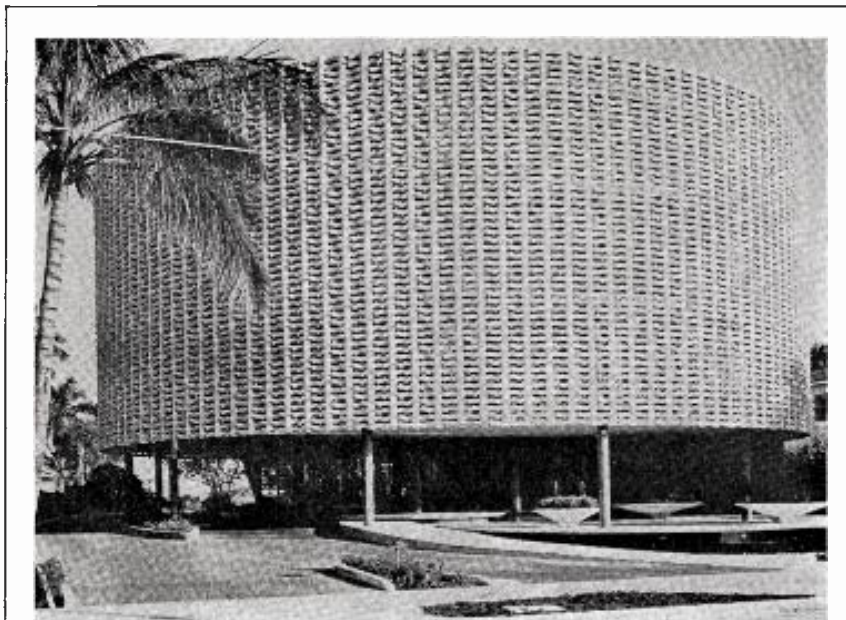
By going after specific audiences, he added, people are listening more often and for longer periods of time. In addition they are becoming "foreground" listeners with pronounced station and product loyalties.

Emergency phone-line setups being changed

A revised system of priorities for private line telephone and teletypewriter users, including broadcast stations, in times of national emergency becomes effective July 15.

The new order provides for principal priorities for federal and foreign government services and industrial and commercial services designated for voluntary participation with the federal government in an emergency.

A second group of priorities has been established for state and local government and for industrial private-line serv-



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ices essential for maintaining or reestablishing health, safety and economic activities.

The priorities were drafted by the FCC in cooperation with the Director of Telecommunications Management, and cover all private-line facilities provided by communications common carriers to federal, state, local governments and to private industries.

Applications for priority certification are being handled by the common carriers in conjunction with their private line customers.

Blaze razes WNYW's five transmitters

Five shortwave transmitters near Scituate, Mass., were destroyed by fire last week forcing Radio New York Worldwide's WNYW New York off the air. Vice President Arthur M. Mortenson said last week the extent of the damage and the cause of the fire were being investigated, and that he was unable at present to estimate when WNYW would be back on the air.

WNYW broadcasts to Europe, Latin America, and Africa a program of news commentary and music in five languages. Radio New York Worldwide, which has offices at 485 Madison Avenue, also owns and operates WRFM (FM) New York.

Exchange agreement erases anti-TV stand

A CATV system in Grand Junction, Colo., has broken a newspaper blackout of TV program logs.

The cable system is Comtronics Cable TV, which started operating last fall and now has 3,100 subscribers. It is jointly owned by Community Television Inc., Denver, and Gencoe Inc., Austin, Tex., both multiple CATV owners.

The newspaper is the *Grand Junction Sentinel* and it has declined to run TV program logs until this month.

Through a cooperative arrangement, the newspaper is "sponsoring" the news channel on the CATV system. And the cable system is "sponsoring" a TV log in the newspaper. The sponsorship takes the form of a credit line in both instances. No money is involved.

Tentatively scheduled for the future is a live, local newscast by *Sentinel* newsmen on the cable's news channel. The 12-channel system carries the local TV station, four Denver stations, an educational television, a news and a special events channel. The system does not use channel 5, which is the frequency of KREX-TV Grand Junction. KREX-TV is carried on channel 3.

Comtronics charges \$5.95 a month but has not begun charging for installation, which is to cost subscribers \$10.

STMPPE's Hunt depllores varying color systems

The use of three separate systems of colorcasting may dim the future of international television. This warning was delivered last week by G. Carleton Hunt, president of the Society of Motion Picture and Television Engineers.

Speaking at the fourth annual Hollywood Festival of World Television, held in La Costa, Calif. (April 9-12), Mr. Hunt, who also is president of DeLuxe Laboratories Inc., New York said the lack of single standards on a global scale, will depress interchange of programming between the U.S. and the rest of the world. On the other hand he predicted tremendous growth for international color TV marketing if one acceptable method of colorcasting could be determined.

Mr. Hunt said that the color system to be used in England and West Germany as well as a different system to be used in Russia and France both need more expensive and more complicated TV receivers than the system used in this country. He added, however, that engineers abroad claim that the American viewer must adjust too many controls on color TV sets.

UK picks three sites for local-radio tests

Locations of the first three radio stations for Britain's experiment in local broadcasting have been announced by Edward Short, postmaster general.

Stations costing about \$100,000 each are scheduled to start broadcasting in the fall in Leicester, Sheffield and Merseyside (near Liverpool). Operating costs are budgeted at \$2,800 a week. Managers will be paid \$9,200 a year and are to be appointed from the staff of the BBC.

Local communities are underwriting partial or all costs, and each station will operate in association with a local advisory council, although station managers are to have the last word on programming.

Six additional stations are planned for the experiment.

Two new Mexico City TV's

Two new television channels were authorized to Mexico City last week by the Secretary of Communications. Channel eight went to the Corporacion Mexicana de Radio y Television S. A. de C. V., which is headed by Francisco

Aguirre Jiminez, president of the Radio Centro group. Channel 13 went to Fomento de Television Nacional S. A., which is headed by Guillermo Salas, president of the Radio Mil group of stations. Three other VHF's (chs. 2, 4, 5) in Mexico City are operated by Telesistema Mexicano, which is run by Emilio Azcarraga.

Color conversion starts in Britain

Britain's Independent Television Authority has started a crash program to get color on ITV screens in London, the North and Midlands by Christmas 1969 (BROADCASTING, Feb. 27).

With more stations required for the introduction of colorcasting and the changeover to the transmission on 625 lines (UHF) (ITV stations are currently on 405 lines [VHF]) the authority has undertaken a complete reorganization of its engineering division. Howard Steele, ITA's chief engineer, said: "We are absolutely determined that when it starts, Independent Television's service will be the best in the world."

The BBC says it will help to cut costs by sharing some of the ITA stations.

Meanwhile, the authority has placed its first major order with the Pye organization for standard converters to link 405 line with projected 625-line programs. The order, worth \$1,019,000, is the first of a series to be placed with Pye, E.M.I., Marconi and Standard Telephones & Cables.

B&B affiliates with Canadian ad agency

Benton & Bowles has announced an affiliation with McKim Advertising Ltd., Toronto, in a joint arrangement that reportedly involves a substantial minority interest by B&B. Under the agreement, the Canadian agency becomes McKim/Benton & Bowles Ltd. The affiliation requires approval of shareholders of both agencies (annual meetings will be held this month).

According to William R. Hesse, president and chief executive officer of B&B, the new affiliation is a major step in increasing the agency's representation in North America as well as in Europe. B&B is in England, France, Belgium, West Germany and Holland. McKim has annual billings in excess of \$22 million, while B&B's domestic and inter-

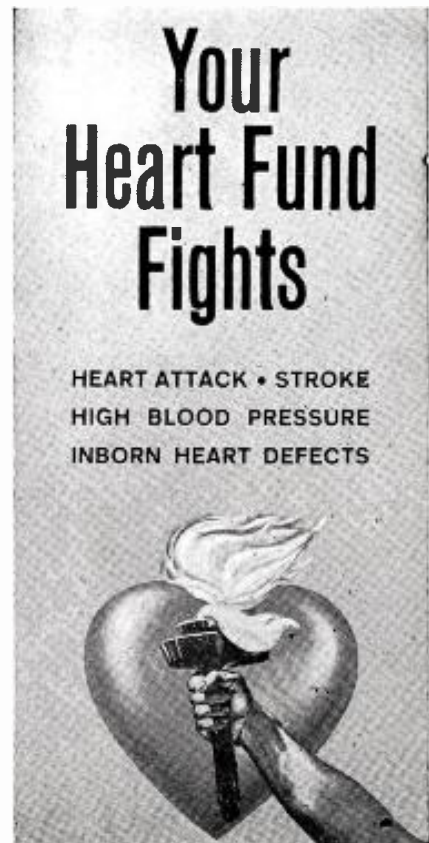
national billings combined have been over \$177.5 million. Benton & Bowles intends also to affiliate in Australia and in Latin America among other important trade areas.

Bruce F. Johnston is president of McKim, which retains operating autonomy in Canada, gains exclusive and automatic affiliations in other countries in which B&B invests and shares with Benton & Bowles in worldwide servicing of all nonconflicting clients.

Abroad in brief . . .

\$6 million plum to RCA - A \$6 million contract has been signed by RCA with Mexican government for 665-mile microwave system between Mexico City to Matamoros on the U. S. border (opposite Brownsville, Tex.). The 960-channel system is to be completed by August, 1968.

Grey down under - Grey Advertising (Australia) Pty. Ltd., its offices in Melbourne and Sydney, has been formed through the merger of Thompson Ansell Blunden agency and Browne, Bruce and Grey in which Grey Advertising acquired an interest two years ago.



BROADCAST ADVERTISING



Mr. Bowes

Reginald A. Bowes, account supervisor of Ted Bates & Co., New York, elected VP.

Richard Bremkamp, local sales manager of WHK Cleveland, appointed general sales manager.

Frederick H. Elliott Jr., with WLKW Providence, R. I., appointed general sales manager.

George D. Nicks Jr., creative group supervisor and art director at Gardner Advertising Co., St. Louis, elected VP. **Clifford E. Helfrich**, copy writer and account executive with Winius-Brandon Co., St. Louis, named account executive at Gardner, that city. **Charles Cilo**, copy writer with BBDO, New York, joins Gardner, that city, in similar capacity. **Margaret Jostedt**, creative supervisor in Gardner's St. Louis office, moves to New York. **Warren B. Lee**, copy group head for McCann-Erickson, New York, joins Gardner there as writer-producer, replacing **Robert Johans**, who resigned.

Richard Doty, director of regional operations for WTVJ(TV) Miami, joins Group One Inc., Fort Lauderdale, Fla., as president. Mr. Doty also named senior VP of parent Campbell-Dickey Advertising Inc., Fort Lauderdale, Fla.

Anthony Isidore and **Gerald Miller**, associate creative directors, and **Robert Fox**, manager of sales promotion department, with Young & Rubicam, New York, named VP's. **Dick Scott**, with Y&R, San Francisco, named account executive in agency's Chicago office.

Thomas P. O'Connell, with Geyer, Morey, Ballard, Chicago, joins AM-AD Inc., that city, as VP and director of radio and television.

George DePue Jr., senior VP, Lennen & Newell Inc., New York, named VP for marketing services, Martin & Woltz Inc., Richmond, Va.

Leonard Rutstein, account executive with Alfred Auerbach Associates, New York, joins Kameny Associates Inc., that city, as VP and account executive.

Lincoln E. Smith, with Roy Silver Co., Philadelphia, appointed creative director.

Melvin C. Baker, general manager of Post division of General Foods Corp., White Plains, N. Y., named VP-corporate marketing.

Stanley Rapp, president of Rapp & Collins, mail-order advertising division of Foote, Cone & Belding, named to

serve on agency's operations committee which sets policy for FC&B's domestic offices.

Ron Brown, group supervisor, cosmetics, in marketing department of Coty division of Chas. Pfizer & Co., New York, appointed marketing director.

Craig D. Tenney, previously with KCRG-AM-TV Cedar Rapids, Iowa, and KGLO-AM-TV Mason City, Iowa, appointed to newly created post of audiovisual/broadcast advertising director.

Vicki Brotsos, with Edward J. McElroy Advertising, Los Angeles, joins KGMH Honolulu, as merchandising director.

Walter Campbell Jr., account executive with WJBF(TV) Augusta, Ga., named sales manager. **Larry D. Bennett** succeeds Mr. Campbell as account executive at WJBF.

Tom Kroh, assistant sales manager of WARM Scranton, Pa., named sales manager.

Harvey G. Guenther, sales representative with wsAZ Huntington, W. Va., appointed sales manager of WTCR Ashland, Ky.

Don Griffith resigns as general manager, WNVY Pensacola, Fla., and joins WPFA, same city, as commercial sales manager.



Mr. Ammirati



Mr. Barrett

Ralph Ammirati and **Ronald Barrett**, art supervisors, **Richard Raboy**, copy group head, and **Paul Hiromura**, research director, with Carl Ally Inc., New York, named VP's.



Mr. Raboy



Mr. Hiromura

Jack Mohler, VP, sales, National Television Sales, New York, named eastern sales manager, WPX(TV), that city.

Ramon Espinosa, local salesman for KMEX-TV Los Angeles, named local sales manager.

Steve Eisenberg, timebuyer on General Foods, Grey Advertising, New

York, named western division research manager, H-R Television, with his office in New York.



Mr. Chick

T. Russell Chick, account executive with Campbell-Ewald Co., Detroit, named group VP and account supervisor.

Robert Blanford, editor of television commercials and industrial and feature films for Fred A. Niles Communications Centers, Chicago, named editorial supervisor for EUE/Screen Gems, that city.

Robert G. Underwood, with wsix-TV Nashville, appointed local sales manager.

James E. Oravetz, account supervisor for Grey Advertising, New York, appointed marketing manager of Old London Foods division of The Borden Co., that city.

Raymond P. deMember, Washington attorney, joins Washington bureau of American Advertising Federation as director of Washington services under bureau chief **Donald Wilkins**.

Donald E. Cronberg, account executive for WGN-TV Chicago, named local sales manager. **Doug Clark**, with Edward Petry & Co., Chicago, and **John Sulages**, formerly with *Chicago Sun-Times* and *Chicago Daily News*, join WGN-TV there as account executives.

John W. Hays and **Edward J. Smith**, account executives for Ketchum, MacLeod & Grove, New York, appointed account supervisors.

Tony Montgomery, account executive with Pritchard, Wood Inc., New York, named senior account executive. **Jorg Holzle**, with Ted Bates & Co., New York, joins Pritchard, Wood there as account executive.

Richard M. Brescia, account executive for Mutual Broadcasting System, New York, named account executive for CBS Radio, that city.

Frank J. Gale, account executive with N. W. Ayer & Son, Philadelphia, joins Bauer, Tripp, Hening & Bressler Inc. there as account executive.

Tom McDougal, account executive with WFRV-TV Green Bay, Wis., appointed account executive for WNDU-TV South Bend, Ind.

Bill Muir, formerly with KPAT Berkeley, Calif., and KJAZ(FM) Alameda, Calif., appointed account executive for KNBR San Francisco.

Joseph R. Tucker, account executive with WLW Cincinnati, joins WLWD-

(TV) Dayton, Ohio, as account executive. Both are Avco Broadcasting stations.

Arthur V. Brown, account executive for WJKS-TV Jacksonville, Fla., appointed national sales coordinator for WFGA-TV, that city.

Mildred Curto, previously with Peters, Griffin, Woodward Inc., New York, and Radio Advertising Bureau, New York, appointed broadcast talent coordinator for Kane, Light, Gladney Inc., that city.

Howard Morris, Hollywood comedy director, signed to exclusive contract for TV commercials by Colodzin Productions Inc., New York.

Stuart Citrin, copy writer at Solow/Wexton Inc., New York, and **John Russell**, copy writer at Grey Advertising, New York, join LaRoche, McCaffrey and McCall there as copy writers. **Larry Paolucci**, art director at Gilbert Advertising Agency, New York, and **Fred Peterman**, with Sudler & Hennessey, New York, join LaRoche, McCaffrey and McCall, that city, as art directors.

Bob Lamb, previously with WLWI(TV) and WIBC, both Indianapolis, and with WTTV(TV) Bloomington-Indianapolis, joins Newman and Associates Advertising, Indianapolis. Firm's name is changed to Newman-Lamb Advertising and Public Relations.

Jerry Schubert, with Robert E. Eastman & Co., Detroit, named to firm's Chicago sales staff.

Thomas R. Pate, national sales supervisor and account executive for KNX Los Angeles, appointed to sales staff of KFWB, that city.



Mr. Phillips



Mr. Mullahy

David G. Phillips, media director, and **James Mullahy**, account executive, with Bofinger-Kaplan Advertising, Glenside, Pa., named VP's.

Bert Spielvogel, cameraman and director, joins MPO Videotronics Inc., New York, to work on commercial assignments.

Malcolm Sharpe, partner in comedy team of Coyle and Sharpe, joins creative staff of Chuck Blore Creative Services, Hollywood, radio commercial production firm.

