



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Radio to set new high in '67, but levels off from '66 record. p21
 Sealtest switches from print to spot TV for '68 campaign. p40
 Broadcasters, ARB lock horns on ratings reports. p50
 Cigarettes' side of fairness issue may have to be presented. p54

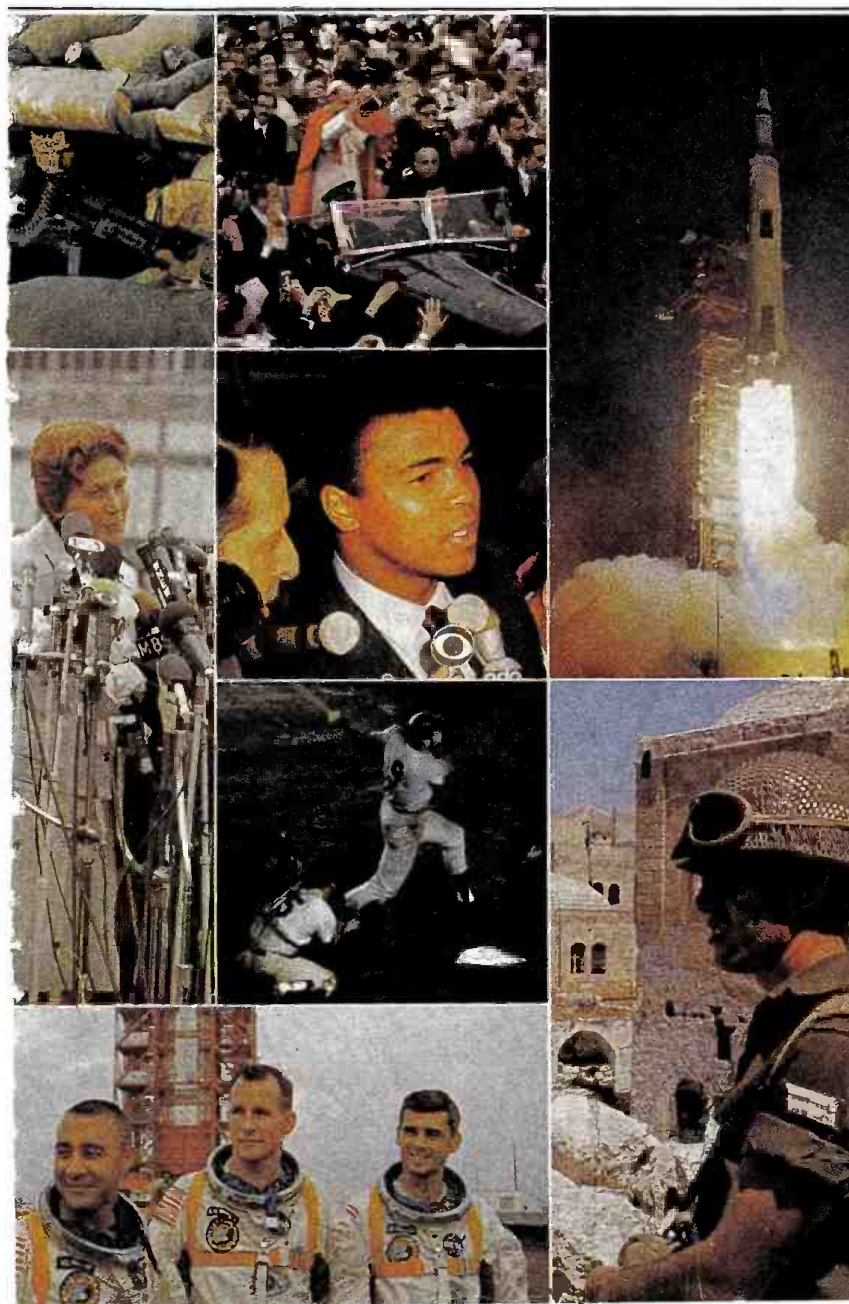
COMPLETE INDEX PAGE 7

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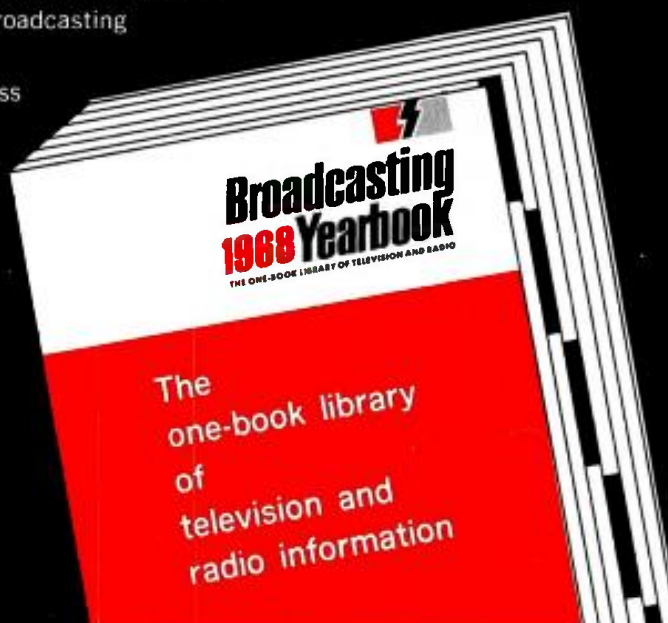
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1968 Broadcasting Yearbook

51 separate directories in a single volume

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| 2. TV Call Letters | 17. Regional TV Networks | 30. Caribbean, Mexican Stations | 40. RTNDA News Directors |
| 3. TV Channels | 18. Regional Radio Networks | 31. Canadian AM by Frequency | 41. Radio-TV Schools |
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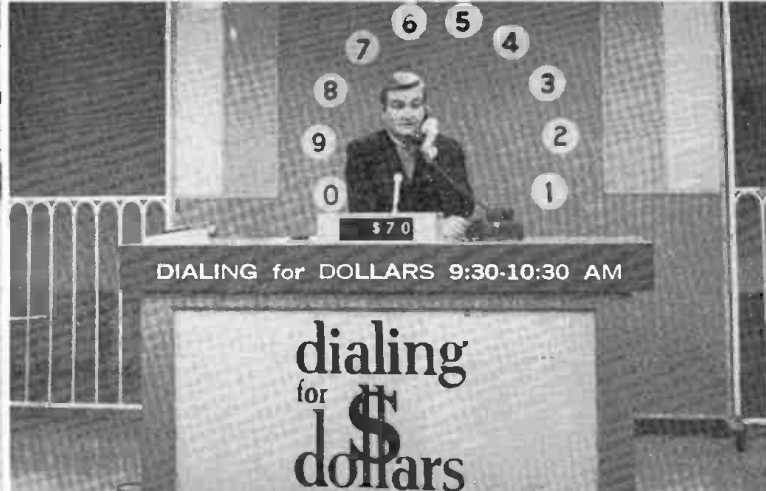
BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

The BEST·LOCAL·DAYTIME·AUDIENCE MIX in HOUSTON

HOUSTON! BEST·LOCAL·DAYTIME·AUDIENCE MIX in HOUSTON!



KITTY'S CORNER 8:30-9:00 AM



BEST·LOCAL·DAYTIME·AUDIENCE MIX in HOUSTON



Charlotte's WSOC-TV



The action station in the action city!

Year after year WSOC-TV sweeps the top share of Carolina awards for news excellence, documentaries, public affairs programming. This station's involvement in local and regional service earns more than citations. For us, and for advertisers, it wins friends and influences customers. There are lots of them. Charlotte is midpoint of the South's largest industrial concentration, The Piedmont Crescent—one of the fastest growing "strip cities" in the U.S.A. Ask for our new fact book on the Charlotte market.

NBC/Represented by H-R



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

Thirty-second commercials appear to be moving relentlessly deeper into network TV, and among network authorities there's private speculation now that it's only matter of time until they'll replace minutes as standard length. NBC-TV, which until now has let alternate-week but not participating sponsors split one of their own minutes into two 30's, has followed other networks' lead in granting same privilege to participating advertisers. Officials say economic pressures make it impossible to continue to resist. First to get split-30 rights on NBC: American Tobacco, in *High Chaparral*.

Reports meanwhile persist that CBS-TV has gone step further and accepted orders in which American Tobacco and Dodge would each buy one minute in Ed Sullivan Show and then cross-exchange 30-second segments, sharing equally in two different commercial minutes (BROADCASTING, Dec. 11). History of commercial innovations suggests arrangement of that sort would spread to other networks as matter of simple economics, and some sources say it probably would be only short step away from what affiliates fear even more: network sales of isolated 30-second units.

Room at top?

Howard Bell, director of National Association of Broadcasters' code authority, has reportedly been offered presidency of American Advertising Federation, presumably at salary higher than \$40,000 he gets at NAB. If he leaves, code job will be up for grabs. Stockton Helffrich, manager of code's New York office and former NBC executive, would be likely candidate.

Brighter day

NBC has completed long-range and wide-ranging economic study that, despite current softness in advertising market, is anything but downbeat in its projections. It undertakes to forecast broad spectrum of situations—economic levels, income levels, advertising investments, TV-radio billings, etc.—as they are apt to be two, five and 10 years from now and, in general, outline what "opportunities" there'll be and help NBC plan to meet them. Though intended primarily for

CLOSED CIRCUIT®

internal use in planning, study was source of some projections offered by NBC Chairman Walter D. Scott at TV Stations Inc. seminar last fall (BROADCASTING, Oct. 2) and some highlights have also been presented to NBC affiliates.

Head hunt

Regarded as good prospects for appointment to first board of directors of Corp. for Public Broadcasting are Oveta Culp Hobby, chairman-editor, *Houston Post* (owner of KPRO-AM-FM-TV) who was secretary of health, education and welfare in Eisenhower administration, and former Governor Carl E. Sanders of Georgia. Neither, however, is believed interested in chairmanship and thus far President Johnson hasn't been able to find top-drawer executive willing to assume that burden during formative year.

Only two appointments to CPB (of 15 to be made) have been announced to date—retired educator Milton S. Eisenhower, brother of former President, and Dr. James R. Killian Jr., Massachusetts Institute of Technology, who served as chairman of Carnegie Commission that brought forth subsidized-broadcasting plan. There was even talk last week that if President can't find executive to assume first chairmanship, he may seek amendment of law that was passed at this session to provide for appointment of "paid" chairman as well as paid president.

Reps strike out

ABC's four-radio-network plan will get underway as scheduled Monday (Jan. 1), despite protest to FCC of Station Representatives Association Inc. (BROADCASTING, Dec. 18). Commission staff is understood to feel that plan does not violate chain-broadcasting rules—or that, if it does, violation is minor enough to be waived. Other complaints—that plan is inconsistent with duopoly rule and would involve anticompetitive practices—are generally regarded as speculative.

Accordingly, commission this week is expected to give blessing to ABC plan—but with some qualification. In

order expected out this week disposing of station reps' protest, FCC will probably leave opening through which it can escape to change its mind if four-network plan raises problems not now foreseen.

Four ways to give

FCC staff committee probing ways some UHF frequency space might be assigned to land-mobile radio has begun study of new angle: What would impact on television be if one of bottom seven UHF channels (14-20) were reallocated to land-mobile in dozen major cities, where land mobile's need is most acute? Results of computer study will give commission four possibilities to consider. Staff has already checked into question of impact if bottom seven channels were reallocated across country, if channels 14-50 were shared on geographic basis, and if top 14 UHF channels were reallocated. Commission is expected to have results of these last three studies within few weeks.

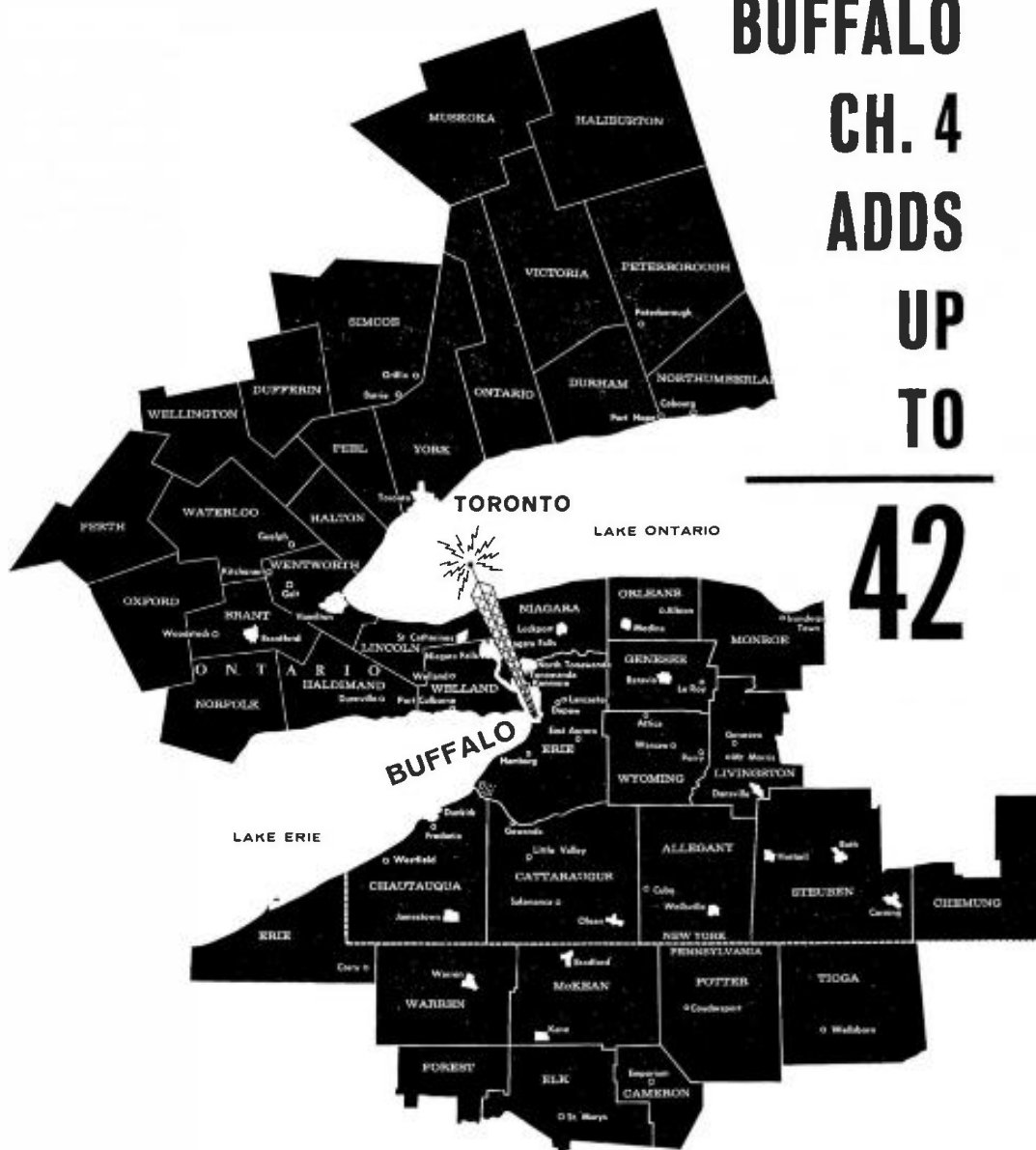
Dipping a toe

Regal Shoe Co., New York, which has used TV in past as test in smaller markets, makes its debut this week as New York TV advertiser with heavy schedule on WPIX-TV New York. Company, which has retail shoe stores in almost 100 markets, will evaluate test in New York as possible prelude to more extensive use of TV in selected key markets of country.

Out of the valley

Episode of ABC-TV's *Big Valley* is being projected as spin off of hour series called *Rimfire* for network in 1968-69 season. It's story of sheriff and his son, with some similarities to *The Rifleman*, also produced by Levy-Gardner-Laven Productions. New project, as is *Big Valley*, would be co-production deal with Four Star International, Inc. (formerly Four Star Television). Van Williams, erstwhile *The Green Hornet*, will star in *Rimfire*. Episode is set for airing in February.

IN BUFFALO CH. 4 ADDS UP TO 42



The new Math in Buffalo shows that 4 will get you 42. You do the adding. Take Buffalo and the 20 counties in Western New York and Northwestern Pennsylvania where WBEN-TV is #1 in share of audience (according to the most recent ARB and Nielsen studies) and add them to the bonus market you get on WBEN-TV in the Canadian Niagara Peninsula. It adds up to 42 counties.

In that "bonus audience," too, we're #1. The Toronto Area Nielsen seven-day average for

October 1967 shows WBEN-TV leading all Toronto stations in total households from 8 AM to midnight. This means a plus in the Toronto area alone of 120,000 TV viewers, according to Nielsen.

All totaled, WBEN-TV delivers a market of over 7 million people who spend an annual 9.5 billion at the retail level. In summing up—if you sell on both sides of the border or either side of the border, when you buy WBEN-TV you're going 1st class.

WBEN-TV CH. 4 IN BUFFALO

National Representatives: Harrington, Righter and Parsons

THE BUFFALO EVENING NEWS STATION • 2077 ELMWOOD AVE. 14207

WEEK IN BRIEF

Official FCC figures for 1966 show record-setting sales performance by radio with 10.2% annual growth rate, highest since 1948. Sales for 1967 show modest increase, lower growth rate, about 3% to 5%. See . . .

RADIO UP, BUT NOT AS MUCH . . . 21

Sealttest Foods Division, National Dairy Products Corp., moves from newspaper-only campaign to spot-TV with annual outlay up to \$10 million. Reason: shift from sales promotion to direct consumer reach. See . . .

ALL EGGS IN SPOT TV . . . 40

Kemper Insurance Group, ABC involved in long-standing legal dispute over alleged antitrust violations in TV-sponsorship agreement may go to District court as lower court's decision is reversed. See . . .

KEMPER, ABC TRIAL . . . 41

FCC rules that TV licensee who owns satellite as well as nonsatellite station and requires advertisers to buy time on one in order to acquire time on another is engaging in anticompetitive practices. See . . .

NEW WARNING ON TIE-IN . . . 43

WMT-AM-FM-TV Cedar Rapids, Iowa, are sold to Norton Station group for \$10 million; KJEO(TV) Fresno, Calif., sold to family of late Walt Disney for \$3.8 million; FCC approves sales of one TV, six AM's. See . . .

\$14 MILLION SALES . . . 46

Revised October ARB TV rating reports find many broadcasters discontented with firm's data on audience buying habits, confused as to what scores indicate or how they were arrived at. See . . .

ARB CREDIBILITY GAP? . . . 50

Sonderling Vice-President Alan Henry calls for new broadcasters' group, Broadcasters' Advisory Committee on Minimum Standards, in radio research to evaluate rating services' reports on individual basis. See . . .

HENRY ASSAILS ARB . . . 51

FCC's Bartley, in rare response by individual commissioner to filing with commission, rebuts charge made by All-Channel Television Society that his CATV proposal was one of "political expediency." See . . .

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FCC suggests in letter to Tobacco Institute that broadcasters under fairness doctrine would have to grant time to cigarette-industry spokesmen if they didn't carry advertising but did air warnings. See . . .

CIGARETTES' SIDE . . . 54

ABC-TV discloses it is paying \$5.5 million for 13-day 1968 Winter Olympics from Grenoble, France, with scheduled 27-hours' coverage, 20% of it live by satellite; total Olympic game coverage is \$20-million ad package. See . . .

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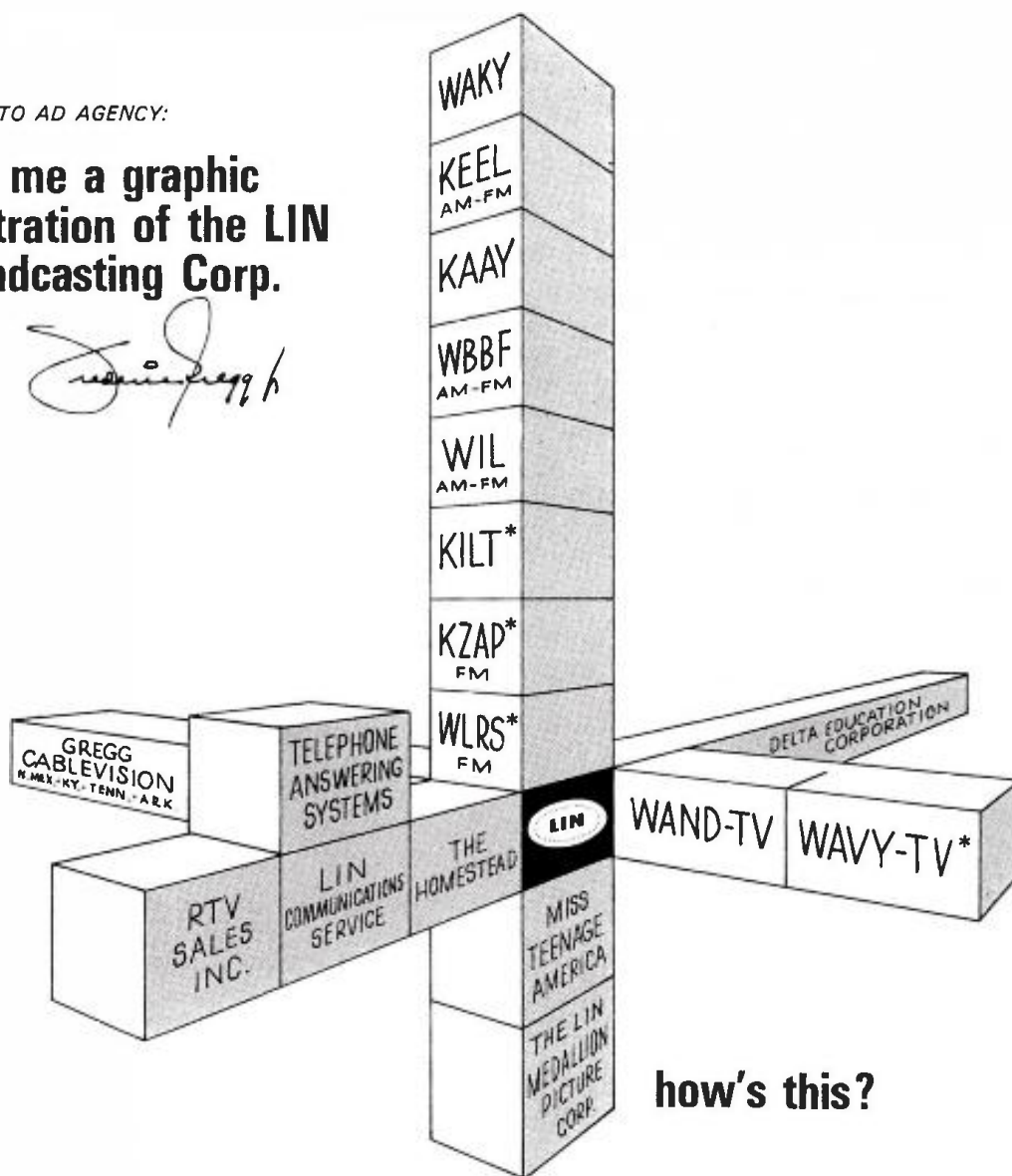
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MEMO TO AD AGENCY:

give me a graphic
illustration of the LIN
Broadcasting Corp.

Sam J. Gregg



how's this?

You can illustrate a broadcast-based communications conglomerate with building blocks. But, you can't demonstrate **dynamic synergism** graphically. The LIN Broadcasting Corporation has grown spectacularly. Starting in 1961 with a single radio station, LIN will close 1967 with aggregate sales of \$12,000,000, and projected sales for 1968 in excess of \$20,000,000. Responsibility to communities — to clients — to co-workers — to stockholders — to suppliers. That's LIN. And, its tough.



LIN BROADCASTING CORPORATION

EXECUTIVE OFFICES, NASHVILLE, TENNESSEE

* pending FCC approval

McCarthy to ask FCC for equal time aid

Senator Eugene McCarthy (D-Minn.) will ask FCC to reverse CBS's refusal to grant him television time to rebut statements made by President Lyndon Johnson earlier in week.

Blair Clark, Senator McCarthy's campaign manager and former CBS News executive, told BROADCASTING Friday (Dec. 22) senator would file complaint with commission either late that day or early this week.

CBS's reply came late Thursday. On Friday afternoon NBC and ABC announced their denials of the McCarthy request.

Mr. Clark's intention to appeal to commission was latest in chain of events that began Tuesday (Dec. 19) evening with one-hour, three-network appearance by President Johnson (see page 54). During program President made number of political references to Senator McCarthy and Senator Robert F. Kennedy (D-N.Y.). During program, President referred to "Kennedy-McCarthy movement."

On Wednesday (Dec. 20), Mr. Clark sent telegrams to ABC, CBS and NBC requesting equal time to rebut President's remarks. Mr. Clark said reply time should be granted because:

- Section 315 of Communications Act (equal-time requirement) applies to political candidates;

- Mr. Johnson's reference to the "Kennedy-McCarthy movement" was inaccurate and constituted "personal attack" on Senator McCarthy, and

- That FCC's fairness doctrine should entitle senator to reply to President's comments about war.

Late Thursday (Dec. 21), CBS vice president and general counsel Richard Jencks wrote Mr. Clark that CBS was denying request for rebuttal time because in effect, Mr. Johnson has not yet declared his candidacy for presidency in 1968; that President's comments on "Kennedy-McCarthy movement" could not be construed as attack on Senator McCarthy's honesty or integrity; and, lastly, that CBS News's coverage of war and of senator has been fair and balanced. Mr. Jenck's letter concluded that CBS welcomed the FCC's review of its (CBS's) interpretation of applicable law.

C-E negotiating sale of West Coast unit

Campbell-Ewald Co., Detroit, confirmed Friday (Dec. 22) negotiations are under way to sell its West Coast division to group of employees headed by Peter Dailey, senior vice president there. Western division was formed after January 1964 purchase of western division of Fletcher, Richards, Calkins & Holden. Division's Los Angeles and San Francisco offices billed about \$6 million this past year.

Agency would retain its Los Angeles radio-TV department if sale is worked out and also would keep branch service offices in both Los Angeles and San Francisco.

FCC spells out data needed for waivers

FCC has clarified pleading standards that must be met by CATV systems seeking waiver of top-100-market rules and by broadcasters seeking protection from CATV competition in markets below top 100.

Clarification, which came in response to court decisions expressing need for greater specificity on part of systems seeking waiver, was contained in order affirming decision waiving top-100 market rule for CATV systems in Syracuse, N. Y.

Commission said systems seeking waiver of rule requiring hearing on requests to import signals into major markets must present "full and precise facts . . . demonstrating" why waiver "would be consistent with the establishment and healthy maintenance of television broadcast service . . ."

Commission said waiver petitions must develop facts on cumulative effect of operations of systems, together with all other operating or proposed systems "in pertinent grade A area," on existing and possible new stations.

In cases where broadcasters in markets below top 100 request special relief, commission said, "similar considerations as to cumulative effect and effect on likelihood of obtaining a network affiliation are applicable."

Commission said specifics regarding station's present financial condition, impact that any present CATV activity has

ABC defends its plan for 4 radio networks

ABC has told FCC that network radio cannot be counted out as force in broadcasting unless it is "regulated to death."

ABC made comment in responding to petition of Station Representatives Association Inc. protesting ABC's proposed four specialized American radio networks, scheduled to begin operations Jan. 1 (BROADCASTING, Dec. 18).

Protest grew out of ABC's request for ruling that plan would not violate chain-broadcasting rule. Question arose when it was realized that, although programs will be fed sequentially to different affiliates in each market, some ABC programs would appear opposite each other for brief periods in some communities.

ABC in response said such overlap doesn't constitute dual networking that is prescribed by commission rule. That rule, ABC said, is designed to bar one company from operating full-fledged networks, such as NBC's Red and Blue operations.

ABC said there are number of situations where different AM, FM or TV offerings of given network are occasionally broadcast opposite each other by affiliates serving same area.

Network noted that in two-station television markets VHF station, at insistence of sponsor, may carry show on delayed schedule while another program of same network is broadcast live on UHF.

"Unless regulated to death," ABC said, network radio cannot be counted out, keeping in mind that there are tens of millions of car radios, most of which are used a portion of every day."

Meyner eases CAC rules

Robert Meyner, administrator of Cigarette Advertising Code, disclosed Friday (Dec. 22) suspension of health sections of code. He said it "seemed idle and self-defeating to resist what the Federal Trade Commission is permitting and encouraging."

Earlier this year, FTC said its policy was not to challenge representations of tar and nicotine content, providing they were based on fact.

WEEK'S HEADLINERS



Mr. Campbell



Mr. Reardon

Thomas B. Campbell and **Paul M. Reardon** named VP's in charge of spot sales development, and sales coordinator of spot sales and special events, respectively, at H-R Television Inc., N. Y., as part of move by station rep to expand its new business and special sales department, effective Jan. 1. Mr. Campbell, president of Advertising Time Sales prior to its merger with H-R Television, has been VP in charge of sales systems. Mr. Reardon last March became special sales coordinator at H-R Television. He joined rep in 1966 from Ted Bates & Co. where he had been VP in charge of network.



Mr. Quarton



Mr. Van Nostrand

William B. Quarton, president of WMT-TV and executive VP of WMT-AM-

FM, retires Jan. 1 after 37 years with Cedar Rapids, Iowa stations. **Lew Van Nostrand**, VP-sales for WMT-TV, will become VP and general manager of stations. Mr. Quarton will stay with stations under seven-year consultancy agreement. He joined stations in 1931, became commercial manager of WMT in 1936, general manager in 1943, executive VP and chief executive officer of parent American Broadcasting Stations Inc. in 1959. He was chairman of CBS-TV affiliates advisory board in 1960 and chairman of National Association of Broadcasters in 1963-64. Mr. Van Nostrand joined WMT in 1940, was named sales manager in 1946, general sales manager of WMT-AM-TV in 1953 and VP sales in 1958.



Mr. Bernbach



Mr. Daly



Mr. Dane

William Bernbach, president Doyle Dane Bernbach, New York agency, moves up to chairman, but remains chief executive officer of DDB, on Jan. 1. He will be succeeded by **Joseph Daly**, senior VP. Three

new executive VP's will be created: **Robert Gage**, creative director; **Edward T. Russell**, management supervisor, and **Maxwell Dane**, who is a founder of company and who also takes title of secretary and treasurer. At next DDB stockholders meeting in February, directors will recommend expansion of



Mr. Gage



Mr. Russell

board to ten members: Messrs. **Dane**, **Bernbach**, **Daly**, **Gage**, **Russell**, **Ted H. Factor**, **Edward R. McNeilly**, **Dorothy Parisi**, **David Reider**, and **Ned Doyle**, another founder of agency.



Mr. Sloan

Alan P. Sloan, executive assistant to CBS/Broadcast Group president in New York, appointed VP, station services, CBS television stations division. Mr. Sloan joined CBS in 1960 as account executive with WCBS-TV New York, then with CBS television stations national sales. In 1963 he began a three-year academic sabbatical to study for doctoral degree in political science from Massachusetts Institute of Technology.

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

had on its operation, or nature of other CATV activity to which it refers must be spelled out.

Sears steps up its spot-TV investment

Sears, Roebuck and Co., Chicago, is using television more frequently and in more markets than at any time in its history. Television Bureau of Advertising said Friday (Dec. 22) that in spot television giant store chain had invested over \$3.5 million in first nine months of 1967 as against just under \$2.5 million for all of 1966.

TVB in acknowledging involvement with Sears over more than decade to bring stores closer to TV usage, released both data and comments from Howard P. Abrahams, TVB's vice president in charge of local sales.

He said that it took little better than decade for Sears to make anticipated important entry in TV, but "when one stops to consider the problems involved in changing the media patterns of a company that does \$7 billion worth of business annually, it would seem to me that Sears made a quick switch."

Indication of Sears' new emphasis in TV is company's naming director of broadcast media.

Sears in first 10 months of this year

increased number of TV announcements 74% over same period in 1966—up from 5,200 in 1966 to 9,066 this year, he said.

Lessler to Grey's top post

Series of top-level changes announced by Grey Advertising, effective Jan. 1 include promotion of **Richard S. Lessler**, 43, executive vice president, to board chairman and chief executive officer; **Edward H. Meyer**, 40, executive vice president, to president; **Arthur C. Fatt**, 63, board chairman, to chairman of executive committee and **Lawrence Valenstein**, 68, chairman of executive committee, to founder-chairman.

Starlite 1

**30 STAR-STUDDED FEATURES
(16 IN COLOR)**

including:



Starlite 2

**46 BLOCKBUSTER FEATURES
(34 IN COLOR)**

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TORONTO, ONTARIO: 11 Adelaide St. West • 364-7193



"Noiseless" Colors

**Tape the color "toughies"
...play them like "live"**



**...With the RCA TR-70
High Band Recorder**

The TR-70 is the high band television tape recorder for unexcelled performance. It's truly the world's most sophisticated system . . . it makes even the tough jobs in taping easy to accomplish. It delivers up to four generations of *brilliant, broadcastable color* without a trace of tattle-tale grain.

"NOISELESS" COLORS . . . even with yellow—the "noisiest color" around—you'll get a noise-free picture. The TR-70 delivers the greatest, most noise-free yellow you've ever seen—yellow, without even a whisper!



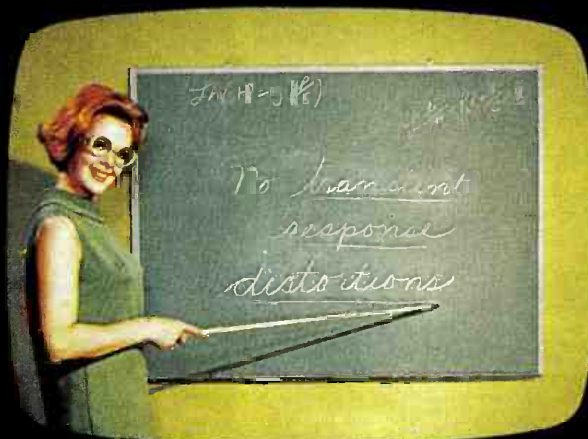
Perfect Chroma Registration



Beer Tones That Raise a Thirst



Reds You See with Pleasure



No Transient Response Distortion

PERFECT CHROMA REGISTRATION means you can be sure there's never any objectionable lipstick smear when your color images are recorded by the TR-70—the most accurate TV tape recorder. You get perfect chroma registration every time.

BEER TONES THAT RAISE A THIRST. You know how hard it has been to make browns and ambers look realistic. The TR-70 specializes in brilliant colors that not only stimulate the sight, but the senses of taste and smell as well!

REDS YOU SEE WITH PLEASURE. Reds, too, were never so faithfully captured. Even when there's more than one kind of red in the same picture—from the sauce on the spaghetti to the checkered cloth—you can see the difference! Your food commercials have instant identification.

NO TRANSIENT RESPONSE DISTORTION . . . even with finicky vertical lines. Sparkling quality couldn't be easier to obtain—because the TR-70 is designed for easy handling of all such problems.

The scenes reproduced above are shown in a tape about the TR-70—made on the TR-70. For proof of the superior reproduction and easier handling of the TR-70 ask your RCA sales representative to arrange a showing of this tape.



THE MOST TRUSTED NAME IN ELECTRONICS

DATEBOOK

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

■Indicates first or revised listing.

DECEMBER

Dec. 26—Deadline for comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit some telemetry signals by intermittent subsonic tones.

Dec. 27—Special meeting of stockholders, Plough Inc., to increase total number of all shares from 5 million to 16 million and to act on acquisition of Maybelline Co. in pooling of interest transaction. Memphis.

JANUARY 1968

Jan. 2—Deadline for filing responses to FCC's inquiry into operation and effect of present commission policies regarding carriage and program exclusivity on CATV systems.

Jan. 4—Newsmaker luncheon sponsored by the International Radio and Television Society. Speakers include newsmen Walter Cronkite, CBS; Chet Huntley, NBC; and Bob Young, ABC. Waldorf-Astoria hotel, New York.

Jan. 5—Deadline for reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit some telemetry signals by intermittent subsonic tones.

Jan. 5—Deadline for entries for the fourth annual competition for the ANDY awards, given by the Advertising Club of New York for advertising creativity.

■Jan. 8—New deadline for reply comments on FCC's proposed rulemaking concerning the public value of presunrise operation by class II stations vis-a-vis co-channel U.S. I-A nighttime services, "which they would inevitably limit to some degree," and circumstances "under which such usages should be allowed and the degree of sky-wave interference protection to be afforded U.S. I-A stations, which at present derive their basic protection from the exclusivity of the I-A nighttime priority within the North American Region.

■Jan. 11—Annual meeting of stockholders, Gulf & Western Industries Inc., to elect directors, to vote on increase of authorized cumulative convertible preferred stock from 2 million to 5 million shares and on increase of authorized common stock from 25 million to 35.5 million shares, to approve merger agreements with E. W. Bliss Co., Consolidated Cigar Corp. and Universal American Corp., and to transact other business. Chase Manhattan Bank, New York.

■Jan. 11—11th luncheon panel held by Foreign Policy Association in cooperation with NBC, this year to celebrate FPA's 50th anniversary with theme "Great Decisions . . . 1968." Reporting panel includes six NBC correspondents; moderator, Chet Huntley, NBC News; chairman, Samuel P. Hayes, FPA president. New York Hilton, New York.