MEDIA

Stan Torgerson, previously with WQAM Miami, and WMC-AM-FM-TV

Memphis, named general manager of KCBQ San Diego.

Jim Hirshfield named financial VP of Telecable Inc., Seattle. **Bill Sinkunas**, manager of American Cablevision's CATV system in Barstow, Calif., joins Telecable as manager of firm's system in Bellingham, Wash. **Jim Hunter** moves from Bellingham to manage Telecable's new system in Seattle.



Mr. Woolery

U. S. Mr. Woolery will continue as Ameco PR director.

Carl A. Falvo, sales manager of WCPA Clearfield, Pa., named general manager.



Mr. Clokey

Arlo D. Woolery, special assistant to Bruce Merrill, president of Ameco Inc., Phoenix, also named president of American Cable Television Inc., Ameco affiliate which operates nearly 40 cable TV systems in U. S. Mr. Woolery will continue as Ameco PR director.

James D. Clokey, manager, systems research, for NBC, New York, appointed manager, research projects.

Clotis A. Barker, sales manager for KCMO-FM Kansas City, Mo., named station manager.

Hoyt Potts, assistant manager of WSTH Taylorsville, N. C., appointed general manager of WMSJ Sylva, N. C.

Albert V. Dullnig, program director of WDCA-TV Washington, appointed station manager.

Larry Matlock, sales manager of KWG Stockton, Calif., appointed station manager.

Bob Luningham, commercial manager of KRZE Farmington, N. M., appointed station manager.

Thomas R. Winters, general sales manager, WGNV Newburgh, N. Y., appointed director of marketing of Manhattan Cable TV Services, New York.

PROGRAMING

James M. Buxbaum, VP of Ivan Tors Films and producer of *Flipper* series, named executive VP of Ivan Tors Miami studios.

Jack Kuney, producer and director, appointed executive director of programming for noncommercial WNDT(TV) Newark, N. J.-New York.

Jack Maes, in research at MCA-TV, New York, appointed to new post of director of research, Seven Arts Television, that city.

Harry C. Bell, director of sales for Gotham Recording Corp., New York, resigns to become special media con-

sultant to director of public information, Department of Health, Education and Welfare, Washington. **Richard M. Stone** succeeds Mr. Bell as director of sales.

Ralph Paul, general operations manager of KLAQ-AM-FM Lakewood, Colo., resigns that post to develop his own business, Dal-Hart Enterprises, P. O. Box 26222, Denver 80226.

Joseph B. Brown, technical director of Color Service Co., New York, named VP in charge of operations. **Richard A. Ferris**, with Color Service Co., New York, named chief engineer. **Sylvia White**, office manager of Walter Manley Enterprises, New York, appointed customer service manager for Color Service, that city.

Vic Sterling, production manager at KCRL(TV) Reno, joins KRON-TV San Francisco, as director.

Theodore J. Weinheimer Jr., previously with WHEN-TV Syracuse, N. Y., and CBS-TV, New York, joins non-commercial WCNY-TV Syracuse, N. Y., as television director.

Donald O. Elliott, producer-director at WAVY Portsmouth, Va., named director at WSIX-TV Nashville.

Elliot Field, with WJR Detroit, named executive producer.

Matt Spinello, producer-director for WREX-TV Rockford, Ill., appointed producer-director of WVTU(TV) Milwaukee.

Ken Rosen, producer-writer for Encyclopaedia Britannica Educational Corp., Chicago, joins KNXT(TV) Los Angeles, as producer-writer.



Mr. Marks

E. Bradley Marks, manager of special projects for Independent Television Corp., New York, joins Television Enterprises Corp., Burbank, Calif., as national sales manager.

Jerome Courtland, TV and movie actor, named associate producer in daytime, live and tape programming department at Screen Gems, Hollywood.

Dan Ronald, previously with KCMO-AM-FM-TV Kansas City, Mo., and KDEO El Cajon, Calif., joins KFMB-TV San Diego, as producer.

Irene B. Ryan, production coordinator of Olas Corp., Cleveland, appointed producer.

Harold V. Cohen, critic-columnist of *Pittsburgh Post-Gazette*, joins WTAE-TV Pittsburgh. He had been with KDKA-TV Pittsburgh for 16 years.

Allan Roth, official statistician for Los Angeles Dodgers from 1947 to

1964, and earlier was statistician for Montreal Canadiens of National Hockey League, named statistician for NBC-TV's *Major League Baseball*.

Jerry R. Fraser, with WJBF(TV) Augusta, Ga., named production manager.

Carleton Knox, field representative with American Society of Composers, Authors & Publishers in Portland, Ore., named station relations representative in western division, with his headquarters in San Francisco.

NEWS

David K. Snell, correspondent for ABC News, Saigon, suffered hand and leg injuries when mine exploded near Rachkien in Mekong Delta.

Chuck Woolsey, news editor for KOGO-AM-FM-TV San Diego, joins NBC News, Washington, as operations editor.

James R. Campbell, UPI regional executive for Arkansas, appointed manager of UPI bureau in Oklahoma City, succeeding **Alex Adwan**, who becomes Washington correspondent for *Tulsa (Okla.) World*.

Ruth Anson joins news staff of KHJ-TV Los Angeles.

Olin Sansbury, with news department of WBTW(TV) Florence, S. C., named to go to Vietnam for two-week special assignment this summer.

Michael L. Bruder joins staff of AP in Indianapolis.

FANFARE

John Kal, with WNBC-TV New York, appointed director of on-air promotion for WABC-TV, that city.

George Kalman, with Straus Associates, New York, appointed PR director of Pretested Promotions Inc., that city.

EQUIPMENT & ENGINEERING

Robert E. Snider, with Griffin-Leake TV Inc., Tulsa, Okla., named VP of engineering. Griffin-Leake properties include KTUL-TV Tulsa; KWTW(TV) Oklahoma City, and KATV(TV) Little Rock, Ark.

Ralph Gittleman, VP of engineering at Melcor Electronics Corp., Farmingdale, N. Y., named to new post of VP of sales and engineering. **Joseph La Fiandro**, with Melcor, Farmingdale, appointed chief engineer.

Antoine Roederer, engineer for Electronic Research Laboratories, Berkeley, Calif., appointed chief engineer for Jampro Antenna Co., manufacturer of TV and radio transmitting antennas based in Sacramento, Calif.

Ted Swanson, previously staff engineer for American Cablevision at

Beverly Hills, Calif., and part owner-operator of CATV system in Rhineland, Wis., named director of engineering at American Cable Television Inc., Phoenix.



Mr. Taylor
Orlando, Fla.)

Joseph Kearney, manager, receiving and picture tube merchandising for distributor products of RCA, Harrison, N. J., appointed manager, distributor sales, RCA distributor products.

William H. Hudson, general sales manager for TV bulbs for Corning Glass Works, Corning, N. Y., named assistant general manager of Corning's television products division. **Leon G. Peao** succeeds Mr. Hudson. **James R. Boughter**, manager of Corning's B&C Factory at Corning, N. Y., named plant manager at firm's Albion, Mich., facility.

Jack Tushinsky, with Superscope Inc., Sun Valley, Calif., appointed to newly created post of assistant sales manager.



Mr. Engelhardt

Robert G. Engelhardt, chief engineer at KVTW(TV) Sioux City, Iowa, appointed technical director for Medallion Broadcasters Inc., which has CP for channel 14 in Sioux City.

A. Paul Harris, manager of industrial sales for Clarostat Manufacturing Co., Dover N. H., appointed general sales manager.

Bruce H. McCausland, manager of advertising and public relations for Spaulding Fibre Co., Tonawanda, N. Y., appointed manager of sales promotion for entertainment products division of Sylvania Electric Products Inc., Batavia, N. Y.

Edgar E. Stevenson, with Memorex Corp., Santa Clara, Calif., appointed sales engineer at Memorex regional office at Totowa, N. J.

ALLIED FIELDS

Arthur Stambler, who resigned his position as legal assistant to FCC Chairman Rosel H. Hyde in September 1965 to enter private law practice, has opened his own offices at 1737 DeSales Street in Washington (telephone 347-0883). **Jason L. Shrinsky**, who formerly was an attorney-advisor in the

commission's complaints and compliance division (1961-1964) is associated with Mr. Stambler.

Lloyd F. Thompson, news and legislative assistant to Representative Hastings Keith (R.-Mass.), joins American Research Bureau, Beltsville, Md., as assistant director of communications.

Charles H. Smith, radio and television research consultant, joins faculty of radio-television-film department of San Francisco State College, San Francisco.

INTERNATIONAL

Hallett P. Kelley, with Dreher Advertising of Canada Ltd., Montreal, named executive VP.

William Speers, CKWX Vancouver, elected president of British Columbia Association of Broadcasters. **Don Hamilton**, CKLG Vancouver, elected VP.

Jean Nachbaur, with United Artists Corp., Paris, appointed continental publicity and advertising manager, replacing **Tony Howard**, who becomes special UA publicity coordinator for continent of Europe.

William M. Hutton, news director of CFRB Toronto, appointed news director of CKWX Vancouver, B. C., succeeding **Neil Nisbet**, who will assume other duties for CKWX.

DEATHS

Robert R. Williams, 49, general manager of WHLM Bloomsburg, Pa., from 1955 to 1966, died of heart attack April 2 at his home in Bloomsburg. At his death he was on faculty of Pennsylvania State University, State College, Pa., in school's division of broadcasting. He was president of Pennsylvania Association of Broadcasters in 1963 and 1964. He is survived by his wife, Louise, and two daughters.

John Moses, 60, television producer and theatrical agent in New York for many years, died April 2 at Mount Sinai hospital in Miami. He was partner in TV production firm of Moses, Cleary & Reed, New York. Mr. Moses and Don Reed are credited with originating *College Bowl* radio program in 1940's; since 1958 that program has been on television. He is survived by his wife, Ethel, and son.

Clifford B. Mandell, 50, manager of press information, WCBS-TV New York, died in New York April 6, apparently of heart attack. He had been with CBS for 13 years.

Jean W. Hight, 65, who retired in 1965 after 34 years with CBS Radio, died April 6 in Wickersham hospital, New York, after brief illness. Mr. Hight started at CBS in 1931 as announcer, later became producer-director.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 6 through April 12 and based on filings, authorizations and other FCC actions.

Abbreviations Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CF—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

APPLICATION

Winona, Minn.—Big Chief Television Co. Seeks UHF ch. 44 (850-656 mc); ERP 55.1 kw vis., 11 kw aur. Ant. height above average terrain minus 132.1 ft.; ant. height above ground 170 ft. P. O. address: Williams hotel, 129 West Third Street, Winona. Estimated construction cost \$240,404; first-year operating cost \$180,000; revenue \$200,000. Geographic coordinates 44° 03' 11" north lat.; 91° 38' 20" west long. Type trans. RCA TTU-2a. Type ant. RCA TFU-30J. Legal counsel J. F. Murry, River Falls, Wis.; consulting engineer Terrell W. Kirksey, Hopkins, Minn. Principals: William C. Reeves (51%), James J. Delmont (19%) et al. Mr. Reeves owns construction company. Mr. Delmont is 25% owner of Delher Productions Inc. and has 25% interest in new radio station in River Falls, Minn. along with Frank J. Herges, 2% stockholder of applicant. Tom Giera and J. F. Murry (each 1%), Mr. Herges also has 7% interest in new TV at Rochester, Minn. Ann. April 11.

INITIAL DECISION

Commission gives notice that Feb. 13, initial decision which looked toward granting application of Dr. Marvin H. Osborne for CP for new TV to operate on ch. 40 in Jackson, Miss. (Doc. 16894; BPCT-3506), became effective April 4 pursuant to Sec. 1.276 of rules. Action April 11.

OTHER ACTIONS

Review board in San Bernardino, Calif., television broadcast proceeding, Docs. 16394-5, granted motion for postponement of oral argument filed on April 4 by Marbro Broadcasting Inc., and Supat Broadcasting Corp., and postponed oral argument scheduled for 2 p.m. April 11 before panel of review board. Action April 6.

By memorandum opinion and order, commission dismissed application of WEBR Inc., Buffalo, N. Y., for review of review board's memorandum opinion and order which had denied Broadcast Bureau's petition to reopen record; granted motion of Ultravision Broadcasting Co. to accept opposition to WEBR's application for review in excess of ten pages; and accepted correction by Ultravision Broadcasting Co. of its opposition to WEBR's application for review in Buffalo, N. Y., UHF television proceeding (Docs. 15254-5). Commissioner Bartley dissented and issued statement; Commissioner Johnson not participating. Action April 12.

By memorandum opinion and order, commission granted petition for leave to amend application filed by WAGE Inc., but held that determination of weight, if any, to be attributed to new facts should be held in abeyance in Syracuse, N. Y., ch. 9 television proceeding (Doc. 14368 et al.). Commissioner Bartley dissented and issued a statement; Commissioners Cox, Loevinger and Johnson not participating. Action April 12.

By order, commission denied appeals filed by Alec B. Duke, Robert M. Klink, William J. Murphy, Thomas A. Murphy, Kenneth A. Taylor, Vincent Foy and Raymond J. Knoblock from review board's memorandum opinion and order affirming rulings of Presiding Examiner David I. Kraushaar, which had denied motions to quash certain subpoenas duces tecum; and dismissed as moot requests for temporary relief filed by Alec B. Duke, Robert M. Klink, William J. Murphy, Thomas A. Murphy, Vincent Foy and Raymond J. Knoblock in Syracuse, N. Y., ch. 9 television proceeding (Docs. 14368 et al.). Commissioners Cox, Loevinger

and Johnson not participating. Action April 12.

Review board Cleveland television broadcast proceeding, Docs. 15163-4, Board Members Nelson and Kessler adopted decision granting application of Cleveland Broadcasting Inc., for CP for new UHF television to operate on ch. 19 at Cleveland, and denying application of Community Telecasters of Cleveland Inc., for same authorization. Board Member Berkemeyer dissenting with statement. Board further ordered that petitions for leave to amend and reopen record, filed Aug. 24, 1966, Sep. 21, 1966, and Jan. 10, by Cleveland Broadcasting Inc. are granted and that motion to strike exceptions, filed Dec. 30, 1964, by Community Telecasters of Cleveland Inc., is denied. Action March 30.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on March 31 designated Hearing Examiner Herbert Sharfman to serve as presiding officer in proceeding on TV applications of Orange Nine Inc., Mid-Florida Television Corp., Central Nine Corp., Howard A. Weiss, Florida Heartland Television Inc., Comint Corp., Florida 9 Broadcasting Co. and TV 9 Inc., all Orlando, Fla., for CP for new television broadcast station (ch. 9); scheduled prehearing conference for April 28, and hearing for June 15. (Docs. 11081, 11083, 17339-44).

Hearing Examiner David I. Kraushaar on April 10 in proceeding on TV applications of Rovon Television Inc., and Romac Macon Corp., both Macon, Ga., rescheduled prehearing conference to April 20. (Docs. 17316-17).

RULEMAKING ACTION

By notice of proposed rulemaking, commission invited comments on proposal to assign ch. 13 to Eagle Butte, S. D., and to reserve it for noncommercial educational use, as part of state-wide educational network planned for state. This assignment can be made without requiring any other changes in TV table of assignments. Action April 12.

CALL LETTER ACTIONS

*University of New Hampshire, Keene, N. H. Granted WEKW-TV.
Vermont New York TV Inc., Burlington, Vt. Granted WVNY-TV.

DESIGNATED FOR HEARING

By order, commission designated for consolidated hearing applications of Desert Empire Television Corp. and Oasis Broadcasting Corp. for new UHF TV's to operate on ch. 38 in Palm Springs, Calif. Action April 12.

Existing TV stations

FINAL ACTIONS

WBMG (TV) Birmingham, Ala.—Broadcast Bureau granted license covering new TV. Action April 5.

WACO-TV Waco, Tex.—Broadcast Bureau granted mod. of CP to change ERP to 41.7 kw vis., 8.32 kw aur.; change transmitter and studio location, type ant. and ant. structure; ant. height 500 ft.; condition. Action April 11.

Broadcast Bureau granted renewal of license for following station: WJBF(TV) Augusta, Ga.

OTHER ACTIONS

FCC waived Sec. 1.534(b) of rules and granted applications of Board of Public Instruction of Escambia County, Fla., permittee of *WSRE(TV) ch. 23, Pensacola, Fla., and Trustees of Indiana University, permittee of *WTIU(TV) ch. 30, Bloomington, Ind., for CP to replace expired permits. Action April 12.

Syracuse, N. Y. Onondaga UHF-TV Inc.—FCC by letter, commission refused to waive provisions of its call letter assignment policy and denied petition for assignment of conforming call letters with station WONO(FM) Syracuse. Commissioner Johnson concurred. Action April 12.