Jan. 11-13—Annual meeting, Florida CATV Association, Statler Hilton, Lido Beach (Sarasota), Fla.

Jan. 12-13—Annual meeting Rocky Mountain Cable Television Association, Holiday Inn, Albuquerque, N. M.

Jan. 13-14—Retail Advertising Conference. Workshop sessions include retail use of radio-TV. Knickerbocker hotel, Chicago.

Jan. 14-26—Tenth annual seminar in marketing management and advertising sponsored by the American Advertising Federation. Harvard Business School, Boston.

Jan. 15—Deadline for receipt of entries in 25th Annual Television Newsmag Competition jointly sponsored by National Press Photographers Association and school of journalism, University of Oklahoma. Com-

petition open in six categories plus Newsmag Station of the Year and Cameraman of the Year named during final judging March 1-3. Entries to be mailed to Rob Chaddock, coordinator of competition, University of Oklahoma, Norman, Okla. 73069.

Jan. 15—Deadline for U. S. TV and radio entries in ninth annual competition of American TV/Radio Commercials Festival. Judging by board of 250 advertising and production professionals, headed by David Ogilvy, creative director, Ogilvy & Mather, New York, will take place in nine centers in February and March. February, 1968, is deadline for entries in international TV and Cinema categories in third annual competition.

Jan. 16—Deadline for filing reply comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

Jan. 16—Meeting of the Utah-Idaho AP Broadcasters Association, Boise, Idaho.

Jan. 21-23—Winter meeting of the Oklahoma Broadcasters Association, Habana motel, Oklahoma City.

Jan. 21-26—Winter board meeting of the National Association of Broadcasters, Far Horizons, Longboat Key, Sarasota, Fla.

Jan. 22-23—Executive committee meeting, National Cable Television Association, Washington.

■Jan. 22-25—25th annual convention of the National Religious Broadcasters. Speakers at workshops and plenary sessions will include George S. Smith, chief of Broadcast Bureau, FCC; Rosel H. Hyde, FCC chairman; Roy Danish, of NAB's television office, New York, and Dr. E. R. Bertermann, NRB president, Mayflower hotel, Washington.

Jan. 24-27—Meeting of the board of directors of the American Women in Radio and Television, Shamrock Hilton hotel, Houston.

Jan. 25-27—Winter convention, South Carolina Broadcasters Association, Wade Hampton hotel, Columbia.

Jan. 26-27—The second annual color-television conference sponsored by the Detroit section of the Society of Motion Picture and Television Engineers, Rackham Memorial Building, Detroit. Anyone interested in presenting a paper at the conference should contact Mr. Roland Renaud, c/o Station WWJ, 622 West Lafayette, Detroit 48231. Registration information may be obtained through Wayne State University, Conference Department, Detroit.

FEBRUARY

Feb. 1—Deadline for submitting entries for the 20th annual George Polk Memorial Awards for outstanding achievement in journalism, sponsored by the department of journalism, Long Island University. Recognition is given mainly for foreign, national, metropolitan, interpretive, magazine, television and radio reporting as well as for community service, criticism, news photography and the television documentary. The application procedure follows: A brief background description, in the form of a letter sent along with the entry, is sufficient. Radio and television programs should take the form of sound-tape and be supplemented, when possible, by corresponding manuscripts. Photographs, suitably enlarged, must be mounted on strong backing. Entries should be filed with Prof. Jacob H. Jaffe, curator, George Polk Memorial Awards, Long Island U., Brooklyn, N. Y. 11201.

Feb. 1—Deadline for entries for the 36th annual Distinguished Service Awards of Sigma Delta Chi, professional journalism

society. Entries must be submitted in the following categories: general reporting, editorial writing, Washington correspondence, foreign correspondence, news photography, editorial cartoon, magazine reporting, journalism research, radio and television reporting and editorializing, and public service by newspapers, magazines, radio stations or networks and television stations or networks. Entry blanks may be obtained from Sigma Delta Chi, 35 E. Wacker Dr., Chicago 60601.

Feb. 1—Deadline for entries for the 1967 Medical Journalism Awards of the American Medical Association. Awards are given for distinguished reporting on medicine or health on a U.S. radio or television station or network, and for distinguished editorial writing on a U.S. radio or television station or network. All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago 60610.

Feb. 1—Annual meeting of Minnesota AP Broadcasters Association, Hotel Radisson, Minneapolis.

Feb. 5-7—Tenth annual conference on advertising/government relations sponsored by the American Advertising Federation, Washington Hilton hotel, Washington.

Feb. 7—Winter meeting, Alabama Cable Television Association, Albert Pick motel, Montgomery.

Feb. 7-8—Michigan Association of Broadcasters annual legislative dinner and mid-winter convention, Jack Tar hotel, Lansing.

Feb. 7-9—Fifth annual convention of the National Association of Television Program Executives, Royal Orleans hotel, New Orleans.

Feb. 9—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be Vincent Wasilewski, president of the National Association of Broadcasters, Waldorf-Astoria hotel, New York.

Feb. 16-18—Meeting of the New England chapter of the American Women in Radio and Television, Statler Hilton hotel, Boston.

■Feb. 20-21—Louisiana Association of Cable TV Operators convention, Monteleone, New Orleans.

Feb. 27-28—Annual State Presidents Conference of the National Association of Broadcasters, Marriott Twin Bridges motel, Arlington, Va.

MARCH

■March 7—Annual dinner, Radio-Television Correspondents Association, Shoreham hotel, Washington.

March 14—Anniversary banquet of the International Radio and Television Society. Gold medals to be presented to presidents Elmer W. Lower, ABC News, Richard S. Salant, CBS News, and William R. McAndrew, NBC News, Waldorf-Astoria hotel, New York.

March 16—Annual Alabama AP Broadcasters Association seminar and awards banquet, Birmingham.

March 18-22—1968 International Convention and Exhibition of the Institute of Electrical and Electronics Engineers, New York Hilton hotel and the Coliseum, New York.

March 20-23—Annual West Coast meeting of Association of National Advertisers, Del Monte Lodge, Pebble Beach, Calif.

March 21-27—Fifth Hollywood Festival of World Television, Los Angeles.

March 22—Newsmaker luncheon sponsored by the International Radio and Television Society. Winners of the International Broadcasting Awards competition will be presented, Waldorf-Astoria hotel, New York.

March 23—Georgia AP Broadcasters Asso-

For years we've been offering
a 30-day free trial, a full year's
warranty on parts and labor,
an increase in effective coverage,
a guarantee of protection against
overmodulation without
distortion—but there are
still a few of you who haven't
tried AUDIMAX and VOLUMAX.

You sure are a tough audience!

Audimax reacts to any given program situation in exactly the same way as your best audio man would — only a lot faster and more efficiently. It eliminates distortion, thumping, pumping, audio "holes", and bridges through program pauses to eliminate the "swish-up" of background noise. It even returns the gain to normal during standby conditions. Big claims? You bet. But we're willing to back them up with a 30-day free trial in your own studio. After that, send us \$665 if you like it. If not, send it back — freight charges collect. What can you lose? By keeping average modulation up, everybody wins. Volumax for AM broadcasters costs the same as Aud-

imax and limits peaks without side effects. Its action may be gentle or microsecond fast. That depends on the program waveform but the end result of the Audimax-Volumax team is **always a more even and pleasant sounding program that may be transmitted safely at much higher effective power levels.** That's another big claim we'll back up with a free trial.

We've even got a claim for FM and TV broadcasters. FM Volumax is absolutely guaranteed to prevent FM overmodulation and SCA crosstalk without distortion. This one costs \$695.

Write and let us back these claims with a 30-day free trial. Or better yet—call us collect at (203) 327-2000.



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Stamford, Connecticut. A Division of
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Your producer and laboratory rely on the quality and dependability of Eastman color film systems. And Eastman engineering service is continually working behind the scenes to make sure commercials are delivered color-perfect.

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ciation annual awards banquet and news
 clinic. Regency Hyatt House, Atlanta.

March 24-26-Spring meeting. Southern
 CATV Association, Callaway Gardens, At-
 lanta.

March 29-31 - Annual convention of Na-
 tional Association of FM Broadcasters.
 Palmer House, Chicago.

March 31-April 3-Annual convention of
 the National Association of Broadcasters.
 Conrad Hilton hotel, Chicago.

APRIL

April 1-2-Eighth annual Washington con-
 ference on business-government relations
 sponsored by The American University.
 Shoreham hotel, Washington. For further
 information write Robert W. Miller, direc-
 tor, business-government relations program,
 school of business administration, The
 American University, Massachusetts &
 Nebraska Avenues N.W., Washington 20016.

April 3-7-Third semi-annual conference of
 members of the Intermarket Association of
 Advertising Agencies. El Matador hotel,
 Palm Springs, Calif.

April 4-Awards presentation in the fourth
 annual competition for the ANDY awards,
 given by the Advertising Club of New York
 for advertising creativity. New York Hilton
 hotel, New York.

April 4-5-Region II conference of the Na-
 tional Association of Educational Broad-
 casters. Atlanta Cabana hotel/motel, At-
 lanta. Inquiries regarding the session
 should be sent to: Louis Peneguy, Georgia
 ETV Network, State Office Building, At-
 lanta 30334.

April 16-Newsmaker luncheon sponsored
 by the International Radio and Television
 Society. Waldorf-Astoria hotel, New York.

April 16-19-18th annual broadcast industry
 conference sponsored by San Francisco State
 College. Broadcast media awards are voted
 to entries of unusual merit in both radio
 and television. Categories include local
 news, information and documentary pro-
 grams, special events, station editorials, in-
 structional programs and entertainment.
 Both commercial and educational stations
 are eligible in the competition. San Fran-
 cisco State College, San Francisco. Inquiries
 about entry details should be addressed to
 Professor Benjamin Draper, radio-TV-film
 department, San Francisco State College,
 San Francisco 94132.

April 25-27-Annual convention, Texas
 CATV Association. Marriott motor hotel,
 Dallas.

April 28-30-Meeting of the board of di-
 rectors of the American Women in Radio
 and Television. Century Plaza hotel, Los
 Angeles.

April 29-May 2-34th national convention,
 Audio Engineering Society. Abstracts of
 proposed papers should be submitted by
 Jan. 30, 1968, to: Don Davis, convention
 chairman, Audio Engineering Society, c/o
 Altec Lansing, 1515 South Manchester, Ana-
 heim, Calif. 92803.

MAY

May 1-5-Seventeenth annual convention of
 the American Women in Radio and Tele-
 vision. Century Plaza hotel, Los Angeles.

May 3-4-Annual convention of Kansas
 Association of Radio Broadcasters. Holiday
 Inn Midtown, Wichita.

May 6-7-Meeting of the board of directors
 of the American Women in Radio and Tele-
 vision. Century Plaza hotel, Los Angeles.

May 8-Michigan Association of Broad-
 casters' annual congressional dinner. Mad-
 ison hotel, Washington.

May 10-11-Annual spring meeting of West
 Virginia Broadcasters Association. Oglebay
 Park, Wheeling.

May 13-16-Annual convention and trade
 show, National Community Antenna Tele-
 vision Association of Canada. Empress
 hotel, Victoria, B. C.

May 14-Annual meeting and performer's
 award luncheon sponsored by the Interna-
 tional Radio and Television Society. Waldorf-
 Astoria hotel, New York.

May 14-17-1968 International Quantum
 Electronics Conference sponsored by the
 American Physical Society, the Optical
 Society of America, and the groups on elec-
 tron devices and microwave theory and
 techniques of the Institute of Electrical and
 Electronics Engineers. Everglades hotel,
 Miami.

May 20-22-Spring convention of Kentucky
 Broadcasters Association. University of Ken-
 tucky officials plan Kentucky Broadcasters
 Day in connection with the convention.
 Phoenix hotel, Lexington.

May 23-24-Spring convention of the Ohio
 Association of Broadcasters. Sheraton-
 Cleveland hotel, Cleveland.

May 26-28-Annual spring meeting of the
 Pennsylvania Association of Broadcasters.
 Host Farm motel, Lancaster.

■Indicates list or revised listing.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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☐ 3 years \$25

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 January Publication

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☐ Bill me

Name

Position

Company

- ☐ Business Address
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City

State

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☐ Address change: Print new address above and attach address label from a recent issue, or print old address, including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

Hot Shoppes new campaign swings into radio

Today, Washington has Vietnam hawks and doves—and Pappy Parker Smokey Mountain Fried Chicken.

Least controversial of the birds, the fried chicken is part of a new advertising campaign—almost wholly radio—that has just been inaugurated by Hot Shoppes, the food-services division of the Washington-based Marriott Corp. Operating in 14 markets from the Chicago area to Dallas and from Salt Lake City to the nation's capital, Hot Shoppes has joined the increasing ranks of those who have chosen radio to tell their marketing story.

The restaurant chain, established in Washington 40 years ago, now has three types of units: full-service restaurants (wide menu variety, with carry-out and curb service); cafeterias (restaurant-type decor with plain and fancy smorgasbord); and Junior Hot Shoppes (shortened-menu, fast-service carry-out with dining facilities). Additionally, they manufacture house-brand products including baked goods, ice cream and Pappy Parker Smokey Mountain Fried Chicken, which receives special emphasis.

Special Needs ■ To make the picture a little more complex, the types and number of units vary in each of the 14 markets. Some units are new; others are well-established, and the pattern of market expansion is diverse. This is why we turned to radio to do the job:

- Radio could most effectively handle the mechanics of establishing the multiple identities and the varied degrees of market-by-market penetration on varied advertising budgets.

- Radio effectively appeals to the imagination of each consumer. We believe that radio can better create a happening in the minds of listeners for motivation to the point of sale than the flat and positive advertising of print and television—which, though it often raises questions, because of illustrations rarely leaves much to the viewer's imagination. Radio can provide the stuff that dreams are made of. It can effectively create illusions and capture fleeting images. And of all media, radio is more truly tuned to total-environmental selling because of this unique ability.

- Only through the use of radio can a selling organization be built in which the identity and reputation of the national or local personalities add to and complement the copy message.

These three reasons for the use of radio are in addition to the medium's basic advantages: unmatched flexibility

in pin-pointing markets and types of audience within markets; reaching those audiences at the desired minute of the day (especially important for impulse decisions), and the ability to hit a moving target (and to a population on wheels, that's increasingly where the action is).

Duke Ellington—a legend in his own time and one of the most respected names in the field of music—was chosen as the commercial's attention-getter and as a unifying factor to tie together the five Hot Shoppes' identities: corporate, full-service restaurants, cafeterias, Junior Hot Shoppes and the Pappy Parker fried chicken. The noted composer wrote an original score entitled "Plain & Fancy" and with his 17-piece band recorded five arrangements of it—one for each unit.

Added Feature ■ The Ellington name conveys excellence in music that properly reflects on the Hot Shoppes' image. His musical style is most compatible with the programming of the stations used in the campaign.

To build separate-unit identities, a national-personality sales staff was established: Henry Morgan voices over Ellington's music for the full-service restaurants; Selma Diamond for the cafeterias; Jackie Vernon for the Juniors; Charlie Weaver for Pappy Parker, and Santos Ortega for the corporate story.

The Ellington music also provides background for the regional sales staff, composed mainly of the strongest morning men in each market on top middle-of-the-road stations. (Some rock 'n' roll stations have also been selected in some multiunit markets.)

The double-barreled use of Duke Ellington and national comedy stars is intended to attract attention just by

their use—almost regardless of what is voiced over. And, of course, their identity in each commercial serves as a pre-conditioning device for the messages that are presented.

Bonus ■ The use of the well-known humorists creates the expectation of some entertainment based upon their individual reputations. Thus, the commercials themselves are more thoroughly listened to and achieve acceptability as entertainment capsules rather than just as more commercials.

The use of Duke Ellington's distinctive music under the voice overs by the regional personalities stops traffic and serves as a firm support to the strength of the personalities. It permits top announcers to develop specific local appeals within the larger framework.

The association of all the personalities with Hot Shoppes is considered to have both internal and external benefits, creating traffic to the point of sale, reaffirming the opinions of existing customers that Hot Shoppes is the right place to eat, and indicating to the service staffs that they are working for a company that uses first-rate talent and aims at excellence.

The central copy theme used throughout the campaign is "Hot Shoppes—part of the good life." This also serves as a unifying recognition device. It is appropriate, believable and in accord with the desire of most to enjoy the benefits of the modern world. It establishes rapport with each listener, relating to his image of what constitutes the good life. And the messages put the imagination to work.

Radio continues to be an exciting vehicle. It offers an endless variety of opportunities to create sales. This is just one more example of radio's specific application to marketing.



Bill Wiggins is an account executive at Henry J. Kaufman & Associates, Washington. Before rejoining Kaufman in 1966, Mr. Wiggins was a national representative for the United Feature Syndicate Inc., the feature division of United Press International; director of promotion and advertising, WTOP Washington, and a partner in the commercial art firm, Burwell, Thomas & Wiggins. Mr. Wiggins is president of the District of Columbia chapter, Association of Industrial Advertisers.

McGAVREN-GUILD

IS NOW AMERICA'S FOREMOST



Total broadcast revenues ^a	Total broadcast expenses
580,053	598,387
926,604	861,860
3,929,099	3,459,240
1,462,022	1,565,025
408,278	420,080
677,168	592,766
1,000,143	731,037
598,870	688,955
•	•
709,909	733,413
9,144	628,359
132	1,103,872
•	•
•	17,812,160
•	2,859,177
•	•
•	832,992
•	324,938
•	780,929
•	1,039,551
•	647,982
•	2,543,981
•	•
•	4,034,200
•	325,874
•	3,772,358
•	5,273,155
•	999,816
•	380,157
•	759,721
•	468,490
•	2,575,239
•	•
•	1,330,230
•	443,936
•	2,457,698
•	27,434,958
•	1,805,701
•	777,624
•	1,683,703
•	•
•	410,760
•	392,930
•	1,700,182
•	2,200,370
•	1,228,230
•	•
•	00,999
•	06,475
•	1,837
•	311
•	62
•	16
•	3
•	1

McGavren-Guild-PGW Radio, Inc. is now
foremost exclusive radio station rep
Read why this somewhat startling bit of new
tangible benefit to you—be you station man or

Why startling? Because even in this fast-breaking broadcast world, institutions—like sales representatives—evolve slowly. One rather expects the proud old names to dominate the radio sales field. But now, with seeming suddenness, McGavren-Guild-PGW Radio, Inc. emerges as the radio-only rep in the field.

How did McGavren-Guild-PGW Radio achieve this distinction?

By dint of tough, professional selling, by sound management planning, by unswerving loyalty to its goals and ideals, by mergers, but most of all, by its revolutionary and unique approach to the radio-only rep of operation.

Here's how McGavren-Guild-PGW Radio's innovative management policies go to work:



RADIO SPECIALISTS HAVE UNDISTRACTED CONCENTRATION.

We sell radio only. Our attention is never distracted by any other medium. Our corporate outlook is not dominated by television-oriented financial considerations.

Moreover, we are radio specialists. We know radio better. We sell it better.



INTENSIVE INCENTIVE COMPENSATION KEEPS MEN AT PEAK DEDICATION.

McGavren-Guild-PGW Radio has the most comprehensive—and on-target effective plan—of any incentive program in the rep field. We'd be glad to explain how it works to keep our men working for you.



REGIONAL RESPONSIBILITY A MAN IN YOUR CORNER

A key man, in the region closest to your station, is charged with direct responsibility for operation. He is your liaison and assists you in the two-way communication between your station and all McGavren-Guild-PGW Radio offices. He helps set sales goals (last year we were within 5% of our goal). He makes sure your rate structure is sound and remains so. He supervises research and promotional activities on behalf of your station. He makes sure everyone has the best and most current sales tools on the station.

How do you know he will do all this?

You can be sure he does because his office gets an override on all business placed by all other offices.

Radio up, but not as much as '66

Official FCC figures for 1966 serve to point up fact that aural medium has set a new all-time high in 1967, even though percentages have leveled off

Radio broadcasters, approaching the end of a so-so sales year, got official notice of a record-setting one last week as the FCC released its radio financial report for 1966. (See page 24).

An informal review of their 1967 sales performance, however, found little more to add to the joy of their holiday season—although it seemed clear that sales this year had, in total, increased modestly over 1966 levels and, therefore, reached another all-time high.

The lack of excitement in the 1967 sales record was partly comparative. Where the FCC's 1966 report showed an annual growth rate of 10.2%, the highest radio has had since 1948, the indicators for 1967 suggested this year's gain would be in the less pretentious neighborhood of 3% to 5%.

Any gain in 1967, however, would mean that sales had more than kept up with those in a year that produced the highest percentage increase in 18 years—and had done so in a market notoriously soft for all media. Radio authorities suggested that radio's performance in this respect would compare favorably with that of any other medium, and certainly with those of newspapers and magazines.

Estimates varied widely, but in general it was believed that 1967's anticipated 3%-to-5% overall increase over the 1966 record would derive from a 1% to 3% rise in national spot, an obvious, but not easily measured, gain in network and a 5% to 6% increase in local sales. The FCC's 1966 report showed spot up 12%, network up 5.6% and local up 9.7% over 1965.

Uneven Gains ■ Whatever the 1967 gains, they appear to be distributed much less evenly than usual, particularly in national spot.

In an informal canvass of leading station-representation firms last week, approximately 40% of those contacted by BROADCASTING indicated their radio billings for 1967 are below those of 1966, although usually not by much, while 10% said their 1967 sales were

on a par with 1966's.

Curtailed of cigarette advertising on radio was generally cited as the biggest braking effect on spot sales in 1967, though in several cases reps indicated they had been able to offset it with new or expanded accounts. More cautious spending and a seemingly increased tendency among advertisers to concentrate on bigger markets, both apparently related to uncertainty in the general economy, were also blamed.

The reps' appraisals of 1968's spot-radio prospects differed from one firm to another, and from one part of 1968 to another.

Although a few expressed concern about the year as a whole, about two-thirds of those canvassed were optimistic about the full-year outlook and

most of the rest could be classified as "cautious optimists." For the more immediate future, however, the dominant mood was one of doubt about the first quarter and, among some reps, about most of the first half.

At the Networks ■ Network radio business, which in the first half lagged behind its 1966 pace, appeared to have increased the faster tempo that became apparent a few months ago (BROADCASTING, Oct. 16). Although there was no agreement on what they would amount to as a percentage gain for all network radio, full-year increases were reported by three of the four networks and the fourth at least approximated its 1966 performance.

Individual network reports follow:

Herb Granath, vice president and national director of sales for ABC Radio, said 1967 volume was 8% ahead of 1966's. "This year," he said, "we've had 23 advertisers who spent more than \$200,000 with us, and we picked up 28 new advertisers who were not with us in 1966."

Projecting ABC Radio's 1968 business is difficult because on Jan. 1 ABC is to begin feeding four different program services to four different sets of affiliates. Mr. Granath said he was gratified by the number of advertisers who have already signed on one or more of the networks, such as Sterling Drug, Colgate-Palmolive and American Tobacco. "We're still very optimistic about sales for our networks," he said.

George J. Arkedis, vice president of the CBS Radio division and general manager of the CBS Radio Network, said: "1967 was an excellent year for the CBS Radio Network. We have virtually equalled our 1966 business, which was the network's best year since 1958. We look forward to an improved economic environment in 1968 and are confident the CBS Radio Network will share in the growth."

Up at Mutual ■ President Matthew J. Culligan said Mutual has achieved a 25% gain in sales this year, compared with 1966, and also reported that "we

Estimates accurate

A 1.5% difference, on the optimistic side, separates the estimates by BROADCASTING for 1966 radio total time sales and the official FCC reported figures released last week (see page 24).

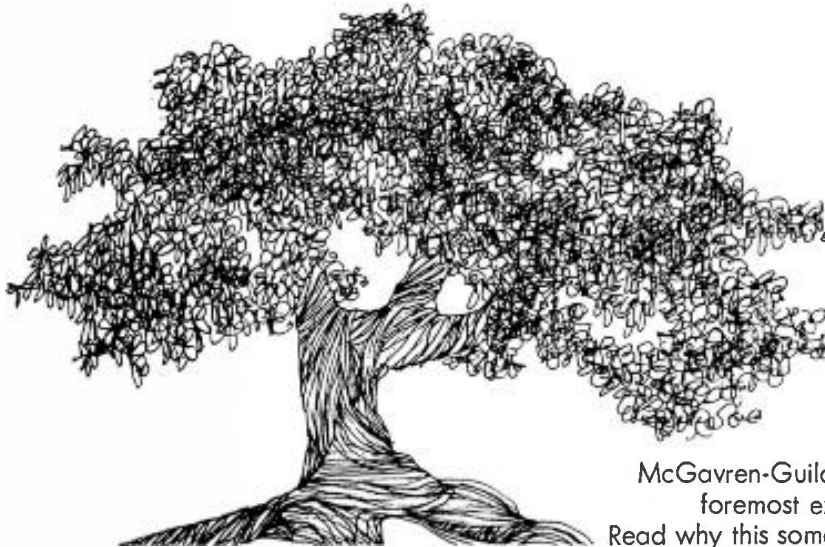
BROADCASTING estimated total 1966 radio time sales at \$926,018,000 in its special *Perspective* issue earlier this year (BROADCASTING, Feb. 27); the official FCC figure was \$911,979,000.

Other comparisons (in order of BROADCASTING's estimate first, then the FCC figure, followed by the percentage difference): network, \$46,999,000, \$47,217,000, 0.5%; national spot, \$283,631,000, \$284,552,000, 0.3%; local, \$595,388,000, \$580,210,000, 2.6%.

Both the BROADCASTING and the FCC figures are for net time sales after all frequency and promotional discounts but before deductions of commissions to agencies and sales representatives.

McGAVREN-GUILD-

IS NOW AMERICA'S FOREMOST EXCLUSIVE



McGavren-Guild-PGW Radio, Inc. is now America's foremost exclusive radio station representative. Read why this somewhat startling bit of news can be of tangible benefit to you—be you station man or media man.

Why startling? Because even in this fast-breaking broadcast world, institutions—like station representatives—evolve slowly. One rather expects the proud old names to dominate the radio scene forever. But now, with seeming suddenness, McGavren-Guild-PGW Radio, Inc. emerges as the number one radio-only rep in the field.

How did McGavren-Guild-PGW Radio achieve this distinction?

By dint of tough, professional selling, by sound management planning, by unswerving devotion to its goals and ideals, by mergers, but most of all, by its revolutionary and unique approach and philosophy of operation.

Here's how McGavren-Guild-PGW Radio's innovative management policies go to work for you:



RADIO SPECIALISTS HAVE UNDISTRACTED CONCENTRATION.

We sell radio only. Our attention is never distracted by any other medium. Our corporate outlook is not dominated by television-oriented

financial considerations.

Moreover, we are radio **specialists**. We know radio better. We sell it better.



INTENSIVE INCENTIVE COMPENSATION KEEPS MEN AT PEAK DEDICATION.

McGavren-Guild-PGW Radio has the most comprehensive — and on-target effective plan—of any incentive program in the rep field. We'd be glad to explain

how it works to keep our men working for you.



REGIONAL RESPONSIBILITY PUTS A MAN IN YOUR CORNER.

A key man, in the regional office closest to your station, is charged with direct responsibility for your operation. He is your liaison man,

and assists you in the two-way communication between your station and all McGavren-Guild-PGW Radio offices. He helps set sales goals (last year we were within 5% of our goal). He makes sure your rate structure is sound and remains so. He supervises research and promotional activities on behalf of your station. He makes sure everyone has the best and most current sales tools on the station.

How do you know he will do all this?

You can be sure he does because his office gets on override on all business placed by all other offices.

PGW RADIO, INC.

RADIO STATION REPRESENTATIVE



TWO-PLATOON SYSTEM GIVES US 2 PASSES AT THE BUSINESS. Each major timebuyer has two McGavren-Guild-PGW Radio salesmen calling on him. This enables them to mutually evaluate the

agency's marketing goals and media strategy in terms of their own stations' strengths and shortcomings. It also helps our men to keep aware of 100% of an agency's buying activity.

From the point of view of you buyers, it enables you to keep better informed, gain greater perspective, and so make better buys. It gives you two brains to pick instead of one.



FULL DISCLOSURE MEANS REALISTIC SALES GOALS... AND MORE BUSINESS.

McGavren-Guild-PGW Radio keeps stations well informed on performance. You know when business is breaking... how much of the available money your station is getting and how much your competitors got. We believe that full disclosure of sales information is the only way you and we can arrive at realistic sales goals and find ways to improve sales performance.



REGIONAL MARKETING COMBINATIONS INCLUDES YOU IN TAILOR-MADE BUYS.

We are now in the process of combining our stations in regional groups that tally with the typical

marketing or sales areas as designated by many large advertisers.

From the standpoint of media men, it will enable them to buy truly regional spot schedules that exactly conform with their clients' distribution patterns.

Such group schedules may be treated as a single buy—one invoice, one bill—with a minimum of paperwork.

For station men, it means business you might not ordinarily enjoy.

McGavren-Guild-PGW Radio, Inc. is TODAY'S RADIO REP, structured to fulfill today's needs of the contemporary media community.

It's what's happening.

It should happen to you.

McGAVREN-GUILD-

PGW RADIO, INC.

New York/Chicago/Detroit/Philadelphia/Atlanta
San Francisco/Los Angeles/Dallas

270 Park Avenue, New York, N. Y. 10017 (212) 661-2500

A subsidiary of ATLANTIC STATES INDUSTRIES, INC.

RADIO UP, BUT NOT AS MUCH AS '66 continued

have a profit for the year." He was also bullish about Mutual's prospects for 1968.

As a symbol of Mutual's overall advance as well as an indication of some of the sources of its extra business this year, Mr. Culligan cited "the Detroit situation." Where Mutual had one automotive account last year, he said, it now has six.

Stephen B. Labunski, president of the NBC Radio division, said NBC's network radio sales this year will show a 5% increase over 1966, with expanded business accruing especially from weekday hourly newscasts and from advertisers who had not used NBC Radio—or radio network generally, in some cases—for several years.

Among advertisers who returned to NBC radio during 1967, he said, were Plough, Inc., General Foods, Armstrong Cork, E. J. Brach & Sons (candy), California Packing Corp. (Del Monte products), Colgate-Palmolive, Citgo, Kendall Refining, Libby, McNeil & Libby, Mutual of Omaha, National Biscuit, Nationwide Insurance, Rich Products Corp., Royal Crown Cola, Sinclair Oil, Swift & Co. and V-M Corp. (radio, tape recorders).

"Based on first-quarter contracts we have already received, further sales growth is indicated for 1968," Mr. Labunski said.

Local Softer ■ There was no sure measure of radio's local-sales performance in 1967, but informal reports from stations around the country in recent weeks have given no reason to

doubt that local business, which normally represents almost two-thirds of all radio time sales, had continued its upward thrust.

Here are some typical assessments of spot radio business as gathered by BROADCASTING last week:

The president of a top firm estimated that its 1967 sales would be "slightly lower" than in 1966, which he described as "a banner year." He pinpointed the substantial decline in tobacco advertising on radio as the main depressant, and indicated the slide would have been more pronounced except for an expanded use of radio by some large corporations.

He thought the first quarter of 1968 would be "soft," but said he expected sales to rise comfortably in the second and third quarters, which, he noted, "are becoming our best quarters." He was optimistic about 1968 as a whole, saying there should be "some expansion" in tobacco advertising and in business from major corporations, which are moving more and more toward "a media-mix concept."

Business in 1967 will be "just fractionally above that of 1966" at another large rep company, according to the executive vice president. He stated that some markets are up substantially while others are down, some by a small margin, others by much.

"In general, large-market stations and those with a contemporary format appealing to the youth segment have fared better than others," he said.

Cigarettes Hurt ■ The reduction in

cigarette advertising has been the principal factor in the spotty business picture, he stated, adding that this category in the past had provided 9% to 14% of the national spot radio business. He said he was heartened by increased use of radio by General Foods and some of the detergents companies and added that "1968 looks pretty good right now."

The top sales executive of a rep company with a 50-station list said that 1967 sales for stations in the top 20 markets were up over 1966, but in other markets were down. "Gains in our major markets kept us from having a bad year; otherwise the figures would be sagging pretty much for our whole list," he said.

The executive said he looked for a brighter 1968: "The first half of next year may be a bit soft, but our indications are that the second half will come on strong."

He indicated that he and several colleagues in the rep business were encouraged by several economic indicators recently released by the federal government: "Housing starts are up and so is personal income. This usually means an overall increase in radio business. If it weren't for the war, I'd be very optimistic."

An executive representing a short list of important markets also indicated that he was encouraged by some recent economic indicators: "Bullish news always helps business. New houses mean new furnishing, household goods, new families. I see business picking up in 1968, and in fact, our first quarter for the new year looks better

Radio totals reach \$872 million in 1966

OFFICIAL FCC REPORT IS GOOD ONE; FM'S POST HEALTHY INCREASE

Radio broadcasting continued a steady upward climb in revenues in 1966, up 10% over 1965, and registered a healthy 25% increase in profits before federal income tax for last year, overcoming the slump in rate of increase registered in 1965.

Overall, the radio industry in 1966 had revenues of \$872.1 million compared to 1965's \$792.5 million. Broadcast profits before federal income taxes totaled \$97.3 million, compared to 1965's \$77.8 million.

The 1966 radio financial report, issued by the FCC last week (about six weeks later than usual, principally because of the commission's move to its new quarters) noted that the entire

broadcast industry, counting both TV and radio, went over the \$3 billion mark for revenues, an increase of 11.5% over the same industry-wide figure in 1965. Profits before taxes for the whole industry hit \$590.2 million in 1966, up 12.3% over the previous year. The 1966 financial data for television were released last August (BROADCASTING, Aug. 28).

From a profit standpoint, network-owned radio stations and independent radio stations came out in the black for the year, with independent stations up 24%. The four radio networks, on the other hand, reported a loss of \$1.7 million. This is \$700,000 more than the loss they reported in 1965.

The 19 network-owned stations reported pre-tax profits of \$5.4 million, up 32% from the year before, on revenues of \$40.2 million, up 9.8%. The over 4,000 other radio stations reported profits before taxes of \$97 million, up 24%, on revenues of \$773.2 million, up 10%.

The four networks and their owned stations and the 4,000-odd other stations reported total time sales of \$912.0 million, up \$84.3 million from 1965's \$827.7 million. Network time sales increased 5.8% to 47.2 million from \$44.6 million in 1965; national spot rose 12% to \$284.6 million from the previous year's \$254.1 million, and local rose 9.7% to \$580.2 million from

than the first quarter of 1967."

He indicated that while 1967 business was off from 1966 levels, it was not down by a substantial amount. "Advertisers this year bought fewer stations, but they bought the same markets. What this meant for us was that in markets where we have the number-one station, we did very well, but where we had the second or third station we broke even or lost a little," he said.

Another rep with a short list of top markets said that 1967 was ahead of 1966, "chiefly because our stations in the top markets did well. That's what has given us a good year."

Trouble Ahead? ■ He indicated, however, that he was worried about 1968. "I'm especially dubious about the first half, since the general level of advertising activity is off and there have been some big cutbacks in tobacco advertising." He said he felt that "to make our 1967 figures will be a tough job."

The executive vice president of one of the major reps reported that overall business in 1967 has been running about 9% over 1966 and said the dip in tobacco advertising was more than offset by attracting to stations regional accounts that had used spot radio sparingly in the past.

He reported that business from his New York office was "off" and Chicago was "about the same." But he stated that sales from the West Coast, Los Angeles in particular, were "excellent" and business was brisk in St. Louis and Detroit. He thought prospects were bright for 1968 but said that salesmen would have "to beat the bushes to bring in accounts that do

not use radio often."

The vice president of a group operation said that his firm's spot sales in 1967 declined slightly from 1966 levels, though local sales climbed modestly. He reported that sales had been "particularly sluggish" in the fourth quarter.

Hopes for Improvement ■ The principal sales deterrent during 1967 was the absence of many cigarette brands, he stated, but there was also a drop-off in amounts spent by some medium-sized advertisers." He was "cautiously hopeful" for an improvement in 1968.

A major rep with a large list reports spot sales for 1967 "probably down about 5%." Sales for the top 25 markets were "probably up overall," but for smaller markets "there was a definite decrease," he said.

He cited the pull-out by American and R. J. Reynolds tobacco companies, the Ford strike and "the general cutback of advertising budgets" as reasons for the decline, and said "spot radio's flexibility makes it particularly vulnerable to this kind of pressure."

The first quarter of 1968 looks "slow, but the picture could change completely with the traditional pick-up in business after the first of the year."

"It's been a good year—the best we've had in history with about 70% of our 80-plus stations ahead of 1966," another executive reported.

Big 1967 radio users are the youth-appeal advertisers, he indicated, such as Helena Rubinstein, Revlon, Clairol and Johnson & Johnson. In another category, he said, the slacks manufacturers (His, Bluebell and Rangier) have

bought into radio, as have the coffee makers (Hills Brothers, Chase & Sanborn, and especially General Food's freeze-dried "Maxim.") Even two long-time absentees, Jello and Log Cabin Syrup, have returned to radio, he noted.