Commission, by reports and orders in Docs. 17108, 17109, and 17110, removed short-spaced UHF television broadcast channel assignments from Lake City, Fla., Lansing, Mich. and Austin, Tex. Ch. 41 replaces ch. 34 at Lake City; ch. 36 replaces ch. 47 at Lansing, and ch. 46 replaces ch. 28 in Temple. New assignments will provide greater flexibility in transmitter site selection for prospective applicants. Action April 12.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on April 10 designated Hearing Examiner David I. Kraushaar, in lieu of Hearing Examiner Elizabeth C. Smith, to serve as presiding officer in proceeding on TV application of WBLG-TV Inc., Lexington, Ky. (Doc. 18701).

Hearing Examiner Thomas H. Donahue on April 6 in proceeding on TV applications of RKO General Inc. (KHJ-TV), Los Angeles, (renewal), and Fidelity Television Inc., Norwalk, both California (CP), scheduled procedural dates including hearing for June 1. (Docs. 16879-80).

Hearing Examiner Jay A. Kyle on April 5 in proceeding on TV application of WLCY-TV Inc., Largo, Fla., granted motion of applicant and extended certain procedural dates but date of hearing scheduled for June 13. (Doc. 17051).

New AM stations

OTHER ACTIONS


Review board in Costa Mesa-Newport Beach, Calif., standard broadcast proceeding, Doc. 15752 et al, granted petition filed April 6 by Orange Radio Inc., and extended to April 11 time to file replies to opposition and comments to petition to enlarge issues filed March 2 by five of applicants. Board Member Nelson not participating, Board Member Pincock absent. Action April 10.

Review board in East St. Louis, Ill., Docs. 17256-7, standard broadcast proceeding, granted motion filed April 7 by Metro-East Broadcasting Inc., and extended to April 21 time to file responses to petitions to enlarge issues filed March 29 by East St. Louis Broadcasting Inc. and Metro-East Broadcasting Inc. Action April 11.

Review board in Shenandoah, Iowa, standard broadcast proceeding, Doc. 14651, Board Members Berkemeyer, Slone and Kessler, adopted decision denying applica-

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, April 13

	ON AIR	CP'S	NOT ON AIR CP'S
Commercial AM	4,103 ¹	15	88
Commercial FM	1,603	13	266
Commercial TV-VHF	478 ²	17	24
Commercial TV-UHF	92 ²	28	130
Educational FM	300	3	32
Educational TV-VHF	60	7	9
Educational TV-UHF	42	7	52

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, April 13

	VHF	UHF	Total
Commercial	519	258	777
Noncommercial	76	101	177

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.

■ Williamsburg County Broadcasting Co., Kingstree, S. C. Granted WKSP.
 ■ High Sky Broadcasters Inc., Odessa, Tex. Granted KBZZ.
 ■ Blueridge Broadcasting Co., Harrisonburg, Va. Granted WKCY.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing application of William C. Barry tr/as Great Southern Broadcasting Co. for new daytime AM's to operate on 1190 kc, 250 w, in Donelson, Tenn., on grounds that proposed 5 mv/m contour penetrated Nashville, Tenn., raising presumption that applicant realistically proposed to serve Nashville. Commissioner Johnson concurred. Action April 12.

Existing AM stations

APPLICATIONS

KVIO Cottonwood, Ariz.—Seeks mod. of license to change hours of operation from D to SH (6 a.m. to sunset). Ann. April 10.
 WCHB Inkster, Mich.—Seeks CP to increase power from 500 w-1 kw-LS to 1 kw-5 kw-LS; make changes in the DA system and install new daytime trans. Ann. April 11.
 WLAF La Follette, Tenn.—Seeks mod. of license to change hours of operation from U to SH. (6 a.m. to 8 p.m.). Ann. April 10.

FINAL ACTIONS

KELP El Paso, Tex.—Broadcast Bureau granted mod. of license covering change in studio location to No. 5 Executive Center, El Paso, conditions. Action April 5.
 ■ Broadcast Bureau granted renewal of licenses for following stations and expending auxiliaries as follows: WAAG Adel, Ga.; WATP Marion, S. C.; WCLS Columbus, Ga.; WETU Wetumpka, Ala.; WLOR* Thomasville, Ga.; WSGC Elberton, Ga.; WTBC Tuscaloosa, Ala.; WYNX Smyrna, Ga.; WAIR Winston-Salem, N. C.; WAZA Bainbridge, Ga.; WDSF DeFuniak Springs, Fla.; WIPC Lake Wales, Fla.; WJOE Port St. Joe, Fla.; WMGR Bainbridge, Ga.; WSIZ Ocala, Ga.; WTTA Thomson, Ga., and WYZE Atlanta, Ga. *This station was granted regular renewal and sent letter calling for report in 18 months on commercial scheduling in excess of 18 minutes per hour. Action April 11.

OTHER ACTIONS

Franklin, Tenn. Harpeth Valley Broadcasting Co.—FCC denied request that amendment to change frequency from 1140 kc to 1380 kc be accepted without loss of place in processing line. Commissioner Johnson concurred. Action April 12.
 ■ Commission on April 5 granted request by law firm of Booth and Lovett for further extension of time to April 19 to file comments and to May 3 for replies in matter of amendment of part 73 of rules relating to station identification requirements (Doc. 17145).

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on April 7 in proceeding on AM application of F. L. Crowder tr/as Harriman Broadcasting Co. (WXKL), Harriman, Tenn., denied petition of applicant for field hearing (Doc. 17255). Action April 7. On April 10 in proceeding on AM revocation of license of Santa Rosa Broadcasting Inc., Milton, Fla., granted request of respondent and continued prehearing conference from April 11 to May 11 (Doc. 16674) and designated Hearing Examiner Thomas H. Donahue, in lieu of Hearing Examiner Elizabeth C. Smith, to serve as presiding officer in proceeding on AM revocation of license of Santa Rosa Broadcasting Inc., Milton, Fla. (Doc. 16674).
 ■ Hearing Examiner Thomas H. Donahue on April 10 in proceeding in matter of revocation of licenses of Asheboro Broadcasting Co. (WGWR-AM-FM), Asheboro, N. C., scheduled further prehearing conference for May 4 and hearing for June 14. (Doc. 16789).
 ■ Hearing Examiner Charles J. Frederick on April 6 in proceeding on AM applications of Salter Broadcasting Co. (WBEL), South Beloit, Ill., et al., continued without date hearing conference now scheduled for April 12. (Docs. 17209-19). On April 10 in proceeding on AM applications of Salter Broadcasting Co. (WBEL), South Beloit, Ill., et al., scheduled further prehearing conference for April 27; continued hearing from April 17 to April 27, and dismissed "opposition to motion for extension of time" filed by Great River Broadcasting Inc. and Missouri Broadcasting Inc. (Docs. 17209-19).

New FM stations

APPLICATIONS

Selma, Ala.—Mrs. Kathleen E. Stutts. Seeks 100.9 mc, ch. 265.3 kw. Ant. height

tion of KFNF Broadcasting Corp. (KFNF) for CP to move standard broadcast station KFNF Shenandoah, Iowa (920 kc, 500 w, 1 kw-LS, U. class III-B), to Council Bluffs, Iowa (920 kc, 1 kw, 5 kw-LS, class III-B). Action April 3.

■ Review board in Eugene, Ore., standard broadcast proceeding, Docs. 15998-16000, granted petition for continuance of oral argument, filed April 6, by Broadcast Bureau to extent of rescheduling oral argument from April 11 to April 18. Action April 7.

Lexington, S. C. Lexington Radio Inc.—FCC denied request for waiver of Sec. 1.569 of rules and returned application for new daytime AM to operate on 1170 kc, 1 kw. Action April 12.

■ Review board in Clarksville, Tenn., standard broadcast proceeding, Docs. 16037-8, Board Members Berkemeyer and Slone adopted decision granting application of Fort Campbell Broadcasting Co. for authorization to construct new class C FM facility on ch. 300 (107.9 mc) at Fort Campbell, Ky., and denying application of Campbell and Sheftall for similar facilities at Clarksville, Tenn. Board Member Nelson concurring in result with statement. Action April 3.

■ Review board in Port Arthur, Tex., standard broadcast proceeding, Docs. 14587, 15203, granted motion filed April 5 by KWEN Broadcasting Co. and extended to April 12 time to file exceptions initial decision. Action April 6.

■ Review board in Burlington, Vt., standard broadcast proceeding, Docs. 16972-3, held in abeyance joint petition for approval of agreement and dismissal of application filed March 7 by Carter Broadcasting Corp. and Metro Group Broadcasting Inc., and ordered that opportunity be afforded for other persons to apply for facilities specified in the application of Carter Broadcasting Corp., and that Carter will comply publication requirements of Sec. 1.525(b)(2) of commission's rules. Action April 11.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on March 31 designated Hearing Examiner Thomas H. Donahue to serve as presiding officer in proceeding on AM applications of Logan Broadcasting Co., Logan, Ohio, and Leonard E. Walk, James H. Rich, Bernard M. Friedman, Thomas W. Fletcher, Robert L. Purcell and Raymond E. Rohrer d/b as Upper Broadcasting Co.,

Upper Arlington, Ohio; scheduled prehearing conference for April 26, and hearing for May 29. (Docs. 17336-37). On April 10 designated Hearing Examiner Millard F. French in lieu of Hearing Examiner Elizabeth C. Smith, to serve as presiding officer in proceeding on AM application of Mount-Ed-Lynn Inc., Mountlake Terrace, Wash., (Doc. 16768).

■ Hearing Examiner Millard F. French on April 7 in proceeding on AM applications of Lorain Community Broadcasting Co., Allied Broadcasting Inc., and Midwest Broadcasting Co., all Lorain, Ohio, corrected transcript, correctly identified "stipulation" at allied exhibit 12, and closed record with proposed findings to be filed by May 9 and replies by June 5 (Docs. 16876-78).

■ Hearing Examiner H. Gifford Irion on April 7 in proceeding on AM applications of Kittyhawk Broadcasting Corp., Kettering, Ohio et al., granted applicants authorizing simplified publication of issue (Docs. 17243-50).

■ Hearing Examiner Jay A. Kyle on April 10 in proceeding on AM applications of Jupiter Associates Inc., Matawan, N. J., et al., closed record by order and proposed findings to be filed by May 12 and replies by May 23. (Docs. 14755-57).

■ Hearing Examiner Forest L. McClenning on April 5 in proceeding on AM applications of Charles W. Jobbins, Costa Mesa-Newport Beach, Calif., et al., formalized oral ruling made on record March 15, that amendment of applicant Charles W. Jobbins to reflect an interest in South Coast Broadcasting Co., was accepted (Docs. 15752, 15754-56, 15758-60, 15762, 15764-66). On April 7 in proceeding on AM application of Sioux Empire Broadcasting Co., Sioux Falls, S. D., denied motion for continuance filed by KISD Inc. (Doc. 17174).

CALL LETTER APPLICATIONS

■ Siouxdland Broadcasters Inc., Vermillion, S. D. Requests KVRA.

CALL LETTER ACTIONS

■ Frank Baranowski, Nogales, Ariz. Granted KFBR.

■ Maurice J. DeVolt, Estes Park, Colo. Granted KKEP.

■ Radio Voice of Dover-Foxcroft, Dover-Foxcroft, Me. Granted WDME.

■ Grace Broadcasters Inc., Pastillo, P. R. Granted WCGB.

■ Swain County Broadcasting, Bryson City, N. C. Granted WBHN.

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above average terrain 152 ft. P. O. address: 729 Dallas Avenue, Selma 36701. Estimated construction cost \$5,500; first-year operating cost \$6,350; revenue \$7,800. Principals: Mrs. Stuts owns WTQX Selma, Ala. and WLEF Greenwood, Miss. Ann. April 6.

Portland, Ind.—Graphic Printing Inc. Seeks 100.9 mc, ch. 265, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 309 West Main Street, Portland 47371. Estimated construction cost \$44,488.05; first-year operating cost \$46,000; revenue \$36,000. Principals: H. N. Ronald Jr., president (48.6%), et al. Mr. Ronald is director of garment manufacturing company and bank. Ann. April 6.

Neosho, Mo.—KSWM Inc. Seeks 100.1 mc, ch. 261, 2.7 kw. Ant. height above average terrain 168.25 ft. P. O. address: 23 West Locust, Aurora, Mo. 65605. Estimated construction cost \$14,700; first-year operating cost \$12,000; revenue \$18,000. Principals: Galen O. Gilbert, president and treasurer (99%). Mr. Gilbert is 40% stockholder and president of KBTN Cable TV; general manager of KTLQ-AM-FM Tahlequah, Okla.; 45% stockholder, president and general manager of KCRL Ralls, Tex.; 50% stockholder, vice president and general manager of KOSC Pawhuska, Okla., and 75% stockholder, president and general manager of KBTN Neosho, Ann. April 10.

Jamestown, N. D.—Robert E. Ingstad. Seeks 95.5 mc, ch. 238, 100 kw. Ant. height above average terrain 323 ft. P. O. address: 232 North East Third Street, Valley City, N. D. 58072. Estimated construction cost \$54,746.80; first-year operating cost \$15,000; revenue \$25,000. Principals: Mr. Ingstad is president, general manager and majority stockholder of KOVC Inc., licensee of KOVC Valley City, James River Broadcasting Co. licensee of KEYV Jamestown, both North Dakota, Interstate Broadcasting Corp., licensee of KBMW Breckridge, KWAD Broadcasting Co. licensee of KWAD Wadena and KLOH Inc., licensee of KLOH Pipestone, all Minnesota. Other stockholders associated with Mr. Ingstad are his wife Mary Jean, sons Robert E. Jr. and Thomas E., Robert L. Richardson, Richard Grewe, George F. Kaufmann and Glenn Olson.

FINAL ACTIONS

Clearwater, Fla. — FM Enterprises Inc. Broadcast Bureau granted 97.9 mc, ch. 250, 100 kw. Ant. height above average terrain 440 ft. P. O. address: 984 Sousa Drive, Largo, Fla. 33540. Estimated construction cost \$117,333; first-year operating cost \$59,700 plus monthly payments; revenue \$75,000. Principals: Edmund Leddy Jr., Phyllis Norman, Homer B. Angstadt Jr. and John K. Pringle (each 11.11%) plus other stockholders. Mr. Leddy is president of FM Enterprises and administrative specialist for G.E. Mrs. Norman is housewife. Mr. Angstadt is osteopath. Mr. Pringle is electronics technician for G.E. Action April 7.

*Naperville, Ill.—North Central College. Broadcast Bureau granted 89.1 mc, ch. 206, 3.9 kw. Ant. height above average terrain 98 ft. P. O. address: 30 North Brainerd Street, Naperville 60540. Estimated construction cost \$13,900; first-year operating cost \$3,000. Principals: Milton E. Stauffer, chairman of board and Dr. Irvin F. Keeler, vice chairman plus others. Action April 7.

Leitchfield, Ky.—Rough River Broadcasting Inc. Broadcast Bureau granted 104.9 mc, ch. 285, 3 kw. Ant. height above average terrain 185 ft. P. O. address: 53 Public Square 42754. Estimated construction cost \$22,165; first-year operating cost \$12,000; revenue \$12,000. Principal: Porter Wallace, president. Applicant is licensee of WMTL Leitchfield. Action April 7.

*Lowell, Mass.—Lowell Technological Institute of Massachusetts. Broadcast Bureau granted 91.5 mc, ch. 218, 0.10 kw. Ant. height above average terrain D.N.A. P. O. address: Joseph V. Kopycinski, Alumni Memorial Library, Lowell. Estimated construction cost \$270; first-year operating cost \$2,000. Principals: Martin J. Lydon, president and Everett V. Olsen, assistant to president plus others. Action April 7.

Hastings, Mich.—Barry Broadcasting Co. Broadcast Bureau granted 100.1 mc, ch. 261, 3 kw. Ant. height above average terrain 94 ft. P. O. address: Box 88, Hastings 49058. Estimated construction cost \$4,770; first-year operating cost \$8,500; revenue \$12,500. Principals: Barry Broadcasting is licensee of WBCH Hastings. Duane E. Wertz, vice president, Charles F. Murphy, treasurer and Kenneth R. Radant, president. Action April 5.

Spokane, Wash.—Christian Services Inc. Broadcast Bureau granted 107.9 mc, ch. 300, 27.5 kw. Ant. height above average terrain 320 ft. P. O. address: KCFA, Box 8024, Spokane 99203. Estimated construction cost \$28,323.25; first-year operating cost \$9,000;

ETV fund grant

■ Following grant for educational television has been announced by Department of Health, Education and Welfare:

Athens, Ohio — *WOUB-TV, Ohio University, has received \$38,353 to meet part of cost of video tape recorder for its mobile unit. HEW grant will be supplemented by another grant of \$23,012 approved several weeks ago by the Appalachian Regional Commission. Over-all federal grants of \$61,365 will apply toward estimated total cost of \$76,705.

revenue \$9,000. Principals: Gordon F. Paul, Henry J. Chandler Jr., Christian L. Holte, Harry E. Pobst, Everett J. Armstrong, Joseph A. Pordon and William D. Reiff (each 14.28%; nonstock, each has one vote). Mr. Paul is owner of Hydromotive Products Co. Mr. Chandler is manager of KCFA Spokane. Mr. Holte is foreman in hospital. Mr. Pobst owns Millwood Tax Service and is CPA. Mr. Armstrong owns Model Pharmacy. Mr. Pordon owns Arts and Crafts Book Bindery. Mr. Reiff is heir of Acme Personnel Service and vice president. Christian Services Inc. has been licensee of KCFA Spokane since 1960. Action April 7.