Another View ■ An executive of a small-list rep reported 1967 business "almost indistinguishably higher, perhaps 2%, than 1966, but far below target, which was 10%-15%. The first half was right in line, but the second half was perhaps 7% off."

"But I don't know what everybody's screaming about," he said. "There was not a significant increase in business, but 1967 is still our best year, both in terms of gross and profits."

The executive predicted a "level" 1968 but "an unbelievably bad January—the new budgets are awful."

Overall spot business has fallen 3% to 4% this year at another firm with a short list, according to a spokesman. Hardest hit, he said, have been the stations below the top-35 markets, some of which have suffered a 15% plunge in sales. He blamed cutbacks by many advertisers and ease in buying network time, which he said is cheaper in many cases.

Business "just barely ahead of 1966" was reported by a medium-list rep. He said: "There were soft spots around the country all year, but overall business was smashing until June; it died in the summer and never revived. And when the big markets are hurting, the small markets are dying."

His estimate of 1968 was vague: "New business prospects are not what we had expected, but we're hoping. . ."

1965's \$529.0 million.

The percentage of network, national and local spot time sales to total sales has remained constant for the last number of years—network 5%; national spot 31% and local 64%.

During 1966, the number of radio stations reporting revenues of \$1 million or more increased by 15; it's now 106. In 1965 there were only 91 such stations. Of the 3,912 stations reporting profits and losses, 2,810 reported profits. The total of 1,102 stations that showed red ink at the end of the year was the lowest number in recent years.

Among the stations reporting revenues of \$1 million or more, 43 had profits of \$500,000 or over. And two stations in the \$1 million revenue category had losses of \$500,000 or more.

Profit/Revenue Ratios ■ As might be expected, the average revenues of profitable stations were higher than those of unprofitable stations—in fact they were virtually twice as high. Profitable stations showed average revenues

of \$237,616 and profits of \$47,429; unprofitable stations, \$129,521 and losses of \$27,270.

In markets with populations of 2 million or more, the averages for profitable stations, naturally again, were much higher. Revenues averaged \$1.08 million, income \$302,305.

Stations reporting losses in markets with populations of 2 million or more averaged revenues of \$444,161; losses \$135,450.

For the first time, the FCC included a table showing average financial data for radio stations in one-station and in two-station communities outside standard metropolitan statistical areas.

This showed that 1,439 stations in one-station markets had average revenues of \$88,180 and profits of \$9,315. Among these, 1,140 stations reporting profitable operations had average revenues of \$95,666 and profits of \$13,718. There were 299 stations in this category that reported losses; their average revenues were \$59,636 and

losses \$7,476.

In two-station markets, there were 539 stations, with average revenues of \$112,670 and profits of \$8,901. The 399 profitable ones averaged \$122,581 in revenues and \$15,511 in profits, while the 140 losers averaged \$84,425 in revenues and \$9,935 in losses.

Upward Bound ■ FM station revenues also scored strong advances in 1966 for a total of \$32.3 million, a 31% jump over 1965's \$24.7 million. In 1966 there were 1,575 FM stations, up almost 200 over 1965's 1,381.

FM stations affiliated in ownership with AM outlets, reported total revenues of \$12.9 million for the year, a sizeable increase of 43%. Profits for those stations are not broken out; they're included in the licensee's income for both AM and FM.

The 381 FM independently owned stations had total revenues of \$19.4 million, up 12% over the previous year's \$15.7 million (when there were 338 stations in this listing). These 381

RADIO TOTALS REACH \$872 MILLION *continued*

stations, however, reported an aggregate loss of \$3.3 million, the same as in 1965—although 111 of them reported making a profit for the year (against 102 in 1965).

For the first time, the FCC broke out revenues, expenses and income in standard metropolitan statistical areas where three or more FM independents were operating. This shows that four major markets took in \$1 million in revenues: Chicago, Detroit, Los Angeles-Long Beach and New York. And only five major markets showed black ink total income figures: Baltimore, \$4,038; Buffalo, \$1,225; Chicago, \$102,372; Madison (Wis.), \$8,809, and Miami, \$7,599. All the other SMSA's showed losses—ranging from New York's \$271,164 to Milwaukee's \$12,325.

The FM industry, still counting only those not affiliated with a standard radio station, employed 3,190 people in 1966, of which 1,406 were part-time. It had an investment in tangible property of \$21.9 million at original cost; \$15.2 million in depreciated cost.

Pay Outs ■ During 1966, 2,113 radio stations reported payments to proprietors, partners or stockholders, for a total of \$37,219,993. Seventeen of these stations paid out over \$100,000 each.

Among the 1,180 radio stations re-

porting losses for the year—losses totaling \$31,098,316—there were 563 that reported payments to owners amounting in the aggregate to \$7,268,046. And 1,085 such stations deducted \$14,402,312 for depreciation.

Of the 1,102 stations reporting losses that operated for the full year, 580 made payments to proprietors, partners or stockholders and/or took depreciation in amounts that exceeded their losses. There were 356 stations that paid more to their owners than the amount of their losses.

Top Markets ■ The 10 metropolitan areas with the highest radio broadcast revenues in 1966 were New York, Los Angeles-Long Beach, Chicago, San Francisco-Oakland, Philadelphia, Detroit, Boston, Washington, St. Louis and Cleveland.

These markets have 214 radio stations, representing 5% of all radio stations, but they accounted for 25% of all stations revenues and 38% of all station profits. These 214 stations accounted also for 41% of all national spot sales, and 19% of all local time sales.

Markets where radio stations took in an aggregate of \$5 million or more in revenues: Atlanta, \$7.4 million; Baltimore, \$8.7 million; Boston, \$13.8 million; Buffalo, \$5.5 million; Chicago, \$29.8 million; Cincinnati, \$6.2 million;

Cleveland, \$9.2 million; Columbus (Ohio), \$5.1 million; Dallas, \$6.15 million; Denver, \$6.75 million; Detroit, \$15.4 million; Houston, \$7.6 million; Indianapolis, \$5.5 million; Kansas City, \$5.8 million; Los Angeles-Long Beach, \$31.8 million; Miami, \$7.0 million; Milwaukee, \$5.6 million; Minneapolis-St. Paul, \$9.0 million; New York, \$45.2 million; Philadelphia, \$15.9 million; Pittsburgh, \$8.7 million; St. Louis, \$9.2 million; San Francisco-Oakland, \$16.3 million; Seattle-Everett, \$6.2 million and Washington, \$13.65 million.

Profits generally followed revenues; here are the markets where total profits reached \$1 million or more: Atlanta, \$2.1 million; Baltimore, \$1.7 million; Boston, \$2.8 million; Chicago, \$7.6 million; Cincinnati, \$1.2 million; Cleveland, \$1.45 million; Columbus (Ohio), \$1.6 million; Dallas, \$1.4 million; Dayton (Ohio), \$1.1 million; Detroit, \$3.6 million; Houston, \$1.6 million; Los Angeles-Long Beach, \$6.2 million; Milwaukee, \$1.1 million; Minneapolis-St. Paul, \$2.3 million; New York, \$9.5 million; Philadelphia \$2.2 million; Pittsburgh, \$1.9 million; St. Louis, \$1.5 million; San Francisco-Oakland, \$1.5 million and Washington, \$2.6 million.

This year for the first time, the FCC listed aggregate time sales and revenues, expenses and profits for those stations located in the principal cities of metropolitan markets.

For example, the Atlanta market, with 20 stations, has 11 of them in the city proper. A comparison of the two tables for Atlanta shows that the 11 stations in Atlanta itself accounted for all but \$800,000 of the \$7.4 million total revenues for the entire market; but reaped \$40,000 more in profits than all 20 in the entire market.

Expense Breakout ■ Overall 1966 expenses for the radio industry amounted to almost \$750 million, with \$274.3 million for general and administrative; \$247.7 million for programming; \$142.1 million for sales and \$85.4 million for technical.

Based on 3,854 stations reporting expenses, the average was \$183,144, with an average of \$94,029 on salaries and wages, the largest sum. Reporting deductions for depreciation were 3,772 stations; the average being \$11,800. Reporting expenses for news operation (other than salaries) were 3,686 stations, with the average \$4,035.

Only 2,379 stations reported expenses for talent; the average was \$9,155. And 3,658 stations reported paying royalties and license fees; the average was \$7,434.

The radio industry in 1966 employed 61,610 persons, with 14,788 parttime. Investment in tangible property was listed at \$601.1 million as original cost; \$277.5 million as depreciated cost.

Here's how 1966-65 compare for radio-TV

BROADCAST REVENUES, EXPENSES AND INCOME OF NETWORKS AND STATIONS OF RADIO* AND TELEVISION BROADCAST SERVICES

1965-66			
(In millions of dollars)			
Service	1966	1965	Percent increase 1965-66
Total broadcast revenues			
Radio	\$ 872.1	\$ 792.5	10.0%
Television	2,203.0	1,964.8	12.1
Industry total	\$3,075.1	\$2,757.3	11.5
Total broadcast expenses			
Radio	\$ 774.8	\$ 714.7	8.4
Television	1,710.1	1,516.9	12.7
Industry total	\$2,484.9	\$2,231.6	11.4
Broadcast income (before federal income tax)			
Radio	\$ 97.3	\$ 77.8	25.1
Television	492.9	447.9	10.0
Industry total	\$ 590.2	\$ 525.7	12.3

* Includes AM and FM broadcasting.

Note: 1966 radio data cover the operations of four nationwide networks, 4,019 AM and AM-FM and 381 independent FM stations. Excluded are 51 AM and AM-FM stations and 11 independent FM stations whose reports were filed too late for tabulation. 1965 data are for four nationwide networks, 3,941 AM and AM-FM and 338 independent FM stations. 1966 TV data cover the operations of three networks and 808 stations. 1965 TV data cover the operations of three networks and 588 stations.

Listen to this! WHEC, Rochester has appointed Blair Radio!



Winner of the 1967 N.Y. State AP Broadcaster's award for consistent excellence in local news, WHEC is a winner all the way. In Rochester, where buying power is significant, labor turnover low, and culture and recreation highly developed, WHEC knows what goes on and speaks up about it with authority. Now WHEC has appointed the nation's number one broadcast representatives, John Blair & Company, to represent the station nationally. Now hear this winner speak up.



BLAIR 6 RADIO

EVERY PARENT SHOULD HEAR MARCY

She spoke of her life in an East Village hippie "commune." "Marcy" was both candid and childlike in her comments. And, she provided the frightening, true story of what could easily happen today or tomorrow to your daughter, your sister or that pretty teenage girl next door.

From a Hippie's Soul

It would be difficult to put a price on the twenty-minute radio interview that Marcy recently gave WNEW, the Metro-media station in New York, without price. How does one evaluate by cost accounting the intimate, ingenuously revealing, shatteringly poignant testament of a nineteen-year-old girl — a self-styled hippie — to the troubled empathy that bewilders so many parents and children today? The station that unwittingly came upon this gemlike piece of broadcasting can cancel its debt by making tapes of the Sunday News Closeup program, *A Child Again*, available as widely as possible without cost.

The program, rebroadcast once, has already evoked requests from many listeners. A taxi driver who heard it while in his cab was "so moved" that he wants to "present it to my family and friends on my own tape recorder." A teen-ager would like to "play it in my high school sociology class." A mother, after visiting her daughter at an upstate New York college, heard the program while driving

home, and found it devastating: "I am certain everyone listening must have felt as we did — 'there but for the grace of God. . . .' No playwright could have conveyed what you did by allowing us to listen to Marcy's telephone conversation. I don't know whether to say thank you for the experience or please, no more."

Steve Young, who produced and narrated the program and wrote brief notes surrounding Marcy's interview, made the tape in his apartment, where he had offered a night's haven to the girl and her five friends. They had been evicted from an East Village "commune" and were leaving the next morning for another "flower people" rendezvous in Missouri and thence to California. "Marcy wanted money in return for an interview," Young said. "I did not give her any because I wanted to hear what she thought, and not what I had bought." The girl spoke in a husky, velvet voice. She was amazingly uninhibited, articulate, even eloquent:

"I'm the White Rabbit. I can characterize everybody with *Alice in Wonderland*. . .

I dig that book so much! . . . Children have beautiful lives. I like being a child and I wish I could be that for the rest of my life. Sure, I'm a child. I'm playing dolls. These dolls are beautiful people and they love me. They really love me! But not in the sense that they're going to try to own me. I won't be owned; I'm not a slave." Marcy was captivating — and lost. She had run away from her home in a Midwestern state, had had an abortion, and was "high" on "speed" — methadrene. "Ooh, beautiful, I dig that . . . I'm caught up on drugs. I just can't come down. I've tried. I think I just went too high and never came down."

Marcy had been tempted to steal to get "bread" for her commune "family." "I bitch — I really bitch, but they like me. I'm a mama. Some day I want a baby, but I really don't want a father. I just want the baby for me." She was sad, happy — and disillusioned. "We're not all love any more. That's gone. That flower power was great stuff — I mean, it's beautiful, but you can't be kind and gentle

We called this WNEW Radio Sunday News Closeup, "A Child Again." Robert Lewis Shayon in the SATURDAY REVIEW called it a "... gemlike piece of broadcasting. . . ." And he suggested that tapes of "A Child Again" be made available to other broadcasters, schools and churches. We agree.

If you would like to broadcast "A Child Again," it's yours for the cost of a 7-inch reel. WNEW asks only two things. First, it must be played in its entirety. And, it must not be sponsored.

Contact:
Alan Walden
Director
WNEW News
565 Fifth Avenue
New York, N.Y. 10017



Metromedia Radio In New York

all the time; it doesn't work. Because like people got raped and mugged; and I knew these people that died down in the Village, Groovy and his chick. . . . He never hurt anybody, and he died; they bashed his head in."

Steve Young offered to let Marcy call her parents long distance. She dialed and kept on talking. "It's ringing. It's not ringing; it's just doing the switching still. I dig that. When you dial long distance, you get these little clicks. It's wild." You heard only Marcy's voice, but by intuition you knew the feelings at the other end of the wire. Marcy loved them, but she couldn't come home — not yet, maybe in the spring. She was unhappy at home with her sister Jeannie — they fought all the time. "I'm different there; people don't take me as I am. You two want me to be things that I'm not."

Marcy reassured her mother: She was not an addict; she had lied about working at Macy's, but "everybody is getting a job this week, you know, regular jobs. . . . Mother listen, I'm happy. I'm having

a good life." After the call, Marcy said: "Oh, man, they're not mad. I love them, wow! My father never would talk to me, and he loves me. He says, why don't you come home? I can't cut it all. I love them, but I can't cut it."

The precarious balance between love and alienation that characterizes the relationships of parents and children probably explains the profoundly moving impact of Marcy's telephone call. It affords a glimpse of the abyss on the other side of the broken communication thread. The experience compels an empathic review of one's own family life, a determination to examine and rebuild broken bridges, to clear barriers to rapport. In this vivid fragment of one child's life, a listener senses, is the key to so many felt, yet unarticulated, mysteries of family ambivalence. A teen-age boy to whom I played the tape of *A Child Again*, protested: "It's beautiful, but why don't they explain the causes of what went wrong with Marcy! My father belongs to the Depression generation. He suffered so much from lack

of material things that he's spent all his life making sure we have the things that warm us outside, but he's never had time to give us the things that warm us inside."

Marcy, the narrator said, had had a nervous breakdown before she ran away and joined an East Village commune. Behind her words probably lie subtleties unique to her own family that cannot be generalized; but her testament bears the mark of universality in our culture. It symbolizes much that has gone awry with most of us. Marcy lost her true family in the commune of the flower people. Though it can afford her scant comfort, she will continue to create, in a categorical sense, a much larger family of parents and children who will hear this remarkable tape. The widest possible enlargement of this communication kinship is now the responsibility of WNEW.

—Robert Lewis Shayon

REPRINT SATURDAY REVIEW, DECEMBER 16, 1967

A city-by-city comparison of radio revenues and expenses

1966
SELECTED REVENUE ITEMS AND BROADCAST REVENUES, EXPENSES AND INCOME¹ OF 4,019 RADIO²
STATIONS BY STANDARD METROPOLITAN STATISTICAL AREAS AND BY COMMUNITIES NOT IN
STANDARD METROPOLITAN STATISTICAL AREAS

Item (1)	No. of stations in opera- tion (2)	No. re- porting \$25,000 or more time sales ³ (3)	Time sales: National and regional advertisers and sponsors ⁴			Total stations re- porting ⁵ (7)	Total broadcast revenues ⁶ (8)	Total broadcast expenses (9)	Total broadcast income ¹ (10)
			Networks (4)	Local advertisers and sponsors ⁴ (6)	Local advertisers and sponsors ⁴ (6)				
U. S. Metropolitan Areas	1,645	1,611	\$ 9,561,679	\$250,420,014	\$379,971,924	1,629	\$578,201,598	\$497,010,223	\$ 81,191,375
Nonmetro Areas of three or more stations	328	312	791,220	6,639,485	32,498,259	321	39,782,124	38,296,815	1,485,309
Nonmetro Areas of two stations	554	529	574,661	9,143,237	50,625,263	547	60,285,846	55,534,797	4,751,049
Nonmetro Areas of one station	1,500	1,404	612,704	14,209,810	111,103,196	1,479	126,687,822	113,563,909	13,123,913
Total United States	4,027	3,856	11,540,264	280,412,546	574,198,642	3,976	804,957,390	704,405,744	100,551,646
Commonwealth and Possessions	43	43	936,338	4,139,484	4,228,141	43	8,439,213	6,646,124	1,793,089
Grand Total	4,070	3,899	\$12,476,602	\$284,552,030	\$578,426,783	4,019	\$813,396,603	\$711,051,868	\$102,344,735
Metropolitan Areas									
Abilene, Tex.	6	5	\$ 1,081	\$ 118,473	\$ 589,975	5	\$ 697,333	\$ 652,529	\$ 44,804
Akron, Ohio	5	5		1,249,824	2,302,659	5	3,187,911	2,363,952	823,959
Albany, Ga.	4	4	2,864	107,153	404,840	4	505,017	456,100	48,917
Albany-Schenectady-Troy, N. Y.	9	9	62,663	1,762,693	2,381,116	9	3,594,950	3,154,754	440,196
Albuquerque, N. M.	9	8	13,232	472,171	1,150,377	9	1,484,175	1,644,892	160,717—
Allentown-Bethlehem-Easton, Pa.-N. J.	8	8	19,230	425,800	1,551,430	8	1,917,759	1,599,326	318,433
Altoona, Pa.	5	5	8,889	143,568	578,954	5	705,349	722,500	17,151—
Amarillo, Tex.	7	7	10,642	317,098	922,185	7	1,154,977	1,263,085	108,108—
Anaheim-Santa Ana-Garden Grove, Calif.	2	2	*	*	*	2	*	*	*
Anderson, Ind.	2	2	*	*	*	2	*	*	*
Ann Arbor, Mich.	5	5	242	69,037	551,119	5	623,511	620,436	3,075
Asheville, N. C.	4	4	15,318	169,634	635,515	4	789,571	720,969	68,602
Atlanta	20	19	196,752	2,481,162	5,239,815	20	7,381,188	5,293,953	2,087,235
Atlantic City	5	5	12,491	213,833	718,198	5	919,235	909,919	9,316
Augusta, Ga.-S. C.	10	10	40,624	151,855	1,010,808	10	1,244,949	1,247,435	2,486—
Austin, Tex.	5	5	16,167	422,472	1,192,844	5	1,513,158	1,362,521	150,637
Bakersfield, Calif.	14	14	43,144	360,338	1,152,424	14	1,461,086	1,419,301	41,785
Baltimore	16	16	74,460	4,352,534	5,865,041	16	8,680,794	6,989,061	1,691,733
Baton Rouge	7	7	5,548	216,565	1,434,577	7	1,553,267	1,382,204	171,063
Bay City, Mich.	2	2	*	*	*	2	*	*	*
Beaumont-Port Arthur, Tex.	8	8	4,615	391,306	1,224,847	8	1,497,214	1,527,252	30,038—
Billings, Mont.	5	5	38,586	187,347	443,648	5	623,640	605,849	17,791
Binghamton, N. Y.-Pa.	5	5	30,155	266,789	776,219	5	1,019,383	1,023,966	4,583—
Birmingham, Ala.	12	12	67,197	1,083,558	2,357,182	12	3,276,769	2,828,464	448,305
Bloomington-Normal, Ill.	2	2	*	*	*	2	*	*	*
Boise City, Idaho	6	6	21,891	175,052	589,978	6	716,941	762,548	45,607—
Boston	18	18	216,417	6,949,699	8,246,143	18	13,821,536	11,025,341	2,796,195
Bridgeport, Conn.	3	3		606,080	892,885	3	1,341,527	1,030,464	311,063
Brockton, Mass.	2	2	*	*	*	2	*	*	*
Brownsville-Harlingen-San Benito, Tex.	2	2	*	*	*	2	*	*	*
Buffalo, N. Y.	12	12	139,158	2,773,245	3,462,598	12	5,468,532	4,898,894	569,638
Canton, Ohio	6#	6	37,602	655,523	767,864	6	1,410,333	1,204,424	205,909
Cedar Rapids, Iowa	4	4	31,881	904,769	773,494	4	1,674,564	1,484,933	189,631
Champaign-Urbana, Ill.	3	3	6,672	78,023	433,714	3	501,520	367,907	133,613
Charleston, S. C.	7	7	19,341	242,790	882,525	7	1,086,477	964,101	122,376
Charleston, W. Va.	7	7	20,742	346,423	1,036,183	7	1,362,799	1,215,641	147,158
Charlotte, N. C.	9	9	63,569	1,168,834	1,915,670	9	2,856,776	2,831,278	25,498
Chattanooga	9	9	29,230	366,443	1,509,760	9	1,837,786	1,683,292	154,494
Chicago ⁷	31	31	346,304	18,445,633	14,345,786	31	29,841,478	22,193,186	7,648,292
Cincinnati	9	9	427,596	2,765,704	3,634,239	9	6,178,467	4,948,977	1,229,490
Cleveland	10	10	199,567	4,958,341	4,875,396	10	9,175,904	7,717,089	1,458,815
Colorado Springs, Colo.	7	7	6,535	199,974	841,762	7	936,933	924,331	12,602
Columbia, S. C.	7	7	12,150	343,269	1,014,162	7	1,306,360	1,130,982	175,378
Columbus, Ga.	6	6	17,551	211,127	815,937	6	1,039,847	1,032,430	7,417
Columbus, Ohio	7	7	188,644	2,665,777	2,930,304	7	5,141,010	3,513,331	1,627,679
Corpus Christi, Tex.	8	8	21,445	491,900	884,456	8	1,281,670	1,125,457	156,213
Dallas	12	12	78,697	2,351,476	4,499,987	12	6,158,204	4,772,987	1,385,217
Davenport-Rock Island-Moline, Iowa-Ill.	7	7	35,072	408,033	1,445,568	7	1,796,993	1,682,383	114,610
Dayton, Ohio	5	5	33,009	1,744,022	2,713,666	5	3,869,004	2,753,674	1,115,330
Decatur, Ill.	2	2	*	*	*	2	*	*	*
Denver	20	19	117,794	2,631,806	4,930,538	19	6,750,764	6,070,019	680,745
Des Moines, Iowa	6	6	118,006	1,650,486	1,395,320	6	2,795,712	2,532,506	263,206
Detroit ⁸	13#	13	371,385	8,393,587	9,018,139	13	15,376,429	11,779,307	3,597,122
Dubuque, Iowa	2	2	*	*	*	2	*	*	*
Duluth, Minn.-Superior, Wis.	11	9	36,272	366,493	939,859	9	1,311,666	1,119,248	192,418
Durham, N. C.	4	4	16,614	180,816	474,253	4	645,585	586,741	58,844
El Paso	7	7	13,282	318,182	1,207,157	7	1,414,811	1,228,070	186,741
Erie, Pa.	6#	5	31,405	245,924	701,244	6	886,263	802,889	83,374
Eugene, Ore.	9	9	8,573	304,149	830,954	9	1,079,423	1,132,217	52,794—
Evansville, Ind.	6	6	13,390	276,125	869,430	6	1,133,761	1,009,271	124,490
Fall River, Mass.	2	2	*	*	*	2	*	*	*

Item (1)	No. of stations in operation (2)	No. re- porting \$25,000 or more time sales* (3)	Time sales: National and regional advertisers and sponsors* (5)	Local advertisers and sponsors* (6)	Total stations re- porting* (7)	Total broadcast revenues* (8)	Total broadcast expenses (9)	Total broadcast income* (10)	
Networks (4)									
Fargo, N. D.-Moorhead, Minn.	4	4	31,481	252,520	836,159	4	1,085,578	1,116,686	31,108—
Fayetteville, N. C.	5	5	4,449	84,615	683,090	5	758,758	666,381	92,377
Fitchburg-Leominster, Mass.	2	2				2			
Flint, Mich.	7	7	21,096	647,679	1,911,002	7	2,462,212	2,157,288	304,924
Fort Lauderdale-Hollywood, Fla.	6	6	6,983	333,902	974,434	6	1,233,352	1,340,151	106,799—
Fort Smith, Ark.	6	6	9,227	108,366	641,641	6	733,918	633,835	100,083
Fort Wayne, Ind.	4	4	15,379	584,157	1,518,067	4	2,115,686	1,575,642	540,044
Fort Worth	7	7	38,573	1,086,775	2,235,509	7	3,023,608	2,827,346	196,262
Fresno, Calif.	12	11	50,508	1,064,497	1,631,105	11	2,401,952	2,171,152	230,800
Gadsden, Ala.	3	3	5,241	84,119	432,383	3	520,556	441,821	78,735
Galveston-Texas City, Tex.	3	3	4,048	149,180	297,974	3	448,133	449,263	1,130—
Gary-Hammond-East Chicago, Ind.	5	5		50,414	1,071,537	5	1,093,159	1,072,653	20,506
Grand Rapids, Mich.	11	10	100,211	738,040	1,891,788	10	2,536,208	2,556,092	19,884—
Great Falls, Mont.	4	4	13,986	179,146	417,595	4	587,909	556,940	30,969
Green Bay, Wis.	3	3	20,789	196,953	579,955	3	768,446	652,337	116,109
Greensboro-High Point, N. C.	8	8	24,216	348,914	1,135,290	8	1,418,043	1,362,072	55,971
Greenville, S. C.	11#	10	9,950	265,150	1,197,382	11	1,517,050	1,384,580	132,470
Hamilton-Middleton, Ohio	3	3		220,490	588,470	3	1,031,006	991,588	39,418
Harrisburg, Pa.	7	7	24,918	627,299	1,163,162	7	1,731,462	1,488,794	242,668
Hartford, Conn.	7	7	68,113	2,877,028	1,591,733	7	3,766,236	2,941,276	824,960
Honolulu	17#	16	118,190	698,662	2,683,367	17	3,412,307	3,738,238	325,931—
Houston	16	15	109,552	3,040,438	5,605,147	15	7,643,140	6,079,704	1,563,436
Huntington, W. Va.-Ashland, Ky.	6	6	10,019	313,291	980,360	6	1,227,791	1,147,293	80,498
Huntsville, Ala.	6	6		143,166	771,288	6	889,483	721,675	167,808
Indianapolis	8	8	58,542	2,409,381	3,839,073	8	5,480,429	4,839,361	641,068
Jackson, Mich.	3	3	374	88,390	424,092	3	492,092	468,733	23,359
Jackson, Miss.	7	7	15,122	370,242	1,213,928	7	1,600,459	1,421,470	178,989
Jacksonville, Fla.	11	11	50,603	688,356	1,553,503	11	2,184,530	2,075,561	108,969
Johnstown, Pa.	9	8	10,034	206,358	703,224	9	916,861	898,724	18,137
Kalamazoo, Mich.	5#	4	24,550	292,802	903,499	5	1,215,500	1,121,717	93,783
Kansas City, Mo.	9	9	67,686	2,459,263	4,004,937	9	5,764,477	5,214,312	550,165
Kenosha, Wis.	1	1				1			
Knoxville, Tenn.	12	12	23,642	735,277	1,380,611	12	2,020,558	1,931,430	89,128
Lafayette, La.	3	3	1,672	137,268	539,515	3	655,825	579,861	75,964
Lafayette-West Lafayette, Ind.	2	2				2			
Lake Charles, La.	4	3	7,022	135,414	373,849	3	493,067	469,379	23,688
Lancaster, Pa.	5	5	14,417	256,556	678,598	5	913,992	828,373	85,619
Lansing, Mich.	6	6	7,746	274,010	1,136,055	6	1,415,771	1,160,763	255,008
Laredo, Tex.	2	2				2			
Las Vegas	8#	7	35,360	207,450	874,996	8	1,034,729	1,083,825	49,096—
Lawrence-Haverhill, Mass.-N. H.	2	2				2			
Lawton, Okla.	2	2				2			
Lewiston-Auburn, Me.	2	2				2			
Lexington, Ky.	3	3	18,859	201,696	734,757	3	920,226	890,656	29,570
Lima, Ohio	2	2				2			
Lincoln, Neb.	4	4	3,754	153,715	868,008	4	989,990	1,020,260	30,270—
Little Rock-N. Little Rock, Ark.	9	9	20,221	529,906	1,448,310	9	1,760,018	1,677,619	82,399
Lorain-Elyria, Ohio	2	2				2			
Los Angeles-Long Beach	29	29	296,697	17,958,429	19,237,140	29	31,788,752	25,619,719	6,169,033
Louisville, Ky.	11#	10	133,821	2,139,877	2,229,287	11	3,985,288	3,975,763	9,525
Lowell, Mass.	2	2				2			
Lubbock, Tex.	7	7	19,979	214,204	1,191,422	7	1,323,857	1,289,402	34,455
Lynchburg, Va.	6	6	3,247	67,862	524,248	6	585,656	670,648	84,992—
McAllen-Pharr-Edinburg, Tex.	4	4	4,326	143,753	613,954	4	738,151	689,448	48,703
Macon, Ga.	8#	7	12,987	258,032	999,227	8	1,252,699	1,159,506	93,193
Madison, Wis.	4	4	21,112	399,023	1,227,110	4	1,642,977	1,418,872	224,105
Manchester, N. H.	3	3	23,835	167,081	721,935	3	879,480	803,184	76,296
Mansfield, Ohio	2	2				2			
Memphis	12#	11	75,832	1,553,145	2,655,933	12	3,926,907	3,002,259	924,648
Meriden, Conn.	1	1				1			
Miami	14	14	65,219	3,367,922	4,517,066	14	7,020,649	6,100,199	920,450
Midland, Tex.	4	4	1,609	86,974	352,654	4	425,484	419,317	6,167
Milwaukee	10	10	70,808	2,801,593	3,447,575	10	5,648,260	4,564,650	1,083,610
Minneapolis-St. Paul	17	17	133,574	3,118,965	6,237,684	17	9,034,238	6,693,542	2,340,696
Mobile, Ala.	11	11	20,285	444,809	994,510	11	1,388,440	1,310,910	77,530
Monroe, La.	4	4	7,957	90,679	441,203	4	519,817	476,722	43,095
Montgomery, Ala.	9	9	20,128	383,070	826,991	9	1,208,085	1,148,513	59,572
Muncie, Ind.	2	2				2			
Muskegon-Muskegon Heights, Mich.	5	5	12,661	161,877	499,286	5	655,832	632,322	23,510
Nashville	12#	11	85,413	1,632,527	2,673,741	12	4,212,791	3,551,329	661,462
New Bedford, Mass.	2	2				2			
New Britain, Conn.	2	2				2			
New Haven, Conn.	5	5	9,829	976,614	1,341,162	5	2,020,196	1,693,492	326,704
New London-Groton-Norwich, Conn.	3	3	7,993	227,460	526,718	3	723,674	633,382	90,292
New Orleans	13	13	65,528	2,172,971	3,180,707	13	4,720,928	3,814,851	906,077
New York	34	34	588,783	28,448,773	22,746,355	34	45,239,150	35,749,834	9,489,316
Newark, N. J.	6	6		1,853,479	1,932,922	6	3,329,687	3,158,540	171,147
Newport News-Hampton, Va.	3	3	5,039	281,441	998,300	3	1,217,041	1,159,236	57,805
Norfolk-Portsmouth, Va.	7	6	21,026	923,317	1,523,831	6	2,316,584	2,022,987	293,597
Norwalk, Conn.	2	2				2			
Odessa, Tex.	4	4	140	91,872	407,966	4	474,161	495,307	21,146—

CITY-BY-CITY COMPARISON OF RADIO continued

Item (1)	No. of stations in opera- tion (2)	No. re- porting \$25,000 or more time sales* (3)	Time sales: National and regional advertisers and sponsors* (5)	Local advertisers and sponsors* (6)	Total stations re- porting* (7)	Total broadcast revenues* (8)	Total broadcast expenses (9)	Total broadcast income* (10)	
Networks (4)									
Ogden, Utah	4	4	83,450	4,864	275,642	4	319,243	342,112	22,869—
Oklahoma City	8	8	39,152	1,161,101	2,060,852	8	2,878,943	2,381,007	497,936
Omaha	7	7	88,068	1,167,695	2,178,320	7	3,042,932	2,842,652	200,280
Orlando, Fla.	10	10	33,887	466,696	1,508,912	10	1,826,008	1,762,399	63,609
Oxnard-San Buena-Ventura, Calif.	5	5		213,422	634,574	5	811,408	369,468	58,060—
Paterson-Clifton-Passaic, N. J.	2	2	*	*	*	2	*	*	*
Pensacola, Fla.	7	6	2,143	110,922	870,801	7	964,813	973,633	8,820
Peoria, Ill.	5	5	17,667	414,309	1,295,496	5	1,624,281	1,439,368	184,913
Philadelphia	23	23	288,479	10,038,161	7,960,586	23	15,884,710	13,650,612	2,234,098
Phoenix	18	17	79,170	1,283,843	2,633,858	17	3,670,662	4,219,992	549,330—
Pine Bluff, Ark.	5	5	124	56,716	304,476	5	313,792	301,370	12,422
Pittsburgh	22	21	125,014	3,598,575	5,604,948	21	8,711,946	6,805,664	1,906,282
Pittsfield, Mass.	2	2	*	*	*	2	*	*	*
Portland, Me.	5	5	31,718	275,067	573,085	5	822,008	853,315	31,307—
Portland, Ore.	16	16	89,392	2,299,835	3,015,556	16	4,695,351	4,675,847	19,504
Providence-Pawtucket, R. I.									
Warwick, Mass.	13	13	72,225	1,475,429	2,553,961	13	3,633,447	3,230,004	403,443
Provo-Orem, Utah	4	4	72,200	32,030	271,303	4	330,743	343,906	13,163—
Pueblo, Colo.	6	6	1,120	113,156	446,085	6	558,720	520,079	38,641
Racine, Wis.	2	2	*	*	*	2	*	*	*
Raleigh, N. C.	7	7	58,585	651,044	944,399	7	1,613,810	1,358,904	254,906
Reading, Pa.	3	3	14,937	184,417	756,608	3	905,479	684,379	221,100
Reno	6	5	5,103	154,135	717,371	6	845,259	859,859	14,600—
Richmond, Va.	13	13	66,009	998,452	1,980,405	13	2,775,589	2,682,022	93,567
Roanoke, Va.	7	7	17,703	181,709	923,480	7	1,079,644	942,780	136,864
Rochester, N. Y.	6	6	126,529	1,593,476	2,068,343	6	3,235,207	2,570,521	664,686
Rockford, Ill.	5	5	5,290	184,254	986,289	5	1,155,044	1,075,965	79,079
Sacramento, Calif.	8	8	80,610	1,924,079	1,770,645	8	3,253,282	2,998,633	254,649
Saginaw, Mich.	3	3	12,763	235,117	617,057	3	799,851	721,410	78,441
St. Joseph, Mo.	3	3	16	155,248	442,916	3	557,109	479,180	77,929
St. Louis	18#	18	189,317	4,422,483	5,913,125	18	9,185,419	7,645,479	1,539,940
Salem, Ore.	6	6	1,455	60,405	532,079	6	563,126	578,951	15,825—
Salinas-Monterey, Calif.	8	8	10,068	172,787	829,694	8	998,202	1,167,066	168,864—
Salt Lake City	11	11	52,659	835,331	2,082,823	11	2,843,135	2,633,861	209,274
San Angelo, Tex.	4	4	13,382	62,693	313,712	4	371,481	452,508	81,027—
San Antonio	14#	14	159,838	1,359,235	3,048,161	14	4,114,441	3,788,865	325,576
San Bernardino-Riverside-Ontario, Calif.	26	24	35,941	849,813	2,194,534	25	2,922,111	3,105,649	183,538—
San Diego	9	9	63,715	1,874,878	2,187,318	9	3,574,681	3,559,225	15,456
San Francisco-Oakland	18	18	223,834	10,562,628	8,421,539	18	16,275,477	14,768,941	1,506,536
San Jose, Calif.	7	7	1,099	719,501	1,606,211	7	2,138,889	2,076,093	62,796
Santa Barbara, Calif.	12	11	45,269	348,257	896,822	11	1,217,367	1,335,669	118,302—
Savannah, Ga.	6	6	27,719	197,802	744,421	6	936,033	776,927	159,106
Scranton, Pa.	6	6	16,734	513,324	1,086,749	6	1,475,276	1,275,262	200,014
Seattle-Everett	20	19	80,690	2,726,475	4,363,013	19	6,243,553	6,089,235	154,318
Shreveport, La.	8#	8	85,522	748,915	1,030,697	8	1,656,190	1,437,868	218,322
Sioux City, Iowa	3	3	7,103	110,467	541,483	3	638,408	527,560	110,848
Sioux Falls, S. D.	3	3	11,383	133,028	523,398	3	659,177	589,160	70,017
South Bend, Ind.	4	4	19,374	303,587	695,231	4	951,493	841,394	110,099
Spokane, Wash.	11	11	80,561	763,774	1,050,253	11	1,676,846	1,550,581	126,265
Springfield, Ill.	3	3	11,758	123,946	905,033	3	1,002,947	919,615	83,332
Springfield-Chicopee-Holyoke, Mass.	10	10	30,469	775,553	1,472,758	10	2,029,674	1,714,309	315,365
Springfield, Mo.	4	4	22,711	238,439	753,836	4	955,305	796,590	158,715
Springfield, Ohio	2	2	*	*	*	2	*	*	*
Stamford, Conn.	2	2	*	*	*	2	*	*	*
Steubenville, Ohio-Weirton, W. Va.	2	2	*	*	*	2	*	*	*
Stockton, Calif.	4	4		179,655	852,761	4	975,671	870,151	105,520
Syracuse, N. Y.	11	11	78,236	1,188,500	1,869,331	11	2,720,180	2,309,636	410,544
Tacoma, Wash.	5	5	3,255	207,747	449,880	5	678,744	715,776	37,032—
Tallahassee, Fla.	4	4	8,396	86,348	438,369	4	522,868	451,482	71,386
Tampa-St. Petersburg, Fla.	17#	17	22,867	1,440,897	2,360,115	17	3,473,623	3,430,222	43,401
Terre Haute, Ind.	4	4	7,612	96,478	619,218	4	698,978	712,481	13,503—
Texarkana, Tex.-Ark.	4	4	7,603	92,010	333,421	4	428,980	398,090	30,890
Toledo, Ohio	7#	6	29,091	1,044,336	2,608,734	7	3,238,913	2,554,170	684,743
Topeka, Kan.	4	4	29,121	465,438	907,207	4	1,329,781	1,202,754	127,027
Trenton, N. J.	4	4	5,306	302,872	884,726	4	1,153,414	1,052,204	101,210
Tucson, Ariz.	12	11	45,600	276,710	1,212,511	12	1,489,704	1,634,872	145,168—
Tulsa, Okla.	9	8	15,043	681,700	1,935,118	8	2,419,622	2,424,375	4,753—
Tuscaloosa, Ala.	5	5	4,822	150,720	376,869	5	540,467	540,306	161
Tyler, Tex.	4	4		144,412	397,098	4	504,755	517,180	12,425—
Utica-Rome, N. Y.	9#	8	29,579	281,582	944,759	9	1,176,657	1,262,311	85,654—
Vallejo-Napa, Calif.	2	2	*	*	*	2	*	*	*
Waco, Tex.	4	4	2,241	208,015	568,597	4	733,352	714,844	18,508
Washington	20	20	107,619	5,283,709	9,242,719	20	13,650,854	11,015,421	2,635,433
Waterbury, Conn.	3	3	5,055	98,906	446,969	3	520,471	517,473	2,998
Waterloo, Iowa	3	3	16,029	204,217	676,312	3	872,835	679,146	193,689
West Palm Beach, Fla.	9	9	19,719	246,431	1,050,911	9	1,271,284	1,387,619	116,335—
Wheeling, W. Va.	6	6	49,741	678,629	787,235	6	1,428,297	1,330,605	97,692
Wichita Falls, Tex.	3	3	12,102	263,577	538,969	3	770,754	739,187	31,567

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CITY-BY-CITY COMPARISON OF RADIO continued

Item (1)	No. of stations in operation (2)	No. re- porting \$25,000 or more time sales ^a (3)	Time sales: National and regional advertisers and sponsors ^a (5)	Local advertisers and sponsors ^a (6)	Total stations re- porting ^a (7)	Total broadcast revenues ^a (8)	Total broadcast expenses (9)	Total broadcast income ^a (10)	
Networks (4)									
Wichita, Kan.	7	7	43,066	586,170	1,686,165	7	2,155,428	1,908,909	246,519
Wilkes-Barre-Hazleton, Pa.	6	5	22,648	206,264	789,026	5	965,369	877,621	87,748
Wilmington, Del.	7#	7	9,464	336,169	1,408,180	7	1,709,185	1,378,656	330,529
Wilmington, N. C.	5	5	1,839	67,642	356,800	5	428,202	452,390	24,188—
Winston-Salem, N. C.	6	6	5,284	203,499	1,082,407	6	1,283,524	1,096,601	186,923
Worcester, Mass.	4	4	65,543	656,737	752,250	4	1,337,043	1,242,190	94,853
York, Pa.	5	5	9,624	440,548	1,007,666	5	1,362,984	1,034,256	328,728
Youngstown-Warren, Ohio	6	6	93,725	579,056	1,280,464	6	1,847,680	1,542,586	305,094
Total	1,645	1,611	\$9,561,679	\$250,420,014	\$379,971,924	1,629	\$578,201,598	\$497,010,223	\$ 81,191,375
Nonmetro areas of three or more stations									
Anniston, Ala.	3	3	928	28,062	349,293	3	375,640	328,552	47,088
Decatur, Ala.	3	3	2,700	18,291	266,474	3	286,993	245,087	41,906
Dothan, Ala.	3	3	5,010	41,246	272,707	3	315,537	270,930	44,607
Florence-Sheffield, Ala.	6	5	4,054	65,255	275,267	5	343,764	338,178	5,586
Selma, Ala.	3	3	2,227	22,408	198,945	3	237,327	233,820	3,507
Anchorage	4	4		150,509	864,734	4	997,702	1,146,624	148,922—
Flagstaff, Ariz.	3	3	2,403	96,275	216,164	3	297,962	261,610	36,352
Prescott, Ariz.	3	2	*	*	*	3	*	*	*
Yuma, Ariz.	3	3	16,883	72,824	180,839	3	254,603	263,837	9,234—
Hot Springs, Ark.	3#	2	*	*	*	3	*	*	*
Eureka, Calif.	3	2	*	*	*	2	*	*	*
Merced, Calif.	3	3		59,671	185,791	3	235,556	250,077	14,521—
Modesto, Calif.	3	3	6,932	99,168	519,487	3	624,925	619,763	5,162
Redding, Calif.	5	5	14,543	79,741	359,046	5	438,072	405,630	32,442
San Luis Obispo, Calif.	3	3	8,829	74,712	311,147	3	384,785	391,306	6,521—
Santa Rosa, Calif.	4	4	352	55,962	411,850	4	443,550	515,853	72,303—
Grand Junction, Colo.	4	3	19,295	57,542	314,373	3	390,313	383,642	6,671
Cocoa, Fla.	3	3		99,428	331,873	3	408,255	440,830	32,575—
Daytona Beach, Fla.	3	3	1,629	46,890	413,222	3	452,066	419,400	32,666
Fort Myers, Fla.	3	3	3,566	121,438	331,244	3	435,660	388,931	46,729
Gainesville, Fla.	4	4	7,503	68,386	419,992	4	680,981	490,151	190,830
Lakeland, Fla.	3	3	64,965	60,995	349,855	3	477,023	475,000	2,023
Ocala, Fla.	3	3		27,826	295,420	3	320,275	335,282	15,007—
Panama City, Fla.	4	4	663	46,280	317,935	4	394,531	421,195	26,664—
Sarasota, Fla.	4	4	4,383	80,102	300,766	4	365,205	486,279	121,074—
Athens, Ga.	3	3	6,992	72,354	414,895	3	504,073	455,878	48,195
Brunswick, Ga.	3#	3		54,687	235,929	3	292,205	313,735	21,530—
Dalton, Ga.	3	3		17,198	298,762	3	314,385	239,374	75,011
Gainesville, Ga.	3	3	3,964	59,430	421,307	3	494,954	466,957	27,997
Griffin, Ga.	3	3	122	22,535	241,310	3	263,130	272,217	9,087—
Rome, Ga.	4	4	325	61,318	458,571	4	531,951	551,999	20,048—
Valdosta, Ga.	4	4		86,741	230,843	4	305,546	269,443	36,103
Hilo, Hawaii	3	3	16,030	43,201	171,918	3	225,229	254,145	28,916—
Idaho Falls, Idaho	3	3	26,292	85,992	413,050	3	516,428	480,231	36,197
Pocatello, Idaho	3	3	18,015	72,352	247,462	3	317,876	287,392	30,484
Twin Falls, Idaho	3	3	36,312	51,836	218,824	3	297,604	289,821	7,783
Mason City, Iowa	3	3	8,779	131,701	364,189	3	485,156	450,723	34,433
Salina, Kan.	3	3	1,677	51,084	418,530	3	462,076	513,898	51,822—
Bowling Green, Ky.	3	3	1,450	63,741	292,674	3	354,879	325,465	29,414
Paducah, Ky.	3	3	7,299	62,529	317,527	3	402,073	394,920	7,153
Alexandria, La.	3	3	9,486	83,639	491,551	3	564,344	504,465	59,879
Bangor, Me.	3	3	25,137	120,270	291,893	3	442,715	385,250	57,465
Cumberland, Md.	3	3	7,957	104,615	307,650	3	417,940	483,160	65,220—
Salisbury, Md.	3	3	3,130	102,263	406,978	3	497,991	443,757	54,234
Battle Creek, Mich.	3	3	6,547	109,918	400,630	3	487,632	432,579	55,053
Rochester, Minn.	3	3	2,405	40,120	479,862	3	513,148	470,288	42,860
Greenville, Miss.	3	3	1,048	23,489	299,175	3	316,026	273,600	42,426
Greenwood, Miss.	3	3	2,756	23,033	138,584	3	162,781	158,418	4,363
Hattiesburg, Miss.	4	4	2,632	14,872	346,202	4	362,909	341,654	21,255
Laurel, Miss.	3	3	1,150	15,901	352,016	3	396,681	366,879	29,802
Meridian, Miss.	5	5	3,784	52,261	404,859	5	455,943	441,011	14,932
Cape Girardeau, Mo.	3#	2	*	*	*	3	*	*	*
Joplin, Mo.	4	4	11,269	69,699	298,559	4	368,885	384,476	15,591—
Missoula, Mont.	4	3	28,786	55,922	332,256	4	466,229	442,173	24,056
Carlsbad, N. M.	3#	2	*	*	*	3	*	*	*
Farmington, N. M.	3	3	10,838	24,368	284,286	3	317,667	288,145	29,522
Roswell, N. M.	6	4	2,082	65,985	278,949	5	379,570	477,696	98,126—
Santa Fe, N. M.	3#	2	*	*	*	3	*	*	*
Elmira, N. Y.	3	3	12,540	52,859	464,433	3	528,412	483,401	45,011
Kingston, N. Y.	3	3		145,551	450,450	3	575,728	534,163	41,565
Watertown, N. Y.	3	3	14,490	92,308	327,946	3	436,291	436,879	588—
Goldsboro, N. C.	3	3	28,854	28,248	362,816	3	427,608	369,044	58,564
Greenville, N. C.	3	3	23,801	32,798	261,941	3	312,407	328,414	16,007—
Hickory, N. C.	3	3	2,502	107,296	348,439	3	449,479	446,512	2,967
Kinston, N. C.	3	3	15,537	24,293	361,886	3	403,018	371,647	31,371
Rocky Mount, N. C.	3	3	17,404	15,266	276,648	3	312,343	294,079	18,264
Wilson, N. C.	3	3	11,858	65,406	259,180	3	356,458	312,752	43,706

Item (1)	No. of stations in opera- tion (2)	No. re- porting \$25,000 or more time sales* (3)	Time sales:			Total stations re- porting* (7)	Total broadcast revenues* (8)	Total broadcast expenses (9)	Total broadcast income† (10)
			Networks (4)	National and regional advertisers and sponsors* (5)	Local advertisers and sponsors* (6)				
Bismarck, N. D.	3	3	11,778	147,741	411,228	3	574,283	551,580	22,703
Minot, N. D.	3	3	959	105,353	319,091	3	405,041	376,589	28,452
Klamath Falls, Ore.	3	3	7,787	89,379	172,326	3	250,071	255,838	5,767—
Medford, Ore.	5	4	13,978	111,887	369,792	4	476,682	440,177	36,505
Roseburg, Ore.	3	3	5,136	54,079	284,959	3	332,440	307,177	25,263
Williamsport, Pa.	3	3	10,343	70,144	252,515	3	337,386	312,800	24,586
Florence, S. C.	3	3	2,168	112,835	273,885	3	368,615	340,976	27,639
Orangeburg, S. C.	3	3		39,482	320,618	3	357,658	333,548	24,110
Spartanburg, S. C.	3	3	15,401	106,767	528,621	3	652,246	667,298	15,052—
Sumter, S. C.	3	3	605	31,585	275,564	3	305,065	290,109	14,956
Rapid City, S. D.	4	4	14,792	88,363	388,311	4	480,696	427,589	53,107
Bristol, Tenn.	4	3	5,344	96,333	297,656	3	386,653	397,301	10,648—
Jackson, Tenn.	3	3	3,261	67,757	259,694	3	322,930	290,716	32,214
Big Springs, Tex.	3	3	3,497	47,600	270,996	3	311,846	304,278	7,568
Sherman-Denison, Tex.	3	3		46,884	212,917	3	255,555	265,179	9,624—
Burlington, Vt.	3	3	7,343	104,874	442,467	3	545,292	489,748	55,544
Charlottesville, Va.	3	3	2,689	109,337	401,867	3	531,152	461,893	69,259
Danville, Va.	4	4	2,254	99,048	634,639	4	729,630	683,165	46,465
Bellingham, Wash.	4	3	1,580	79,576	343,344	4	427,736	408,476	19,260
Kennewick-Pasco-Richland, Wash.	4#	4	2,972	39,289	402,914	4	440,181	415,615	24,566
Walla Walla, Wash.	3	3	6,332	52,438	206,994	3	249,456	234,877	14,579
Wenatchee, Wash.	3	3	6,268	69,813	305,028	3	362,234	336,872	25,362
Yakima, Wash.	5	5	12,474	162,790	472,428	5	610,717	580,838	29,879
Beckley, W. Va.	3#	2	*	*	*	3	*	*	*
Clarksburg, W. Va.	3	3	4,384	42,738	272,290	3	324,332	314,624	9,708
Parkersburg, W. Va.	3	3	5,401	43,347	303,504	3	342,546	332,433	10,113
Eau Claire, Wis.	3	3	4,057	51,460	537,108	3	593,277	537,325	55,952
La Crosse, Wis.	3	3	12,067	97,337	456,004	3	632,760	573,071	59,689
Manitowac-Two Rivers, Wis.	3	3	642	24,878	397,033	3	422,088	433,429	11,341—
Wausau, Wis.	3	3	13,621	126,396	327,587	3	453,168	386,553	66,615
Casper, Wyo.	3	3	24,146	36,255	338,086	3	400,512	380,980	19,532
Cheyenne, Wyo.	4	3	19,275	34,678	251,801	3	299,087	269,903	29,184
Total	328	312	791,220	6,639,485	32,498,259	321	39,782,124	38,296,815	1,485,309
Commonwealth and Possessions									
Metropolitan Areas									
Mayaguez, P. R.	5	5	139,435	409,395	264,740	5	771,465	667,524	103,941
Ponce, P. R.	5	5	191,888	574,744	258,538	5	901,085	571,563	329,522
San Juan, P. R.	12#	12	505,748	1,948,595	2,347,931	12	4,280,984	3,120,999	1,159,985
Total	22	22	837,071	2,932,734	2,871,209	22	5,953,534	4,360,086	1,593,448
Nonmetro areas of three or more stations									
Arecibo, P. R.	3	3	10,102	266,199	126,360	3	376,677	313,974	62,703
Other Communities	18	18	89,165	940,551	1,230,572	18	2,109,002	1,972,064	136,938
Total	43	43	936,338	4,139,484	4,228,141	43	8,439,213	6,646,124	1,793,089

*Before federal income tax. Note: — denotes loss.

*Excludes 392 independently operated FM stations.

*Stations with less than \$25,000 time sales report only total revenues and total expenses. Stations with total time sales of \$25,000 or more, however, accounted for 98% of the broadcast revenues of the 4,019 reporting stations.

*Before commissions to agencies, representatives and others.

*Excludes data for 51 stations whose reports were not filed in time to be included in this report.

*Total revenues consist of total time sales less commissions plus talent and program sales.

*Previous years' time sales for this market have been revised. (See table 13)

Not all stations in this market operated a full year during 1966.

*Data withheld to maintain confidentiality of individual station figures.

Revenues for selected communities within metropolitan areas

1966
SELECTED REVENUE ITEMS AND BROADCAST REVENUES, EXPENSES AND INCOME* OF RADIO* STATIONS
FOR SELECTED* COMMUNITIES, WITHIN STANDARD METROPOLITAN STATISTICAL AREAS

Metropolitan area community (1)	No. of stations in opera- tion (2)	No. re- porting \$25,000 or more time sales* (3)	Time sales:			Total stations reporting (7)	Total broadcast revenues* (8)	Total broadcast expenses (9)	Total broadcast income* (10)
			Networks (4)	National and regional advertisers and sponsors* (5)	Local advertisers and sponsors* (6)				
Albany, N. Y.	4	4	\$ 32,099	\$ 739,728	\$ 1,043,089	4	\$ 1,526,081	\$ 1,235,950	\$ 290,131
Allentown, Pa.	4	4	17,356	323,241	891,743	4	1,176,455	953,363	223,092
Atlanta	11	11	195,378	2,383,846	4,561,319	11	6,604,212	4,477,543	2,126,669
Augusta, Ga.	5	5	40,624	108,347	593,132	5	785,638	800,413	14,775—
Bakersfield, Calif.	8	8	39,420	319,732	975,471	8	1,247,136	1,194,496	52,640
Annapolis, Md.	3	3		222,288	256,774	3	488,498	446,159	42,339
Baltimore	9	9	74,460	4,153,318	4,971,199	9	7,560,012	5,966,932	1,593,080
Beaumont, Tex.	4	4	3,795	322,050	727,091	4	949,712	961,806	12,094—
Birmingham, Ala.	9	9	67,197	1,021,650	1,952,677	9	2,805,225	2,403,179	402,046
Boston	9	9	195,185	6,662,126	6,286,379	9	11,474,378	8,672,355	2,802,023
Buffalo, N. Y.	6	6	132,170	2,444,575	2,827,363	6	4,558,059	4,097,163	460,896

Metropolitan area community (1)	No. of stations in opera- tion (2)	No. re- porting \$25,000 or more time sales ¹ (3)	Time sales: National and regional advertisers and sponsors ²			Total sta- tions porting (7)	Total broad- cast revenues ³ (8)	Total broad- cast expenses (9)	Total broad- cast income ¹ (10)
			Networks (4)	Local advertisers and sponsors ² (6)					
Chattanooga	6	6	29,230	210,311	1,159,578	6	1,326,933	1,269,142	57,791
Chicago	13	13	346,243	16,610,444	9,997,347	13	24,235,108	17,585,198	6,649,910
Cleveland	7	7	199,567	4,709,755	221,305	7	8,309,954	7,030,517	1,279,437
Dallas	7	7	78,172	2,262,384	3,723,452	7	5,330,684	3,951,882	1,378,802
Davenport, Iowa	3	3	19,266	245,799	580,241	3	790,808	801,196	10,387—
Denver	10	10	75,794	2,175,085	3,696,321	10	5,187,284	4,508,708	678,576
Detroit	6	6	371,385	6,998,580	6,023,581	6	11,515,329	8,487,727	3,027,602
Superior, Wis.	4	3	13,056	52,722	217,207	3	280,015	236,531	43,484
Grand Rapids, Mich.	6	6	100,211	735,093	1,269,767	6	1,898,238	1,938,925	40,687—
Greensboro, N. C.	5	5	21,845	318,165	762,383	5	1,012,378	988,034	24,344
High Point, N. C.	3	3	2,371	30,749	372,907	3	405,665	374,038	31,627
Greenville, S. C.	6	5	9,950	242,349	838,514	6	1,165,734	1,060,370	105,364
Harrisburg, Pa.	4	4	24,918	584,293	898,669	4	1,423,556	1,189,818	233,738
Houston	9	9	106,348	2,598,635	4,887,869	9	6,541,588	5,082,969	1,458,619
Huntington, W. Va.	3	3	2,821	233,384	580,586	3	752,299	646,178	106,121
Johnstown, Pa.	3	3	10,034	169,170	390,777	3	552,918	533,767	19,151
Kansas City, Mo.	5	5	44,267	2,202,800	3,211,602	5	4,797,740	4,003,697	794,043
Knoxville, Tenn.	6	6	19,258	669,186	885,390	6	1,470,390	1,388,341	82,049
Lansing, Mich.	3	3	6,630	253,678	862,169	3	1,122,943	836,954	285,989
Little Rock, Ark.	6	6	13,921	509,346	1,154,631	6	1,455,227	1,381,140	74,087
Los Angeles	12	12	290,732	5,103,613	12,772,656	12	23,464,257	17,706,522	5,757,735
Louisville, Ky.	8	8	131,330	2,115,742	2,028,859	8	3,741,965	3,686,259	55,706
Macon, Ga.	5	5	12,457	252,322	837,792	5	1,069,375	979,291	90,084
Miami, Fla.	8	8	29,830	2,514,350	3,121,282	8	4,949,254	4,419,143	530,111
Milwaukee, Wis.	7	7	70,038	2,794,769	3,062,973	7	5,246,346	4,170,485	1,075,861
Minneapolis, Minn.	6	6	95,536	2,426,738	4,567,336	6	6,870,902	4,223,287	2,647,615
Mobile, Ala.	7	7	20,285	437,141	801,026	7	1,188,029	1,068,243	119,786
Nashville	7	7	85,413	1,521,738	1,880,205	7	3,308,935	2,774,153	534,782
New York	16	16	587,525	27,126,734	19,504,368	16	40,972,166	31,303,206	9,668,960
Newark, N. J.	3	3		1,757,049	1,425,490	3	2,719,884	2,471,512	248,372
Orlando, Fla.	5	5	33,887	400,121	1,204,406	5	1,459,611	1,364,381	95,230
Philadelphia, Pa.	11	11	274,205	9,624,214	5,928,018	11	13,507,737	11,344,942	2,162,795
Phoenix	11	10	66,182	834,027	1,835,698	10	2,510,703	2,730,033	219,330—
Pittsburgh	8	8	82,774	3,275,454	4,166,421	8	6,988,873	5,122,746	1,866,127
Portland, Ore.	9	9	80,666	1,645,838	1,881,311	9	3,162,869	3,041,247	121,622
Vancouver, Wash.	3	3	8,726	538,645	652,399	3	989,537	927,664	61,873
Providence, R. I.	7	7	64,701	1,397,490	1,926,445	7	2,940,646	2,547,450	393,196
Richmond, Va.	9	9	66,009	948,687	1,765,004	9	2,511,534	2,341,326	170,208
St. Louis, Mo.	9	9	189,317	4,093,878	4,550,456	9	7,562,902	6,266,053	1,296,849
Salinas, Calif.	4	4	9,762	82,475	326,482	4	426,293	504,447	78,154—
San Antonio, Tex.	11	11	159,838	1,187,546	2,431,189	11	3,423,213	3,284,467	138,746
Palm Springs, Calif.	3	3	6,121	84,511	319,977	3	386,380	517,861	131,481—
San Bernardino, Calif.	4	4	9,574	370,900	638,845	4	904,180	907,982	3,802—
San Diego	6	6	63,715	1,778,809	1,700,926	6	3,032,331	2,877,408	154,923
Oakland, Calif.	3	3		2,061,250	1,478,272	3	2,942,682	2,607,803	334,879
San Francisco	10	10	223,834	8,282,550	6,061,477	10	12,302,106	10,975,959	1,326,147
San Jose, Calif.	4	4		686,964	1,428,263	4	1,865,195	1,684,513	180,682
San Juan, P. R.	7	7	498,377	1,356,536	1,458,274	7	2,967,527	2,141,668	825,859
Lompoc, Calif.	3	3		1,165	147,628	3	166,859	196,072	29,213—
Santa Barbara, Calif.	5	4	34,967	183,690	503,938	4	646,039	639,880	6,159
Santa Maria, Calif.	4	4	9,137	144,317	245,256	4	404,469	499,717	95,248—
Seattle	12	12	80,690	2,539,174	3,521,110	12	5,264,111	5,063,443	200,668
Springfield, Mass.	3	3		4,164	630,573	3	1,180,692	938,586	242,106
Syracuse, N. Y.	5	5	77,651	1,110,063	1,466,706	5	2,243,867	1,800,790	443,077
St. Petersburg, Fla.	4	4		3,691	676,316	4	1,265,758	1,219,571	46,187
Tampa, Fla.	8	8	19,176	730,233	1,145,584	8	1,687,825	1,680,438	7,387
Tulsa, Okla.	6	5	15,043	654,196	1,716,352	5	2,183,712	2,177,736	5,976
Utica, N. Y.	4	4	24,158	225,756	691,442	4	864,908	888,185	23,277—
Washington	6	6	97,219	4,296,838	5,269,961	6	9,210,559	7,096,940	2,113,619
W. Palm Beach, Fla.	3	3		182,783	363,148	3	524,299	619,244	94,945—
Wilmington, Del.	4	4	9,464	331,044	1,203,189	4	974,591	1,163,565	330,883

¹ Before federal income tax. Note: — denotes loss.

² Excludes independently operated FM stations.

³ Communities are included in this table if totals do not reveal individual station data.

⁴ Stations with less than \$25,000 time sales report only total revenue and total expenses.

⁵ Before commissions to agencies, representatives and others.

⁶ Total revenues consist of total time sales less commissions plus talent and program sales.

AVERAGE 1966 FINANCIAL DATA FOR AM AND AM-FM STATIONS IN ONE AND TWO STATION COMMUNITIES OUTSIDE STANDARD METROPOLITAN STATISTICAL AREAS BY POPULATION OF COMMUNITY

Community population (1960 Census)	Number of stations	One station communities		Number of stations	Two Station Communities	
		Average station revenue	Average station profit or loss		Average station revenue	Average station profit or loss
25,000-50,000						
Total stations reporting	35	\$236,381	\$40,028	110	\$162,660	\$16,521
Stations reporting profits	32	247,295	44,142	86	175,575	24,391
Stations reporting losses	3	119,973	(3,851)	24	116,382	(11,680)

10,000-25,000							
Total stations reporting	276	128,519	15,902	300	109,303	7,989	
Stations reporting profits	240	134,590	19,371	223	118,150	14,268	
Stations reporting losses	36	88,044	(7,226)	77	83,682	(10,194)	
5,000-10,000							
Total stations reporting	514	85,488	8,873	98	84,235	6,606	
Stations reporting profits	425	89,441	12,446	72	88,121	11,096	
Stations reporting losses	89	66,610	(8,193)	26	73,474	(5,826)	
2,500-5,000							
Total stations reporting	422	63,600	5,234	22	62,186	1,936	
Stations reporting profits	308	69,465	9,792	14	65,936	6,497	
Stations reporting losses	114	47,757	(7,080)	8	55,624	(6,047)	
Less than 2,500							
Total stations reporting	192	64,405	4,399	9	46,953	11,796	
Stations reporting profits	135	69,902	9,421	4	48,767	4,887	
Stations reporting losses	57	51,388	(7,495)	5	45,503	(25,142)	
Total all communities							
Total stations reporting	1,439	88,180	9,315	539	112,670	8,901	
Stations reporting profits	1,140	95,666	13,718	399	122,581	15,511	
Stations reporting losses	299	59,636	(7,476)	140	84,425	(9,935)	

How market size influenced radio profits and losses

AVERAGE FINANCIAL DATA FOR AM AND AM-FM STATIONS REPORTING PROFITS BY SIZE OF AREA OR COMMUNITY IN WHICH STATION IS LOCATED,¹ 1966
(Stations operating full year)

Population of:	Average time sales per station reporting				Average per station reporting			
	Number of stations reporting total time sales of \$25,000 or more ^a	Networks	National and regional advertisers and sponsors ^a	Local advertisers and sponsors ^a	Total stations reporting	Total broadcast revenues ^a	Total broadcast expenses	Total broadcast income ^a
2,000,000 and over	159	\$11,340	\$633,456	\$590,081	159	\$1,079,633	\$777,328	\$302,305
1,000,000-2,000,000	109	13,036	322,277	424,285	109	674,007	500,944	173,063
500,000-1,000,000	210	10,181	201,794	283,115	210	437,985	350,726	87,259
250,000- 500,000	241	5,036	98,996	200,381	241	282,075	233,052	49,023
200,000- 250,000	67	2,537	61,757	213,978	67	265,305	224,474	40,831
150,000- 200,000	96	3,341	58,395	167,714	96	223,912	192,175	31,737
100,000- 150,000	119	5,262	55,696	156,598	119	208,278	177,613	30,665
50,000- 100,000	70	3,914	38,368	132,434	70	169,396	146,884	22,513
25,000- 50,000	254	2,523	29,974	141,945	255	173,984	150,067	23,918
10,000- 25,000	525	1,039	18,102	107,590	525	125,680	109,276	16,404
5,000- 10,000	489	451	10,698	79,520	497	89,250	76,999	12,251
2,500- 5,000	313	481	7,579	62,923	322	69,311	59,662	9,649
Less than 2,500	133	122	7,749	64,519	140	69,122	59,894	9,228
Total	2,785	\$ 3,425	\$ 88,650	\$167,274	2,810	\$ 237,616	\$190,187	\$ 47,429

¹ Classified by population of standard metropolitan statistical areas and communities outside SMSA's, Census of Population, 1960.

^a Stations with total time sales of less than \$25,000 are not required to report time sales separately.

^a Before commission to agencies, representatives and others.

^a Total revenues consist of total time sales less commissions plus talent and program sales.

^a Before federal income tax.

AVERAGE FINANCIAL DATA FOR AM AND AM-FM STATIONS REPORTING LOSSES BY SIZE OF AREA OR COMMUNITY IN WHICH STATION IS LOCATED,¹ 1966

(Stations operating full year)

Population of:	Average time sales per station reporting				Average per station reporting			
	Number of stations reporting total time sales of \$25,000 or more ^a	Networks	National and regional advertisers and sponsors ^a	Local advertisers and sponsors ^a	Total stations reporting	Total broadcast revenues ^a	Total broadcast expenses	Total broadcast losses ^a
2,000,000 and over	63	\$15,092	\$212,314	\$266,466	63	\$444,161	\$579,610	\$135,450
1,000,000-2,000,000	56	3,953	81,977	184,536	57	238,854	307,008	68,154
500,000-1,000,000	116	3,943	50,713	135,515	117	173,162	216,966	43,804
250,000- 500,000	140	2,996	31,564	113,535	143	137,420	161,429	24,009
200,000- 250,000	33	2,227	25,543	105,281	33	129,900	153,207	23,307
150,000- 200,000	54	1,150	21,801	99,786	54	119,239	142,696	23,456
100,000- 150,000	52	3,675	25,051	109,627	52	131,914	152,371	20,457
50,000- 100,000	34	1,496	16,719	84,053	35	96,652	112,961	16,308
25,000- 50,000	101	1,911	16,918	86,129	104	101,868	118,222	16,354
10,000- 25,000	143	1,332	12,398	75,821	143	88,412	98,256	9,844
5,000- 10,000	112	515	9,513	60,647	115	68,162	75,820	7,658
2,500- 5,000	110	449	4,179	47,009	122	48,273	55,285	7,013
Less than 2,500	55	126	6,122	50,386	64	51,433	60,183	8,750
Total	1,069	\$ 2,735	\$35,081	\$103,303	1,102	\$129,521	\$156,791	\$ 27,270

¹ Classified by population of standard metropolitan statistical areas and communities outside SMSA's, Census of Population, 1960.

^a Stations with total time sales of less than \$25,000 are not required to report time sales separately.

^a Before commission to agencies, representatives and others.

^a Total revenues consist of total time sales less commissions plus talent and program sales.

^a Before federal income tax.

How FM-only stations fared in metropolitan areas

BROADCAST REVENUES, EXPENSES AND INCOME OF FM STATIONS OPERATED
BY NON-AM LICENSEES IN STANDARD METROPOLITAN STATISTICAL AREAS
WITH THREE OR MORE INDEPENDENT FM STATIONS
1966

Standard metropolitan statistical areas	Total stations reporting	Total broadcast revenues ¹	Total broadcast expenses	Total broadcast income ²	Standard metropolitan statistical areas	Total stations reporting	Total broadcast revenues ¹	Total broadcast expenses	Total broadcast income ²
Anaheim-Santa Ana-Garden Grove, Calif.	3	\$ 122,955	\$ 274,509	\$(151,554)	Miami	3	153,560	145,961	7,599
Baltimore	3	168,988	164,950	4,038	Milwaukee	5#	146,885	159,210	(12,325)
Buffalo, N. Y.	5#	392,525	391,300	1,225	New York	6	1,008,233	1,279,397	(271,164)
Chicago	12	1,429,751	1,327,379	102,372	Oklahoma City	5#	173,978	269,785	(95,807)
Cleveland	3	311,842	326,295	(14,453)	Philadelphia	5	645,984	739,762	(93,778)
Des Moines, Iowa	3	89,055	120,655	(31,600)	Sacramento, Calif.	4	136,018	154,791	(18,773)
Detroit	9	1,009,696	1,034,002	(24,306)	St. Louis	3	343,399	366,094	(22,695)
Houston	5	296,823	473,617	(176,794)	San Diego	6	418,346	448,290	(29,944)
Indianapolis	5	240,977	292,633	(51,656)	San Francisco-Oakland	10#	941,156	1,086,125	(144,969)
Kansas City, Mo.	3	120,636	156,415	(35,779)	San Juan, P. R.	4#	118,625	199,290	(80,665)
Los Angeles-Long Beach	17#	1,321,219	1,508,565	(187,346)	Seattle-Everett	3	112,192	149,212	(37,020)
Madison, Wis.	3	67,941	59,132	8,809	Total	125	\$9,770,784	\$11,127,369	\$(1,356,585)

¹ Total revenues consist of total time sales less commissions plus total incidental broadcast revenues.
² Before federal income tax.

() Denotes loss.
Not all stations in this group operated a full year during 1966.

Financial picture for FM-only stations

A. FM FINANCIAL DATA—1956-1966
FM stations operated by non-AM licensees

Year	Total FM stations reporting	Total FM revenues (millions)	Number of stations reporting	Revenues	Expenses (millions)	Income
1966	1,575	\$32.3	381	\$19.4	\$22.7	\$(3.3)
1965	1,381	24.7	338	15.7	19.0	(3.3)
1964	1,175	19.7	306	12.8	15.8	(3.0)
1963	1,071	16.3	294	11.4	14.6	(3.2)
1962	993	13.9	279	9.3	12.5	(3.2)
1961	938	10.0	249	7.1	9.7	(2.6)
1960	789	9.4	218	5.8	8.2	(2.4)
1959	662	5.7	148	4.3	5.9	(1.6)
1958	533	4.0	93	2.5	3.2	(0.7)
1957	499	3.1	67	2.0	2.5	(0.5)
1956	472	2.4	51	1.4	1.8	(0.4)

() Denotes Loss.

B. NUMBER OF FM STATIONS OPERATED BY NON-AM LICENSEES
REPORTING PROFIT AND LOSS, 1962-1966

Year	Total number reporting	Number reporting profit	Number reporting loss
1966	381	111	270
1965	338	102	236
1964	306	93	213
1963	294	86	208
1962	279	71	208

A look back at radio's finances over the past 10 years

AM AND AM-FM RADIO FINANCIAL DATA,¹ 1956-1966
(Industry totals)

A. Time sales

Year	Total (\$ millions)	Network (\$ millions)	Percent of total	National spot (\$ millions)	Percent of total	Local (\$ millions)	Percent of total
1966	\$912.0	\$47.2	5%	\$284.6	31%	\$580.2	64%
1965	827.7	44.6	5	254.1	31	529.0	64
1964	763.7	43.8	6	237.3	31	482.6	63
1963	711.7	41.8	6	224.7	31	445.2	63
1962	665.2	37.3	6	212.1	32	415.8	62
1961	617.2	35.8	6	200.0	32	381.4	62
1960	622.4	35.0	6	202.1	32	385.3	62
1959	582.9	35.6	6	188.2	32	359.1	62
1958	541.6	46.5	8	171.9	32	323.2	60
1957	536.9	50.6	9	169.5	32	316.8	59
1956	491.7	48.4	10	145.5	30	297.8	60

B. Broadcast revenues, expenses, and income²
(\$ millions)

Year	Revenues	Expenses	Income
1966	\$852.7	\$752.1	\$100.6
1965	776.8	695.7	81.1
1964	719.2	645.4	73.8
1963	669.7	611.6	58.1
1962	626.8	580.1	46.7
1961	583.6	551.6	32.0
1960	591.9	543.6	48.3
1959	555.7	511.7	44.0
1958	520.6	482.6	38.0
1957	515.2	460.9	54.3
1956	479.2	429.6	49.6

¹ Excludes independently owned FM stations. Data for 1961-1965 revised.
² Before federal income tax.