Viroqua, Wis. — Robinson Corporation. Broadcast Bureau granted 102.3 mc, ch. 272, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Route 4, Viroqua 54665. Estimated construction cost \$33,302; first-year operating cost \$12,000; revenue \$18,000. Principals: Parks Robinson, president (51%) and Lenora Robinson, secretary (49%). Mr. Robinson is owner of WISV Viroqua. Waived Sec. 73.210(a)(2) of rules to extent of permitting location of main studio beyond corporate limits of Viroqua at 0.9 mile southeast of city limits at junction of US Highway 14 and County Trunk Road, Wis. Action April 7.

OTHER ACTIONS

■ By memorandum opinion and order, commission granted in part and denied in part petition for reconsideration filed by Boca Broadcasters Inc., applicant for CP for new FM at Pompano Beach, Fla. Commission dismissed application at request of applicant but with prejudice; denied request for finding with respect to petitioner's past conduct on ground that factual issues in case cannot be resolved on basis of pleadings; and terminated hearing (Doc. 15806; BPH-4605). Commissioner Johnson not participating. Action April 12.

■ Review board in Waukegan, Ill., FM broadcast proceeding, Docs. 13292, 13940, 17242, denied petition to enlarge issues filed March 13 by Walter Piszczek and Jerome K. Westerfield. Action April 11.

■ Review board in Syracuse, N. Y., FM broadcast proceeding, Docs. 17117-18, denied petition to enlarge issues filed Feb. 13 by Ward L. Jones. Board Member Pincock absent, Board Member Berkemey abstaining, and Board Member Slone dissenting in part with statement. Action April 10.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on April 10 designated Hearing Examiner Isadore A. Honig, in lieu of Hearing Examiner Elizabeth C. Smith, to serve as presiding officer in proceeding on FM applications of BBPS Broadcasting Corp. and Scott Broadcasting Co., of Pennsylvania Inc., both Ellwood City, Pa. (Docs. 16861, 16863).

■ Hearing Examiner Isadore A. Honig on April 11 in proceeding on FM applications of BBPS Broadcasting Corp. and Scott Broadcasting Co., of Pennsylvania Inc., both Ellwood City, Pa., granted petition of applicant BBPS Broadcasting Corp. and continued hearing from April 13 to May 3 (Docs. 16861, 16863).

■ Hearing Examiner Forest L. McClenning on April 7 in proceeding on FM applications of The News-Sun Broadcasting Co., Waukegan, Ill., et al., granted petition to amend of applicant Maine Township FM Inc., to reflect recently acquired interests by principal of petitioner (Docs. 13292, 13940, 17242).

CALL LETTER APPLICATIONS

■ Kenneth E. Lawrence, Cullman, Ala. Requests WWKL(FM).

■ Ozark Broadcasting Corp., Ozark, Ala. Requests WOAB(FM).

■ David Joseph Kittel, Wilmington, Ohio. Requests WKIT(FM).

CALL LETTER ACTIONS

■ *St. Ambrose College, Davenport, Iowa. Granted KALA(FM).

Existing FM stations

FINAL ACTIONS

KBIG-FM Los Angeles—Broadcast Bureau granted CP to install new trans. and ant. at main trans. location, ERP 14.5 kw, ant. height 2,900 ft. Action April 7.

KOIT(FM) San Francisco—Broadcast Bureau granted CP to install new trans., ant., at main trans. location, ERP 12 kw, ant. height 380 ft. Action April 7.

WTNT-FM Tallahassee, Fla. — Broadcast Bureau granted mod. of CP to change type trans., change remote control location to Duval Hotel Basement, Tallahassee, change type ant., make change in ant. system, increase ERP to 51 kw, decrease ant. height to 210 ft. Action April 7.

WFBM-FM Indianapolis—Broadcast Bureau granted CP to install new dual polarized ant. Action April 7.

*KSJR-FM Collegeville, Minn.—Broadcast Bureau granted CP to increase ERP to 150 kw, decrease ant. height to 430 ft. Action April 7.

WLWL-FM Minneapolis—Broadcast Bureau granted CP to increase ERP to 66 kw, ant. height 380 ft. Waived Sec. 73.210(a)(2) of commission's rules to extent of permitting location of main studio beyond corporate limits of Minneapolis, at 1370 Davern Street, St. Paul. Action April 5.

KPRM-FM Park Rapids, Minn.—Broadcast Bureau granted mod. of CP to change type ant., ERP 100 kw, decrease ant. height to 295 ft.; condition. Action April 5.

KNDX(FM) Yakima, Wash. — Broadcast Bureau approved data submitted Feb. 21 in compliance with commission report and order released March 17, 1966, in Doc. 15937, to show proposed operation on 104.1 mc, ch. 281, with ant.-trans. location on top of Rattle Snake Hill, 2.7 miles south of Moxee City, Yakima, type ant., type trans., ERP 61 kw., ant. height 780 ft. Doc. 15937. Action April 7.

WFNY(FM) Racine, Wis.—Broadcast Bureau granted CP to change ant.-trans. and studio location to Taylor Avenue Road, 1.7 mile southwest of Racine, Mt. Pleasant, increase ERP to 3 kw, and ant. height to 300 ft. Action April 7.

■ Broadcast Bureau granted license covering following new broadcast stations: WABF-FM Eastern Shore Broadcasters Inc., Fairhope, Ala.; WCNA-FM Dr. Ralph M. Shepard, Scotsboro, Ala.; WGOV-FM, WGOV Inc., Valdosta, Ga.; WJAT-FM Radio Station WJAT Inc., Swainsboro, Ga.; WLJM (FM) Gadsden Broadcasting Co., Gadsden, Ala.; WRSB(FM) Paul R. Nielsen, Decatur, Ala.; WWQT(FM) Hall County Broadcasting Co., Gainesville, Ga.; WMVG-FM Michael T. Landy, Milledgeville, Ga.; WAAO Companion Broadcasting Service Inc., Andalusia, Ala.; WRBN, WRBN Inc., Warner Robins, Ga.; *WVSU-FM Samford University, Birmingham, Ala.; WXPQ Eatonton Broadcasting Co., Eatonton, Ga.; WYNR-FM Dixie Radio Inc., Brunswick, Ga., and WYNR, Dixie Radio Inc., Brunswick, Ga. Action April 6.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WACT-FM Tuscaloosa, Ala.; WNDA(FM) Huntsville, Ala., and WMD Atlantic City, N. J. Action April 10.

OTHER ACTIONS

KCEE-FM Tucson, Ariz.—FCC granted waiver of Sec. 73.213(f)(1) of rules and accepted application for mod. of CP to change trans. site and facilities from ERP 26.5 kw to 25.5 kw, and ant. height from minus 76 ft. to 77 ft. Action April 12.

WNFL(FM) Memphis—FCC waived procedural requirements of Sec. 1.550 of rules and granted petition to conform call letters of its recently acquired FM in Memphis from WNFL to WDIA-FM. Action April 12.

RULEMAKING ACTIONS

■ By memorandum opinion and order, commission denied request for rulemaking to assign a class B FM assignment (ch. 284) to Carbondale, Ill., by its deletion from Cape Girardeau, Mo., where it is assigned as class C channel. No showing was made to justify the move or to show how public interest would be better served than present assignment of class A channel to Carbondale and two class C channels to Cape Girardeau, larger community. Action April 12.

■ By first report and order in Doc. 17095, commission amended its FM table of assignments by making following FM channel changes: Fresno, Calif., added ch. 238, Danville, Ill., substituted ch. 256 for 276A, Rockville, Ind., assigned ch. 265A, Eemidji, Minn., substituted ch. 266 for chs. 252A and 269A, Waynesville, Mo., added ch. 272A, Lincoln, Neb., added ch. 270 and deleted that channel from Omaha, Columbus, Neb., added

ch. 228A, Clinton, Okla., added ch. 295 and retained ch. 237A, Crossville, Tenn., added ch. 280A, San Antonio, Tex., added ch. 298 and substituted ch. 279 for 296A at San Marcos, 232A for 296A at Kenedy-Karnes, 244A for 280A at Georgetown, and 296A for 276A at Burnet. A proposal to add ch. 275 to Salt Lake City was denied. Also on commission's own motion, substituted ch. 288A for 240A at Longview, Wash. and ch. 225 for 289 at Astoria, Ore. A second report and order disposing of remaining petitions will be forthcoming. Action April 12.

CALL LETTER APPLICATIONS

■ WIOD-FM, Booth American Co., Toledo, Ohio. Requests WKLR-FM.

CALL LETTER ACTIONS

■ WNNJ-FM, Sussex County Broadcasters, Newton, N. J. Granted WIXL-FM.

Translators

ACTIONS

K09HG Girdwood, Alaska—Broadcast Bureau granted CP to include mile 100 Area Seward Highway, Alaska in principal community, change transmitter location to 11 miles west southwest of Girdwood, and 34 mile south from Hope Road and make changes in ant. system for VHF TV translator. Action April 10.

Atascadero, Calif. San Luis Obispo county Superintendent of Schools—Broadcast Bureau granted CP for new VHF TV translator to serve Atascadero, operating on ch. 9, by rebroadcasting programs of *KQED(TV), ch. 9, San Francisco. Action April 6.

K10DG Eagle Valley TV Corp. Riland, Eagle Gypsum & Wolcott, all Colorado—Broadcast Bureau granted CP for VHF TV translator to change input signal to via ch. 70, Kremmling, Colo. Action April 5.

K09ET Box Elder, Mont.—Broadcast Bureau granted CP for VHF TV translator to change frequency from ch. 9, 186-192 mc., to ch. 13, 210-216 mc, change primary TV station to KRTV(TV), ch. 3, Great Falls, change call letters to K13HX. Action April 7.

Montoya, N. M. — Broadcast Bureau granted CP for new UHF TV translator operating on ch. 74, to serve Montoya and Newkirk, by rebroadcasting programs of KGGM-TV, ch. 13, Albuquerque. Action April 7.

Christmas Valley Lodge, Ore.—Broadcast Bureau granted CP for new VHF TV translator to operate on ch. 5, to serve Christmas Valley, by rebroadcasting programs of KBZ-TV, ch. 9, Eugene, Ore. Action April 7.

Hood River, Ore., Columbia Gorge TV Inc.—Broadcast Bureau granted CP for new UHF TV translator to serve Hood River and White Salmon, Wash., operating on ch. 72, by rebroadcasting programs of KPTV(TV), ch. 12, Portland, Ore. Action April 6.

Klamath Falls, Ore., Southern Oregon Broadcasting Co.—Broadcast Bureau granted CP for new VHF TV translator to serve Klamath Falls, Ore., operating on ch. 4, by rebroadcasting programs of KOTI(TV), ch. 2, Klamath Falls. Action April 6.

Near Oxbow, Ore., Idaho Power Co.—Broadcast Bureau granted CPs for new VHF TV translators to serve Oxbow Power Plant Camp, Oregon and Idaho, operating on ch. 4 to rebroadcast programs of station KBOI-TV, ch. 2, Boise, and ch. 6 to rebroadcast programs of KTVB(TV), ch. 6, Boise, Idaho. Action April 10.

K02EO Seattle (Beach Drive area) Washington—Broadcast Bureau granted license covering new VHF TV translator. Action April 11.

■ Commission waived Sec. 1.534(b) of its rules and accepted for filing late-filed application of Roger-Mills Translator System, Reydon, Okla., for CP to replace expired permits for new translator stations. Action April 12.

■ Commission waived Sec. 1.534(b) of its rules and accepted for filing late-filed application of Translator Television Inc., Flagstaff, Ariz., for CP to replace expired permit for new translator station. Action April 12.

■ Commission waived Sec. 1.534(b) of its rules and accepted for filing late-filed application of Millard County School District for CP to replace expired permit of translator station K06DE, Scipio and Holden, Utah. Action April 12.

■ Commission waived Sec. 1.534(b) of its rules and accepted for filing late-filed application of Weber County School District, Ogden, Utah, for CP to replace expired permit for new translator station. Action April 12.

■ Broadcast Bureau granted licenses covering changes in following UHF TV translators: K70DQ Windom Area Television Inc., Windom, Minn.; K77AK Mid-Columbia Com-

munity T. V. Corp., Goldendale, Wash., and The Dalles, Ore.; K74CX Fort Mason Translator System, Mason, Tex.; K79AY Phillips County TV Assn., Phillips County, Mont. K71BT and K75BY Village of Silver Bay, Silver Bay, Minn.; K68AA Screen Gems Broadcasting of Utah Inc., Rural San Pete County, Aurora and Rural Juab County, Utah; K77BU Anderson Valley Television Inc., Boonville and Philo, Calif.; W78AI Birmingham Television Corp., Cahaba Heights, Vestavia Hill and Mountain Brook, Ala.; K72CS Minnesota-Iowa Television Co., La Crosse, Wis.; K71BK Hansford County Translator System, Gruver, Tex.; K77BT Minnesota-Iowa Television, Rushford, Minn.; K75BW, KUTV Inc., Rural San Pete County, Aurora and Rural Juab County, Utah; K73ER Powers TV Translator, Inc., Powers, Ore.; K72CU Nebraska Educational Television Commission, North Platte, Neb.; W81AG Central Virginia Educational Television Corp., Danville, Va.; W71AH Central Virginia Educational Television Corp., South Boston, Va.; K75BN Hansford County Translator System, Gruver, Tex.; K73BK Hansford County Translator System, Gruver, Tex. K04AK and K10BE Quinn River Television Maintenance district, McDermitt, Nev.; K09AD and K07AC Newcastle TV Association Inc., Newcastle, Lak Draw, Skull Creek and Mondell, Wyo.; W09AL Scripps-Howard Broadcasting Co., Dyersburg, Tenn.; K12ER Pacific Broadcasting Corp., Anderson Air Force Base, Guam; K02DP Radio Medford Inc., Grants Pass, Ore. and W07AI Van Curler Broadcasting Corp., Pittsfield and Lanesborough, Lenox, West Pittsfield, Mass. Action April 10.

■ Broadcast Bureau granted licenses covering new VHF TV translators: K02EM Palmer Broadcasting Co., western part of Des Moines, Iowa; K06EC Midessa Television Inc., Monahans, Tex.; Bryce Lions TV Committee; K08FM at Tropic, Cannonville and Henrieville and K12FR Bryce Canyon and Airport, Utah; K13HF Uintah County, Vernal, Redwash and Bonanza, Utah; K04EN KLIX Corp., Glenns Ferry, Idaho; K11HL WMT-TV Inc., Wash., Iowa; K09HO Mens Club Inc., Eagle Butte, S. D.; Department of Education of Puerto Rico: W08AS Utuado, and W07AP Ceiba, P. R.; K08HS Boise Valley Broadcasters Inc., Glenns Ferry, Idaho; K08FK K10FL and K12FP Hatch Town T. V. Hatch, Utah; K12FS Kilgore Television Committee, Kilgore, Neb.; K11HS Bridgeport Public Utility District, Bridgeport, Calif.; K02ER, K07HI and K09HR City of Rolla, Rolla, N. D.; K06EH WGAL Television Inc., Silver City, N. M.; K04EO Radio Medford Inc., Ashland, Talent, Phoenix and Jacksonville, Ore. and W09AM Scripps-Howard Broadcasting Co., Jackson and North Jackson, Tenn. Action April 11.

CATV

APPLICATIONS

Pioneer Valley Cablevision Inc.—Requests distant signals from WKGB-TV Boston-Cambridge, Mass. (Ware-Warren, Mass.) WSBK-TV Boston, to towns of Ware and Warren, both Massachusetts. Ann April 6.

L & S Installation Inc.—Requests distant signals from WHCT(TV), WTIC-TV and WHNB-TV, all Hartford; WNHC-TV New Haven; WJAR-TV and WPRO-TV, both Providence, and WTEV(TV) Providence (New Bedford, Mass.), all Connecticut, and WCBS-TV, WNBC-TV, WNEW-TV, WPIX (TV) and WNDT(TV) all New York, to Suffolk county, N. Y. Ann. April 6.

Altoona Video Corp.—Requests distant signals from WPIX-TV New York, to Altoona, Pa. Ann. April 6.

Television Community Services Inc.—Requests distant signals from WPHL-TV Philadelphia, and WTTG-TV Washington, to Lancaster, Conestoga township, Manheim township, Manheim borough, Millersville borough, Manor township, West Lampeter township, West Hempfield, Lancaster township, East Lampeter, all Pennsylvania. Ann April 6.