Revenues and expenses of national networks and stations

BROADCAST FINANCIAL DATA OF FOUR NATIONWIDE RADIO NETWORKS AND

4,019 AM AND AM-FM STATIONS, 1966
(In thousands of dollars)

Item	Four nationwide networks	Percent change from previous year	19 owned-and-operated stations	Percent change from previous year	4,000 other stations	Percent change from previous year	Total four nationwide networks and 4,019 stations	Percent change from previous year
A. Revenues from the sale of time:								
1. Network time sales:								
a. Sale of major network time to advertisers	\$43,829	5.6	\$ 1,371	16.5	\$ 8,563 ¹	12.6		

b. Sale of other network time	43,829	5.6	1,371	16.5	2,542	12.5		
Total network time sales	43,829	5.6	1,371	16.5	11,105	12.6		
2. Deductions from network's revenue from sale of time to advertiser:								
a. Paid to owned-and-operated stations	1,371	16.5						
b. Paid to affiliated stations	7,717	13.9						
Total participation by others (excluding commissions) in revenue from sale of network time	9,088	14.3						
3. Total retentions from sale of network time	34,741	3.5	1,371	16.5	11,105	12.6	\$ 47,217	5.9
4. Nonnetwork time sales:								
a. National and regional advertisers			31,572	8.8*	252,980	12.4	284,552	12.0*
b. Local advertisers			13,773	13.8*	566,437*	9.6	580,210	9.7*
Total nonnetwork time sales			45,345	10.3	819,417	10.4	864,762	10.4
5. Total time sales	34,741	3.5	46,716	10.5	830,522	10.5	911,979	10.2
6. Deduct—Commissions to agencies representatives, etc.	6,447	3.8	8,511	10.9	83,622	12.5	98,580	11.7
7. Net time sales	28,294	3.5	38,205	10.4	746,900	10.2	813,399	10.0
B. Revenues from incidental broadcast activities:								
a. Talent	9,400	4.7	1,544	(1.1)	11,179	1.7	22,123	2.7
b. Sundry broadcast revenues	1,591	8.3	430	4.9	15,138	9.4	17,159	9.2
Total incidental broadcast activities	10,991	5.2	1,974	0.2	26,317	6.0	39,282	5.5
Total broadcast revenues	39,285	3.9	40,179	9.8	773,217	10.1	852,681	9.8
C. Total broadcast expenses	41,018	5.7	34,822	7.0	676,230	8.3	752,070	8.1
D. Broadcast income (before federal income tax)	(1,733)	*	5,357	32.4	96,987	24.3	100,611	24.1

* Amount differs from that shown in item 2.b because of variations in accounting practices.

* Some small amount of network and national nonnetwork time sales may be included here since stations with less than \$25,000 time sales for the year do not report detailed revenue breakdown.

* Loss in 1965 was \$998,000.

* Information received after publication of the 1965 report indicates that in 1965 nonnetwork time sales to local advertisers were overstated by \$6.2 million and nonnetwork time sales to national and regional advertisers understated by the same amount. The percentage changes from 1965 are based on the revised figures. (.) Denotes loss of percentage decrease.

Note: Data for 1965 cover the operations of four nationwide networks, their 19 owned-and-operated stations, and 3,922 other stations.

Did payments to owners influence station profit or loss?

A. NUMBER OF STATIONS REPORTING PAYMENTS TO PROPRIETORS, PARTNERS, OR STOCKHOLDERS, 1966

(Excludes dividends and other payments from surplus)

Stations reporting payments of:	Number	Amount
Over \$100,000	17	\$ 2,499,460
75,000- 99,999	16	1,367,054
50,000- 74,999	74	4,590,488
40,000- 49,999	78	3,462,924
30,000- 39,999	142	4,916,431
25,000- 29,999	121	3,273,470
20,000- 24,999	174	3,877,735
15,000- 19,999	243	4,135,821
10,000- 14,999	376	4,616,400
5,000- 9,999	464	3,484,480
2,500- 4,999	193	705,746
Under 2,500	300	289,984
Total	2,113	\$37,219,993

B. RELATIONSHIP OF STATION LOSSES TO REPORTED PAYMENTS TO PROPRIETORS, PARTNERS AND STOCKHOLDERS, AND TO REPORTED DEPRECIATION EXPENSE, 1966

1. Total number of stations reporting a loss	1,180	\$31,098,316
a. Total amount of losses		
2. Number of losing stations which reported payments to proprietors, etc.	563	
a. Total amount of payments to proprietors, etc.		7,268,046
3. Number of losing stations which reported depreciation expense	1,085	
a. Total amount of depreciation expense		14,402,312
4. Number of stations in operation a full year which reported a loss:		
a. Total number of stations	1,102	
b. Total number of stations reporting payments to proprietors, etc. and/or depreciation expense which exceeded the amount of loss	580	
c. Total number of stations reporting payments to proprietors, etc. which alone exceeded the amount of the loss	356	

Corrections by the FCC to its earlier reports

Information received after publication of the 1965 report indicated that for a number of years there was a significant understatement of national spot and a corresponding overstatement of local time sales in the reports submitted to the commission. Affected are the figures for 6 radio markets and, of course, the totals for the entire nation. Shown below are the revised figures for the years 1961 through 1965.

REVISED DATA FOR TABLE 3
(thousands of dollars)

	All AM and AM-FM radio stations	19 network owned and operated stations
	National and regional time sales	Local time sales
1965	\$254,107	\$529,073
1964	237,290	482,695
1963	224,701	445,243
1962	212,113	415,810
1961	199,980	381,425

REVISED TIME SALES DATA FOR INDIVIDUAL AM-FM MARKETS
(thousands of dollars)

	1965	1964	1963	1962	1961
Chicago—National and regional time sales:	\$16,273	\$14,573	\$14,875	\$13,767	\$12,371
Local time sales:	12,453	12,473	10,747	11,039	11,477
Detroit—National and regional time sales:	7,399	7,827	6,601	7,099	6,691
Local time sales:	8,316	7,032	5,415	4,904	3,081
Los Angeles—National and regional time sales:	16,567	13,835	12,745	11,509	10,307
Local time sales:	17,676	16,844	16,942	15,800	14,040
New York—National and regional time sales:	26,816	24,971	25,615	25,548	25,286
Local time sales:	20,094	16,292	16,315	13,845	11,155
Pittsburgh—National and regional time sales:	3,396	3,505	3,335	3,073	2,649
Local time sales:	5,158	4,605	4,247	3,765	3,673
San Francisco—National and regional time sales:	8,503	7,623	6,760	6,007	5,507
Local time sales:	7,968	7,481	7,120	6,413	4,995

Sealtest puts all its eggs in spot TV

NEW GOALS, LOW CPM PROMPT MOVE INVOLVING UP TO \$10 MILLION

Spot television will receive an unexpected bonanza next week. That's when the Sealtest Foods Division of National Dairy Products Corp., after a two-year, newspaper-only campaign, begins a new drive—this time with its entire \$8 million to \$10 million annual budget invested in spot.

This dramatic reversal in media strategy was dictated in part by a change in over-all marketing objectives and in part by simple cost-efficiency considerations, officials of N. W. Ayer & Son, Sealtest's agency, indicate.

"Our objective has changed from reaching the trade with merchandising and sales promotion efforts and then the consumer through hi-fi newspapers to reaching the consumer directly. We will devote our consumer dollars to consumer advertising and the most efficient way to reach the consumer is spot television," says George Lemmond, account supervisor.

Areas of Placement ■ The new strategy, as outlined by Mr. Lemmond and George M. McCoy, associate media director, calls for an average of 44 spots a week in "maybe 100 markets" for the calendar year 1968. Nearly all of those markets are located east of the Mississippi, Sealtest's basic distribution area. A few distribution points west

of the Mississippi and in Canada will also be covered in the new campaign. Starting date is Jan. 2.

What happened to the hi-fi [pre-printed four-color] newspaper campaign? Both Ayer executives defend it on the grounds that it did at least part of the job it was supposed to—increase distribution in retail outlets—supermarkets and the like, in Sealtest marketing areas. But they are frank to concede that the initial cost-per-thousand of \$16, which was brought down to \$12 per thousand through a number of devices, was high. Nevertheless, it was felt that the impact on the trade was good and the campaign was continued into its second year.

When the decision was reached earlier this year to go the full consumer route, the question of buying network was discussed and discarded (prior to the print campaign, Sealtest used a mix of media and had made several network buys regionally). The feeling was that network could never offer Sealtest the kind of intensive pressure, varying by season and by type of market, the company wanted.

Varying Needs ■ With many separate advertising assignments to cope with (ice cream, cottage cheese, egg nog, a low-fat milk) and each with different

potentials in different markets, the client and agency analyzed three factors and added their own formula to come up with the right weight per market. They were distribution of the product in the area, consumption-per-area and cost-per-thousand they thought they could buy. Thus, Philadelphia might be a B market for an ice cream, an A market for the cottage cheese.

Ayer, by using its new computer, is able to rotate spots to get the proper weight for each product week by week by market. "We could never do this on a network," Mr. McCoy said.

With Sealtest out of newspapers and heavily in spot television, what now is its cost-per-thousand? "Just under \$2," Mr. McCoy noted.

Business briefly . . .

Philip Morris Inc., New York, is using spot TV and newspapers in Albany, N. Y., and Providence, R. I., to test-market Parliament 100's. Cigarette features "flute" plastic mouthpiece with air vents. Agency is Leo Burnett, Chicago-New York.

Commerce Drug Co., division of Del Laboratories Inc., Farmington, N. Y.,

BAR network-TV billing report for week ended Dec. 17

BAR network TV dollar revenue estimates—week ended Dec. 17, 1967 (net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended Dec. 17	Cume Dec. 1- Dec. 17	Cume Jan. 1- Dec. 17	Day parts	Networks	Week ended Dec. 17	Cume Dec. 1- Dec. 17	Cume Jan. 1- Dec. 17
Monday-Friday Sign-on-10 a.m.	ABC-TV CBS-TV NBC-TV Total	— \$ 136.5 336.0 472.5	— \$ 358.6 730.8 1,089.4	\$ 54.8 6,850.6 14,198.8 21,104.2	Sunday 6 p.m.-7:30 p.m.	ABC-TV CBS-TV NBC-TV Total	105.0 567.8 224.7 897.5	279.7 1,396.7 591.4 2,267.8	5,151.9 12,512.0 7,149.1 24,813.0
Monday-Friday 10 a.m.-6 p.m.	ABC-TV CBS-TV NBC-TV Total	1,248.7 2,928.5 2,122.8 6,300.0	2,910.3 6,647.6 4,658.5 14,216.4	66,649.6 153,015.5 91,846.3 311,511.4	Monday-Sunday 7:30 p.m.-11 p.m.	ABC-TV CBS-TV NBC-TV Total	5,847.1 7,058.9 7,564.3 20,470.3	14,132.1 17,741.3 17,176.6 49,050.0	247,670.0 291,017.0 283,299.4 821,986.4
Saturday-Sunday Sign-on-6 p.m.	ABC-TV CBS-TV NBC-TV Total	1,513.3 3,236.5 1,008.7 5,758.5	4,833.4 9,018.6 3,398.9 17,250.9	47,455.2 59,383.9 35,602.1 142,441.2	Monday-Sunday 11 p.m.-Sign-off	ABC-TV CBS-TV NBC-TV Total	319.6 21.8 380.8 722.2	706.1 114.2 850.2 1,670.5	12,317.9 3,967.7 19,131.2 35,416.8
Monday-Saturday 6 p.m.-7:30 p.m.	ABC-TV CBS-TV NBC-TV Total	310.2 1,123.1 591.2 2,024.5	769.8 2,289.9 1,243.2 4,302.9	16,347.7 29,293.8 29,813.4 75,454.9	Network totals	ABC-TV CBS-TV NBC-TV	9,343.9 15,073.1 12,228.5	23,631.4 37,566.9 28,649.6	395,647.1 556,040.5 481,040.3
					Grand totals all networks		\$36,645.5	\$89,847.9	\$1,432,727.9

has announced a \$2-million budget for 1968 advertising, according to Paul Peckman, president of the division. Radio and television will be used in various combinations according to local market conditions. Royce & Rader Inc., New York, is agency.

Bishop Industries Inc., Union, N. J., through Spade & Archer Inc., New York, plans two-month spot TV campaign, beginning in January, for its new Algernon Sea Foam Bath, a blue gel cosmetic containing concentration of sea algae. Initial campaign is being started in New York, Boston, and in Hartford and New Haven, both Conn.

United Air Lines (Leo Burnett), **Meister Brau Inc.** (Edward H. Weiss), **Deere & Co.** (Gardner Advertising), **WGN Continental Broadcasting Co.** (Foote, Cone & Belding), and the **Illinois Sesquicentennial Commission** will sponsor NBC-TV special, *I Remember Illinois*, Sunday, Feb. 18, 6:30-7:30 p.m. EST. Walter Schwimmer is executive producer and Harry Rasky is producer-director. Show will star many of Illinois's famous citizens, including Governor Otto Kerner, Senators Everett M. Dirksen and Charles Percy, Jack Benny, Bob Hope, Mahalia Jackson and Benny Goodman Trio.

Gulf Life Insurance Co., Jacksonville, Fla., plans to devote major part of its 1968 advertising budget to one-minute radio commercials on 123 southeastern stations. Agency is Bacon, Hartman & Vollbrecht Inc., Jacksonville, Fla.

D-F-S cuts L.A. office in West Coast shift

Dancer-Fitzgerald-Sample Inc. gave indications last week of substantially retrenching its commercial-production operations on the West Coast. In a two-step move, the New York-based agency will cease its radio and television commercial-production services in Los Angeles within the next two months and instead will produce commercials out of San Francisco with art directors and writers taking over the responsibility for production from agency producers.

This reorganization calls for all commercials produced by the agency's San Francisco and Los Angeles offices to come out of D-F-S San Francisco under a new, combined television art direction and production department. The agency said that it was avoiding duplication of functions by giving control of production to art directors-producers and that now, too, the creators of the original scripts and story boards will be able to see their concepts through to a finished work of higher quality.

The art director-producers depart-

ment in San Francisco will be headed by Gordon Bellamy, D-F-S vice president, who will report to Maxwell Arnold Jr., vice president and West Coast creative director. Initially there will be at least two others in the department.

Kemper, ABC head for trial

Common network policy
could be at stake
in antitrust case

Fundamental network practices requiring advertisers to buy specific lineup of stations appeared headed for trial last week after the U.S. Court of Appeals in New York reversed a lower court decision that had dismissed charges by Kemper Insurance Group of anti-trust violations in a TV sponsorship agreement with ABC.

ABC declined to comment but said its attorneys were studying the ruling.

Kemper started the action against ABC on May 23, 1963, claiming that its agreement to sponsor *Evening Report* constituted a tie-in in violation of Sec-

tion 1 of the Sherman Act. The agreement, dating back to August 1962, called for Kemper to sponsor the program on 130 TV stations. But Kemper claimed in its complaint that it did not want 32 of these stations and had agreed to take them only because ABC refused to make available the 95 outlets it wanted, "except at an unreasonable cost," unless it agreed to take the entire lineup.

After both parties moved for summary judgment, the U. S. District Court for the Southern District of New York ruled after three and a half years and granted ABC's motion and denied Kemper's last May 31. Kemper appealed the judgment and on Dec. 15 the appeals court reversed the lower court and directed that a trial be held in the district court.

Circuit Court Judge Irving R. Kaufman held that "this case was not ripe for summary judgment." He voiced the view that a key issue the district court first must determine during a trial is whether it was reasonable for Kemper not to have attempted to negotiate further with ABC on the number of stations it had to carry and at what price. Judge Kaufman said: "A negative answer based on adequate evidence and findings would obviate the need for further proceedings with respect to the issues discussed" in other parts of his

Notice

On Dec. 18th, negotiations were completed for the purchase of Mt. Washington Tv. Inc. by Mid-New York Broadcasting Corp.

Mt. Washington Tv Inc., formerly owned by Jack Paar, operates WMTW-TV, Portland-Poland Springs, Maine.

Mid-New York Broadcasting Corp. is owned by Paul Harron, also operators of WKTV, Utica-Rome, N.Y.

Sales price \$5,000,000

Broker:

La Rue Media Brokers, Inc. New York, N.Y.

opinion.

Must Try ■ Judge Kaufman was referring to one of the reasons given by the district court for denying Kemper's motion. Judge Kaufman quoted the lower court as saying that "Kemper never attempted to negotiate a discount price after ABC rejected its offer" for a lineup of 95 stations made in May 1962 during contract negotiations.

"This argument, we assume, is based on the premise that if Kemper never attempted to open the door, it cannot claim it was slammed in its face," Judge Kaufman observed.

Judge Kaufman sketched in some background to the antitrust action. He pointed out that the Kemper-ABC agreement was signed on Aug. 15, 1962, but after only four of the 26 ordered broadcasts, Kemper notified ABC on Nov. 13, 1962, that it considered its obligations under the contract at an end. The reason Kemper cited was that ABC-TV had used time sponsored and paid for by Kemper to promote a spe-

cial program. *The Political Obituary of Richard M. Nixon*, on which convicted perjurer Alger Hiss appeared, that was presented on Nov. 11, 1962. Kemper contended in substance that ABC had violated the contract by associating Kemper with a program that was "in poor taste."

Judge Kaufman reported that on Jan. 9, 1963, ABC filed suit for breach of contract in the New York Supreme Court. A final judgment of \$265,047.21 ultimately was entered in favor of ABC, Judge Kaufman said, and for the first time Kemper asserted in its answer in the state-court suit and in the complaint it filed in the federal court its claim that the agreement with ABC violated the Sherman Act.

ABC-TV outlets reject break proposal

ABC-TV affiliates have turned down a plan that would have lengthened some prime-time station breaks to 63 seconds, while shortening others to 33 seconds.

Burton La Dow, KTVK-TV Phoenix, chairman of the ABC-TV affiliates board of governors, last week confirmed reports (CLOSED CIRCUIT, Dec. 18) that network affiliates had turned the plan down, and that the board of governors has shelved the proposal until ABC affiliates meet next spring.

The plan, conceived and supported by some of the affiliates themselves, would have lengthened three prime-time station breaks each week to 63 seconds, while shortening six others from the conventional 43 seconds to 33 seconds. Proponents of the plan felt its adoption would have increased the total inventory of 10-, 20-, 30- and 60-second prime-time availabilities, thereby improving affiliates' competitive position in the market place (BROADCASTING, Dec. 11).

Although ABC-TV agreed to establish the three 63-second positions, sources said the network gave the proposal a somewhat chilly reception. Some officials reportedly felt that the timing of the proposal was ill chosen. In any case, ABC's reaction to news that the affiliates had turned the plan down was that "they [the affiliates] have acted wisely."

Agency appointments . . .

■ Duquesne Brewing Co. has appointed Carlton Advertising Inc., both Pittsburgh, to handle all advertising and related services. The appointment, effective Jan. 1, 1968, was announced by

Raymond H. Sigismund, Duquesne's president. Duquesne markets four beers (Duke, P.O.C., Silver-Top and Bavarian) in a seven-state area. Mr. Sigismund also announced that the scope of Duke's advertising program will be broadened substantially in 1968. With the appointment, Carlton's billings will exceed the \$5 million mark. Brewer's former agency is Lando Inc., also Pittsburgh, which recently renewed its account with Koehler beer, Erie, Pa.

■ Wagner Industries Inc., Cicero, Ill., maker of breakfast fruit drinks sold nationally in food stores, names North Advertising, Chicago, as agency. Radio-TV may be used initially in test markets. Firm until now has not been major advertiser although sales volume tops \$50 million.

Rep appointments . . .

■ WTVR-TV Richmond, Va.; WDEF-TV Chattanooga; WNTC-TV Greenville, N.C.; and WJHL-TV Johnson City, Tenn.: Blair Television, New York.

■ WTVC-TV Chattanooga: Peters, Griffin, Woodward, New York.

■ WSOY Decatur, Ill.: Grant Webb & Co., New York.

■ WDIO-TV Duluth, Minn.: Avery-Knodel Inc., New York.

For first nighters

A page ad heralding the premiere of a television commercial appeared in Thursday's (Dec. 21) editions of *The New York Times*.

Ad announced first showing of "The Efficiency Expert," which was billed as a "soon to be released . . . major television commercial" for Hertz rental cars. Ad copy said the 60-second commercial was the "inside" story of how Hertz hired an efficiency expert in an all-out drive to give its customers good cars. Copy suggested that readers catch the "gala premiere" at 10:29 p.m. that night on New York's WNBC-TV.

Both the newspaper ad and the TV commercial were conceived and placed by Carl Ally Inc. Agency spokesmen said the newspaper ad tie-in with television commercial did not auger a new Hertz campaign. The "gala premiere" gambit may be used in other markets in the future, a Carl Ally spokesman said.

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in Electronics

New warning on tie-in buying

Forced combination rate on partial satellite ruled anticompetitive

A television licensee that owns a satellite as well as a nonsatellite station and requires advertisers to buy time on one in order to acquire time on another is engaging in a practice that is anticompetitive and against the public interest.

The FCC issued that ruling last week in a letter to Midcontinent Broadcasting Co., licensee of WKOW-TV Madison (ch 27), and permittee of WAOW-TV Wausau (ch. 9), both Wisconsin.

WAOW-TV is operated during most of its time—90%, according to Midcontinent—as a satellite of WKOW-TV, and Midcontinent requires national advertisers, under certain circumstances, to accept combination rates. The commission in effect directed Midcontinent to abandon the practice.

It will send copies of the letter to some 30 licensees and permittees "of certain satellites and commonly owned nonsatellite stations," together with a covering letter suggesting that advertising practices be reviewed in light of the ruling, the commission said.

The letter to Midcontinent was released along with a public notice pointing out that the ruling does not apply to total satellites. Commission officials noted that such stations must be sold in combination with their mother stations, since there is no way of separating them. Satellites that provide some original programming can be sold separately, they say.

Midcontinent's Policy ■ Midcontinent told the commission that local, regional and national advertisers may purchase time on the stations separately when they are programed separately. However, when they are programed in tandem, "national advertisers can purchase the stations only in combination." The "same conditions obtain" in connection with adjacencies between simultaneous programs however, national advertisers may buy separately the adjacencies between simultaneous programs and those locally originated.

Midcontinent had argued that the policy doesn't represent an effort to employ economic leverage because "neither of the stations involved enjoys a dominance or advantage sufficient to constitute it as a 'tying' product." WKOW-TV competes with a VHF sta-

tion, WISC-TV (ch. 3), as well as a UHF, WMTV-TV (ch. 15), in Madison.

The commission's inquiry into Midcontinent's operations was touched off by complaints from WISC-TV that Midcontinent had not lived up to the programming promises it made in applying for the acquisition of the WAOW-TV construction permit (BROADCASTING, March 14, 1966).

In its order last week the commission said that "it is abundantly clear from court decisions in analogous situations that the principles which militate generally against 'tying agreements' are applicable to forced combination-rate arrangements."

Anticompetitive ■ The commission added: "Any policy which requires a time buyer to purchase time on a station in order to obtain time on another is anticompetitive in nature and, as such, is contrary to the purposes of the antitrust laws and is against the public interest."

It said that a multiple owner who is able to sell time on one of his stations because a buyer desires to purchase time on another enjoys an unfair advantage over competitors who either do not have such leverage or do not employ it."

The letter was adopted by a unanimous commission a week after the agency granted Midcontinent's application for a construction permit for a television station on channel 25 at La Crosse, Wis. Midcontinent plans to operate the new station as a 100% satellite of WKOW-TV during the first year of operation and to originate programming over its facilities after that.

A new force in farm radio

National Ag Radio Group now has 120 stations in top farm counties

Advertisers interested in reaching farmers in counties where agriculture is a major economic force can now do so through the National Ag Radio Group. Through last week 120 stations in as many of the top-400 farm counties had signed with NARG.



Mr. Tannen

The farm group located at 9414 Crosby Road, Silver Spring, Md., is the creation of Erny Tannen, president of WDMV Pocomoke City, Wyre Annapolis, both Maryland; WEEZ Chester, Pa., and vice president of WCCC-AM-FM Hartford, Conn.

Mr. Tannen had announced formation of NARG earlier in the year when he spoke to the National Agriculture Advertising and Marketing Association in Chicago (BROADCASTING, Feb. 20). Ultimately he hopes to have local sta-

Network TV billings up 7.6% in November

Television Bureau of Advertising report on network television net time and program billings by day parts and by network (add 000)

	NOVEMBER			JANUARY-NOVEMBER		
	1966	1967	% Chg.	1966	1967	% Chg.
Daytime	55,483.2	58,281.3	+5.0	428,959.5	455,856.2	+6.3
Mon.-Fri.	34,907.9	36,547.9	+4.7	301,316.2	318,529.2	+5.7
Sat.-Sun.	20,575.3	21,733.4	+5.6	127,643.3	137,327.0	+7.6
Nighttime	90,774.5	99,127.3	+9.2	837,728.4	893,085.5	+6.6
Total	146,257.7	157,408.6	+7.6	1,266,687.9	1,348,941.7	+6.5
1967	ABC	CBS	NBC	TOTAL		
January	\$37,906.9	\$55,902.7	\$46,627.3	\$140,436.9		
February	35,587.2	47,586.4	40,738.7	123,912.3		
March	40,206.4	53,215.2	45,211.6	138,633.2		
April	34,275.4	44,496.1	40,071.2	118,842.7		
May	30,205.2	41,864.0	36,377.8	108,447.0		
*June	24,445.2	36,009.5	30,047.6	90,502.3		
*July	24,877.7	33,093.2	30,451.4	88,422.3		
*August	24,922.5	34,448.8	30,668.6	90,039.9		
*September	36,111.7	48,551.5	44,074.5	128,737.7		
*October	42,821.8	60,926.4	59,810.6	163,558.8		
November	42,636.0	63,167.2	51,605.4	157,408.6		
*Revised				Source: LNA-1967; LNA/BAR-1966		

Source: LNA-1967; LNA/BAR-1966

tions serving all 400 counties in the group.

NARG is set up so that an advertiser may buy any number of stations, but only in packages of 12, 24, 36, 48 or 60 spots per week.

The thesis behind the group's formation is that farmers listen to their local stations at all times of the day and are no longer being properly served by big-city stations programming an hour or two of predawn farm news. Mr. Tanen said studies show farmers, like urban dwellers, listen to radio throughout the day and listen to it everywhere.

He has patterned criteria for NARG membership on the format of WDMV. There the station has identified with the farm community and has become a part of farm-community affairs.

Following that idea, he has set up three requisites for NARG membership: identify with farm interests at least once each hour; carry twice hourly weather reports from the "Blank county farm station," and at least once a month tape a farm meeting and playback excerpts on the following day's newscasts.

He has not advocated a change in

any music policies and says nonfarm audience will not defect the station because farm messages will be brief.

Coty goes shopping

Coty Division of Charles Pfizer Co. and Warren, Muller & Dolobowsky, both New York, announced last week termination of their relationship, because of basic and irreconcilable policy differences. Coty, billing an estimated \$1.8 million in TV alone, is accepting only invited agency solicitations.

FINANCIAL REPORTS

W7 price climbs to \$183 million

Warner Brothers-Seven Arts issued its first annual report to stockholders last week and placed the price Seven Arts paid for Warner at \$183,942,000, plus \$800,000 in expenses. The price had been estimated at \$178,122,000 at the time of the consolidation last summer.

The report noted that \$59,077,000 of the figure represents assumption of

liabilities. Combined assets at the time of the merger last July were given in the report at \$279,952,000, more than the unaudited figure of \$254,412,000 listed in the proxy statements last summer.

In a proxy statement accompanying notice of W7's annual meeting to be held in Toronto on Jan. 16, 1968, it was reported that Board Chairman Eliot Hyman has become chief executive officer, assuming that designation from President Benjamin Kalmenson.

The proxy listed the aggregate remuneration to the three highest paid officers for the fiscal year ended June 30 (prior to the merger) as follows: Mr. Hyman, president, \$202,861; Samuel H. Haims, vice president and treasurer, \$88,750 and Charles Chaplin, vice president \$42,011.

The proxy noted that on July 17, the company entered into a three-year employment contract with M. Kenneth Hyman, executive vice president in charge of worldwide motion picture, stage and television production, calling for a salary of \$4,000 per week the first year; \$4,500 per week for the second year and \$5,000 per week for the third year. The company also has agreed to make a 20-year constant payment mortgage loan to provide Mr. Hyman with \$360,000 in mortgage financing in connection with his purchase of a home in the Hollywood area at a price of \$410,000. The company also has agreed to pay Mr. Hyman for the use of a projection room located at the residence.

Nominees for the 15 places on the board of directors include three who have not served previously. One of them is Edgar B. Stern Jr., president of Royal Street Corp. (WDSU-AM-FM-TV New Orleans and WALA-TV Mobile, Ala.).

Seven Arts' annual financial statement for the fiscal year ended June 30 was issued last October (BROADCASTING, Oct. 16), and showed sales of \$46.8 million and net earnings of \$6.5 million (\$2.56 a share).

Filmways registers debenture sale

Filmways Inc., New York, reported that 51% of 1967 revenues were from television programs, 26% from motion picture production and 23% from television commercials and other related businesses.

This was shown in a registration statement filed at the Securities and Exchange Commission last week, which covered the proposed public sale of \$5 million convertible subordinated debentures due Jan. 15, 1988, at \$24 per share, and 21,565 shares of common stock. The stock is being sold by certain shareholders.

The company intends to use proceeds from the sale for production and distribution of motion pictures financed by it, the purchase of distribution rights to motion pictures made by others and the acquisition of motion-picture and television rights in literary or artistic properties.

The company stated that it is negotiating to acquire the assets of a company that operates social membership clubs for college students. The terms would provide for the company to issue 10,000 shares of common stock for such assets and up to a maximum of 40,000 additional shares dependent upon future earnings.

The company also mentioned plans for acquiring two additional unidentified companies.

In addition to indebtedness, the company has outstanding 894,652 common shares, of which management officials own 175,378 shares. Martin Ransohoff is president.

The prospectus lists eight selling stockholders: Leonard S. Gruenberg, board chairman, selling 16,102 of his 64,410 shares; Abraham S. Guterman and Robert L. Pelz, each selling 1,073 of 4,294 shares each; and Arthur Segall,

DRAMATIZE TV WEATHER

Show viewers impending weather—before it happens.

Orbiting weather satellites, such as ESSA II, are now transmitting pictures of daily weather conditions over your entire coverage area.

You can receive these pictures directly on Alden APT facsimile recording equipment—same type now in production for U.S.W.B., U.S.A.F., U.S.N. and others.

Viewers will see . . . storms . . . hurricanes . . . and other weather conditions . . . before they happen. TRULY DRAMATIC!

Be the first TV station in your market to capture the weather audience with APT (Automatic Picture Transmission) pictures recorded on your own Alden Facsimile Recorder. Same equipment can receive standard U.S. Weather charts, or any other type of graphic information, such as TV scripts of commercials sent via an Alden Facsimile Scanner over any existing communication link.

Systems from \$10,819. Basic recorder only \$5,171. Component units also available for use with existing electronics and antennas. Sale and lease plans. Write today for full details:

IRVING R. TATRO, Manager, Meteorological TV Systems, ALDEN ELECTRONIC & IMPULSE RECORDING EQUIPMENT CO., INC., Dept. GG-12, Westboro, Mass. 01581. Tel. 617-366-4467.

selling 1,012 of 4,049 shares. The others propose to sell shares ranging in amount from 107 to 948 shares.

Filmways produces and makes television commercials and programs and, through recent acquisition, has entered the businesses of distributing motion pictures, making video-tape recordings and transfers, and of processing black and white film and creating optical effects.

Columbia discloses sale of features to ABC-TV

Columbia Pictures Corp. acknowledged at its annual stockholders meeting in New York last Wednesday (Dec. 20) that ABC-TV has agreed to buy 30 of its feature films for two showings each at a cost of \$27 million.

This information was supplied by Seymour H. Malamud, vice president and treasurer of Columbia Pictures, in response to a stockholders question regarding reports that the company had

made an agreement with ABC-TV. Mr. Malamud said the transaction has been approved by the boards of Columbia and ABC-TV. The contract is now awaiting signature. The negotiations were conducted by Screen Gems, TV subsidiary in which Columbia Pictures owns 88% of the stock.

Leo Jaffe, Columbia president, forecast that earnings for the current fiscal year, which ends next June 30, would be higher than the record \$5,767,000, or \$2.77 a common share, in fiscal 1967.

Stockholders approved an increase in authorized shares from three million to 10 million and a two-for-one stock split. A new class of two million preferred shares also was authorized.

Prior to the meeting, the company's board of directors declared a dividend of 30 cents a share on the common stock, payable Jan. 19, 1968, to holders of record Dec. 28, 1967. Mr. Jaffe said later during the meeting that the board anticipates that this dividend will be on a regular basis in the future.

Radio-TV up slightly in Outlet Co. report

Sales and broadcasting revenues rose slightly during the nine month period ended Oct. 31 compared with that of last year for the Outlet Co., Providence, R. I.

The department store company owns WJAR-AM-TV Providence, and WDBO-AM-FM-TV Orlando, Fla.

For the nine months ended Oct. 31:

	1967	1966
Earned per share	\$0.87	\$0.98
Sales and broadcasting revenues	32,619,760	32,526,077
Cost of merchandising sold and operating expenses	28,985,277	28,785,249
Depreciation	652,508	624,841
Taxes other than income	892,386	866,259
Interest	465,962	433,257
Earnings before federal income taxes	1,623,627	1,816,471
Federal income taxes (estimated)	706,340	803,194
Net earnings	917,287	1,013,277
Shares outstanding	1,055,926	1,032,948

*This is an interim unaudited statement and is subject to any necessary year-end adjustments.

EQUIPMENT & ENGINEERING

Solid-state TV system at AT&T

The New York Telephone Co. said last week that transmission of network-TV programs from New York City studios to AT&T's nationwide TV facilities next month will be considerably enhanced by a new video, solid-state amplifying system. It is expected that the Bell innovation, called A2AT and now being tested by New York Telephone, will be in service in January on a few video lines, and within several years on all 250 video lines in New York, as well as at other locations.

The A2AT, developed by Bell Laboratories and supplied by AT&T's subsidiary, Western Electric, is being installed by the New York Telephone Co. at a reported multimillion-dollar investment. Other telephone companies in the Bell System may also soon start using the system, thus linking other cities. New York phone officials indicated that A2AT might well become standard throughout the country.

The system is composed of solid-state devices, including transistors that replace the vacuum tubes in amplifying and repeating equipment. Usually, a single video line will use three such amplifiers: at the transmission end (network studios) and receiving end (AT&T's long lines building), plus one or more at points (telephone cen-

tral office buildings) for repeat of signal strength.

Better TV • Among the advantages seen by phone officials are improved-

quality TV reception, greater picture stability, a one-third reduction in power requirements (270w down to 60w), about 50% less necessary space, a pos-

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Imports take nearly 14% of TV-set sales

Imported television sets sold in the U. S. during the first nine months of this year accounted for a little under 14% of the 8,133,825 total sales, the Electronic Industries Association reported. And over half of the imported sets, EIA said, were U.S.-brand imports. No separate break out of color sets was provided.

In the report on the domestic-import sales, EIA showed that 28,-670,455 radio sets were sold in the

January-to-September period, with 21,975,666 sets being either table, portable or clock radios; the remainder were auto radios.

FM-equipped receivers accounted for 28% of all radio sales for the nine-month period, the report noted. But in the third-quarter totals of 3,357,841 radio sales, FM sets accounted for 32%, indicating the increasing rate of FM sales as the year progressed.

sible battery operation in a power failure and better efficiency for less readjustment of back-up circuits.

The A2AT replaces Bell's A2A system, first installed in 1954 in New York during the beginning of network color transmission. The new system, compatible with Bell's existing service, is being installed in an intermix pattern into the A2A system.

The idea for such a system, the phone company said, evolved out of meetings of the video transmission engineering advisory committee, in which engineers of the TV networks and the Bell System are represented. Specific requirements of the system were prepared in cooperation with New York Telephone's TV engineering group.

Two more stations appeal presunrise rule

Broadcasters continue to march to the courthouse to protest the FCC's presunrise rules. The latest suits filed in the District of Columbia appellate court argue two sides of the question of interference to the petitioners.

WSAI Cincinnati, a class III-A unlimited-time station on 1360 kc at 5 kw, contends that the commission rules authorizing certain stations to operate on its frequency will cause interference to its facility. WSAI also claims that the rules "constitute an illegal modification of its license."

Kxxx Colby, Kan., a class-III day-

timer on 790 kc at 5 kw, maintains that it has never received "any substantiated complaints of interference from other licensees or from the commission" because of its presunrise operations.

Kxxx noted it has signed on year-round at 4:30 a.m. MST with 5 kw nondirectional.

Technical topics . . .

Newest VTR in stores ■ Sony Corp. of America, Long Island City, N. Y., has begun marketing its new portable, battery-operated video-tape recorder (carried over the shoulder) and handheld video camera in the U. S. The 11-pound unit (\$1,250 including camera) records black-and-white pictures for 20 minutes on ½-inch tape (7-½ i.p.s. speed) for replay on Sony's VTR's in the CB-2000 series. Sony unveiled the device last summer (BROADCASTING, June 26).

New from RCA ■ RCA's broadcast and communications products division, Camden, N. J., has available a new cartridge tape recorder, the RT-27. Designed for radio-station use, the machine will handle playback of cartridges from 10 seconds to 31 minutes in length. All monaural units are prewired for stereo conversion.

THE MEDIA

Sales total \$14 million

Two TV's sold; FCC approves sales of one TV, six AM's

Two major station sales were reported last week, one at \$10 million and one at \$3.8 million.

WMT-AM-FM-TV Cedar Rapids, Iowa, and associated interests, is the \$10-million transaction, being bought by the Norton Stations group.

KJBO(TV) Fresno, Calif., is being bought by the family of the late Walt Disney for the \$3.8 million figure. Joseph C. Drilling, now president of Crowell-Collier Broadcasting Corp., will be in charge of the Fresno UHF (ch 47) station.

Both sales are subject to FCC approval.

At the same time, the FCC approved changes in ownership of one TV and six AM stations: WICU-TV to Lamb Communications Inc. for \$2.5 million; WWSA Brattleboro, Vt., to Southern Vermont Broadcasting Inc. for \$120,000; KMAK Fresno, Calif., to Atlantic States Industries Inc., seller of WWSA, for \$335,000; WIXY and WDOK-FM Cleveland, to Norman Wain, Robert C. Weiss and Joseph Zingale, and WFAS-AM-FM White Plains, N. Y., to Harry H. and Lucille Stone in a double transaction involving \$2 million.

The sale of WMT-AM-FM-TV and associated properties from American Broadcasting Stations Inc., William B. Quarton and others, to the Norton Stations was reported near signing at week's end.

Retirement ■ Coincidental with the sale was an announcement that Mr. Quarton, president of WMT-TV and executive vice president of WMT-AM-FM, is retiring Jan. 1, 1968, although he will stay on as a consultant. Lew Van Nostrand, vice president-sales for the stations, will become vice president and general manager (see page 10) and Bill Alford, on WMT-TV sales staff, will become national sales manager.

American Broadcasting Stations Inc. owned by Helen S. Marks and children, owns 100% of WMT and 55% of WMT-TV. Mr. Quarton owns 31% of WMT-TV and Mr. Van Nostrand owns 5% of WMT-TV.

In turn, WMT-TV owns WMT-FM, the Cedar Rapids Muzak franchise and 50% of CATV systems in Grand Rapids, Minn., and Decorah and Fairfield, both Iowa. The Grand Rapids system has majority interest in CATV's which are under construction in Virginia and Eveleth, both Minnesota. The CATV's and Muzak systems are included in the sale.

Not included in the sale are KWMT Fort Dodge, Iowa, wholly owned by ABS, and WDIO-TV Duluth, Minn., and its satellite, WIRT(TV) Hibbing, Minn., in which WMT-TV Inc. holds 43%.

The Grand Rapids system with 1,300 subscribers is co-owned by Unicom Inc., a wholly owned subsidiary of The Katz Agency, New York; the Fairfield system with 1,100 subscribers is co-owned by KMCD Fairfield, and the Decorah system with 850 subscribers is co-owned by Ernest Seizisend, a local businessman, and his wife.

The Norton Stations are WAVE-AM-

TV Louisville, Ky.; WFIE-TV Evansville, Ind., and WFRV-TV Green Bay, Wis.

WMT was founded in 1922, operates on 600 kc with 5 kw. WMT-FM began in 1963 and is on 104.5 mc with 32 kw. WMT-TV, which began broadcasting in 1953, is on channel 2. All the stations are affiliated with CBS.

Second Try ■ KJEO is being sold by George C. Fleharty and associates in Shasta Broadcasting Corp. to Retlaw Enterprises Inc., to be owned by Retlaw Inc., a Disney family holding company. Joining Retlaw will be Mr. Drilling, head of the Crowell-Collier Broadcasting group that sold its last station, KDWB Minneapolis-St. Paul, two weeks ago (BROADCASTING, Dec. 18).

Mr. Drilling is the former general manager of KJEO before it was sold to Shasta Broadcasting in 1961 for \$3 million—up to that time the highest price paid for a UHF station.

Upon FCC approval of the Fresno purchase, Mr. Drilling will assume the helm of the broadcast division of Retlaw to be created.

Other acquisitions by Retlaw are planned, it was indicated.

KJEO began broadcasting in 1953 and is affiliated with ABC. It is one of five TV stations in Fresno, all UHF. Last year, the station was sold to Subscription Television Inc. in a transaction that called for payment of \$3.9 million, but with Shasta principals owning 27% of STV. Although approved by the FCC, the sale was never consummated because STV failed to raise the purchase price.

Station sales approved by the FCC included the transfer of ownership of WICU-TV from Lamb Enterprises Inc. to Lamb Communications Inc. Lamb Communications is the successor company to Lamb Enterprises, and has disposed of manufacturing operations of White Products (water-heater division) and Alumatic Corp. of America (aluminum storm windows). Edward Lamb is president and principal stockholder of Lamb Communications, as he was of Lamb Industries.

Purchase price includes in addition to the \$2.5 million, a stock exchange. Financing for the transfer is being arranged through an insurance-company loan and the issuance of common and preferred stock.

In a statement to stockholders, Mr. Lamb, and Arthur Ingram, vice president of Lamb Communications, announced that WICU-TV's earnings have run between \$580,000 and \$800,000 a year before taxes. They also stated that Lamb Communications had a \$3-million loss carry-forward as of Jan. 1, 1967 and that the company, sold over-the-counter, intends to move heavily into the acquisition of other communications businesses.

WICU-TV is on channel 12 and went

The future studied

Seven executives of the National Association of Broadcasters, led by President Vincent Wasilewski, last week toured General Electric's missile and space division in Valley Forge, Pa., to get GE's assessment of radio and TV's future as it may be affected by satellites.

The group got preliminary reports on voice studies the GE facility is making for the National Aeronautics and Space Administration. Earlier in the year several NAB executives also toured Hughes Aircraft's space laboratory in Los Angeles. The trips are part of a continuing effort to learn from sources, outside of broadcasting, how the industry may fare in the future.

on the air in 1949. It is affiliated with NBC.

Personnel Problem ■ In approving the transfer of WTSa, the commission waived the three-year holding rule because of the difficulties the station has had in retaining managers in Brattleboro (pop. 9,315). John K. Healy, a 50% owner of the buying group, lives in Brattleboro and will be general manager of the station; Daren F. McGavren, who is chairman of seller Atlantic States, and his wife, own the other 50%.

WTSa is a full-time station on 1450 kc with 1 kw days, 250 w nights.

At the same time, the commission approved the purchase by Atlantic States of KMAK Fresno, Calif., from Fin Hollinger and associates.

KMAK is fulltime on 1340 kc with 1 kw days, and 250 w nights.

Commissioners Robert T. Bartley

and Nicholas Johnson dissented to the Fresno assignment. Commissioner Kenneth A. Cox abstained.

The Cleveland transactions approved by the commission involved 70% of the stock owned by Harry H. and Lucille Stone in Westchester Corp., licensee of WIXY and WDOK-FM there, and of WFAS-AM-FM White Plains, N. Y. The Stones are selling their 70% in Westchester Corp. to Messrs. Wain, Weiss and Zingale for \$2 million. At the same time a new corporation is being formed, owned by the Stones, that will own the White Plains stations.

WIXY operates full-time on 1260 kc with 5 kw. WDOK-FM is on 102.1 mc with 31 kw. WFAS is full-time on 1230 kc with 1 kw days, 250 w nights. WFAS-FM is on 103.9 mc with 120 w.

More woe for a short-termmer

FCC examiner proposes nonrenewal of WIFE-AM-FM for 'offensive' practices

FCC Hearing Examiner Thomas H. Donahue has recommended denial of the license renewals of WIFE-AM-FM Indianapolis for broadcast practices "so offensive to the public interest that there appears to be no reasonable alternative to the action [I have] recommended."

The stations have been licensed to Star Stations of Indiana Inc. since 1963. Star's parent corporation, principally controlled by Don W. Burden, also owns Central States Broadcasting (KOIL and KICN-FM Omaha) and Star Broadcasting (KISN Vancouver, Wash.).

In an initial decision issued last week

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the examiner concluded that Star had rigged the results of one contest, misled the public with the results of another and had defrauded numerous advertisers by furnishing affidavits of performance that contained false and misleading information about the times and dates of ads broadcast on the stations. That these practices occurred while the stations were on short-term renewals suggested to the examiner that Star "not above dishonest conduct, is also very foolish."

While there was no evidence that Star "as a matter of policy totally ignored" the problem of scheduling advertising, the examiner concluded that Star's billing practices "left a good deal to be desired" when it sold more ads "than it could, or would, air." Despite Star's disclaimers, the examiner concluded that the reins of authority "were at all times firmly in the hands of Don Burden." And he further cited that confusion, among station employees as to responsibilities regarding the billings, was "calculated and designed to carry out an unarticulated but nonetheless real policy of never permitting inability to deliver advertising, under terms of sale, to interfere with either sales or promotion."

Star's billing practices, sales and promotion policies are so meshed, the examiner said, that "a mantle of sec-

recy" is effectively thrown around how much money advertisers lost in dealing with the stations.

Star claimed it would be "grossly inequitable" to impose sanctions because the commission has no rule prohibiting such billing practices. But, in a parting barb, the examiner noted that licenses are only issued to serve the public interest. A commission rule to that effect, he said, "would appear to be a sheer exercise" in regulatory redundancy.

FCC orders hearing for Utica UHF

Three broadcasters, two of them group owners, are headed for a consolidated hearing on their mutually exclusive applications for channel 20 at Utica, N. Y. The FCC last week set for hearing the applications of group-broadcasters Rust Craft Broadcasting Co. (602 kw visual with antenna height of 804.5 feet) and Roy H. Park Broadcasting Inc. (826 kw visual, 798 feet). A third applicant, P. H. Inc., proposes 206 kw visual with antenna height minus 120 feet.

The commission set the hearing issues to determine the financial quali-

fications of P. H. and to determine which of the proposals would provide a more efficient use of the frequency. (In its application P. H. has proposed an estimated construction cost of about \$375,000, which is \$300,000 less than the Rust Craft proposal and \$500,000 less than the Roy H. Park estimate.)

The commission also gave consent to locate the facility's main studios outside Utica's corporate limits should either the Rust Craft or Roy H. Park application be granted. Further the commission noted that should the Rust Craft application be granted, the grant will be made without prejudice to any action arising from a pending FCC inquiry into developing patterns of ownership in the CATV industry. A Rust Craft subsidiary, Neptune Broadcasting Corp., operates CATV's in Ohio and West Virginia.

In addition Rust Craft owns WJKS-TV Jacksonville, Fla.; WSTV-AM-FM-TV Steubenville, Ohio; WWOL-AM-FM Buffalo, N. Y.; WRCB-TV Chattanooga; WRCP-AM-FM Philadelphia; WRDW-TV Augusta, Ga.; WSOL Tampa, Fla., and WPIT-AM-FM Pittsburgh.

Roy H. Park owns WNCT-AM-FM-TV Greenville, N. C.; WJHL-TV Johnson City and WDEF-AM-TV Chattanooga, both Tennessee, and WTVR-AM-FM-TV Richmond, Va. Mr. Park also owns 30% of Atlantic Telecasting Corp., WECT-TV, Wilmington, N. C.

P. H. is the licensee of WADR Remsen, N. Y. Its principals also have interests in WUFM(FM) Utica.

Changing hands . . .

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

■ WMT-AM-FM-TV Cedar Rapids, Iowa: Sold by American Broadcasting Stations Inc., William B. Quarton and others to Norton Stations for \$10 million including associated properties (see page 46).

■ KJEO-TV Fresno, Calif.: Sold by Shasta Television Corp. (George C. Fleharty, president) to Retlaw Inc., owned by Walt Disney family, for \$3.8 million (see page 46).

■ WKIC-AM-FM Hazard, Ky.: Sold by Fred B. Bullard and others to Ernest Sparkman, William B. Sturgill and associates for \$214,200. Mr. Sparkman is vice president and general manager of WKIC-AM-FM. Mr. Sturgill owns 50% of W. G. Coal Sales Inc., which is the corporate buyer of the stations. Buyers have an application pending before the FCC for a new TV in Hazard. WKic is daytime on 1390 kc with 5 kw. WKIC-FM operates on 101.1 mc with 47 kw.

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■ **WEER-AM-FM** Warrenton, Va.: Sold by Laurens M. Hamilton and associates to George Gillespie and Daniel W. Kirby for \$150,216. Mr. Gillespie is in record sales, and has 50% interest in WTRI Brunswick, Md. Mr. Kirby is U. S. Navy commander. WEER is daytimer on 1250 kc with 1 kw. WEER-FM is on 107.7 mc with 3.6 kw.

■ **KCHY** Cheyenne, Wyo.: Sold by Charles Stone to George McCarthy, Robert Chevalier and Ron Overlander of Benson, Minn. for \$50,000. KCHY is daytimer on 1590 kc with 1 kw. Broker: J. D. Stebbins Co.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week* (For other FCC activities see FOR THE RECORD, page 59).

■ **WICU-TV** Erie, Pa.: Sold by Lamb Enterprises Inc. (Edward Lamb) to Lamb Communications Inc. for \$2.5 million plus stock exchange (see page 46).

■ **WIXY** and **WDOK-FM** Cleveland and **WFAS-AM-FM** White Plains, N. Y.: 70% interest in Westchester Corp., parent of both station properties, sold by Lucille and Harry H. Stone to Norman Wain, Robert C. Weiss and Joseph Zingale, present 30% owners, for \$2 million. Westchester Corp. will own Cleveland stations; Stones will own White Plains stations. (see page 46).

■ **KMAK** Fresno, Calif.: Sold by Kpoi Broadcasting Inc. to Atlantic States Industries Inc. (Ralph C. Guild, president) for \$335,000 (see page 46).

■ **WEIC-AM-FM** Charleston, Ill.: Sold by William L. Kepper to John Hurlbut for \$180,000. Mr. Hurlbut owns WVMC Mount Carmel and WGLC Mendota, both Illinois. He also owns daily and weekly newspapers in Illinois. WEIC is daytimer on 1270 kc with 1 kw. WEIC-FM operates on 92.1 mc with 2.2 kw.

■ **WTSB** Brattleboro, Vt.: Sold by Atlantic States Industries Inc. (Ralph C. Guild, president) to John K. Healy and Daren F. McGavren and others for \$120,000 (see page 46).

McIntire aide named in Garrison probe

An aide of the fundamentalist preacher and syndicated radio personality Dr. Carl McIntire is the latest to figure in New Orleans District Attorney Jim Garrison's investigation of an alleged conspiracy to murder President Kennedy. He is Edgar E. Bradley, of North Hollywood, Calif., whom Mr. Garrison accused of conspiracy in the assassination.

Dr. McIntire, from his home in Collingswood, N.J., promptly labeled the

accusation an attempt to strike at him and said he will go to New Orleans to straighten out Mr. Garrison.

Mr. Bradley, who has been associated with Dr. McIntire for the past eight years—as a salaried representative since 1962, denied having any part in the assassination. He said his connection with Dr. McIntire may have led to the accusation.

"Certain individuals who have been trying to frame me for five years because I work with Dr. McIntire" might have "planted" information about him with Mr. Garrison, he said.

Dr. McIntire, to whom news of the accusation came as a "shock," said he knows of no basis for such a charge.

But, noting that Mr. Garrison has contended that the assassination was sponsored by extreme right-wing forces, Dr. McIntire said that "the impact against Bradley is really against me. The implication is that I'm involved." Dr. McIntire, whose *20th Century Reformation Hour* is heard on some 600 stations, is regarded as a right-winger.

He said he will go to New Orleans Wednesday in hopes of talking to Mr. Garrison to "straighten him out." The accusation, Dr. McIntire said, "is probably a case of mistaken identification."

FCC waives overlap in Montana CP grant

The FCC has granted a construction permit for channel 9 at Kalispell, Mont., to KMSO-TV Inc. The grant was accompanied with a waiver of the rules prohibiting issuance of a TV license that results in a grade-B-contour overlap with an existing station owned by the applicant.

KMSO-TV operates a Kalispell translator, KO9HA, which rebroadcasts the corporation's KGVO-TV Missoula, Mont. KMSO-TV proposed to replace the translator with a TV station that would not only rebroadcast the KGVO-TV signals but would originate programs as well.

The corporation's application was opposed by Flathead Valley Broadcasting, KOFI Kalispell, which contended that the grade-B-overlap rule should apply. But the commission claimed the grant and rules waiver would be in the public interest. It said the small size of the market and CATV competition would "make the establishment of an economically viable television station in Kalispell unlikely at this time, without some form of outside assistance."



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A credibility gap at ARB?

Broadcasters question wide variations in rating firm's data on audience buying habits

An undercurrent of discontent with the TV rating reports issued by the American Research Bureau for individual markets this season burst into the open last week after broadcast management and research chiefs had a chance to pour over the complexities of the latest books.

Feeding fuel to the questioning attitude toward the ARB reports, never far from the surface of broadcasters' views, have been the issuance of revised October reports in all 41 markets on which ARB reported last month (although only 18 were superseded).

After the issuance of ARB's New York report on Nov. 22, its almost immediate recall because of contradictions in the Arbitron meter and diary information and its reissuance Dec. 11 with the meter and diary data "married," broadcasters became vocal about their doubts and criticisms of ARB information and procedures.

Criticism erupted principally on elements of the reports on Pittsburgh, Washington, Cleveland and Miami.

A key complaint from researchers is that ARB seems to have become oriented to advertising agencies, loading its reports with data that is acknowledged to be significant to time buyers, but of lesser relevance to broadcasters. Some broadcasters insist that they have not been informed as to what, exactly, these scores indicate or how they were arrived at.

Beginning with this 1967-68 season, ARB has included a number of new items in its local-market reports. Among them: an "index of cume potential," explained as an index of viewing by men and women who are considered light viewers as compared with the average for all viewers on a quarter-hour-by-quarter-hour tabulation; nine columns of information on "target audience profiles," covering women, men and women-children, said to provide an index of viewing related to specific product categories, and 15 columns on "product usage" related to specific items (from instant coffee to dog food).

Frederick S. Houwink, vice president and general manager of WMAL-TV was particularly dissatisfied with the ARB report indicating that reruns of prior years' network shows that never were, he said, in the top ratings then have now achieved respectable ratings as off-network strips on independent WTTG-TV.

"If these programs [*McHale's Navy*,

Mr. Red, *Hazel*] failed on their network showings, and they're doing so well off-network," Mr. Houwink commented last week, "then someone in New York at the networks better do some real thinking."

"I'm not making any accusations," Mr. Houwink emphasized, "I'm just asking questions."

Other broadcasters echoed Mr. Houwink's attitude in most part, although they asked that their names not be used.

Their comments add up to a belief that there is a "credibility gap" in the latest ARB reports. Guesses as to reasons for this run a gamut of possibilities: faulty samples, too small a sample, questionable diary keeping, over-emphasis on children's viewing, nature of the teen-age component of market. Perhaps the most persistent rebuke is that ARB has shifted so far over to the



Mr. Houwink



Mr. Thompson

job of providing data for advertising agencies and advertisers that it has relegated the broadcaster to second place.

All of this has triggered a more than usual number of complaints, some going so far as to submitting documentation to the Investigations Subcommittee of the House Commerce Committee (CLOSED CIRCUIT, Dec. 18).

In each of the new categories, some broadcasters claim they have found egregious errors, or at least serious differences between one set of statistics and another.

Item: In Pittsburgh, at 9 p.m., on Sunday both KDKA-TV and WTAE-TV score 29 ratings, and 39 share of audience for *Smothers Brothers* and the Sunday night movie "What Ever Happened to Baby Jane?" respectively in ARB's October report (revised Nov. 22). TV households are scored 293,700 and 306,600 respectively.

Yet under "product usage," KDKA's audience is said to have consumed 852,000 quarter-pounds of margarine per week; WTAE-TV's, 1,134,000 quar-

ter-pounds per week, a difference of almost one third.

Item: In Washington, ARB's October "index of cume potential" for the 6-7:30 p.m., Monday-Friday local-news segments showed WMAL-TV with a 66 for men and a 105 for women, WRC-TV with a 97 for men and a 118 for women, and WTOP-TV with a 141 for men and a 122 for women.

Yet exactly one month later, a radical change is shown. WMAL now is shown with a 128.5 for men, and a 76.5 for women; WRC-TV, a 68.5 for men and a 111.0 for women, and WTOP-TV, a 106.0 for men and a 76.3 for women.

The changes range from a 62.5 spread for WMAL-TV's men viewers between the two months and WTOP-TV's 45.7 spread for female viewers to WRC-TV's modest change of seven for female viewers.

Even in the local-news segment between 11 and 11:30 p.m., variations occur in the two ARB reports. They range from WMAL-TV's 114 for men and 82 for women in October, to 108 men and 120 women in November; WRC-TV's 94 men and 129 women in October to 92 men and 113 women in November, and WTOP's 136 men and 138 women in October to 113 men and 115 women in November.

Item: In Cleveland, the October ARB report showed that no dog food was served by viewers during one period.

Item: In Washington, an independent, nonnetwork station is shown with high ratings for *Hazel* when the same show is said to have done poorly when shown on the CBS-TV network a year before.

Item: One of ARB's new sections is an index of the use of various products (not brands) under the heading "target audience profiles." This is designed to show the gross number of viewers to particular programs as related to various categories of products, using a weighting program that takes into account the product category and the sex and age of the viewer.

The broadcasters' complaints in this one is that they have not received the particular product category that each of the nine columns represent.

Perhaps the most severe criticism of ARB's performance comes from WLBW-TV Miami. In the October ARB Miami report (revised Nov. 22), WLBW-TV is shown with a 6 rating and a 20 share of audience for the period 9 a.m. to midnight, while its three VHF competitors WTVJ(TV), WCKT(TV) and WCIX-TV scored a 13 and 40, an 11 and 35 and a 3 and a 7 respectively. This translates into 38,300 TV households for WLBW-TV, and 79,600 for WTVJ, 66,400 for WCKT and 11,900 for WCIX-TV (independent).

A team of WLBW-TV's management visited ARB's headquarters in Beltsville, Md., late in November and examined 110 of the 774 diaries used for the week of Oct. 15. In a complaint to the Broadcast Rating Council, New York, under date of Dec. 5, WLBW-TV charged that 18 of the 110 diaries should not have been included in the sample. Thirteen of the 18, it pointed out, showed viewing of WCIX-TV between 3:49 p.m. and 8:18 p.m. on Oct. 18, when that station was off the air due to technical difficulties—a fact noted by ARB in its October report.

One of the other five diaries was said to have listed programs that did not exist for one of the Miami TV stations. This same diary had entries for only one day, and the word "same" had been written in the program columns for each of the six days. An ARB editor, however, according to the WLBW-TV complaint, had written in the time period listed and the diary was processed.

ARB Answers ■ W. Gene Thompson, manager of corporate communications for ARB, gave the following answers to the complaints listed above:

On the Pittsburgh margarine question, he pointed out that the figures for margarine use is keyed to housewives viewing, and that it's probable that more housewives were watching WTAE-TV's movie than KDKA-TV's *Smother's Brothers*. In any event, he said, a calculation of each station's household grouping showed that WTAE-TV's households used 1.1 pounds of margarine that week, while KDKA-TV's households used 0.9 pounds—not a very wide margin, he observed.

On the wide variations in the two ICP reports for Washington's news segments, Mr. Thompson simply stated that this was reported for the first time in October, and for the second time in November. He asserted that no meaningful results can be attributed to the first two reports, and suggested that broadcasters await third and fourth reports before attempting to plot relative positions.

The Cleveland dog-food fiasco, Mr. Thompson acknowledged, was due to an error in programming computers. This resulted in the computer dropping out the figures for the last stations in the computations. This has now been corrected, he said.

Mr. Thompson reported that he had looked up the 1965 Washington ratings for *Hazel* when it ran on WTOP-TV as a network show; the program had an average 15 rating in October and a 9 in November 1965. At the present time, *Hazel* is being shown Monday through Friday at 8 p.m. as a strip on WTTG (TV); its current average rating is 10.3—which is, Mr. Thompson stressed,

only slightly better than the rating it had when it was a network offering.

As to the charges by broadcasters that they have not received notification of exactly what product categories were involved in the TAP computations, Mr. Thompson said that this is simply not so. The booklets were mailed out to clients, both broadcasters and advertising agencies, he stated, two weeks ago.

Langhoff Replies ■ Dr. Peter Langhoff, president of ARB, responded to the WLBW-TV complaint by citing information that WCIX-TV was transmitting an audio signal to make courtesy announcements leading to the pre-

sumption that some of the sample homes may have been tuned to the station, even though no video was on.

He also said that ARB officials reviewed the Miami diaries after WLBW-TV's complaint and found that 11 recorded watching WCIX-TV during the period it was off the air. No more than five, he said, reported reception for the same time period within the blackout interval, and then only for a half hour, from 6 p.m. to 6:30 p.m. "The effect of this," Dr. Langhoff said, "was never more than one rating point for the day in question as reported in the Miami book."

Henry assails ARB radio reports

Sonderling VP calls for new broadcasters' group to evaluate rating services beyond BRC standards

Formation of a Broadcasters' Advisory Committee on Minimum Standards in radio research is being called for by Alan Henry, group operations vice president of Sonderling Broadcasting.



Mr. Henry

The step follows what Mr. Henry described last week as "a lot of correspondence and a lengthy meeting" with Dr. Peter Langhoff, president of the American Research Bureau, on technical shortcomings and inaccuracies in ARB radio reports alleged by Mr. Henry.

Dr. Langhoff could not be reached for comment last Thursday.

Specifically, Mr. Henry accused ARB of "impropriety in selling" broadcasters radio reports without providing them with "two books" that explain their technique. One book, "Audience Research Information," contains what Mr. Henry described as "admissions that should disqualify ARB from measuring ethnic and Negro stations' audiences altogether."

One "admission" in the book cited by Mr. Henry is the statement that "until ARB technique for measuring them [ethnic stations] is perfected, these stations' audiences should probably be considered to have two to three times the reported audience levels." The other is that "Pulse's approximation of the ethnic stations' total share is probably the more accurate."

Mr. Henry said that while "Audience Research Information" and "another,

400-page book on methods" are made available to agency media directors, "they are not readily available to either timebuyers or broadcasters."

Tough Demands ■ He has requested that ARB "acknowledge that the ARB ethnic and/or Negro measure should not be evaluated in determining relative effectiveness . . . and [that] this

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be more fully detailed in future reports. Coinciding with page-by-page indication, we ask that in future ARB reports Negro and ethnic stations not be reported and the proper identification (*) be visible in each of your data columns to reaffirm the aforementioned statement."

Mr. Henry also severely criticized ARB's measurement of general radio audiences. He charged that "ARB has overextended itself in trying to present detailed demographics. Sample sizes are too small. In many cases, the sample is smaller than the number of stations putting a signal into an area.

"ARB has seemingly replaced in-field quality control with cell-projection. It seems to us that ARB is guilty of sophistry in field work concealed behind the sophistication of computers. Many ARB reports from individual markets contain different population totals for the metro area in the television and radio books."

He also charged that geographic sample balance within counties is both "inadequate and insufficiently detailed in the reports." He asked that ARB include either a detailed description of its sample points, or indicate them on a map.

Finally, he called for "full disclosure on each page" that FM sample balance is unadjusted to FM penetration in individual markets.

No Answer ■ Mr. Henry said that while he had specified his charges and made his requests in two letters and a meeting with Dr. Langhoff, "they have yet to reply." Consequently he called for the formation of the Broadcasters' Advisory Committee on Minimum Standards.

He proposed that BAC "go beyond the Broadcast Rating Council, which only certifies that a service is doing what it is saying it is doing, into the question of the value of research."

The BAC would evaluate reports on an individual basis and make recommendations to broadcasters as to whether they should buy them or not. "We seem to have forgotten that we have life-and-death economic power over the ratings services," he said.

The committee would also work with a counterpart agency committee "to work out minimum standards we both can live with."

Mr. Henry invited "both young, responsible broadcasters" and "the image builders and image protectors" to join the Broadcasters' Advisory Committee. Personal letters to broadcasters and agencies will be sent Tuesday, Mr. Henry said.

But he added that "if we can't get satisfaction through this committee, there are other means open to us, including legal ones."

Asked whether these "other, legal

means" included calling for an investigation of the ratings services, he said: "Yes. We are submitting all our information to the Federal Trade Commission. We have no if's, and's or but's about calling for an investigation."

Bartley flays ACTS filing

Commissioner denies that CATV proposal is one of 'political expediency'

FCC Commissioner Robert T. Bartley, normally among the least controversial of the commissioners, has descended into the arena to rebut a charge that a proposal of his regarding CATV regulation was one of "political expediency." His effort sparked another charge—that the proposal would give cable operators a free hand to duplicate the offerings of small stations for the benefit of large ones.

At issue is Commissioner Bartley's proposal that the commission authorize the CATV task force to act on CATV requests for waivers of the top-100-market rule when the CATV involved is in a community at least 20 miles from the major city in the market. The rule requires CATV systems in major markets to obtain commission approval in a hearing before importing distant signals. But a backlog of more than 200 requests for waivers has built up, and the commissioner's proposal—on which

the commission has not yet acted—was advanced as a means of reducing that backlog.

The All Channel Television Society, which represents UHF stations, however, saw the proposal as "one of political expediency," and said so in a letter to the commission (BROADCASTING, Dec. 11). ACTS said the proposal is in accord with an institutional bias in favor of CATV—a statement reflecting the expectation that the task force would grant most requests on which it was authorized to act.

In a rare response by an individual commissioner to a filing with the commission, Commissioner Bartley sent William L. Putnam, president of ACTS and president of Springfield Television Broadcasting Corp., a copy of a memorandum the commissioner had given FCC Chairman Rosel H. Hyde "so that you [Mr. Putnam] may better understand my proposal for handling CATV matters."

Resentment ■ The memorandum, dated Dec. 14, the same date as the letter, expresses resentment over ACTS's characterization of his proposal, but it makes clear that the aim is to speed CATV service to the smaller communities surrounding the principal cities in the major markets. It describes the proposal as one that would expedite commission action "to authorize small communities to proceed to secure the benefits of CATV" while at the same time having a minimum impact on commercial television.

It also says ACTS's characterization of the proposal "merely emphasizes the irrational approach engaged in by those who would kill any benefits of CATV." It adds that ACTS's request that the broadcasting industry by invited to comment on the proposal is "nothing more than another procedural tactic to accomplish . . . a complete freeze on the expansion of this service."

"It seems to me," the memorandum concludes, "that for once this commission has an opportunity to do something for the smaller communities in this country." He adds that an analysis by the commission's Broadcast Bureau supports his expectation that the proposal would have little effect on commercial stations and would bring underserved areas additional service. "If this is political expediency, let them make the most of it," it says.

Mr. Putnam's Reply ■ Mr. Putnam, in a reply last week, said the words "political expediency" weren't his but that he would stand by them since "the matter has obvious political implications, and certainly your approach is one of expediency." Mr. Putnam also said that if "your objective is to curtail local free television service such as is offered by [my] station and hundreds



FCC's Bartley

of others, I think you ought to come right out and say it—because that is what you have voted to do for the last couple of years.” This was an apparent reference to the commissioner’s steadfastly maintained position that the commission lacks authority to regulate CATV.

Mr. Putnam said the commissioner’s proposal “is that of giving a free hand to the cable operator to duplicate the heart out of the small stations for the benefit of the larger ones. He said he would support the proposal if he were a major broadcaster, “but I’m not.” Mr. Putnam’s company is licensee of four UHF stations, WWLP(TV) Springfield, WJZB(TV) Worcester, WRLP(TV) Greenfield, all Massachusetts, and WKEF(TV) Dayton, Ohio, including one (WRLP) that is a satellite, and permittee of two others (WENS-TV Pittsburgh and WJHF-TV) Raleigh, N. C.) not yet on the air. He is frequently embroiled in controversy with CATV systems he says are not affording his stations the protection the CATV rules require.

“I’m a UHF operator who’s had it pretty rough for the last 15 years and have watched in the last three the growth of cable television and the decline of earnings.” And in response to the season’s greetings that Commissioner Bartley extended in his letter to him, Mr. Putnam added: “My Christmas isn’t going to be very ‘merry’ and my next year doesn’t look any better, in spite of your good wishes.”

A second look in Nashville

Planned stations’ sales, shortly after grant of FM, ordered to FCC hearing

Six months after an FCC hearing examiner’s initial decision awarding Second Thursday Corp. of Nashville grant of an FM channel became final, Second Thursday proposed assigning the permit as well as its license for WWGM Nashville to Apex Communications Corp. for a total of \$215,000. Now the

company faces a commission hearing in which it could lose both authorizations.

The commission last week ordered a hearing on the renewal application of WWGM, contending that the assignment applications raise questions as to Second Thursday’s qualifications to be a licensee, in view of representations the company made in prosecuting its application for the FM grant.

The commission also said that when Second Thursday applies for an extension of time in which to construct the FM station—WSET-FM—that application will be designated for hearing also, and the proceeding consolidated with the renewal hearing. The assignment applications are being held in abeyance.

WENO Madison, Tenn., which had been competing with Second Thursday for the FM facility, had contended in the earlier hearing that the Nashville company was not acting in good faith in seeking the grant. WENO asserted that Second Thursday’s financial qualifications were in issue and that the company had placed WWGM on the market.

Change in Plan ■ Second Thursday, in response, withdrew the station from the market, and contended that it would continue prosecuting its application for the FM facility even if it subsequently sold the AM station. The two applicants later reached an agreement under which WENO withdrew from the contest. And an initial decision awarding the channel to Second Thursday became final on Nov. 1, 1966.

But on the following May 15, the commission noted last week, Second Thursday filed its application for sale of its daytime AM station, for \$207,000, and of its FM permit, for \$7,500, for out-of-pocket expenses, to Apex. That company is headed by John E. Murdock, who is president and director of Murdock Acceptance Corp. of Memphis, a loan company.

WENO protested the proposed assignments, but the commission dismissed the petition, contending that the station lacked standing. However, the commission also said that the petition raises “substantial and material questions of fact affecting the assignor’s qualifications to be a licensee . . .”

The commission pointed out that despite Second Thursday’s statement that the company would continue to prosecute the FM application even if the AM station were sold, “it seeks the commission’s authorization for [the permit’s] assignment” less than six months after grant of the FM facility became final.

Second Thursday cited WWGM financial losses totalling some \$256,000 over the past five years as reason for wanting to make the sale. But the com-

mission said this reason was “unimpressive,” since the company had prosecuted its FM application to demonstrate financial ability to build and operate an FM station. And the initial decision in the FM hearing, the commission added, found Second Thursday financially qualified.

Accordingly, the commission said, “it’s necessary to explore . . . the question of Second Thursday’s continuing good faith in prosecuting its FM application.” The commission said this is linked to the question of whether Second Thursday intended to build and operate the FM station.

Issues Involved ■ Among the questions to be explored is one as to whether Second Thursday sought the FM grant as a means of enhancing the salability of the AM station. This is based on a charge that WENO made in its petition to deny the assignments.

Besides the question of whether Second Thursday acted in good faith, the issues in the renewal hearing include misrepresentation of questions of fact and trafficking or attempted trafficking.

Second Thursday is headed by Sam J. Simon, president and 53% owner. One-third of the ownership is divided between Joseph S. Ray and Milton Hirsch, who own WOKS Columbus, Ga.



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Must cigarettes' side be told?

Stations airing health-hazard warnings but carrying no cigarette ads may have to present other side of issue

The FCC last week went as far as it has formally gone in asserting that broadcasters may be obliged under some circumstances to present the pro side of the cigarette-smoking issue.

The commission stirred considerable controversy on June 3 when it ruled that the fairness doctrine applies to cigarette advertising—and that, consequently, stations carrying such advertising must carry health-hazard warnings (BROADCASTING, June 5).

Last week, in a letter to the Tobacco Institute, the commission declined to rule on the question as to the responsibility of a station that doesn't carry cigarette advertising but does carry the warnings.

But it said: "Whether time must be afforded in the hypothetical circumstances you suggest is a matter which would be governed by the same principles as are applicable generally under the 'fairness doctrine'."