Cosmos Cablevision Corp.—Requests distant signals from WOLO-TV, WNOK-TV and WRLK-TV, all Columbia, S. C., to Darlington, S. C. Ann. April 6.

Tele-Vue Systems Inc.—Requests distant signals from KERA-TV and KTVT(TV), both Dallas, to City of Conroe, Tex. Ann. April 6.

OTHER ACTIONS

■ Review board in Atlanta, CATV proceeding, Doc. 16885, denied motion to enlarge issues filed Oct. 17, 1966, by Midwest Television Inc. Board Member Pincock absent. Action April 10.

■ By order, commission granted petition for termination of proceeding which was filed by Cable Television Co. of Illinois, owner and operator of CATV system at Fairbury, Ill., and terminated hearing on order to show cause why cease and desist order should not issue against Cable Tele-

vision Co. of Illinois, only justiciable issue having become moot (Doc. 17280). Commissioner Bartley concurred. Action April 12.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on March 31 designated Hearing Examiner Millard F. French to serve as presiding officer in proceeding in re: petitions by Susquehanna Broadcasting Co., York, and H. C. Osterag Cable TV Co., Columbia, both Pennsylvania, for authority pursuant to Sec. 74.1107 to serve and operate CATV systems in Harrisburg-Lancaster-Lebanon-York, Pennsylvania television market; scheduled prehearing conference for April 21, and hearing for May 22 (Docs. 17334-35). On April 10 designated Hearing Examiner Chester F. Naumowicz Jr., in lieu of Hearing Examiner Elizabeth C. Smith, to serve as presiding officer in proceeding in re: United Transmission Inc., Russell, Kays Inc., Hays, and Cobb & Associates Inc., Great Bend, Hoisington and Larned, all Kansas requests for special relief filed pursuant to Sec. 74.1109 of commission's rules (Docs. 17181-83).

■ Hearing Examiner Charles J. Frederick on April 4 in proceeding on TV applications of Adirondack Television Corp. and Northeast TV Cablevision Corp., both Albany, N. Y., granted joint petition of applicants and extended time for filing reply findings from April 6 to April 13 (Docs. 16737-38).

■ Hearing Examiner Isadore A. Honig on April 10 in proceeding in the matter of cease and desist order against Valley-Vision Inc., Placerville, Calif. (CATV), certified record to commission (Doc. 17171).

■ Hearing Examiner Forest L. McClennan on April 5 in proceeding on CATV petitions by Stephen Vaughan & Associates, Cleveland, Tenn., and Multivision Northwest Inc., Dalton, Ga. denied motion to dismiss parties filed by applicant Multivision Northwest Inc. (Docs. 17065-66). On April 7, in proceeding in the matter of CATV petitions by Taft Broadcasting Co. and WLEX-TV Inc., Lexington, Ky., granted motion of WLEX-TV Inc., and continued procedural dates including prehearing conference from April 17 to May 9 (Doc. 16990).

■ Hearing Examiner Chester F. Naumowicz Jr. on April 10 in proceeding in re: United Transmission Inc., Russell, Kan., et al., (CATV), rescheduled prehearing conference from April 12 to April 13 (Docs. 17181-83).

Ownership changes

APPLICATIONS

KSUN-AM-FM Bisbee, Ariz.—Seeks assignment of license from Mae G. Hogg, individually and as administratrix of estate of John L. Hogg, deceased, to Arlo Woolery (100%). Consideration \$3,000. Ann. April 10.

KTMN Trumann, Ark.—Seeks assignment of license from Adrian L. White Inc. to Trumann Broadcasting Inc. for \$35,000 for station and \$15,000 for noncompetitive agreement. Principals: James E. Singleton, president and L. V. Ritter Jr., secretary-treasurer (each 50%). Mr. Singleton has 25% interest in Walnut Ridge Theatres Inc., 50% interest in Associated Advertising Agency, 50% interest in Kennett Theatres Inc., 50% interest in farm in Harrisburg and 100% interest in farm in Marked Tree, both Arkansas, and 50% interest in Palace Theatre. Mr. Ritter is president, director and controls approximately 1/3 interest either in his own right or through administration of his deceased father's estate of E. Ritter and Co., parent corporation of telephone company, 50% interest in insurance agency, director of farm loans concern and director and chairman of board of bank. Ann. April 10.

KTOT Big Bear Lake, Calif.—Seeks assignment of license from Cruces Cheek, trustee in bankruptcy of William Warren Booth, to Stoner Electronics Inc. for \$5,000 cash which is in control of assignor, subject to FCC approval. Principals: Mr. Hugh A. Cover has 50% stock interest in Stoner Electronics and is executive vice president; vice president of textile mill with 50% interest, and owner of medical center. Mr. Donald L. Stoner is president and has 50% interest in Stoner Electronics. Ann. April 10.

KSJO-FM San Jose, Calif.—Seeks assignment of license from KSJO-FM Inc. to SRD Broadcasting Inc. for \$105,000. Principals: Scott M. Elrod, president (59.5%), Richard S. Garvin, vice president (9%) and Donald M. Bekins, secretary-treasurer (31.5%). Ann. April 12.

WJPF Herrin, Ill.—Seeks transfer of control from Charles R. Cook to Robert A. Ferrari, John C. Garavalla, Arthur L. Len-

(Continued on page 116)

- 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 transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. ● 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
- DEADLINE: MONDAY Preceding Publication Date.

RADIO

Help Wanted Management

Have immediate opening for manager in single station west Texas market. Must be willing to sell and be a part of the community. Opportunity to buy into the station will be available. Box D-116, BROADCASTING.

Station manager, about 35, middle Atlantic states. Station needs smart, hard working management. Box D-183, BROADCASTING.

Intelligent, hard working, ambitious young man to train as assistant manager for station located on Texas border. Some experience desirable. Unless you want to own station of your own some day . . . unless you enjoy working, selling, reporting, with enthusiasm, do not apply. Box D-200, BROADCASTING.

Copy chief—Management position. Must be well experienced in copy, production and administration. Generous salary in large metro area station. Box D-220, BROADCASTING.

Experienced manager with sales experience and references for sacred music station—profit sharing. Call 201-827-9161.

Help Wanted—Sales

Old established, financially sound, quality medium market, fast growing radio station needs key salesman; salary \$600.00 monthly guaranteed plus commissions. One good staff announcer, \$100.00 weekly. Good copywriter-account service man or woman \$100.00 weekly. All jobs plus sick leave with pay, ten days paid vacation, and hospital and life insurance. Send complete details, photo, personal and experience data, audition tape, will return. Box C-286, BROADCASTING.

For the radio salesman who knows a good deal, it's Connecticut. Guarantee and commission. Good territory. No house accounts. Travel & entertainment expenses. No cut rates. No trade deals. Good future in expanding corporation. Box D-74, BROADCASTING.

Aggressive, experienced. Good pay, future, account list. West Coast. Box D-110, BROADCASTING.

Florida high-power, successful FM is looking for high-power, successful salesman who can work rapidly into position of commercial manager. If you are looking for permanent secure position, send full resume and references first letter. Box D-129, BROADCASTING.

Excellent sales opportunity with downstate Illinois operation. Salary and commission with top-notch account list. Announcing helpful, but not necessary. . . . Resume to Box D-170, BROADCASTING.

Salesman: Experience necessary. Excellent advancement opportunities. 80,000 watt FM station in San Francisco. Send resume, Box D-176, BROADCASTING.

Professional country music time salesman. Hottest station, midwest, KLOL, Hottest market, midwest Lincoln, Nebraska. Top opportunity group operation Area Code 402-489-6575.

Tacoma—Professional radio salesman—proven track record—management capability—high income bracket—rush resume to—KMO—Tacoma, Washington.

Sales—(cont'd)

Ground floor opportunity in prosperous 30 thousand city with excellent trade area. Excellent guarantee. Midwest only. Contact Dale Low, KSMN, Mason City, Iowa.

"I want a salesman to compete with, I came to WPTH stereo, Ft. Wayne, Indiana a month ago and I didn't believe it until I started, there is more business than I can handle." That's what Dave Miller, account executive, of WPTH Radio said. If you want to compete with Dave and make money at one of the nation's most aggressive and progressive 24 hour stereo radio stations and think you are qualified, contact William Shaw, WPTH, Fort Wayne, Indiana.

Experienced sales personnel for Mobile, Alabama's fastest growing Country & Western Station. Guaranteed salary draw against commission. Contact Walter A. Duke, WZAM, Mobile, Alabama. 456-6547.

Combo sales, Evangelical. Box 13535, Orlando, Florida.

WE BUILT A BETTER ONE

. . . not to "mousetrap" but to serve better our customers. Readership of this section continues upward. Advertisers tell us about increased responses, including sales pitches from other publications. When you have something to buy or sell, fill a vacancy, or want a better job use BROADCASTING'S classified section—THE marketplace for everything and everybody in broadcasting.

Excellent sales opportunity. New modern C-W station. Draw against commission. Partial car allowance. Blue Ridge Broadcasting, Box 1007, Harrisonburg, Va. 703-434-1777.

Salesman, audio-visual & recording equipment to advtg. agencies, broadcasters, industrial accts. Sal. plus comm. Sonocraft Corp., 115 W. 45 St., N.Y.C.

Announcers

Talented, mature jocks and newsmen: Good, secure Top 40 positions with a future open in group operation. Send tape, resume to Box C-171, BROADCASTING.

Immediate need for experienced dj in pleasant major university town. Box C-199, BROADCASTING.

Announcer-1st phone—if you've "Had It" with the "Big Time," if you're tired of the rat race, if you're looking for relief from pressure. . . . We have a little station in suburbia that could be your "settling" influence. . . . And still within forty minutes dual lane of two large metropolitan areas. Central Atlantic location . . . less than forty hour week. . . . Experienced professionals that still enjoy local programming. If you like to sell. . . . Great! Good salary . . . commission on sales. Replies confidential. Box D-34, BROADCASTING.

Announcers—(cont'd)

Experienced announcer for AM station in Ohio. ABC affiliate. Send tape, photo and resume to Box D-97, BROADCASTING.

Top-flight announcer wanted for leading Texas top-40. Excellent pay and benefits. Applicants must be experienced in all phases of production and mike work. Station soon to open TV. Reply in confidence to Box D-108, BROADCASTING.

Needed two announcers, preferably with six months to a year experience or radio school training. Each should be qualified in writing and delivering news and commercials. No rocks . . . just level heads. Send resume, picture and tape to Box D-178, BROADCASTING. Positions are open in upstate New York station.

Needed! A real pro air personality capable of creative production and creative air shows. If you are looking for security then this is the place . . . with a progressive Southeastern chain. Box D-190, BROADCASTING.

First phone announcer for Negro programed station in major market. Send tape, resume and photo to Box D-208, BROADCASTING.

First phone announcer needed 5 kw daytimer near New York City. #1 station growing market. Good working conditions, benefits, salary open. Tight up-beat board MOR-news-information format. No maintenance. Send resume to Box D-214, BROADCASTING.

Dominant Virginia, medium market MOR seeks mature, experienced, morning man fully aware of how to appeal to local and urban audiences. If you're the man we need you'll find a happy home here. Station also operates TV and interchanges personalities. Beautiful scenic area. Send complete resume, salary, picture, references to Box D-218, BROADCASTING.

Announcer for morning shift . . . \$110 per week to start. Air mail tape, picture, and resume to Jim Fridle, KBRZ, Freeport, Texas.

Alaska. Hunting, fishing great. \$800 to start. City over 100,000. Good music AM-FM expanding into TV. All new equipment. Production work, news board shift. Experienced, mature voices only. Quality sound. Immediate consideration. Airmail tape, picture, experience and references. Bill Harpel, KHAR, Pouch 7-016, Anchorage 99501.

KOLY has first opening in four years. Good pay to start, excellent pay to right man, fringe benefits. Send tape, photo and resume of what you can do to Q. P. Coleman, Box 800, Moberly, S. D.

KTCR, Minneapolis, one of the top rated C and W stations in the country, is now accepting applications for announcers with first phone. Send resume and tape to Jerry Cuning, PD, KTCR, Minneapolis, Minnesota 55427.

Morning man, happy and bright for MOR community station. Contact Charles K. Bentz, WADK, Newport, Rhode Island, the city by the sea. 401-846-1540.

Announcer. Morning shift announcer, 1st phone. Ideal community. M.O.R. established station. Send tape and resume. WBRD, Bradenton, Florida

Rock jock, for 1st of May. Excell. opportunity for beginner, 3rd ticket. Send tape, resume to WBRL, Berlin, N. H.

Morning man. Experienced only. MOR music. Contact management WEAV, Plattsburgh Broadcasting Corp., Plattsburgh, N.Y.

First phone announcer needed immediately for daytimer in suburban Hartford market. Write Manager, WEHW, Windsor, Conn. or call 203-688-6221. References required.

Announcers—(cont'd)

Wanted: Announcer salesman—Radio station WENR. Telephone 615-887-5132. Fred Davis, Athens, Tenn.

Announcer DJ—Immediate opening for experienced, good-sounding, young man, for good music format! Excellent salary, fringe benefits. Send tape, background, and photo to WFDF, Flint, Michigan.

Immediate opening for experienced top 40 announcer. Permanent position with No. 1 rated station. Send all details and tape in 1st letter to: Manager, WHUT, Anderson, Indiana.

Wanted—Announcer with 1st ticket. If you enjoy relaxed living in a small market and working in a MOR station call: Jerry Schroeder, WIOS, Tawas City, Michigan 517-362-3417.

Good opportunity for experienced announcer. Small market adult format with emphasis on versatility. Very near famous resort areas. Send tape to WJWL, Georgetown, Delaware 19947.

First phone announcer. Adult, middle of the road programming. Medium size market. Send audition, tape, and salary requirement to Program Director, WKBZ, Muskegon, Michigan 49443.

Wanted: Radio Announcer-salesman. 3rd class license (prefer 1st). Ability to sell, write copy, produce spots. Will work air shift. Phone 522-3232 or 3383. Wilburn Wilson, General Manager, WKDZ, Cadiz, Kentucky.

Morning man. With first or endorsed third ticket. Willing to follow format. Good voice and delivery a must. Experienced only. Send non-returnable tape and resume to WKFM, 188 West Randolph Street, Chicago.

Immediate opening for top 40 announcer good on news and production. Advancement possibilities. Send tape, resume, expected salary, phone number. WNUE Radio, Drawer 400, Ft. Walton Beach, Florida.

Top adult-appeal Radio station seeks announcer with "quality" news delivery and capable of doing middle-of-road record show. Salary \$125-\$150 per week. Fringe benefits include hospital and life insurance, 2-weeks Christmas bonus, 2 weeks vacation, retirement fund, etc. This is network station with TV, FM, and newspaper affiliates. Send tape and resume with photo-WSLI, P. O. Box 8187, Jackson, Mississippi.

WSMI, Litchfield, Illinois has an immediate opening for experienced announcer. Send tape and resume.

Progressive midwest small market AM-FM has immediate opening for experienced, aggressive announcer-salesman. Salary, commission and bonus. Contact: Program Director, WSTR Radio, Sturgis, Michigan.

Expanding Illinois daytimer needs experienced morning man. New studios and equipment. Above average starting salary, opportunity for advancement. Paid hospital and life insurance. Send tape and resume to WTIM, Taylorville, Illinois.

Immediate opening—Experience preferred—Salary open. Call or write WVOS, Liberty, New York.

Southwest AM-FM needs 3rd phone with endorsement announcer with good voice and news delivery. Possible sports play-by-play. Call 602-537-2345.

Rapid advancement for management potential announcer-salesman with growing company. Send tape and resume to Boyce Hanna, Box 199, Shelby, N. C. 28150.

Number 1 in metro market resort area. Rapidly expanding chain looking for top adult sounding personality for contemporary music station. Immediate opening. Rush tape and resume to Atlantic States Industries, 270 Park Avenue, New York.

Our Oregon stations have openings for first and third class announcers and salesmen. Excellent opportunities. Write Manager, P. O. Box 5025, Eugene, Oregon 97403.

Help Wanted—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.

Technical—(cont'd)

First phone engineer needed by modern directional station in Iowa. Must be able to learn construction and maintenance. Box D-48, BROADCASTING.

Metropolitan area directional daytimer going FM wants experienced first class engineer. Strong on maintenance, some construction experience. Good salary and growth opportunity with growing independent group. Send resume to Box D-73, BROADCASTING.

Immediate opening for a chief engineer. AM station located in Ohio. Must be qualified to handle maintenance work on equipment. Box D-96, BROADCASTING.

1st phone—beginners accepted. Must have car. 5 kw AM directional & 50 kw FM stereo. Can attend local university if desired. Box D-161, BROADCASTING.

Engineer, experience, 1st class ticket, small station, east coast. Please send picture with resume. Box D-182, BROADCASTING.

Engineer with 1st class ticket and ready for responsibilities. Close to metropolitan area. Box D-199, BROADCASTING.

1st phone capable of maintenance, for 5 kw AM and 50 kw FM Stereo. Box D-213, BROADCASTING.