Both Views ■ Since the doctrine requires stations presenting one side of a controversial issue of public impor-

tance to carry all sides, commission attorneys have given it as their offhand opinion that stations would be required to grant time to cigarette-industry spokesmen if they didn't carry advertising but did air the warnings. Commissioner Kenneth A. Cox expressed a similar view in an appearance at a National Association of Broadcasters fall conference in Los Angeles last month (BROADCASTING, Nov. 20).

The commission comment came in a letter that denied the institute's request for reconsideration of a letter to Metromedia Inc. in which the agency responded to a request for clarification of its Sept. 11 order affirming the June 3 ruling.

The commission told Metromedia that a licensee carrying cigarette advertising has covered one side of the controversial issue regarding cigarette smoking and, consequently, is under no obligation to provide further information on that side if he broadcasts health-hazard warnings (BROADCASTING, Sept. 25).

A question as to the correctness of that interpretation, however, was raised last week by counsel for the National Association of Broadcasters and WTRF-TV Wheeling, W. Va., in a list of five suggested issues it circulated among parties to the suits in which the commission's ruling is being challenged in the Circuit Court of Appeals, in Washington. The issue goes to the question of whether, "if the [June 3] ruling is otherwise valid," the commission erred in its holding regarding the obligation of stations that do carry cigarette advertising.

No Change ■ In denying the institute's request for reconsideration, the commission said that the clarification was not a major change in its policy, as claimed by the institute, and thus didn't constitute the kind of action for which prior notice and an opportunity to comment was necessary.

The commission also rejected the institute's contention that cigarette commercials do not make health claims. The commission said it had disposed of that issue in its Sept. 11 order and in its letter to Metromedia. The commission's position is that cigarette advertising encourages the use of a product that in normal use may be hazardous to health.

In a related development last week, the Fourth Circuit Court of Appeals in Richmond, Va., granted a commission motion to transfer to the Washington circuit court the appeals that the NAB and WTRF-TV and others had filed in Richmond. The action followed the Washington court's ruling that John F. Banzhaf III, whose complaint led to the commission's original ruling in the case, filed his appeal from the ruling first (BROADCASTING, Dec. 4).

Anonymous LBJ 'friends' paid for promotion ad

While last week's tri-network *Conversation with the President* made headlines around the world, news of another sort was being made in New York, Washington and Los Angeles where an advertisement appeared promoting the program as a "candid, open conversation."

The half-page ad, in Tuesday's *New York Times*, *Washington Post* and *Los Angeles Times*, said the program would be on ABC, CBS and NBC radio and television. Only in the *New York Times* did a sponsorship line appear. That line said Francis J. Quillinan of New York had "sponsored and paid for" the ad. Mr. Quillinan is a law partner of former New York Mayor Robert Wagner.

But the Washington and Los Angeles ads carried no such sponsorship identification and it had network officials in both cities scurrying to find out who had placed it. An offi-

cial of the *Washington Post* said the sponsorship line was to have been in the ad, but got left out.

The ad was traced to the Washington agency of Maurer, Fleisher, Zon & Associates, which numbers among its clients several trade unions. Robert Maurer, president of the agency, said the ad was paid for by "friends of the President" but he declined to name them.

CBS News on Tuesday night, prior to the one-hour taped special, said that the ads had been purchased after a White House aide called the networks to ask if they were planning any of their own newspaper advertising. Reportedly, the networks all said no, but added the special would be promoted on radio and TV.

The three ads cost more than \$6,300; \$3,480 in the *New York Times*, \$1,075.50 in the *Washington Post* and \$877.50 in the *Los Angeles Times*.

Wolper signs Holden for African specials

Wolper Productions, which has wooed such TV holdouts as Sophia Loren and Grace Kelly to the tube, last week announced that it has persuaded William Holden, another big movie name, to become a regular TV performer. Mr. Holden, whose most recent theatrical work was for Wolper Productions Ltd., will star as the host and sort of safari leader of a series of hour color specials, *William Holden's Untamed World*.

Initially the specials—a maximum of three a year to be produced over the next three years—will deal with the people and customs of remote parts of East Africa, an area that Mr. Holden has re-

searched and where he lives part of the year and holds business interests. All of the shows will be filmed entirely on location with Mr. Holden actively participating.

After the first nine productions, the series, if it continues, may cover the primitives of other little-known parts of the world, which was the original concept. According to David L. Wolper, chairman of Wolper Productions, a Metromedia company based in Los Angeles, neither sponsor nor network has been set as yet for the specials, but he's confident that they will be scheduled on a network and in prime time. While Mr. Wolper is still to establish a production budget for the shows, he indicates that they will cost in the neighborhood of \$500,000 each.

The first special in the series will be filmed in the Lake Rudolph region of northeast Kenya next summer. Alan Landsburg, executive vice president in charge of film and documentary production and programming for Wolper, will be executive producer of the specials.

Filter inventor says he'll sue NBC

NBC last week faced the threat of a \$100 million damage suit by the inventor of a new type of cigarette filter that he said the network disparaged during two TV news broadcasts.

Robert L. Strickman, inventor of the cigarette filter bearing his name and which he claims is 70% more effective than conventional filters, announced last week he will sue the network for making distorted statements damaging to him and to the potential of the filter.

An attorney for Mr. Strickman said Thursday (Dec. 21) that he did not know when the suit would be filed, but he indicated that it would be filed against Chet Huntley, David Brinkley and "other responsible parties," as well as NBC.

Mr. Strickman during a news conference charged that two Huntley-Brinkley news shows stated that the Strickman filter "is not much better—if any—than commercial filters now in use." He said the NBC statement was not true. Mr. Strickman also called "fallacious" an NBC assertion that he owned 49% of the rights to the filter, while Columbia University owned 51%. He said last week that his interest was less than 15%.

Development of the filter was announced last summer by Columbia, which said at the time that Mr. Strickman had given all but a small portion of the rights to the university (BROADCASTING, July 17).

The filter has been undergoing tests

at Columbia. Mr. Strickman indicated last week that the university would join him in his suit against NBC, but Columbia spokesmen denied this and said the school would reserve comment on the matter until all testing had been completed.

NBC would not comment on Mr. Strickman's charges.

Supreme Court won't hold up on copyright

Without comment, the U. S. Supreme Court last week denied the suggestion that the *United Artists v. Fortnightly Corp.* cable TV copyright case be deferred until next term (BROADCASTING, Dec. 18).

The suggestion had been made by the solicitor general of the U. S. on the ground that Congress was on the verge of passing a new copyright law. The solicitor general's suggestion was opposed by both UA and Fortnightly.

The court's move puts the case back to its status when the high court originally granted certiorari: Fortnightly files its brief in mid-January, United Artists files in mid-February and the case is scheduled to be argued in March. A decision on whether or not CATV systems are liable for copyright infringement damages likely to be handed down in the spring before the court recesses for the summer.

New Allied TV offering taken for 23 markets

Allied Artists Television Corp. announced last week that the first of 26 feature films to be produced primarily for television has been completed and the package has been sold in a total of 43 markets.

Allied announced earlier this year that 13 films of its projected package were bought by the ABC-owned TV stations and 13 by the CBS-owned TV stations, subject to network approval of the scripts, casts, producers and directors. The initially completed feature is called "Snow Treasure," starring James Franciscus, a presentation of Sagittarius Productions, which will produce all the features for distribution by Allied Artists. The initial feature is for the CBS-owned TV stations.

James C. Stern, vice president and general sales manager of Allied Artists Television, said the features will have some theatrical exposure before release to TV. He said the films are budgeted

between \$300,000 and \$350,000, and upcoming are "Mission Mars," with Nick Adams and Darren McGavin; "The Candy Man," with Darren McGavin and "Murder in the Third Dimension," with Nick Adams.

The group of 26 features is marketed under the name of "The Custom Color 26" and has been sold to 33 stations (not including the ABC-owned and CBS-owned outlets). Among the stations that have bought the films are WAGA-TV Atlanta, WFIL-TV Philadelphia, WJBK-TV Detroit, WSBK-TV Boston, WVUE-TV New Orleans and KIRO-TV Seattle.

ABC-TV ready for Olympics

Winter games to cost network over \$5 million; advertisers are signed

It is seldom that newsmen are wined and dined at New York's exclusive The Sign of the Dove restaurant. But ABC-TV last week did just that to preview one of its own "exclusives," which it describes as the "most complex, extensive and expensive color telecast of an athletic event in television history." The event: the 1968 Winter Olympics from Grenoble, France (Feb. 6-18).

The network disclosed it is paying an estimated \$5.5 million for the 13-day event—\$2 million for exclusive U. S. TV rights and \$3.5 million for Early Bird satellite relays and general production costs. The TV schedule encompasses about 27 hours of coverage with 20% of it live by satellite, according to network officials. Because of a six-hour time difference, ABC will not be able to carry full live pickups, but instead plans to tape events for telecast on the same day they are played.

The Olympic coverage—including the winter and summer games, both on ABC-TV—is a \$20-million advertising package. Six major advertisers already signed for the package are Ford (one-fourth or \$5 million), and five other sponsors (each for one-eighth or \$2.5 million): Coca-Cola, Goodyear Tire & Rubber, Pan-American World Airways, Reynolds Metals and Texaco. The Summer Olympics will be held Oct. 12-27. ABC officials said they would announce soon two more advertisers committed to the remaining one-eighth sponsorship in the Winter Olympics. In the summer games, ABC still has a remaining one-

eighth unsold.

High Ticket ■ Network spokesman explained that the complexity of the Winter Olympics will result in the need for 250 engineers and production personnel, 40 cameras (mostly color units) and 40 miles of cable (80,000 feet of camera cable and 120,000 feet of microphone cable).

The extensive coverage will employ such refinements as ABC's new "slo-mo" split-screen technique, introduced in this season's NCAA football-game coverage. The technique is used in conjunction with ABC's slow-motion, stop-action color video tape unit developed by Ampex Corp. ABC will also use a mobile six-camera TV facility for high altitude coverage, built expressly for ABC by F & M Systems Co. (division of Fischbach & Moore Inc., Dallas). The network, in addition, will utilize a special device developed in cooperation with IBM and Omega, to compute the "time to beat" in Olympic competition.

Program notes . . .

'Dickens' rescheduled ■ *Mr. Dickens of London*, the first 15 minutes of which were deleted because of an address by President Johnson on Dec. 12, will be rebroadcast Wednesday, Jan. 3, 1968, on ABC-TV (7:30-8:30 p.m. EST). The 3M Co., St. Paul, through

No surprises in Niensens

CBS-TV's lead in the ratings continued in two Nielsen reports that were out last week. The network scored with a special in both of the Niensens: Its "Charlie Brown" special was the number-one program in the fast weekly Nielsen (Dec. 4-10, 7:30-11 p.m.); the report was led by CBS with an average rating of 21.6. NBC-TV's rating was 19.3. ABC-TV had 16.4 and its special starring Tennessee Ernie Ford was the top-rated program in the Nielsen report for the two weeks ended Dec. 3.

In the two-week report, the rating averages were CBS 21.5, NBC 19.0 and ABC 16.0. The Reginald Rose taped drama, "Dear Friends," Dec. 6, 9-11 p.m. EST, scored the highest rating of any CBS Playhouse original drama series to date—22.6 rating, 36.2 share.

BBDO, New York, will again sponsor the show.

Historic 'Philly' ■ Gerry Wilkinson

Productions, Philadelphia, is offering 13 half-hour radio programs entitled, *Through Historic Philadelphia* for May 1968 distribution. The series includes audio visits to Independence Hall, Betsy Ross' House, Christ Church and Elfreth's Alley. Stations may order the package free of charge with the stipulation that each program be carried intact, with no commercial messages.

NET receives \$250,000 for series on teachers

A \$250,000 grant by the Celanese Corp. to National Educational Television will underwrite production of a series of one-hour programs about distinguished college professors to be seen in March on the 131 NET stations.

In a joint announcement last week by John White, NET president, and John W. Brooks, president of Celanese, the series was described as "a dramatic portrait of the role of the university teacher in America."

The teachers who will be profiled were selected on the basis of research by *Time* magazine for its cover story on teachers in April 1967, and by the Danforth Foundation, in connection with its Harbison Awards program for teachers.

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Thomas H. Dunkerton, senior VP and research director of Compton Advertising, New York, and **Arthur V. Mountrey**, senior VP and division manager on Liggett & Myers account, there, elected to agency's board of directors. **Charles D. Allen**, account supervisor in Compton New York office, appointed assistant to president.

Neal Gilliatt, chairman of Interpublic Inc., elected to board of directors, Interpublic Group of Companies Inc.

Josh Barry, salesman for WNOR Norfolk, Va., appointed VP and general sales manager.

Robert A. Mortensen, executive VP and general manager of WHC-TV Pittsburgh for 12 years, joins wwsw, that city, as national sales coordinator.

George E. Schafer, director of advertising for Quality Bakers of America Cooperative, New York, headquarters for Sunbeam baked products, appointed director of marketing, succeeding **Thomas C. Mancini**, who resigns.

Charlotte Tucker, media buyer for Clinton E. Frank Inc., Chicago, and

Don Kaminsky, associate media director for Knox Reeves Advertising, Minneapolis, named media supervisors at Frank.

Allan Clark, VP and creative administrator for D'Arcy Advertising, Chicago, named group copy supervisor for Bishopric/Green/Fielden Inc., Miami. **Ted Bollmann**, head art director and associate creative director for McCann-Erickson in Hamburg, Germany, and Miami, named art director for Bishopric/Green/Fielden.

Robert C. Harold, with accounts-service and creative departments of Wade, Lauer & Katt Advertising, Fort Wayne, Ind., named creative director.

Clark S. Slayman, formerly head of BBDO's Atlanta office, appointed director of marketing and research for Burton-Campbell Inc., Atlanta.

Richard J. Schiess, New York sales manager with Edward Petry & Co., appointed eastern sales manager of radio division, there. **Michael Kaufman**, with Ted Bates & Co., New York, as broadcast supervisor for American Home Products Corp., joins television sales staff of Edward Petry & Co., that city.

Tom Maher, salesman with Peters, Griffin, Woodward Inc., New York, named to sales post with H-R Television's New York Western division. **Peter Farrelly**, salesman with H-R Television's Chicago Corinthian division, named to sales post with firm's New York Corinthian division. **John Barbera**, media analyst and spot radio and TV buyer and planner with Benton & Bowles, New York, appointed research manager for H-R's Corinthian division, that city. **John McCorkle** named western division sales manager.

George H. Schnake Jr., account supervisor for Rumrill-Hoyt Inc., New York, appointed director of international operations.

Alan Graf, VP and director of client services for Keller-Crescent Co., Evansville, Ind., agency, elected to board of directors.

Charles J. Evans, account executive with wwke Ocala, Fla., named sales manager.

Chase Morsey Jr., former general marketing manager of Ford division, Ford Motor Co., Dearborn, Mich. and president and owner of Ford agency in Scottsdale, Ariz., appointed to new post

of VP, marketing, at RCA, New York.

Richard J. Jeffries, assistant advertising manager for Volvo Distributing Inc., Rockleigh, N. J., named advertising manager. **Peter J. Alper**, with NBC, New York, appointed advertising coordinator, Volvo Distributing.

John Jones, merchandising director for KTTV(TV) Los Angeles, named account executive.

Robert Allen, with WEEI Boston, appointed national sales manager.

Bill Mullen, creative director for Fletcher Richards Co., New York, joins Kenyon & Eckhardt, that city, as art director on Helena Rubinstein account.

Tom Burkhart, VP and general sales manager of WLOS-TV Asheville, N. C., appointed general sales manager of WTVJ(TV) Miami. **Frank Howell** named general executive.

Joseph Kaselow, advertising columnist of now-defunct New York *Herald Tribune* and *World Journal Tribune*, joins Cunningham & Walsh Jan. 2 as vice-president and assistant to president. Mr. Kaselow has been vice president with Sullivan, Stauffer, Colwell & Bayles, New York, since closing of the *World Journal Tribune* in May.

Bob Berry, sales manager for WFBM Indianapolis, named also sales manager for WFBM-FM.

Frank J. Pursley, with WLVA Lynchburg, Va., since 1953, named to newly created position, local television sales manager for WLVA-TV. **Robert H. MacCallum**, sales representative for WLVA, appointed radio sales and operations manager.

Ray Shouse, program manager and national sales manager for WSIX-TV Nashville, named general sales manager.

Gertrude Bunchez, with advertising department of *Baltimore News-American*, Baltimore, appointed sales manager for KMOX-FM St. Louis.

Vincent V. Arminio, TV account executive, Robert E. Eastman & Co., New York, joins Peters, Griffin, Woodward Inc., that city, as account executive.

Joe Franzgrote, account executive with KIRO-TV Seattle, joins KBTV(TV) Denver as account executive.

Paul Landry, with Los Angeles office of J. Walter Thompson Co., joins The Bowes Co. there as senior copywriter.

Linda Howard, **Tony Kenrick**, **Irv Weinberg**, **Donn Resnick** and **Charlie Rubin** join Kenyon & Eckhardt, New York, as copywriters.

Cecil L. (Lud) Richards, general manager, WNHC New Haven, Conn., joins national sales staff of Radio Advertising Bureau, New York, to take part in "Operation 5200"—RAB's plan

to make that number of presentations to national-regional advertisers.

Dan Riley, in sales support for Colgate-Palmolive Co., joins sales department of KING Seattle.

Gerry Puccio, TV account executive, Edward Petry & Co., New York, joins New York sales staff of Metro TV Sales.



Mr. Gentry

Frank Gentry, national commercial manager for Lamar Life Broadcasting Co. (WLBT(TV) and WJDX-AM-FM, all Jackson, Miss.) retires end of year. No future plans announced.

Ronnie Deane named copy supervisor for Stephen & Brady Inc., agency in Madison, Wis.

William J. Case Jr. appointed manager of marketing services for international division of Shulton Inc., New York.

Louise Hexter, with Lida Livingston Inc., New York, PR firm, appointed general manager of Woman's World, subsidiary of Kenyon & Eckhardt, New York, established in September for counseling and marketing services.

MEDIA



Mr. Sbarra

George M. Brown, deceased.

Dr. Gerhard Joseph, director of management planning for Air Trails radio network, Dayton, Ohio (WING Dayton, WIZE Springfield, WCOL-AM-FM Columbus, all Ohio, WKLO-AM-FM Louisville, Ky., and WRIT-AM-FM Milwaukee), named VP.

Dick J. Kasten, president and general manager of KSTL St. Louis, named general manager of KXEN Festus-St. Louis.

James D. Eddins, with WTEN(TV) Albany, N. Y., joins noncommercial WETA-TV Washington as producer-director.

Sheldon P. Siegel, general manager of noncommercial WLVT-TV Allentown, Pa., elected executive VP.

Lawrence M. Turet, former executive VP, WCAN-TV Milwaukee and chairman of FCC committee for all-channel broadcasting, appointed general manager, KEMO-TV San Francisco, which is

targeted to go on air in early 1968.

William A. Schwartz, associate director of research and planning with Screen Gems Inc., New York, appointed station manager of WUAB(TV) Lorain, Ohio.



Mr. Baker

I. W. Baker, assistant general manager of KRLD-TV Dallas-Fort Worth, named VP.

Verl Thomson, former owner of KISD Sioux Falls, S. D., named to newly created post of executive secretary of South Dakota Broadcasters Association.

Harfield Weedon, director of programs in Hollywood for CBS Radio's western division, elected president of Pacific Pioneer Broadcasters, succeeding announcer Art Gilmore.

PROGRAMING

Ed Chavanette, manager of broadcast operations, NBC West coast, named manager of production and studio operations for KNBC(TV) Los Angeles. He replaces Russ De Baun, who retires.

George J. Wieser, story executive for Paramount Pictures Corp., New York,

Wheelit Gets You There
Easier and Faster



Jim Nickerson of WLBC-TV, Muncie, Ind. demonstrates how easily his Wheelit C-402 carries full load . . . anywhere . . . to and from car . . . folds into trunk with plenty of room to spare. Locks in stationary position. Durable . . . safe . . . nicely finished. Write for literature and nearest dealer's name

GRUBER PRODUCTS CO.

P.O. Box 5556

Toledo, Ohio 43613

named executive VP of Connaught Films, Ltd., that city. Connaught Films is newly formed producer of television specials and series and feature motion pictures with main studios in London.

James L. Stewart, publicity director of Walt Disney Productions, Burbank, Calif., named administrative assistant to executive VP-operations.

Dick Stevens appointed manager of broadcast operations for WEEI Boston.

Henry J. (Hank) Guzik, sales representative for Olympus Films, Los Angeles, appointed to newly created position of assistant to president, TV Cinema Sales Corp., Beverly Hills, Calif.

Jim Smith, news director for WAIK Galesburg, Ill., named program director. **Jim Swickard**, sports editor for *Galesburg Register Mail*, joins sports department of WAIK. **Bob Thompson** named farm director.

Peter Tytla, director at TV Graphics, New York, commercial production company, joins MPO Videotronics Inc., that city, as director-editor.

Benson H. Begun, attorney and assistant secretary, Screen Gems Inc., New York, named to new post of associate general counsel.

Perry Allen, announcer with KHOW Denver, appointed program director.

John Munger, news director for WTVW(TV) Evansville, Ind., named to newly created post, director of community affairs. **Albert Foders**, assistant operations manager, named operations manager, succeeding **Michael Nozilo**, who joins WFIL-TV Philadelphia. **Elliott Mitchell** named production manager, succeeding **Albert Uzzell**, who joins KTHI-TV Fargo-Grand Forks, N. D.

Jimmie H. Hollingsworth, production manager for WLVA-AM-TV Lynchburg, Va., appointed operations manager of WLVA-TV.

Eric Camiel, film producer, joins Van Praag Productions, New York, as creator-director.

Sam Jones, traffic manager for KFWB Los Angeles, named program department producer.

Gilbert Perkins, member of board of directors of Screen Actors Guild, elected chairman of board of trustees of Guild-Producer Pension and Welfare Plans, succeeding **Ray Klune** of MGM. **John L. Dales**, SAG national executive secretary, named vice chairman, succeeding **Eugene Arnstein** of Association of Motion Picture and Television Producers. **Anthony Frederick** of Universal elected secretary, succeeding **Ray E. Teal**, SAG. **Arthur Schaefer** of Warner Bros.-Seven Arts named assistant secretary, succeeding **Chester L. Migden**.

NEWS

Jack Paxton, NBC News correspondent, returns to NBC's New York bureau after six-month assignment in Vietnam with Saigon bureau.

George T. Phillips, executive producer, ABC Radio, New York, named manager of news and programming for ABC's new American Information Radio Network.

Luke Choate named news director for WTVW(TV) Evansville, Ind.

Jim Rogers, WCAU-TV Philadelphia, joins WNEW New York as newscaster.

Bob Cannon joins WAIK Galesburg, Ill., as newscaster.

Dr. Albert E. Burke, author and broadcast news commentator, joins news staff of WHYN-TV Springfield, Mass., as commentator.

Paul F. Skinner, president and general manager of WHBL Sheboygan, Wis., elected president of Wisconsin AP Broadcasters Association.

Wayne Bailey, program director on WBSM New Bedford, Mass., named also host of weekend news program on WTEV(TV), that city, succeeding **Dick Bolduc**.

Richard Greffin, from WOI Ames, Iowa, joins news staff of WJBC Bloomington, Ill.

Richard S. Harrington joins news staff of WOOD-AM-FM-TV Grand Rapids, Mich.

Bill Aber, with news staff of WKBN Youngstown, Ohio, appointed assistant news director.

FANFARE

Reno Bailey, production supervisor for WBT-FM Charlotte, N. C., named publicity supervisor for WBT(TV), that city.

Stanley I. Schweiger, station promotion coordinator for CBS Radio Spot Sales, named promotion director for WABC-FM New York.

Don Shepherd, research director for WTVJ(TV) Miami, appointed promotion director, succeeding **George Vickery**, who resigns to open own PR firm in Miami.

Allen Weinberg, with William Douglas McAdams Inc., New York, joins promotion staff of *The New York Times* as associate art director in promotion for WQXR-AM-FM New York.

Douglas Scott, with E. F. Rehn Associates, San Francisco, named PR director for The Wyman Co., agency, that city.

George Merlis, editorial training program director for *New York Daily*

News, named manager of press relations for ABC News. He succeeds **Richard J. Connelly**, now director of public relations for ABC News.

Harve E. Bradley, with WDEF-TV Chattanooga, joins WJKS-TV Jacksonville, Fla., as coordinator of community services.

EQUIPMENT & ENGINEERING

Frank L. Fleming, director of plant systems engineering with CBS, New York, appointed chief engineer for Visual Electronics Corp., that city. **Herbert Nettleton**, with Teleprompter Corp., New York, as director of marketing and sales, appointed manager, information handling systems for Visual Electronics, that city.

Eugene O. Edwards, broadcast sales manager for Gates Radio Co., Quincy, Ill., named general sales manager.



Mr. Clammer

Edward S. Clammer appointed regional manager for mid-Atlantic area of Visual Electronics Corp., Bethesda, Md.

John E. Nelson, chief engineer with Arvin Industries, Columbus, Ind., joins engineering staff of Michigan Magnetics, Vermontville, Mich.

I. E. Milea, assistant quality control director for Emerson Television and Radio Co., Jersey City, N. J., named quality control director there.

Norman H. Schnell, in charge of black-and-white television sales for Philco-Ford, Philadelphia, named also manager of sales planning for color TV.

ALLIED FIELDS

Louis Pappalardo, publisher of Trendex's quarterly buyership service, elected VP of Trendex Inc., New York.

Martin E. Firestone, with FCC from 1960 to 1964 and since then in private practice in Washington, joins Washington law firm, Scharfeld, Bechhoefer and Baron, first of year.

INTERNATIONAL

Samson Hu, general manager of Oak Electro/Netics Corp., Hong Kong, named VP of firm's Hong Kong division.



Mr. Willoughby

John A. Willoughby, president of Needham, Harper & Steers of Canada Ltd., Toronto, elected chairman of board. **Bruce McLean**, VP and secretary-treasurer of NH&S Canadian office, elected president.

E. W. S. Reed, VP, elected senior VP and secretary-treasurer there. Mr. Reed also elected to executive committee of NH&S, New York.



Mr. McLean



Mr. Reed

Ross McCreath, VP and general manager of All-Canada Radio & Television Ltd., Toronto, elected president of Station Representatives Association of Canada, succeeding **Michael Callahan**, president of Air Time Sales Ltd., Toronto. Other officers elected: **Bart Gibb**, president of Byles-Gibb Ltd., Toronto, first VP; **Bob Quinn**, executive VP of Radio & Television Representa-

tives Ltd., Toronto, second VP, and **Andy McDermott**, president of Radio & Television Sales Inc., Toronto, secretary-treasurer.

Raymond Junkin named general sales manager for CTV Television Network Ltd., Toronto.



Mr. Peabody

A. S. Peabody Jr., senior VP and deputy creative director, Young & Rubicam, New York, appointed general manager of Frankfurt, Germany, office. He succeeds **Alexander Brody**, named senior VP and area manager in Europe last June.

Don R. Dawson, VP of Wentworth Radio Broadcasting Co., Ltd. (CKOC Hamilton, Ont.), and **Norris Mackenzie** of G. N. Mackenzie Ltd., Toronto, radio production and distribution firm,

form Dawson-Mackenzie-TV, Toronto, exclusively for TV program sales.

DEATHS

Phil Cowan, 42, VP for Mann Scharf & Co., Los Angeles, and former VP of public relations for Metromedia Inc., died of cancer on Dec. 16. Just prior to his death, Mr. Cowan suffered stroke in his Los Angeles office. He is survived by his wife, Fran, and two sons.

John Bent, 48, news director for WAII-TV Atlanta, died Dec. 19 of cancer. Mr. Bent was formerly Atlanta bureau manager of United Press Newspictures and with Acme Newspictures, Cleveland.

Francis M. Dean, 51, assistant general counsel, Cowles Communications Inc., New York, died Dec. 17 at his home in Rockville Centre, L. I., N. Y. Surviving are his wife, Mary, son and four daughters.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Dec. 14 through Dec. 20, and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—*—educational.

New TV stations

FINAL ACTIONS

Kalispell, Mont.—KSMO-TV Inc. Commission has waived requirement of its rules that no license shall be issued for television station when grant of license will result in overlap of grade B contours of an existing station of applicant (Sec. 73.636(a)(1)), and granted VHF ch. 9 (186-192 mc); ERP 26.3 kw vis., 5.25 kw aur. Proposed satellite of KGO-TV Missoula, Mont. Ant. height above average terrain 2,790 ft.; ant. height above ground 240 ft. P. O. address: c/o Dale G. Moore, 240 West Main, Missoula, Mont. 59801. Estimated construction cost \$201,955.69; first-year operating cost \$120,000; revenue \$135,000. Geographic coordinates 48° 00' 48" north lat.; 114° 21' 55" west long. Type trans. RCA TT5-BH. Type ant. RCA TF-6AH. Legal counsel Fisher, Wayland, Duvall & Southmayd; consulting engineer Silliman, Moffet and Kowalski, both Washington. Principals: Dale G. Moore, president and 79.36% owner. Mr. Moore is 78.95% stockholder, president, director and general manager of KCAP Helena, 99.26% stockholder, president, director and general manager of KGOV, and 98% stockholder, president and director of Western Broadcasting Co., all Montana. Action Dec. 20.

Commission has granted an application of McLendon Corp. for CP for new UHF to operate on ch. 27 at Dallas, with ERP of 1,170 kw vis., 234 kw aur., and ant. height of 1,660 feet. Stockholders, officers and directors of corporation are Gordon B. McLendon (49%), president and director; B. R. McLendon (30%), vice president and director; Dorothy M. Manning (1%), secretary-

treasurer and director. Glenn B. Callison, vice president, has no stock interest in corporation. McLendon Corp., either directly or through subsidiary companies, is licensee of KLIF and KNUS(FM) Dallas and KILT and KZAP(FM) Houston; KOST(FM) Los Angeles, KABL Oakland and KABL-FM San Francisco; and WNUS-AM-FM Chicago; WWWW(FM) Detroit; WYSL-AM-FM Buffalo, N. Y., and KCND-TV Pembina, N. D. Grant removes last available channel of six assigned to Dallas, one of which, ch. 13, is reserved for educational use. Action Dec. 13.

La Crosse, Wis.—Midcontinent Broadcasting Co. of Wisconsin Inc. FCC granted UHF ch. 25 (536-542 mc); ERP 129 kw vis., 25.7 kw aur. Ant. height above average terrain 930 ft.; ant. height above ground 606.1 ft. P. O. address: 5727 Tokay Boulevard, Madison, Wis. 53701. Estimated construction cost \$93,600; first-year operating cost \$75,000; revenue none. Geographic coordinates 43° 56' 48" north lat.; 91° 13' 57" west long. Type trans. RCA TTU-12A. Type ant. RCA TFU-24DL. Legal counsel Fletcher, Heald, Rowell, Kenahan and Hildreth; consulting engineer A. D. Ring & Associates, both Washington. Applicant, licensee of WKOW-AM-TV Madison and WAOW-TV Wausau, both Wisconsin, proposes to operate this new station as 100% satellite of WKOW-TV. Stockholders, officers and directors of applicant, subsidiary of Midcontinent Broadcasting Co., are: N. L. Bentson, president;

Joseph L. Floyd, vice president; Anton J. Moe (5%), executive vice president and assistant secretary; Wayne H. Williams (5%), secretary; Evans A. Nord (5%), assistant secretary; Benedict F. Hovel (2%); Leon F. Goldfarb (2%); Amos S. Deinard (0.5%), Benedict Deinhard (0.5%) and Midcontinent Broadcasting Co. (80%). Midcontinent, parent corporation, is licensee of KELO-AM-FM-TV Sioux Falls and KPLO-TV Reliance, and is applicant for new FM in Watertown, all South Dakota. Officers and stockholders control BFR Broadcasting Corp., licensee of WLOL-AM-FM Minneapolis. Midcontinent of Wisconsin owns 50% of All-Channel TV Inc., which, in turn, owns 75% of Complete Channel TV, corporation which has CATV franchise for Madison. In view of CATV interest, commission has conditioned grant of application for ch. 25 at La Crosse, without prejudice to whatever action it may deem appropriate as result of pending proceeding into developing patterns of ownership in CATV industry (Doc. 17371). Action Dec. 13.

OTHER ACTIONS

Review board in Selma, Ala. TV broadcast proceeding, Doc. 15888, granted petition for extension of time filed Dec. 11, by Selma Television Inc. and extended to Feb. 28, 1968, time for filing exceptions to initial decision. Action Dec. 14.

Commission has denied an application by Comint Corp. of Orlando, Fla., for review of review board memorandum, opinion and

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



order of Sept. 14, denying request by Comint for enlargement of issues and for clarification of an earlier commission order granting interim authority to Mid-Florida Television Corp. of Orlando for continued operation of ch. 9, Orlando (Docs. 11081, 11083, 17339, 17341-2, 17344). Action Dec. 20.

■ Review board in Aurora, Ill., TV broadcast proceeding, Doc. 17407-08, granted petition for extension of time filed Dec. 12, by South Kane-Kendall Broadcasting Corp., and extended to Dec. 29, time within which to file oppositions to petition to enlarge issues filed by Aljir Broadcasting Inc. Dec. 1. Action Dec. 14.

■ Comparative hearing between WENY Inc., Elmira, N. Y., and Channel 9 Syracuse Inc., Elmira, N. Y. for CP for new television to operate on ch. 36, Elmira, has been set by FCC. Action Dec. 13.

■ FCC has granted request by Community Telecasters of Cleveland Inc. for review of review board decision granting CP for new UHF in Cleveland, to Cleveland Broadcasting Inc., and ordered oral argument in the proceeding at date to be announced (Docs. 15163-4).

■ Review board in Medford, Ore., TV broadcast proceeding, Docs. 17680-82, denied appeal from ruling of hearing examiner, filed Oct. 18, by State of Oregon acting by and through State Board of Higher Education. Board member Nelson not participating. Board member Slone dissenting. Action Dec. 13.

■ Review board in Medford, Ore., TV broadcast proceeding, Docs. 17680-82, granted request filed Dec. 12, by Southern Oregon Broadcasting Co., and extended to Dec. 19, time for filing reply to opposition to its petition to enlarge issues filed Oct. 10. Board member Nelson not participating. Action Dec. 13.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Dec. 8 in Patchogue, N. Y. (Long Island Video Inc. and Granik Broadcasting Inc.) TV ch. 67 proceeding. Designated hearing Examiner Chester F. Naumowicz Jr., to serve as presiding officer; scheduled prehearing conference for Jan. 4, 1968 and hearing for March 5, 1968 (Docs. 17889-90).

■ Hearing Examiner Millard F. French on Dec. 14 in Atlantic City (South Jersey Radio Inc. and Atlantic City Television Co.) TV ch. 53 proceeding. To formalize ruling made on record at Dec. 14 prehearing conference, ordered that further prehearing conference shall be held Jan. 9, 1968 and continued hearing scheduled for Jan. 9, 1968 to date to be set at further conference (Docs. 17788-9).

■ Hearing Examiner Isadore A. Honig on Dec. 18 in Baton Rouge and Macon, Ga. (Romac Baton Rouge Corp., Miss Lou Broadcasting Corp., and Romac Macon Corp.) FM and TV proceeding, granted petition filed by Romac Baton Rouge Corp. and Romac Macon Corp. for an extension of time from Dec. 22 to Jan. 8, 1968 to file proposed findings and from Jan. 9, 1968 to Jan. 26, 1968 for replies (Docs. 17005, 17517-8, 17317).

■ Hearing Examiner Chester F. Naumowicz Jr. on Dec. 14 in Sacramento, Calif. (Grayson Television Inc. and Hercules Broadcasting Co.) TV proceeding, denied petition by Grayson for leave to amend its application (Docs. 17778-9).

■ Hearing Examiner Herbert Sharfman on Dec. 11 in Orlando, Fla. (Orange Nine Inc., Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television Inc., Comint Corp. and TV 9 Inc.) TV proceeding, granted petition by Mid-Florida for leave to amend its application to reflect disposition by Hershell G. Stuart of his 7½% interest in WVCF Windermere, Fla. (Docs. 11081 et al.).

■ Hearing Examiner Elizabeth C. Smith on Dec. 15 in San Angelo, Tex. (SRC Inc. and San Angelo Independent School District No. 226-903) TV ch. 6 proceeding, granted joint request for extension of procedural dates; and continued hearing from Jan. 3, 1968 to Jan. 15, 1968 (Docs. 17541-2).

RULEMAKING ACTION

■ Commission has denied petition of June 25, 1962, filed by Idaho State College, Pocatello, Idaho, requesting rulemaking to amend TV table of assignments to reserve ch. 6 for educational use at Pocatello, Idaho. Action Dec. 20.

CALL LETTER APPLICATION

■ Gilmore Steel Corp., Portland, Ore., Requests KPVC-TV.

CALL LETTER ACTIONS

■ Hubbard Broadcasting Inc., St. Petersburg, Fla. Granted WTOG(TV).