Have immediate opening for chief engineer-announcer at successful 5 kw daytimer. Top salary plus fringes for reliable family man with first phone and good voice who can run smooth board and do all technical maintenance. Moderate board schedule, non-directional, middle-road operation, fine equipment and studios, and pleasant associates in small agricultural town of 4,000. If you desire permanence with a bright future in a prestige operation, send photo, tape, character and work references, personal data, experience resume and salary requirements to Al Clark, KWYR, Box 491, Winner, South Dakota 57580. Phone 842-3333, area code 605.

1st class engineer for engineering only, at 5 kw AM, 50 kw FM Stereo in Northeast. Experience preferred, but will consider beginner. Call Stuart Underwood, 617-993-1767, WBSM, New Bedford, Mass.

Immediate opening—experienced 1st phone combo. MOR. Salary open, good opportunity. WHMC, Gaithersburg, Maryland.

Immediate opening—full or part time board operators—Steady-3rd class required. WSEC, Chicago. 312-666-9060.

Engineer, full time, must have first class radio-telephone license. Contact WTAC Radio, Grand Blanc, Michigan. Phone OW 4-4146.

WTTW/WXXW ETV Chicago now hiring summer replacement engineers for summer relief work. Contact Director of Engineering, 5400 North St. Louis or 312/583-5000.

NEWS

Combo dj-newsman for Virginia metro MOR station. Gather, write and present local news. Trainee considered. Great opportunity. 3rd required. Box D-24, BROADCASTING.

News oriented announcer with 1st phone. Send resume, references now for challenging job with future. Start \$125 or better. Box D-81, BROADCASTING.

Good jobs are hard to find. Here is one with good pay, location, future, and challenge in news announcing. Must have good voice. Start 120/wk. 1st phone will net more. Box D-153, BROADCASTING.

Progressive Southeastern contemporary chain seeking aggressive and stable newsmen. Must be cable of finding and writing local news. Be prepared for a rewarding job with good pay. Box D-191, BROADCASTING.

Good young midwestern newsman wanted by news oriented management who believes news is programming backbone. Substantial wage. Let's talk. Dale Low, KSMN, Mason City, Iowa.

Immediate opening for experienced newsman. Looking for reliable, industrious man with nose for news and professional sounding delivery. You run the department. Name your salary. Hurry. WCMB, Box 3433, Harrisburg, Pa.

NEWS—(Cont'd)

Newsman—50,000 watt popular music station in major market. Strong on-air man with first phone. Must be aggressive, write and deliver with authority. Prefer format experience. Excellent salary. Rush tape and resume to WJGY Radio, Box 6606, Minneapolis, Minnesota. (A Storz Station).

Experienced newsman to handle active night shift. Must write, produce and broadcast quality news. Contact Program Director, WFBR, Baltimore.

Production—Programming, Others

Need program director, engineer-announcers and salesman, excellent station Florida east coast. Box D-120, BROADCASTING.

Program director—For new station, of small group, located in medium sized midwestern city—Required to work air shift—Morning man preferred. Must be able to direct all phases of programming. Tremendous potential—Help us build a great sound—Tell us about yourself, include tape, picture, resume, salary requirements. Our employees know of this opportunity. Write in confidence to Box D-202, BROADCASTING.

Progressive station in the northeast looking for copywriter. Prefer female. Will consider male. Send resume, photo and sample of copy to Box D-204, BROADCASTING.

Reporter qualified to cover local governmental meetings, conduct interviews, write and voice news for university community in New York state. Stipulate experience, education and salary. Box D-205, BROADCASTING.

RADIO

Situations Wanted—Management

Experienced couple desires management of South or Southwest station any size market. Box D-7, BROADCASTING.

Seeking management. Young, aggressive. 12 years experience. Family man, will relocate. Exceptionally strong in sales, administration and personnel. Box D-160, BROADCASTING.

You have a management opportunity in good sized market. You expect experienced station manager, excellent sales person, with broadcasting, sales management, advertising background, and ideas, enthusiasm, dedication to increase market acceptance and billing. Present employment—several years sales major market. D-219, BROADCASTING.

Sales

Currently employed, looking to move up. 2 years college. 2 years radio sales experience. Great track record including major market. A-1 references. Will go anywhere there's opportunity. Box D-166, BROADCASTING.

Salesman announcer—Seeking medium or large market with advancement possibilities. Box D-177, BROADCASTING.

Situations Wanted—Announcers

Sportscaster. experienced, professional, play-by-play. College, Family. Box D-52, BROADCASTING.

DJ/announcer former TV recording artist. Completed 6 month course top N.Y. school. All phases of radio & TV. 3rd endorsed. Seeks MOR or Top 40. Will relocate. Box D-80, BROADCASTING.

DJ, 3rd endorsed, with teen and young adult appeal. Recent graduate of top broadcast school, would like fast paced, hard rock or top forty station. Prefer middle Atlantic locale, but will consider others. Box D-99, BROADCASTING.

College rock jock wants to swing for you. Experienced in all phases of music and news operation. Prefers to work in Northeastern area. Tape available. Box D-117, BROADCASTING.

College DJ losing audience this summer. Available for limited engagement. Have voice will travel. Tape available on request. Box D-128, BROADCASTING.

Third phone dj, tight board, solid news, commercials. Box D-135, BROADCASTING.

Announcers—(cont'd)

Announcer-disc jockey. Draft-exempt, third endorsed, sales ability. Experienced, tight board, authoritative news, dependable, musical background, creative, versatile. Box D-140, BROADCASTING.

Negro air personality b'cast grad DJ announcer, life experience, dependable, 3rd endorsement. Will relocate, married. Box D-43, BROADCASTING.

DJ newscaster. Dependable, Experienced, Happy sound. Tight board, third endorsed. Authoritative news. Trained in N.Y.C. Box D-145, BROADCASTING.

R-TV sportscaster (27) who loves his work—has five figure offer to leave business. Need opportunity incentive to stay. Excellent references and qualifications. Box D-154, BROADCASTING.

31, single, degree. Experienced, air, copy. Mature, tranquil station, plains, West. Must have week vacation this summer, unpaid okay. Box D-156, BROADCASTING.

Want a professional DJ-production man who's a hard worker and draft exempt with 5 years experience? Are you an accepted Top 40 station in a metro market? Box D-159, BROADCASTING.

California Attention! Need experienced talent? Radio/TV, sports, variety shows, sales, news, program director. Consider everything. References. Personal interview. Box D-165 BROADCASTING.

Experienced bright, happy, swinging middle of the road DJ announcer. Authoritative newscaster. Not a prima donna or floater. Want to settle down. Box D-168, BROADCASTING.

Zany personality rocker graduating from #1 rated college station. Two years pro experience 3rd endorsed, strong board and production. Box D-169, BROADCASTING.

Top 40—Graduate announcing school, Detroit. Single, 23, veteran, Third phone. I can—need chance to prove it. Box D-171, BROADCASTING.

Groovy, smooth rock jock, fully equipped with sixteen years' top experience, audience appeal, writing credits, family and first phone. Presently employed at a sleepy lagoon. Prefer West or Midwest, My tape will prove I'm worth two bills. Box D-175, BROADCASTING.

Top 40 swinger, 3rd endorsed seeks larger market with future. 8 yrs. exper.—tight show, good on production. Married, dependable. Box D-184, BROADCASTING.

Experienced announcer, newscaster, tight board, veteran, third phone. Box D-188, BROADCASTING.

Young trainee, 3rd endorsed would like announcing-news position with reputable MOR station. Limited experience. College degree, married, military obligation completed. Box D-193, BROADCASTING.

Combo announcer/first phone, experience. Family man. Tape available. Box D-196, BROADCASTING.

Beginner, 3rd endorsed, military complete, like all types of music, single, news and sports also. Hard worker. Box D-198, BROADCASTING.

Swinger available now! First phone, no draft worries. College degree. Young, eager, experienced. Prefer northeast but will consider all offers. Box D-209, BROADCASTING.

Experienced DJ wants top 40 Southwest or West. Presently, drive slot in suburban top 20 market. Married, first ticket, college. Box D-211, BROADCASTING.

Swinging DJ. Experienced and looking for swinging format station. Good worker and production. Box D-212, BROADCASTING.

Top 40 only, first phone, now in major market. Like afternoon or evening slot. North-South. Box D-215, BROADCASTING.

Top 40 first phone. Much maintenance. Now C.E. Coastal Carolina preferred. Contract required. Box D-217, BROADCASTING.

Announcers—(cont'd)

First phone, MA, teacher desires summer job, good voice, music expert, reliable, Box 1361, San Pedro, Calif.

Disc Jockey announcer with 3rd endorsed, professional training. Tight board, dependable, experienced, versatile, creative. Name: Skip Rooney, contact me at 201-233-0231, 1053 Sunny Slope Drive, Mountainside, New Jersey.

Attention. Interested in continuing to learn top forty radio your way. Pennsylvania preferred. Have third endorsed. Draft exempt. Two years experience. I like personality radio. Willing to learn. Contact Frank Churik, 739 Prince Street, Turtle Creek Pennsylvania 15145. Telephone 412-824-3120.

Wanted: Beginning radio student wants summer work in Chicago area. Announcing and engineering experience: small college station. Third class license, endorsed. Write Larry Hummel, 214 South Wisconsin Street, Hobart, Indiana 46342.

"Mr. Personality and The Go Show." R & B and top-40 swinger—on air and live. 3rd endorsed—some experience—a lot of desire. Joe Lentz, 259 N. Midland Ave., Nyack, New York 10960.

Detroit DJ wants start anywhere. Good background . . . Fred-313-928-5104 . . . 15899 Hanover, Allen Park, Michigan.

Barry Farber talks . . . and talks . . . and talks . . . and talks . . . He'll talk on your station, too, Syndicated Features, P. O. Box 121, Times Square Sta., New York. 10036.

Technical

Experienced maintenance engineer middle-aged, first phone. Now employed chief AM FM desires position with less pressure, Box D-186, BROADCASTING.

C E wants coastal Carolina area. Directional and some automation, contract required. Box D-195, BROADCASTING.

1st class engineer with 20 years of experience wants position as working engineer or chief. Desire permanence. Can do all phases of radio. Dan Coltrane, WITL, Lansing, Michigan.

NEWS

Veteran newsman—College graduate — 10 year broadcasting experience — currently news director in medium market—seeks on air position with major market news department—wants security, chance for advancement. Box D-85, BROADCASTING.

Looking for job for my husband. He's presently employed, but I need more money. Qualified and creative News Director-PD. Help me get that new mink. Five figures only. Box D-157, BROADCASTING.

Experienced New York Newsman seeks relocation to another major market offering TV opportunity. 3 yrs. heavy street reporting, writing, producing in-depth radio news shows. Excellent recommendations. Box D-163, BROADCASTING

Experienced news man, sidetracked six years present job as announcer-newsman, desires opportunity to specialize news again. Box D-181, BROADCASTING.

Highly skilled newsman to join staff of large adult-programed quality-oriented station in major midwestern or eastern city. Box D-187, BROADCASTING.

Three years top 40—M.O.R. announcer, looking for permanent news position. Authoritative news broadcaster now; university journalism course to be completed in May. Currently morning personality on suburban station broadcasting into top 20 market. My future is in news!! Married, first phone. Prefer personal interview. Box D-207, BROADCASTING.

Production—Programing, Others

Production/operations manager. Young, aggressive, executive, with heavy background in remote, sports and commercial production in medium and major markets. Experienced in all phases of TV operations. Runs tight, well-organized departments. Excellent references. Box D-26, BROADCASTING.

Production—Programing, Others

continued

Five minute program, with 1 minute saleable slug, and station ID. Perfect for housewives, daily. Box D-162, BROADCASTING.

Continuity: Want a gal with talent, fresh ideas in copy and production? That's me! Box D-197, BROADCASTING.

1st phone top 40, PD, any market. Box D-216, BROADCASTING.

Staff re-aligned. . . Must place male copy-mill immediately. Excellent references, third. Car. Prefers solid southwestern network station. No TV. Call Dave Shaw, KOBE, 505-526-2496.

Attention: Ohio, Indiana and southern Michigan. Experienced production manager, newscaster, DJ with mature baritone voice seeks permanent position with good pay in large market MOR radio or TV. Married, no drifter. For resume and tape write: Talent, 701 Oakleaf Drive, Dayton, Ohio 45408.

TELEVISION—Help Wanted

Management

Business Manager—TV station—Complete accounting background through financial statements. Management experience in forecasts, budgets and cost controls. Write, giving full particulars of experience and salary requirements first letter. All replies confidential. Box D-180, BROADCASTING.

Sales

Full color Texas station has excellent opportunity for experienced salesman. Good list and fringe benefits. Excellent salary and commission plan. Box D-167, BROADCASTING.

Announcers

Wanted: Television weather man. Must be Meteorologist and experienced broadcaster for top ten East Coast market. Send VTR & resume. Box D-174, BROADCASTING.

Announcer-director for TV station. California. Network affiliate. Must be creative. State salary requirements. Send VTR to Box D-203, BROADCASTING.

Announcer/sports—Experienced, mature man needed for mid-Atlantic net affiliate in medium market. Reply by mail only with resume, photo & VTR if possible. Neil Kuvin, WXEX-TV, Box 8765, Richmond, Va.

Technical

Chief engineer for expanding New England television station. Must be good at maintenance. Will also consider qualified mature technician ready to move up. Box D-3, BROADCASTING.

Growing south Florida VHF needs experienced transmitter engineer. Interested applicants please forward complete resume in cluding salary to Box D-8, BROADCASTING.

Major midwest market TV needs 1st class engineer. VHF full power. If just recently licensed or long on experience send resume to Box D-221, BROADCASTING.

Stop-and-compare: KCND-TV requires first ticket engineer. Salary scale fully competitive with metro markets. Excellent working conditions, fringe benefits. Will accept application of recent first graduate. Minimum starting salary for recent graduate \$100 a week. Experienced engineer's salaries will be proportionately higher in relation to background. Contact: Chief Engineer—Headly, 825-8292, Pembina, North Dakota. A McLendon Station.

Television engineer, 1st phone, experience preferred, but will consider trainee with TV Technical School or equivalent background. Good pay, excellent fringe benefits. Outdoorsman and sportsman's paradise. Address: C. R. Secrist, Chief Engineer, KID-TV, Idaho Falls, Idaho, 83401.

WKTV, Utica, N. Y. has positions for 2 studio technicians: 1 with FCC first-class license. Write or call D. Layton at 315-733-0404.

Technical—(Cont'd)

Wanted: One cameraman for creative, hard-working production crew. Send resume or contact Marc Manges, WPTA-TV, Fort Wayne, Indiana.

WREX-TV Rockford, Illinois has opening for engineer with first class ticket. PD experience not necessary. Call or write WREX-TV, Dick Peck, Chief Engineer.

Expanding TV station in Conn. needs engineers with first class license. Experience desired but not required. Call P. Gilmore—203-333-5551.

NEWS

Major Northeastern network affiliate interested in newsmen with on-camera experience, writing and strong coverage background. Tape, film, and resume to Box C-306, BROADCASTING.

Production—Programming, Others

Southeast small market TV wants experienced man to take over management of production-news-operations. Wants individual strong on commercial production and staff supervision. Give full details in first letter. Box D-138, BROADCASTING.

Director-Anouncer. Leading Southern station with most modern production facilities has opening for creative director capable switching and all other phases live production. Some booth announcing. WSAV-TV, Savannah, Georgia.

TELEVISION

Situations Wanted

Sales

Local sales pro—Sales management. Ideas—Leadership—results. Box C-2, BROADCASTING.

Television sales manager. Excellent record. My system works. Box C-95, BROADCASTING.

Announcers

Hey Northern California! Young announcer, six years radio wants first TV job. Want details? Write Box D-158, BROADCASTING.

Technical

Engineer—5 years experience. Mostly control room installation, maintenance and operation. Limited transmitter experience. Available after working two weeks notice. Box D-134, BROADCASTING.

NEWS

One of the finest on camera news directors in the nation seeks change. Associated Press award winner. Box C-271, BROADCASTING.

Rare versatility. News sense-itivity acquired through ten years experience. Capable broadcaster, writer, cinematographer, editor. Excellent recommendations. West preferred. Box D-155, BROADCASTING.

Am looking for situation where management enthusiastically believes in, and promotes, documentaries and news specials, and has sufficient technical talent and equipment to make it possible to produce top product. At present am writer-producer of monthly documentaries and news specials at major-midwestern TV station. I also research, edit, narrate, sound-mix, and film 30% of show. During past 3 years with these limitations, have won four national awards of excellence for these documentaries, plus 1 regional award and 2 state awards. Seek position where have more assistance, so can produce still better finished product. Resume, tapes, films, photo available on request. Write Box D-184, BROADCASTING.

News director . . . top-rated airman. Will trade 15 years local-network experience for position with stable news-minded management. Now employed, Box D-185, BROADCASTING.

Production—Programming, Others

Director with twelve years experience desires more responsibility. College graduate. Married—family. Box D-189, BROADCASTING.

Production—Programming, Others

Continued

Director with 9 years Television experience wants relocation with progressive station. Producer-Director position desired. Capable, conscientious, versatile with strong production background. Box D-194, BROADCASTING.

Production/operations manager. Young, aggressive, executive, with heavy background in remote, sports and commercial production in medium and major markets. Experienced in all phases of TV operations. Runs tight, well organized departments. Excellent references. Box D-201, 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.

Wanted to buy: Equipment to build UHF, channel 25. Interested in purchasing all types of television station equipment to assemble. Please write Box D-23, BROADCASTING.

Wanted—Used consoles, 5 Bay FM-ant., H.P. 335 B Monitor, Tower approx. 250 ft. Box D-192, BROADCASTING.

Wanted to buy: Used UHF channel 21 antenna. Also for sale: UHF RCA channel 62 antenna. Contact WANC-TV, 75 Scenic Highway, Asheville, N. C.

Wanted: 500 capacity Lazy Susan metal cartridge storage rack. Call collect Chief Engineer 209-237-4791.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Helix, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list, Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

New—used towers, ground wire available. P.O. Box 55, 752-3040, Greenville, N.C. Bill Angle.

6 bay RCA turnstile channel 9, 6 bay RCA channel 4, 2000 feet 3/4 transmission line, reflectors, 1000 foot tower with elevator, other surplus equipment, Write Box B-255, BROADCASTING.

Spotmaster cartridge equipment, QRK turntables, will take any trade. Audiovox, 4310 S.W. 75 Ave., Miami, Florida.

For sale—1 used RCA type TTU-12A transmitter currently tuned to channel 32. This transmitter is available immediately at an attractive price. Box C-104, BROADCASTING.

3-260 ft. galvanized angle iron AM broadcast towers, complete with two Austin transformers. Knocked down. Will erect or ship. T. L. Harris, Able Steeplejack Co., Inc., Box 302, Pasadena, Texas 77501. Phone GR-3-3440.

4 Bay Andrew antenna, tuned 94.9 MC excellent condition, immediately available best offer over \$700. Box D-151, BROADCASTING.

For sale or trade—Polarad field strength meter and microwave receiver. 1000 to 10,000 MCS, from R & D Laboratory, good near new condition complete title.—Polarad FIM-S2 SN 100, FIM-M2 SN 108, FIM-LS SN 98, FIM-X2 SN 99, FIM-B2 SN 114. Factory annual calibration last stickers March 1966—all Klystrons etc., will provide new instruction book each unit. Need empire devices 50 to 1000 MCS, good 52AD scope, GE filters or RCA equal 4TV82A1, 4TV81A1, 4TV74A3, 4TV60A1, RCA phase correction amplifier square wave generator, power signal generator 50 to 1000 MCS, cavities RCA TTU-1B, RCA BWU-5C, RCA or GE equipment only where specified. Cost new \$20,000.00. Make offer—Price FOB plant Teldec Corporation, 747 South Central Expressway, Richardson, Texas 75080. 214 231-5511.

Complete recording studio package including one Ampex 300 4-track SS, four 351's and one each 354-2 and 601 portable, all with new specs; mixers, equalizers, mikes racks, speakers, much other equipment, spare parts, tape and accessories, Music Ads, Inc., 311 North Tenth, Boise Idaho.

FOR SALE—Equipment

Gates RD-10-C remote control system, including transmitter, and studio control units and all meters. Not modified, in excellent operating condition. Best offer over \$750.00. Phone 303-634-1511, KSYN, Colorado Springs, Colorado.

1. Wanted—1 KW or 2 KW TV transmitter.
2. Wanted—used TV station mobile unit with or without equipment. Contact Summit Radio Corp., 135 Front Street, New York 5, New York 212-269-0645.

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, 8034 Gentry, North Hollywood, Calif. 91605.

30 minute tape—"quickest" pop-in voices—sexy gal talks to dj—hundreds different voices—effects. \$10 tape shipped return mail. Davis Enterprises, P.O. Box 981, Lexington, Kentucky.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St. Brooklyn, N.Y. 11220.

Call letter auto plates, studio banners, bumper strips, etc.—Broadcast Services, Box 35, Owens Cross Roads, Ala. 35763.

Score a "beat" with Newsbeat! Story ideas galore! 3-month trial, \$5. Newsfeatures Associates, Box 14183, St. Louis, Mo.

Composite week analysis of your logs for AM, FM, TV license renewal. Full audit of past performance plus percentage of proposed. Also continuing log analysis for constant percentage and commercial matter control. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Ill. 60540. (312) 969-5553.

One-Liners, gags, exclusive in your market! 1000—\$15.00; 2000—\$25; 3000—\$30.00. Lyn Publications, 414 Mason, San Francisco, California.

Owners-managers in trouble? We can help if you will work and follow advice. Call night rates W. T. Woods, Consulting Services, AC 612 455-7547.

Will the person who mistakenly took a dark charcoal gray briefcase from the Ampex suite during NAB, please notify Weldon Squires, Ampex Corp., Redwood City, California 415/367-2761 collect.

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.

Learn Radio-TV announcing, programming, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2803 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Fully G.I. approved. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Fully G.I. approved. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

Elkins has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully G.I. approved. Elkins Institute—2803 Inwood Road—Dallas, Texas 75235.

INSTRUCTIONS—(Cont'd)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. Fully G.I. approved. 14 East Jackson St., Chicago 4, Illinois.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting. Bond Bldg., 3rd Floor, 1404 New York Ave., N.W., Washington, D. C.

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 May 10, 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 or 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 May 22—June 26—July 31. 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 8071, 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.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

RADIO—Help Wanted

WANTED
BRIGHT YOUNG PEOPLE NEEDED
 New Radio Broadcaster expanding and growing—Northern and Southern California stations need:
 1. Newsmen
 2. Ad. Lib. Interviewers
 3. Creative Copy-Salesmen
 4. Producers
 5. D.J.'s
 Ambitious men and women with Big League abilities, only.
 On-air personalities send tape and resume to: Larry Grannis
 Sales and Executive personnel send resume to: Don Estay
 Davis Broadcasting Company, 3101 W. 5th Street, Santa Ana, California

Help Wanted

Sales

EXPERIENCED SALESMAN

Excellent opportunity for TV and Radio syndication salesman with well established company. Prime territories available. Draw against commission. Our salesmen aware of this ad. Please send resume to:

Box D-148, Broadcasting.

Help Wanted—Announcers

TOP MORNING JOCK

Wanted for Major Market, Country & Western Blockbuster.
 Rush tape, resume, picture at once to:

Box D-25, Broadcasting.

TALKER

If you are presently doing a talk show in a small or medium market, this may be your opportunity to move up. The man we want has something to say about everything and knows what he is talking about. We are a major market East Coast radio station, part of a large progressive broadcast group. Think you can cut it? Then send complete resume and tape to:

Box D-173, Broadcasting.

Help Wanted

Production—Programing, Others

COPY GAL—Chicago

Unique broadcast time agency seeks the EXCEPTIONAL retail radio copywriter who can turn out a LARGE VOLUME of copy, while maintaining CREATIVITY. Must carry responsibilities well. Salary wide open plus benefits. Our rapid growth makes this a superb opportunity for the right career minded gal.
 L. J. Gutter, Pres. Chicagoland Broadcasters, Inc., 2540 W. Peterson Ave., Chicago, Ill. 60645 (312) 761-1800.

PRODUCTION MAN

Wanted by East Coast major market indie. The man we want is young and eager, talented and imaginative. He must be able to write and produce fresh and exciting promos and also handle part time dee jay chores. We are part of America's most progressive broadcast group. If you feel you're ready to make the move up, send complete resume and tape to:

Box D-172, Broadcasting.

TELEVISION—Help Wanted—Management

**General Manager—
Sales Manager Combination**

Channel 18 in San Juan, the only English-language television station in Puerto Rico. A fast-growing UHF in the fastest growing American City in the Caribbean.

Excellent salary, commission incentive, range \$25,000 to \$50,000 including commission. Ideal weather and working conditions are important fringe benefit. Also beneficial affiliation with Trans Caribbean Airways, owner of TV station and other important affiliates, is an additional and important plus for long-term future advancement.

Must have minimum ten years successful experience in heavy TV sales and management. Must be mature within age bracket of 35-45 with imagination, drive and willingness to exert effort beyond the call of duty.

Send full details, including present earnings, resume and background to O. Roy Chalk, President, Transportation Communications Of America, 714 Fifth Avenue, New York City.

RADIO

Production—Programing, Others

Continued

COPYWRITER—RADIO

Experienced radio copywriter needed for top 45 station, male or female, good typist. Send resume or call:

WDUZ Radio, Green Bay, Wisconsin.

Situations Wanted

Announcers

**There's No Time
Like The Pleasant!**

Somewhere . . . Someplace . . . Somehow . . . Somebody must need one of the nation's best-known air personalities . . . with over 20-yrs. experience. Humorous . . . Happy . . . Sometimes hilarious. Literate . . . Versatile . . . Hard-working with program preparation a must. Would like to move. Employed at one of the nation's top Network O & Stations . . . In one of its largest cities. Top ratings for 4-years. If you can afford near twenty-grand per year . . . I will earn it back for you thrice-fold. Will wait for the right "Boss." Personal interview . . . Tapes . . . Brochure . . . And all the usual. I am a top-pro looking for right outlet for my proven Radio-TV talents.

Box D-179, Broadcasting.

**OUTSTANDING
SPORTS DIRECTOR
AVAILABLE**

This is WWCA Gary, Indiana recommending our own Tony Roberts for a top Sports Director position. Tony Roberts, for past seven years has done 120 high school football and basketball games, Indiana University Big Ten football and basketball annually plus excellent daily Sport Show. WWCA program format change makes Tony Roberts available for top sports job in any major market. Off the air and audition tapes available. Write or call collect: Dee O. Coe, President, WWCA, 545 Broadway, Gary, Indiana, 46402. Phone 219-886-9171.

TELEVISION—Help Wanted

Production—Programing, Others

RESEARCH

Group owned TV station in Top 5 Market seeking Research Director. If you are presently #2 or are #1 in small market, this is exceptional opportunity in highly competitive market. Please send resume and salary requirements. An equal opportunity employer.

Box D-206, Broadcasting.

**PROMOTION OPENING
NETWORK OWNED STATION**

The #2 promotion spot at one of the country's top television operations offers unlimited opportunity for a creative young man. Must be a good writer, with ability to plan and follow through on print and on-air promotion. Broadcast advertising and promotion experience a must. Starting salary, \$8,000. Please include samples with resume. An equal opportunity employer.

Box D-210, BROADCASTING.

TELEVISION—Situations Wanted

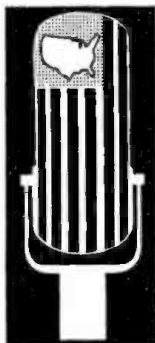
**EXECUTIVE
PERSONNEL
AVAILABLE!**

You can **CONFIDENTIALLY** select executive personnel from our listing of qualified applicants seeking greater opportunity in TV, Radio and CATV.

We can provide our clients with top executives plus sales, programing, production, engineering, promotion and administrative management personnel.

COMPANIES PLEASE CALL

CONFERENCE NUMBER
312-337-5318



**NATIONWIDE
BROADCAST PERSONNEL
CONSULTANTS**

645 North Michigan, Chicago, Ill.
RON CURTIS—President

CATV—Help Wanted

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(Continued from page 109)

zini, Ervin Coppi and Stanley J. Roszkowski. Mr. Ferrari is 100% owner of sheet metal company and heating and air-conditioning company. Mr. Garavalia is employe of Chamber of Commerce. Dr. Lenzini is dentist. Mr. Roszkowski is attorney. Mr. Coppi is employe of Egyptian Broadcasting Co., assignor, as program director and announcer. Consideration \$165,000. Ann. April 11.

WROZ Evansville, Ind.—Seeks assignment of license from Natco Communications Inc. to Radio Evansville Inc. Application due to oversight on grant of ownership change May 27, 1966, whereby subject licensee was assigned to Natco from Radio Evansville. It was intention of parties thereto to effect transfer of control of Radio Evansville Inc. the licensee of WROZ, by means of purchase by Natco of 100% of Radio Evansville's stock from Mr. J. B. Fuqua. Error was not recognized until March 8 when—in connection with application by Natco for change of name—Natco was advised by FCC that its records reflected that Radio Evansville Inc. was no longer licensee of WROZ by reason of prior application and grant. This application is to rectify oversight. Ann. April 12.

WIEL Elizabethtown, Ky.—Seeks assignment of license from Charles L. Owen, et al. to Charles L. Owen, Keenes Campbell Bowling Jr. and Horace E. Tabb, executors of estate of Stokley Bowling, deceased, and trustees under will, and Holly Skidmore, C. A. Diecks, Horace E. Tabb and Jan Hodges and Johanna Willmoth d/b as Elizabethtown Broadcasting Co. No consideration. Ann. April 10.

WLBN Lebanon, Ky.—Seeks assignment of license from Lebanon Springfield Broadcasting Co., Charles Owen, et al. Assignment of 1/3 interest held by J. W. Hodges, deceased. Assignee is Gladys Hodges, widow of deceased. Ann. April 6.

WPAD-AM-FM Paducah, Ky.—Seeks involuntary transfer of control from Pierce L. Lackey, deceased, to Pierce L. Lackey estate. Executrix is Rubye L. Lackey. No consideration. Ann. April 12.

WTGI Hammond, La.—Seeks transfer of control from Warren H. Verlander to David C. Blossman. Tangi Broadcasting Inc., licensee of WTGI is applicant for renewal of license; it also holds CP to increase power. Principal: Mr. Blossman desires to purchase all outstanding stock of Tangi and station. He owns 50% of WARB Covington, La. and is vice president and on board of Blossman Hydratane Gas Inc. Consideration \$60,000. Ann. April 13.

KWLA Many, La.—Seeks assignment of license from A. H. Colvin Jr. and T. L. Colvin Sr. d/b as Many Broadcasting Co. to Sabine Broadcasting Co. for \$65,000 excluding building and land. Principals: Donald T. Lyons (51%) and Ivan Murphy (49%). Mr. Lyons is advertising manager, announcer and a producer at KTOC Jonesboro, La. Mr. Murphy is vice president, agency director, member board of directors and stockholder of Fireside Commercial Life Insurance Co. Ann. April 10.

WAZF Yazoo City, Miss.—Seeks assignment of license from WAZF Inc. to Twelve-

Thirty Inc. for \$150,000. Principals: W. Frank Hollifield, president (33%), Miller P. Holmes, vice president (60%) and Lillie T. Hollifield, secretary-treasurer (7%). Mr. Hollifield is station manager of WAZF. Mr. Holmes is executive vice president of bank. Mrs. Hollifield is owner of realty company. WAZF has renewal application pending. Ann. April 10.

WBNR Beacon, N. Y.—Seeks assignment of license from WBNR Inc. to Beacon Broadcasting Corp. for \$75,000. Principals: Robert E., president, Alfred H., vice president and secretary, Lorraine, chairman of board and George Lessner, treasurer and Maurice Rosenblum (each 20%). Mr. Robert Lessner is vice president, director and has 25% interest in Lance Productions Inc., and is secretary, director and has 25% interest in Liberty Library Corp. All other principals are concerned with same, except Mr. Rosenblum, who is free lance motion picture sound engineer. Ann. April 10.

WHAZ Troy, N. Y.—Seeks assignment of license from Rensselaer Polytechnic Institute to WPOW Inc. for \$65,000. Principal: Assignee is licensee of WPOW New York. John M. Camp, president and treasurer, et al. Mr. Camp is sole owner of KWBA Baytown, Tex. Ann. April 6.

WSJS-AM-FM Winston-Salem, N. C.—Seeks assignment of license from Piedmont Publishing Co. to Triangle Broadcasting Corp. Triangle is wholly owned subsidiary of Piedmont and is licensee of WSJS-TV Winston-Salem. Consideration will concern capital stock. D. J. Chipman is president and W. L. Maynard is secretary-treasurer. Ann. April 10.

KREK Sapulpa, Okla.—Seeks transfer of control from W. M. Brubaker to Victor Wickersham. Consideration \$106,000 and approximately \$30,000 each to Lone Star Capital Corp and Superior Business Assistance Corp., former owners. Ann. April 10.

WGYW Knoxville, Tenn.—Seeks assignment of license from J. Olin Tice Jr. to H. T. Kern for \$75,000. Ann. April 10.

KGBT and KELT-FM Harlingen, Tex.—Seeks acquisition of positive control from McHenry Tichenor Mr. Tichenor presently holds 482.4 shares of stock of Harbenito Radio Corp., licensee of applicant, representing 18% ownership. He proposes to transfer in trust to McHenry T. Tichenor 480 shares of said stock as trustee for benefits. As result of transfer, he will retain 2.4 shares of stock, representing less than 1% ownership. No consideration. Ann. April 12.

KSPQ Spokane, Wash.—Seeks assignment of license from Delbert Bertholf to KSPQ Inc. Consideration concerns 995 shares of capital stock of KSPQ Inc. at \$100 per share, plus assumption of liabilities. Incorporation. Ann. April 6.

WLOG Logan, W. Va.—Seeks transfer of control from A. S. Ammar, Phil Glick Jr. and W. L. Robinson Co. to Guyan Valley Broadcasting Co. Principals: E. M. Bailey, Joseph Eros Jr. and James A. Muscia, each owning 50 shares. All names mentioned are part of Guyan; assignor's wish to retire. Consideration \$22,500, \$7,500 to each retiring stockholder. Ann. April 10.

ACTIONS

KSIR Wichita, Kan.—Broadcast Bureau

granted assignment of license from KSIR Inc. to Mr. D's Radio Inc. for \$275,000. Principal: Lowell D. Deniston, 100%. Mr. Deniston is president of assignee corporation. Action April 7.

WMID Atlantic City—Broadcast Bureau granted assignment of license from Mid-Atlantic Broadcasting Co. to Seaside Broadcasting Inc. for \$450,000. Principals: Anthony Productions Inc. (100%). Merv Griffin, president, Royal E. Blakeman, vice president and treasurer and Raphael G. Scobey, secretary. Mr. Griffin is president, director and 100% shareholder in April Enterprises Inc., July Enterprises Inc., and August Enterprises Inc. and president and director WENE Inc., operator of WENE Endicott, N. Y. Anthony Productions Inc. produces *The Merv Griffin Show*. Mr. Blakeman is vice president, secretary and director of Freeman Publishing Co., Mid-Hudson Publications Inc., Philadelphia Suburban Newspapers Inc. and Acme Newspapers Inc.; vice president, assistant secretary and director of Royal Crown Cola Co. of Riverside Inc.; vice president, treasurer and director of WENE Inc. and secretary and director of Manson Enterprises Inc., Willis Enterprises Inc., Marjorie Enterprises Inc. and Soma Enterprises Inc. Mr. Sobey is assistant secretary and director of Freeman Publishing Co., Mid-Hudson Publications Inc., Philadelphia Suburban Newspapers Inc. and Acme Newspapers Inc.; secretary and director of Royal Crown Cola of Riverside Inc. and WENE Inc. Mr. Bloomberg is vice president, director and stockholder of WENE Inc., which is owned 80% by January Enterprises Inc., 100% stockholder of Northeast Broadcasting Co., licensee of WWCO-AM-FM Waterbury, Conn. Action April 10.

WGOO Georgetown, S. C.—Broadcast Bureau granted assignment of license from F. K. Graham tr/as Coast Broadcasting Co. to Cypress Co., owned by S. E. Felkel (60%), Chalmers B. Brazzell (40%). Mr. Felkel is president and majority stockholder of more than 20 real estate development companies, holds majority ownership in two water and sewer companies, and is 100% owner of WAZS Summerville, S. C. Mr. Brazzell is professional radio announcer and employe of WAZS. Consideration \$57,500. Action April 10.

KCAD Abilene, Tex.—Broadcast Bureau granted assignment of license from Westgate Broadcasting Co. to KCAD Inc. for \$200,000. Principals: Delwin W. Morton, president, treasurer and 100% owner. Mr. Morton owns 25 1/2% partnership in KEEB Gladewater and KDOX Marshall, both Texas; president, director and 33 1/2% stockholder in KAWA Waco-Marlin, Tex., and president, director and 25% stockholder in KYAL McKinney, Tex., which has an application on file to increase power. Action April 11.

WEET Richmond, Va.—Broadcast Bureau granted assignment of license from Jot Broadcasters Inc. to Raymond B. Bentley for \$31,000 plus \$143,750 in notes to be assumed. Principal: Mr. Bentley is 49% owner and manager of Salem Broadcasting Inc., operators of WBLU Salem, Va. If commissioner approves this application, Mr. Bentley will in period of one year dispose of his interest in Salem. Action April 10.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through April 12. 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.

Albany Calif.—Nation Wide Cablevision Inc., Belmont, has applied for a franchise. Both the installation fee and monthly service charge would be \$5.95.

■ Redwood City, Calif.—Redwood City CATV Inc., a subsidiary of the Chronicle Publishing Co. (KRON-TV San Francisco), has been granted a franchise. The installation fee will be \$9.50, but will be refunded after 6 months, and the maximum monthly service charge will be \$4.75. The city will receive 4% of the annual gross revenue. Peninsula Cable TV, M and M Cable Co., and Community TV Co. had also applied. Turlock, Calif.—Storer Cable TV Inc.

(multiple CATV owner) and Valley Vision Inc. have applied for franchises.

Englewood, Colo.—Multiple CATV owners Time-Life Broadcast Inc. and Daniels Broadcasting Co. have each applied for franchises.

Greeley, Colo.—Time-Life Broadcasting Inc. (multiple CATV owner) has applied for a franchise. Installation fee would be \$17.50, with a monthly service charge of \$7. The city would receive 3% of the annual gross revenue.

North County, Fla.—Citrus County Television Limited, Jacksonville, has applied for a franchise to service Beverly Hills, Dunelton, Hernando, and Holder, all Florida. Installation fee would be \$15, with a maximum monthly service charge of \$4.95.

Atlantic, Iowa—Atlantic Cablevision Systems Inc. (owned by station KJAN Atlantic) has applied for a franchise.

■ Norton, Kan.—KAYS-TV has been granted a tentative franchise. First month service charge will be \$5.75 and thereafter \$6.95.

Bemidji, Minn.—Minnesota All Channel Cablevision Inc., Alexandria, and Midwest Radio Engineers, Bemidji, have applied for franchises. Both would charge a monthly fee of \$5 and with no installation fee.

Laurel, Mont.—TV Cable Association, Big

Timber, has applied for a franchise. Installation fee would be \$19.95, with a monthly service charge of \$5.95.

Huntington, L. I., N. Y.—Huntington TV Cable Corp., subsidiary of Communications Systems (multiple CATV owner) has applied for an exclusive franchise.

■ Penn Township, Penn.—Penn-Mar CATV Inc. and Radio Hanover Inc. have been granted franchises.

■ Greenwood, S. C.—Public Service CATV, a subsidiary of Teleprompter Corp., has been granted a franchise. The monthly service charge will be \$5 and the city will receive a percentage of the annual gross revenue on a graduated scale, with a minimum of \$1,200 a year. The system will carry 12 channels.

Amarillo, Tex.—Total Television of Amarillo, a subsidiary of Vumore Co. (multiple CATV owner), and Charles Weisenburg, owner of three Texas CATV Systems, have each applied for franchises. Total Television offered free installation and the monthly service charge of \$5, while the city receiving 4 to 6% of the annual gross receipts. Weisenburg would charge a \$10 installation fee and a \$5 monthly service charge, while the city would receive 3% of the annual gross receipts.

TED Steele is once more an avid international traveler these days, and he is finding superjets and their destinations safer and more comfortable than B-29's and Nagoya, Japan.

Mr. Steele, who was elected chairman of the board of Benton & Bowles several weeks ago with major responsibility for the agency's international operations, was infected with global fever during World War II when he served in the U. S. Air Force, on occasions as a combat radio producer-reporter. His duties took him both to the Far East and to Europe, and his assignments included bombing missions over both Japan and Germany and coverage of the Nuremberg trials. These experiences marked the beginning of his interest in the wide, wide world.

"For the past five or six years, I've been conducting a noisy, one-man campaign at Benton & Bowles to become more involved in the international area," he laughingly commented the other day, "and I'm happy to report we are well on our way."

Mr. Steele recalled with particular delight some of his servicemen associates who collaborated on the production of *The Army Hour*, which he described as "a 60-minute global panorama as reported by service correspondents" and carried each week on NBC. Former colleagues who came to mind immediately were Jack Harris, now vice president and general manager of KPRC-AM-TV Houston; A. A. (Abe) Schechter, president of his own public relations company in New York; Don Kearney, director of sales, Corinthian Broadcasting Corp.; Ted Bergmann, vice president for programming, radio-TV division, Ted Bates & Co.; Herminio Traviesas, vice president in charge of the Hollywood office of BBDO; Lance Lindquist, an agency executive who now manages a CATV system in Florida, and Ed Kirby, director of public relations for the United Service Organizations.

Early Training ■ Mr. Steele was well prepared for radio assignments during the war. Since his entry into the advertising field in Boston in 1933, he had been associated with writing and producing programs and commercials. Until about six years ago, in fact, when he assumed responsibilities in the international sphere at B&B, Mr. Steele estimates that about half his tenure with the agency was in TV-radio activities and the other half in account management. He has been with Benton & Bowles since 1937.

Mr. Steele has had a long association with General Foods Corp. and particularly the company's involvement in radio and television. He confides that he will continue to have major responsibility over some General Foods accounts as he directs B&B's international expansion effort.

He is particularly well known to the

Jet-age voyager plans B&B's leap into new era

broadcast community because he was for five years vice president in charge of TV-radio for Benton & Bowles (1953-58) and in this capacity helped nurture other B&B executive talent that has made a mark in the broadcast industry. Tom McDermott, now president of Four Star Productions, and Lee Rich, now president of Mirisch-Rich Television Productions, were among them.

Mr. Steele, 56, is tall and youthful-looking and appears to typify the executive who operates at high speed in a low key. His manner is friendly and direct and he radiates confidence and enthusiasm, particularly when he discusses B&B's international spree.

Overseas Expansion ■ He acknowledges that Benton & Bowles has been a "late-bloomer" in the overseas area. After an initial move into the field in

WEEK'S PROFILE



Louis Thornton (Ted) Steele—Board chairman, Benton & Bowles Inc., New York; b. April 4, 1911, Boston; student, Bowdoin College, Brunswick, Me., 1929-31; professional musician, 1931-32; with Porter Sargent Advertising, Chamber & Wiswell, and Louis Glasser Inc., all Boston, as copywriter, account executive, producer, 1932-37; with Benton & Bowles Inc. since 1937 as research coordinator; account executive, 1938; VP in charge of Hollywood office, 1948-53; VP in charge of TV and radio, New York, 1953-58; senior VP, chairman of plans board, 1958-61; executive VP, 1961-67; board chairman, March 1967; U. S. Air Force, 1942-46, released as major; m. Marjorie Blair Dalberg, July 12, 1941; member of agency management committee of the American Association of Advertising Agencies; International Advertising Association; The Racquet and Tennis Club, New York; The Maidstone Club, East Hampton, L. I. and the Club du Chateau, Castellaras, France; hobbies—golf, jazz, photography.

England in 1957, the firm had moved slowly until about a year ago. Since last April B&B has acquired interest in agencies in Canada, Germany, Belgium, the Netherlands, and France, as well as a second firm in the United Kingdom.

"We are particularly pleased that our latest investment, announced only last week, brings the agency into Canada," Mr. Steele remarked. "We have acquired a significant minority interest in Mc-Kim Advertising Ltd., which bills about \$22 million a year."

Mr. Steele pointed out that international billing this year will run about \$43 million and said B&B is aiming for a goal of \$100 million within the next five years. On the basis of current business and of negotiations in progress for expansion into other areas of the world, Mr. Steele indicated B&B will attain its objective in less than five years.

"In this jet age the world has grown compact and it's becoming increasingly Americanized insofar as consumer markets are concerned," Mr. Steele observed. "Particularly among the younger people in western Europe, American products are highly desirable. It seems to me there is a tremendous opportunity abroad for the types of products offered by our clients."

Global Advertising Markets ■ As a broadcast-oriented advertising executive, Mr. Steele is scrutinizing the advertising potential of TV in countries throughout the world. He noted that the United Kingdom has a highly developed commercial-TV economy and color is scheduled to begin officially in early 1968.

"But on an unofficial basis, color will start there this summer," he revealed. "The British are anxious to learn all about color and a few weeks ago B&B ran a color seminar in London, which proved highly successful."

He listed Japan and Australia as examples of overseas areas that hold out "excellent potentials" for the U. S. marketer active in TV. Other areas, he said, are limited only because of the restricted amount of time available for TV commercials. Germany, Italy and the Benelux countries fit into this classification.

"In France everybody is waiting for the government to approve commercial TV," Mr. Steele reported. "It's inevitable that it will come, but no one knows exactly when."

He makes six to seven trips abroad a year, and, when at home, maintains an apartment in Manhattan and a house in East Hampton, L. I. His wife is the former Marjorie Blair Dalberg, whose father, Melvin Dalberg, was an FCC examiner.

For relaxation, Mr. Steele plays "a dreadful game" of golf and listens to jazz records. He was once a professional drummer but confesses that he plays rarely today ("once in a while on New Year's Eve").

Blacker than black

THE U. S. Supreme Court last week gave considerable comfort to those who think that the government ought to impose limits on the amount of advertising a company may use. It also can be cited to support the argument that media discounts can lead to anticompetitive practices.

In upholding the Federal Trade Commission's finding that the 1957 merger of Clorox into Procter & Gamble was a violation of the Clayton Antitrust Act, the Supreme Court quoted, with approval, the FTC's assertion that P&G could invoke the great weight of its advertising to enhance the position of Clorox in its market.

"The major competitive weapon in the successful marketing of bleach is advertising," the court said. "Clorox [before its merger into P&G] was limited in this area by its relatively small budget and its inability to obtain substantial discounts. By contrast, Procter's budget was much larger; and, although it would not devote its entire budget to advertising Clorox, it could divert a large portion to meet the short-term threat of a new entrant. Procter would be able to use its volume discounts to advantage in advertising Clorox. Thus, a new entrant would be much more reluctant to face the giant Procter than it would have been to face the smaller Clorox."

This is the kind of language we may expect to hear again when a Donald Turner talks of advertising as an anticompetitive device or when a congressional small-business committee talks of broadcast discounts as favoring the big company over the little one.

The hope must be held that some future Congress will be disposed to entertain revision of the antitrust laws.

Copyright muddle

THE construction of a new copyright law is far from finished, even though the House completed action on its version last week. The scene has now shifted to the Senate, and there the outcome could have profound effects on broadcasters and their future P&L statements.

From the broadcasters' point of view, two elements of the copyright legislation have special meaning: the status of CATV and the recently asserted demands of phonograph-record manufacturers and performers to participate in copyright protection.

In general news reports of the House passage of its copyright bill, it was easy to get the impression that CATV had escaped liability for payments to copyright owners. That impression, as is reported in detail elsewhere in this issue, couldn't be more misleading.

The net effect of the House action last week was to adopt a bill giving more, rather than less, protection to the owners of copyrights and to include all forms of performance for profit—except those explicitly exempted—as sources from which copyright owners may collect rewards for the performance of their works.

An original provision of the House bill would have created a sliding scale of copyright liability for CATV systems, depending on the nature of the services they supplied. That provision was killed during the House debate. An amendment offered last week on the floor would have explicitly exempted CATV from the application of the copyright legislation. That amendment was rejected. What was left was a bill that neither exempted CATV from copyright liability nor established a special schedule of CATV liability. If the House bill were to become law, CATV would be as vulnerable to copyrights as broadcasters are.

Obviously, the organized CATV forces suffered a crush-

ing defeat in the House. Not only that, they face the possibility, indeed the probability, as a good many lawyers see it, that the courts will hold them liable to copyright under the existing law. A federal district court in New York has already decreed that CATV is subject to infringement suits.

In this vulnerable posture, CATV interests must now turn to the Senate for help. They need new copyright legislation, but not the kind passed by the House. Broadcasters cannot sit by while the CATV interests work on the Senate.

It has been this publication's belief for some time that the way to achieve a reasonable equilibrium between broadcasting and CATV was through the application of the copyright laws to both enterprises. If broadcasters tidied up their contracts with program suppliers to acquire clear exclusivity for exhibition within their service areas, they would be in a position to negotiate with CATV's for the carriage or noncarriage of their programs—assuming, of course, that CATV's are subject to suit for infringement. This, it has always seemed to us, is preferable to the imposition of artificial restraints on CATV under a government policy of providing economic protection to broadcasting. The latter, in the long run, must lead to the imposition of economic restraints on the broadcasting business that is being given government protection.

So it is clearly in the interests of the broadcasters to counter attempts by CATV to achieve copyright immunization in the Senate. That is one of the two major assignments confronting broadcasters in the upper house.

The other, of course, is the last-minute attempt by performers and record manufacturers to acquire a property right in their records. If this attempt succeeds, broadcasters would be forced to pay a new fee to record makers and artists for any records they broadcast, this in addition to the fees they already pay to the composers and publishers of the music that gets on the air.

This threat ought not to be taken lightly. The recording interests are well organized, have engaged influential counsel and lobbyists and proved last week during Senate hearings that they can mount a persuasive show for their cause. Still, the broadcasters have more logic on their side of the question. Hit records are made by radio exposure, and hit records already return huge rewards to performers and manufacturers through public sale. But the broadcasters' side will be understood by the Senate only if the broadcasters present it as emphatically as the recording interests have presented theirs.



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