■ St. Petersburg, Fla. (Hubbard Broadcasting Inc., permittee of new UHF TV station) denied request for call sign WGTO-TV.

Commission has denied request by Hubbard Broadcasting Inc. to assign call sign WGTO-TV to its new UHF in St. Petersburg, Fla. Hubbard had asked for call sign to conform with its WGTO Cypress Gardens, Fla. WINQ-AM and WFLA-AM-FM-TV Tampa, Fla., had opposed assignment. Action Dec. 13.

■ Southwestern Louisiana Communications Inc., Lafayette, La. Granted KLNI-TV.

■ Toledo Telecasting Corp., Toledo, Ohio. Granted WDKS-TV.

DESIGNATED FOR HEARING

■ Commission has designated for consolidated hearing three mutually exclusive applications for CPs for new UHF TV to operate on ch. 20 at Utica: Rust Craft Broadcasting Co. requests operation with ERP of 602 kw vis., ant. height of 804.5 ft.; P.H. Incorporated, with ERP of 206 kw vis. and ant. height of minus 120 ft.; and Roy H. Park Broadcasting Inc., with ERP of 826 kw vis. and ant. height of 798 ft. Action Dec. 20.

Existing TV stations

FINAL ACTIONS

KPLC-TV Lake Charles, La.—Broadcast Bureau granted CP to change trans. location to approximately 5.5 miles west northwest of Fenton, change ant. structure, increase ant. height to 1480 ft. Action Dec. 12.

KMTV(TV) Omaha — Broadcast Bureau granted CP to install an alternate main vis. final amplifier. Action Dec. 14.

WRIK-TV Ponce, P. R.—Broadcast Bureau granted mod. of CP to change ERP to 166 kw vis., 22.4 kw aur., type trans., type ant., ant. structure, ant. system and decrease ant. height to 2,740 ft.; condition. Action Dec. 12.

OTHER ACTIONS

■ Commission has granted petitions for special relief filed by Capital Cities Broadcasting Corp., licensee WPRO-TV, and ch. 16 of Rhode Island Inc., permittee of WNET (TV) both Providence, and refused permission to Vision Cable Co. of Rhode Island Inc., to carry signals of Boston and Worcester TV stations on its proposed CATV systems in Rhode Island. Action Dec. 13.

■ Commission has granted waiver of time of operation provisions of Sec. 73.651(c) of rules to permit broadcast of music to accompany slides, films or other visual images by four non-commercial educational television stations for periods to expire with dates of expiration of station licenses. Station licensees requesting action are Greater Washington Educational Television Association Inc. (WETA-TV, ch. *26), Washington Greater Toledo Educational Television Foundation (WGTE-TV, ch. *30), Toledo, Ohio; and Chicago Educational Television Association (WTTW, ch. *11 and WXXW, ch. *20), Chicago. Action Dec. 20.

RULEMAKING ACTIONS

■ Request for waiver of program exclusivity provision of Sec. 74.1103(e) of rules by Valentine Video Inc. regarding duplication of WNEP-TV by WBJA-TV Binghamton, N. Y., has been denied by FCC. Action Dec. 13.

CALL LETTER ACTION

■ *WQTV(TV), Southern Tier Educational TV Association Inc., Binghamton, N. Y. Granted WSKG(TV).

New AM stations

APPLICATIONS

Carrollton, Ga.—Radio Carrollton. Seeks 1330 kc, 500 w-D. P. O. address: c/o Johnson and Johnson, Peoples Bank building, Carrollton, Ga. 30117. Estimated construction cost \$24,600; first-year operating cost \$32,825; revenue \$48,000. Principals: Hollis B. Johnson and William P. Johnson (each 50%). Messrs. Johnson are attorneys. Mr. William Johnson has 33½% interest in retail clothing and is in clothing manufacturing business. Mr. Hollis Johnson has no other business interests indicated. Ann. Dec. 11.

Tupelo, Miss.—Town 'n Country Broadcasting Co. Seeks 1060 kc, 250 w-D. P. O. address: Hi-way 15, South Ripley, Miss. 38663. Estimated construction cost \$16,350; first-year operating cost \$27,000; revenue \$40,000. Principal: James L. Jumper, proposed owner. Mr. Jumper is owner and manager of water well drilling company and owner of farm. Ann. Dec. 11.

Marshfield, Mo.—Pinkney B. Cole, Warren R. McKnight, Robert E. Smith and Paul Beckerdite d/b as Webster County Broadcasting Co. Seeks 1510 kc, 250 w-D. P. O. address: Box 100, Houston, Mo. 65483. Estimated construction cost \$21,109.36; first-year operating cost \$24,000; revenue \$40,000. Principals: All above hold 25% each. Mr. Cole is general manager of KBTC-AM-FM Houston,

Mo. Mr. McKnight owns drug company and car wash and has interest in KBTC-AM-FM. Mr. Smith is in investments, banking and owns 5 and 10 cent store. Mr. Beckerdite owns 50% of music company and ladies clothing store. Messrs. McKnight and Cole each hold 14.285% in DeSoto Broadcasting Co., which has application on file for new AM in DeSoto, Mo. Ann. Dec. 19.

Lewisburg, W. Va.—Garland Hess, William H. Bowan and Fred Cox. Seeks 1310 kc, 5 kw-D. P. O. address: Box 69, Tazewell, Va. 24651. Estimated construction cost \$36,070; first-year operating cost \$30,000; revenue \$36,000. Principals: Messrs. Hess, Bowan and Cox each own 33½%, and each have interest in WTZE Tazewell, Va. Ann. Dec. 18.

FINAL ACTION

Marion, Ky.—Crittenden County Broadcasting Co. Broadcast Bureau granted 1500 kc, 250 kw-D. P. O. address: Samuel L. Crawley, D. W. Crawley Jr. and Jane Hite d/b as Crittenden County Broadcasting Co. Rfd. 3 Campbellsville, Ky. Estimated construction cost \$6,700; first-year operating cost \$28,000; revenue \$36,000. Principals: Samuel L. and D. W. Crawley and Jane Hite (each 33½%). Action Dec. 13.

OTHER ACTIONS

■ Review board in Mishawaka, Ind., AM broadcast proceeding, Doc. 14855, scheduled oral argument before panel of review board for 10 a.m., Jan. 16, 1968, in room 660, 1919 M Street, N.W., Washington. Action Dec. 18.

■ Review board in Henderson, Nev., AM broadcast proceeding, docs. 16813-14, granted joint petition for extension of time filed Dec. 13, by 1400 Corp. and Joseph Julian Marandola, and extended to Dec. 29, time within which to file reply to opposition to their joint request for approval of agreement filed Nov. 7. Action Dec. 14.

■ Gilmer, Tex. (Voice of Gilmer) AM application returned; rule waiver denied. Commission has denied petition of James R. Curtis Jr. and Elizabeth Curtis Meredith d/b as Voice of Gilmer for reinstatement of its application, or alternatively, for waiver of provision for consolidation of timely filed, mutually exclusive applications (Sec. 1.227 (b)(1) of rules). Application, originally tendered for filing June 22, 1966, was returned July 8, 1966, since it did not include required engineering data. Application was retendered Aug. 8, 1966, but certain exhibits were not acceptable or were not included. It was returned as not substantially complete for filing by letter of Aug. 31. Commission has closely adhered to requirement that all applicants proposing new facilities submit substantially complete applications. In denying request for waiver of Sec. 1.227, commission stated, "we find that acceptance of petitioner's application would violate the fundamental intent" of the rule. By memorandum, opinion and order. Action Dec. 14.

ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on Dec. 11 in Lima, Henrietta, Geneseo and Warsaw, N. Y. (Elim Bible Institute Inc., What The Bible Says Inc., Oxbow Broadcasting Corp. and John B. Weeks) AM proceeding, granted request by Elim Bible, Lima, N. Y., and dismissed, but with prejudice, its application (Docs. 17570-3). On Dec. 13 in Henrietta-Geneseo-Warsaw, N. Y. (What The Bible Says Inc., Oxbow Broadcasting Corp. and John B. Weeks) AM proceeding, continued further hearing previously scheduled for Dec. 14 to Jan. 10, 1968 (Docs. 17571-3).

■ Hearing Examiner Forest L. McClenning on Dec. 13 in Costa Mesa-Newport Beach, Calif. (Charles W. Jobbins et al.) AM proceeding, granted petition by Western Broadcasting Corp. for leave to amend its application to reflect dismissal of application of Oasis Broadcasting Corp. for new TV at Palm Springs, Calif. (Doc. 17374) in which certain principals of Western held interest; and petition by Storer Broadcasting Co. for acceptance of its "second revised exhibit 8" (Docs. 15752 et al.).

CALL LETTER APPLICATIONS

■ Fetzter Broadcasting Co., Cadillac, Mich. Requests WWAM.

■ Green Valley Radio, Del Rio, Tex. Requests KWDR.

CALL LETTER ACTION

■ Gleason Brothers, Wayne, Neb. Granted KTCH.

Existing AM stations

APPLICATION

KIVY Crockett, Tex.—Seeks CP to in-

crease power from 500 w to 1 kw. Ann Dec. 18.

FINAL ACTIONS

WULA Eufaula, Ala.—Broadcast Bureau granted CP to increase daytime power from 250 w to 1 kw, and install new type trans.; condition. Action Dec. 15.

KBBQ Burbank, Calif.—Broadcast Bureau granted license covering use of main nighttime trans. as auxiliary trans., daytime. Action Dec. 12.

KSOM Ontario, Calif.—Broadcast Bureau granted CP to increase daytime power from 1 kw to 10 kw, change from DA-1 to DA-2, and install new type trans.; conditions. Action Dec. 15.

WSAR Fall River, Mass.—Broadcast Bureau granted CP to install new type trans. at main trans. location, for auxiliary purposes only. Action Dec. 19.

WLYN Lynn, Mass.—Broadcast Bureau granted CP to install new type trans. at main trans. location for auxiliary purposes only. Action Dec. 19.

KBTC Houston, Mo.—Broadcast Bureau granted CP to increase power, install new type trans. and change ant. system. Action Dec. 12.

WKXR Exeter, N. H.—Broadcast Bureau granted license covering installation of auxiliary trans. at main trans. location. Action Dec. 12.

WYSL Buffalo, N. Y.—Broadcast Bureau granted CP to change ant.-trans. location to Trinidad Place and Loring Ave., Buffalo, and make change in ant. system; condition. Action Dec. 15.

WCAB Rutherfordton, N. C.—Broadcast Bureau granted CP to change frequency from 1520 kc to 590 kc, increase power from 250 w to 500 w, change ant.-trans. location to U.S. #64, 1.7 miles northeast of city limits, Rutherfordton, install new type trans.; condition. Action Dec. 15.

KPAM Portland, Ore.—Broadcast Bureau granted license covering use of old main trans. as auxiliary trans. at main trans. location. Action Dec. 13.

WVSC Somerset, Pa.—Broadcast Bureau granted license covering increase in power, change ant.-trans. location, install DA-D, new type trans., make changes in DA-pattern. Action Dec. 12.

San Juan, P. R. (Radio Aeropuerto Inc. [WRAI]) application granted. Commission has granted application of Radio Aeropuerto Inc. to change location site of its WRAI from Rio Piedras, P. R., to San Juan, P. R., increase power on 1520 kc, unlimited time operation, from 250 w to 10 kw, and operate with same directional ant. pattern day and night. Action Dec. 20.

WKXV Knoxville, Tenn.—Broadcast Bureau granted CP to install a new type trans. at main trans. location. Action Dec. 15.

INITIAL DECISION

Denial of application by Star Stations of Indiana Inc. for renewal of licenses of its WIFE-AM-FM Indianapolis, has been proposed in initial decision issued by Hearing Examiner Thomas H. Donahue (Doc. 16612). Action Dec. 19.

OTHER ACTIONS

Commission has granted petition by Voice of Dixie Inc., for reconsideration of June 2, 1965, commission action dismissing its application. Commission had found that WVOK Birmingham, and WBAM Montgomery, both Alabama, were under common control, all of stock of both licensees being owned by members of Bennis and Brennan families; and that proposed WVOK operation would increase overlap of 1 mv/m contours of stations in violation of duopoly provisions of Sec. 73.35(a) of rules. Action Dec. 13.

Office of opinions and review on Dec. 18 in Jackson, Miss. (Lamar Life Insurance Co.) renewal of license of WLBT proceeding, granted motion by Lamar Life Insurance Co. and extended time to Jan. 15, 1968 to file replies to exceptions to initial decision and briefs (Doc. 16663).

Commission has denied application of KXYZ Television Inc., Houston, for review of denial by review board of request to submit revised financial statement after it had been refused CP on grounds of inadequate financing. KXYZ had also requested remand of its application in light of its amended financial statement. Action Dec. 13.

Park Falls, Wis. (Northland Broadcasting Co. [WFPF]) application to change station facilities granted. Commission has granted application of Northland Broadcasting Co. to change facilities of WFPF from 1450 kc, 250 w night, 1 kw-LS, unlimited time, to daytime operation on 980 kc with 1 kw power. Change in operating hours will

eliminate only nighttime primary AM service at Park Falls, which is 100 miles southeast of Duluth, Minn. However, Northland's application, granted on Oct. 26, for new FM will more efficiently serve Park Falls at night, and WFPF's operation on 980 kc will serve daytime which area of 208 square miles with population of 2,643. Grant of AM application is conditioned to require that nighttime service be provided by FM before AM nighttime service is deleted. Chairman Hyde and Commissioner Wadsworth concurring in part and dissenting in part. Action Dec. 13.

ACTIONS ON MOTIONS

Hearing Examiner Basil P. Cooper on Dec. 15 in Norristown, Pa. (Norristown Broadcasting Inc., WNAR) AM proceeding, granted motion by Broadcast Bureau and extended to Jan. 12, 1968 time to file proposed findings and to Jan. 22, 1968 for replies (Doc. 14952).

Hearing Examiner Thomas H. Donahue on Dec. 15 in Indianapolis (Star Stations of Indiana Inc.) renewal of license of stations WIFE-AM-FM proceeding, granted motion by Star Stations and corrected in various respects transcript of record (Doc. 16612).

Hearing Examiner Isadore A. Honig on Dec. 11 in Reno and Las Vegas, both Nevada. (Circle L Inc., Southwestern Broadcasting Co. KORK, 780 Inc., and Radio Nevada) AM proceeding granted petition by Radio Nevada for leave to amend application to reflect (a) acquisition by Jack M. Reeder, partner of Radio Nevada, of 63 shares of stock in Trans America Corp., licensee of KTYM-AM-FM Inglewood, Calif., and (b) sources of payment for stock (Docs. 16110-1, 16113, 16115).

Hearing Examiner Chester F. Naumowicz Jr. on Dec. 11 in Macon, Miss. (J. W. Furr [WMBG]) AM proceeding, granted request by J. W. Furr and extended time from Dec. 27 to Jan. 2, 1968 for exchange of exhibits and identification of witnesses; from Jan. 8, 1968 to Feb. 8, 1968 for notification of witnesses. Hearing is continued from Jan. 11, 1968 to Feb. 12, 1968 (Doc. 17444).

FINES

Broadcast Bureau by letter of Dec. 15, notified Northwestern Indiana Broadcasting Corp., WLTH Gary, Ind., that it has incurred an apparent forfeiture liability of \$250 for violations of rules, including failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or contest forfeiture. Ann. Dec. 19.

Broadcast Bureau by letter of Dec. 15, notified WATW Inc., WATW Ashland, Wis., that it has incurred an apparent forfeiture liability of \$250 for violations of rules, including failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or contest forfeiture. Ann. Dec. 19.

Broadcast Bureau by letter of Dec. 14, notified La Crosse Radio Inc., WLCX La Crosse, Wis., that it has incurred an apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or contest forfeiture. Ann. Dec. 19.

RULEMAKING ACTION

San Jose, Calif. (Radio KLOK Inc. [KLOK]) request for rule waiver granted; accepted for filing tendered application. Commission has granted request of Radio KLOK Inc. for waiver of site location requirements of Sec. 1.569(b)(1) of rules and accepted for filing its application to increase daytime power on 1170 kc, 5 kw night, different directional ant. Waiver of rules was required since proposed trans. site is not located within the 500-mile extension of 0.5 mv/m-50% skywave contour of class I-A station WQAI operating on 1200 kc (a "frozen channel") at San Antonio, Tex. Commission found that KLOK proposal would not materially prejudice future consideration of class I-A channels 1160 kc and 1108 kc. By letter, Commissioner Lee concurring in result. Action Dec. 20.

CALL LETTER APPLICATION

WGWC, Robert J. Martin, Selma, Ala. Requests WAMA.

DESIGNATED FOR HEARING

Commission has designated for hearing application of Second Thursday Corp. for renewal of license of WWGM Nashville. Action Dec. 13.

New FM stations

APPLICATIONS

***Downers Grove, Ill.**—School District #99. Seeks 88.3 mc, ch. 202, 10 w, Ant. height

above average terrain 59.2 ft. P. O. address 935 Maple, Downers Grove, Ill. 60615. Estimated construction cost \$6,771; first-year operating cost \$500; revenue none. Principal: Frederic Lou Moore, station manager et al. Ann. Dec. 18.

Hazlehurst, Miss.—Southwestern Broadcasting Co. of Mississippi. Seeks 100.9 mc, ch. 265, 3 kw. Ant. height above average terrain 275 ft. P. O. address Box 680, Hazlehurst, Miss. 39083. Estimated construction cost \$14,484; first-year operating cost \$5,000; revenue \$7,800. Principals: Louis Alford, Phillip D. Brady and Albert Mack Smith (each 33⅓%). Messrs. Alford, Brady and Smith also are licensees of WAPF and WCCA(FM) McComb and WMDC Hazlehurst, both Mississippi and KADL Pine Bluff, Ark. Mr. Alford is attorney. Mr. Smith also owns 50% of WKPO Prentiss, Miss. Ann. Dec. 13.

***Ashland, Ore.**—Oregon State Board of Higher Education. Seeks 90.1 mc, ch. 211, 10 w. Ant. height above average terrain 41 ft. P. O. address Box 3175, Eugene, Ore. 97403. Estimated construction cost \$2,827.25; first-year operating cost \$1,000; revenue none. Principals: H. A. Bork, vice chancellor, Dave Allen, director of broadcast activities. Ann. Dec. 18.

Vinton, Va.—Roanoke-Vinton Radio Inc. Seeks 93.5 mc, ch. 228, 2.89 kw. Ant. height above average terrain 99 ft. P. O. address Box 356, Vinton, Va. 29201. Estimated construction cost \$22,502; first-year operating cost \$16,000; revenue \$20,500. Principal: Stuart W. Epperson, president. Mr. Epperson is owner and general manager of WKBA Vinton, and WKBX Winston-Salem, N. C. Ann. Dec. 11.

Ladysmith, Wis.—Flambeau Broadcasting Co. Seeks 92.9 mc, ch. 225, 33 kw. Ant. height above average terrain 131 ft. P. O. address 110 Alonga Boulevard, Oshkosh, Wis. 54901. Estimated construction cost \$23,100. Principals: Charles H. Nelson, secretary-treasurer (99%) and Ottmar J. Faige (1%). Mr. Faige is semiretired. Mr. Nelson is licensee of WLDY Ladysmith. Ann. Dec. 18.

FINAL ACTIONS

***Gunnison, Colo.**—Western State College of Colorado. Broadcast Bureau granted 91.9 mc, ch. 220, 10 w. Ant. height above average terrain 115 ft. P. O. address: none, Gunnison 81230. Estimated construction cost per month rental; first-year operating cost \$15,000; revenue none. Principal: Dr. H. Grant West, secretary of board of trustees et al. Action Dec. 13.

Canton, Ill.—Fulton County Broadcasting Co. FCC granted 98.3 mc, ch. 252, 3 kw. Ant. height above average terrain 266 ft. P. O. address 1000 East Linn Street, Canton 61520. Estimated construction cost \$19,713.75; first-year operating cost \$20,000; revenue \$24,000. Principals: Charles E. Wright, president (49%); J. B. Winsor, secretary-treasurer (19.1%), and as administrator, Mr. Winsor holds 31.9%. Applicant is licensee of WBYS Canton. Mr. John Barrons Winsor is publisher, director of department store and bank. Mr. Wright is president of appliance company. Action Dec. 13.

Rochester, Ind.—BGS Broadcasting Inc. Broadcast Bureau granted 92.1 mc, ch. 221, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Box 190, Rochester 46975. Estimated construction cost \$38,740; first-year operating cost \$32,140; revenue \$35,000. Principals: James L. and Leslie D. Craig (40% and 10%, respectively), C. Edward Swain (30%) and J. P. Bowman (20%), et al. Mr. Gregg is president of Gredco Inc., manufacturing and has monthly maintenance contacts with WIFN Franklin, WBMP Elwood and WMPJ Scottsburg, all Indiana. Mr. Swain and Mr. L. Gregg are vice presidents and directors of Gredco Inc. Mr. Bowman is owner of farms, retail dairy and owns gasoline station. Action Dec. 13.

Ames, Iowa—KASI Iowa Inc. FCC granted 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain 175 ft. P. O. address: 415½ Main Street, Ames 50010. Estimated construction cost \$20,655; first-year operating cost \$12,000 above AM; revenue \$12,000 above AM. Principals: Dale and Marion Cowle, president and treasurer, vice president and secretary, respectively, Greg Rouleau, vice president and George W. Crampton, assistant secretary. Applicant is licensee of KASI Ames. Parent corporation is Ames Broadcasting Co., licensee of WQUA Moline, Ill. and KDAL-AM-TV Duluth, Minn. Action Dec. 20.

Sioux City, Iowa—Medallion Broadcasters Inc. FCC granted 95.5 mc, ch. 238, 64 kw. Ant. height above average terrain 890 ft. P. O. address: Seventh and Floyd Boulevard, Sioux City 51101. Estimated construction cost \$71,443.91; first-year operating cost \$47,250; revenue \$45,000. Principals: Joseph F. Rosenfield, director and stockholder, and

La Rue Media Brokers Inc.

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SALES

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CATV: Salamanca, New York	\$300,000
Radio: Palm Beach, Florida	\$400,000
Radio: Minneapolis-St. Paul	\$1,000,000
Radio: California	\$220,000
CATV: Pennsylvania	\$850,000
Radio/TV: El Paso, Texas	\$2,300,000
TV: Honolulu	\$2,800,000
CATV: Sebring, Florida	\$600,000
Radio: Cumberland, Maryland	\$250,000
Radio: Springfield, Massachusetts	\$260,000
TV: Honolulu	\$600,000
Radio: Richmond, Virginia	\$210,000
Radio: Manchester, N.H.	\$315,000

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Robert B. Donovan is president. Medallion is licensee of KMEG-TV Sioux City. Action Dec. 13.

White River Junction, Vt.—New Hampshire-Vermont Broadcasting Corp. Broadcast Bureau granted 95.3 mc, ch. 237, 3 kw. Ant. height above average terrain minus 72 ft. P. O. address: 283 Greenwich Avenue, Greenwich, Conn. 06830. Estimated construction cost \$28,100; first-year operating cost \$7,500; revenue \$5,000. Principals: Rex Marshall, president. Applicant is licensee of WNHV White River Junction. Action Dec. 8.

Kennewick, Wash.—Cascade Broadcasting Co. FCC granted 105.3 mc, ch. 287, 100 kw. Ant. height above average terrain 1,180 ft. P. O. address: Box 702, Yakima, Wash. 98901. Estimated construction cost \$57,600; first-year operating cost \$12,000; revenue \$10,000. Principals: Thomas C. Bostic, president (58.12%), et al. Applicant is licensee of KIMA-AM-FM-TV Yakima, KEPR-AM-TV Richland-Pasco-Kennewick, all Washington and KLEW-TV Lewiston, Idaho. Action Dec. 20.

OTHER ACTION

■ Review board in Athens, Tenn., FM broadcast proceeding. Docs. 17617-18, granted request filed Dec. 11, by Athens Broadcasting Inc., and extended to Dec. 29, time for filing reply to opposition to its petition for enlargement of issues filed Oct. 26. Action Dec. 13.

ACTION ON MOTION

■ Chief Hearing Examiner James D. Cunningham on Dec. 18 in Fort Wayne, Ind. (Gospel Broadcasting Co. of Fort Wayne Inc., and Fort Wayne Broadcasting Co.) FM proceeding. Continued hearing scheduled for Dec. 20 to date to be specified by subsequent order (Docs. 17594-5).

RULEMAKING APPLICATION

Zeeland, Mich., West-State Broadcasting Co.—Requests institution of rulemaking to amend FM table of assignments in following respect: Zeeland, Mich. add 285A. Ann. Dec. 15.

RULEMAKING ACTIONS

■ Phoenix, Ariz. (Arizona Stereoasters Inc.) petition for reconsideration of report and order in FM rulemaking denied. Commission has denied petition by Arizona Stereoasters Inc. for reconsideration of its second report and order of June 9, in which Arizona's request to assign FM ch. 278 to Phoenix by deleting it from Sun City, Ariz., was denied. Commission reaffirmed its view that Phoenix has its fair and equitable share of available frequencies with respect to other cities of similar size and need for reserving channels for future use in other areas outweighs need for additional FM assignment in Phoenix. By memorandum, opinion and order. Action Dec. 20.

■ Commission has adopted report and order amending its FM table of assignments. Ten petitions were filed requesting changes and commission, on its own motion, proposed other changes. Assignments made are: Sierra Vista, Ariz., 285A in lieu of 261A; Oxnard, Calif., 252A; Benton, Ill., 252A; Monticello, Ill., 288A; West Frankfort, Ill., 292A in lieu of 296A; Rushville, Ind., 232A; Cynthiana, Ky., 272A in lieu of 292A; Danville, Ky., 296A; Georgetown, Ky., 276A; Lancaster, Ky., 292A; Dover, Ohio, 269A; Milford, Ohio, 296A when WTRE-FM, ch. 297, Greensburg, Ind., has moved to site approved Jan. 23; New Philadelphia, Ohio, 240A; Erwin, Tenn., 280A; Corsicana, Tex., 300, and Waco, Tex., 296A. Authorization of Baylor University for its educational station KWBU-TV now operating on ch. 210, was modified to specify operation on newly assigned ch. 296A at Waco with condition concerning submission by Jan. 13, 1968, of technical information for such operation, including any changes in ant. and trans. line. Assignments will become effective Jan. 23, 1968. Commission also amended Sec. 73.202 of its rules concerning FM assignments to provide for channel designations for noncommercial educational stations in commercial band. Statement was added to paragraph (a) of rule section that channels designated with asterisk are assigned for use by noncommercial educational broadcast stations only. Action Dec. 13.

CALL LETTER APPLICATIONS

■ William M. Bigley, Magnolia, Ark. Requests KFMV(FM).
■ Twin-States Broadcasting Inc., Sylvania, Ohio. Requests WGLN(FM).

CALL LETTER ACTIONS

■ King Broadcasting Co., Portland, Ore. Granted KGW-FM.
■ Westminster College board of trustees,

New Wilmington, Del. Granted WKPS(FM).

■ Piedmont Broadcasting Corp., Danville, Pa. Granted WBTM-FM.

■ Northland Broadcasting Inc., Park Falls, Wis., Granted WPPF-FM.

Existing FM stations

FINAL ACTIONS

WIHS(FM) Middletown, Conn.—Broadcast Bureau granted CP to replace expired permit for new station. Action Dec. 12.

*KLHS-FM Lewiston, Idaho — Broadcast Bureau granted license covering new FM noncommercial educational FM. Action Dec. 12.

WPRS-FM Paris, Ill.—Broadcast Bureau granted license covering installation of new type trans., change ERP, install dual type ant. Action Dec. 12.

WGEM-FM Quincy, Ill.—Broadcast Bureau granted license covering installation of new dual type ant. Action Dec. 12.

WSAL-FM Logansport, Ind. — Broadcast Bureau granted mod. of CP to change type trans., type ant., ant. height 300 ft.; condition. Action Dec. 15.

*KALA(FM) Davenport, Iowa—Broadcast Bureau granted license covering new station. Action Dec. 12.

*KWAR(FM) Waverly, Iowa — Broadcast Bureau granted mod. of license covering change in licensee name to Wartburg College. Action Dec. 13.

*WBJC(FM) Baltimore—Broadcast Bureau granted license covering use of former main trans. at main trans. location as auxiliary trans. Action Dec. 12.

WBOC-FM Ocean City-Salisbury, Md.—Broadcast Bureau granted mod. of CP to change trans. location to E. Side of Hall Road, 0.5 miles north of route 50, southeast of Whalesville, ERP 30 kw, ant. height 610 ft. Action Dec. 15.

KRXL(FM) Kirksville, Mo.—Broadcast Bureau granted license covering new FM, specify type trans. Action Dec. 12.

WTOA(FM) Trenton, N. J.—Broadcast Bureau granted CP to install new type trans., type dual polarized ant., change ERP to 50 kw, ant. height 410 ft.; conditions. Action Dec. 13.

WUUF(FM) New Kensington, Pa.—Broadcast Bureau granted license covering change in ant.-trans. and studio location, install new type trans., specify type trans., ant. height 460 ft. Action Dec. 12.

WKAQ-FM San Juan, P. R.—Broadcast Bureau granted CP to change trans. location to 1.5 miles north of Aguas Buenas on Cerro Marquessa, Aguas Buenas, P. R., studio location to Franklin D. Roosevelt Ave., San Juan, install new type trans., new type ant., increase ERP to 50 kw, ant. height 1,120 ft.; conditions. Action Dec. 15.

KPQ-FM Wenatchee, Wash. — Broadcast Bureau granted mod. of CP to increase ant. height to 2,660 ft., change type trans., type ant. Action Dec. 19.

WGBM(FM) Viroqua, Wis.—Broadcast Bureau granted license covering new station. Action Dec. 12.

ACTION ON MOTION

■ Hearing Examiner Isadore A. Honig on Dec. 11 in Albany, Ore. (radio stations KNND and KRKT and Albany Radio Corp.) FM proceeding, granted request by KNND and KRKT for leave to amend application to incorporate revised financial plan (Docs. 17472-3).

RULEMAKING APPLICATION

KSPR Springdale, Ark.—Requests issuance of notice of proposed rulemaking looking towards amendment of FM table of assignments by making following changes: Springdale, Ark., proposed 285-A. Ann. Dec. 15.

RULEMAKING ACTION

■ Greensboro, N. C. (Murray Hill Broadcasting Co. (WQMG)) application accepted. Commission has granted request by Murray Hill for waiver of short-spaced rules (Sec. 73.213(f)(1)) and accepted application for mod. of CP to change trans. site of WQMG(FM). Station, which operates on ch. 246 (97.1 mc), with ERP of 20 kw, and ant. height of 320 ft. proposes to change its trans. site to site of WUBC(TV) and side-mount FM ant. on WUBC tower. WQMG also requests increase in ant. height to 555 ft. Change will enable station to serve 657,220 persons within proposed 1 mv/m contour as opposed to 408,402 persons (61% increase). Action Dec. 20.

CALL LETTER APPLICATION

■ WMEN-FM, WMEN Inc., Tallahassee, Fla. Requests WANM(FM).

PRESUNRISE AUTHORITY

■ Commission on Dec. 13 granted requests

BROADCASTING, December 25, 1967

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Dec. 14

	Lic.	ON AIR CP's	NOT ON AIR CP's	Total Authorized
Commercial AM	4,148 ¹	11	91	4,252
Commercial FM	1,716	46	254	2,016
Commercial TV-VHF	493 ²	8	13	517
Commercial TV-UHF	116 ²	24	164	306
Educational FM	320	5	31	356
Educational TV-VHF	67	4	5	76
Educational TV-UHF	52	18	40	110

STATION BOXSCORE

Compiled by FCC, Oct. 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,145 ¹	1,712	608 ²	319	118
CP's on air (new stations)	9	41	33	6	23
CP's not on air (new stations)	93	251	172	31	45
Total authorized stations	4,249	2,004	818	356	186
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	2	0	0

¹ In addition, two AM's operate with Special Temporary Authorization.

² In addition, three VHF's operate with STA's, and two licensed UHF's are not on the air.

and extended time to Jan. 8, 1968 to file reply comments in matter of presunrise operation by class II stations under presunrise service authorization on U. S. 1-A clear channels proceeding (Doc. 17562).

RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for following stations and expiring auxiliaries: WAXX Chippewa Falls and WEAU-FM Eau Claire, both Wisconsin. Action Dec. 14.

■ Broadcast Bureau granted renewal of licenses for following VHF translators: K02DR, K06DS and K07GB, all Pima, K02BX and K06BX, both Round Valley, K02AM Camp Verde, Verde Valley, Cornville & Rimrock, K70BJ and K74AV Navajo Compressor Station, all Arizona. Action Dec. 13.

■ Broadcast Bureau granted renewal of licenses for following stations and expiring auxiliaries: WEIC-AM-FM Charleston, Ill. This grant is subject to condition that assignment of license be consummated within 45 days of date of grant and that commission be notified of such consummation within one day thereafter. Action Dec. 15.

■ Broadcast Bureau granted renewal of licenses for following stations and expiring auxiliaries: KBEN San Jose, Calif.; WAUK Waukesha, Wis.; *WLFM(FM) Appleton, Wis.; WLTR Gary, Ind.; WMMI Columbus, Ohio, and WZOE Princeton, Ill. Action Dec. 18.

Translators

ACTIONS

K76BC Chester, Westwood and Greenville, Calif.—Broadcast Bureau granted CP for UHF TV translator to change type trans., and make changes in ant. system. Action Dec. 15.

■ Lewiston, Calif. (Lewiston Translator Co.). Commission has granted applications of Lewiston Translator Co. for CP for two new 1-watt VHF translators to serve Lewiston, Calif. Lewiston Translator proposes to rebroadcast programs of KRCR-TV, ch. 7, Redding, Calif., on output ch. 3, and of KHSL-TV, ch. 12, Chico, Calif., on output ch. 6. Grant was made with condition that Lewiston Translator Co. assume responsibility for eliminating any objectionable interference which may result to direct reception of signals of KIEM-TV, ch. 3, and of KVIQ-TV, ch. 6, Eureka, Calif., from operation of translators. Action Dec. 13.

K72DB Waipake, Hawaii—Broadcast Bureau granted mod. of CP for UHF TV translator to change trans. location to

Molooa Cane Field, Waipake. Action Dec. 15.

K76CE, K78BZ and K80AO Spencer, Iowa —Broadcast Bureau granted CPs to make changes in ant. systems for UHF TV translators. Action Dec. 11.

K80CK Bemidji, Minn.—Broadcast Bureau granted license covering new UHF TV translator. Action Dec. 19.

■ Indian Village, Fort Wingate and Thoreau, N. M. (Gallup McKinley County Schools), application for UHF TV translator granted with rule waiver. Commission has granted waiver of frequency assignment requirement of Sec. 74.702(c) of rules and granted application of Gallup McKinley County Schools for CP for new 20-watt UHF TV translator to serve Indian Village, Fort Wingate and Thoreau, N. M., operating on ch. 68 by rebroadcasting programs of KNME-TV, ch. 5, at Albuquerque. Rule waiver is required for use of ch. 68. UHF translators are required to operate on output channels in upper 14-channel band, but no channels in upper 14 are available for use in area. Action Dec. 20.

Zuni Pueblo, N. M., Zuni Tribe T. V.—Broadcast Bureau granted CP for new VHF TV translator to serve Zuni, operating on ch. 2, by rebroadcasting programs of KGGM-TV, ch. 13, Albuquerque. Action Dec. 8.

Kenmare, N. D., Meyer Broadcasting Co.—Broadcast Bureau granted CP for new VHF TV translator to serve Kenmare, operating on ch. 6, by rebroadcasting programs of KMOT(TV), ch. 10, Minot. Action Dec. 15.

K67AA rural Beaver county, Hamilton Fort and Newcastle, Utah—Broadcast Bureau granted CP for new UHF TV translator to operate on ch. 67, by rebroadcasting programs of KUTV(TV), ch. 2, Salt Lake City. Action Dec. 7.

K06DY Fort Duchesne, Roosevelt, Neola and Indian reservation, Utah—Broadcast Bureau granted license covering new VHF TV translator. Action Dec. 19.

K81BD St. George, Utah—Broadcast Bureau granted license covering new UHF TV translator. Action Dec. 19.

■ Cheyenne, Wyo. (Frontier Broadcasting Co. KFBC-TV, ch. 5) petition for reconsideration of June 30 action and issuance of show cause order denied. Commission on June 30 had granted Laramie Plains Antenna TV Association Inc. CP for three new 1-watt VHF translators to rebroadcast programs of Denver's KLZ-TV, KBTV(TV) and KOA(TV). Frontier contended that commission had erred in holding that consent of three Denver stations for rebroadcast by translators of non-network program-

ing was sufficient to satisfy requirements of Sec. 325(a) of Communications Act and Sec. 74.784(b) of rules. Frontier also requested imposition of same day nonduplication condition on Laramie. In affirming its action, commission stated that Laramie has no further obligation to commission to obtain additional rebroadcast consent, that it had satisfied requirements of Act and rules. It noted, however, that this does not mean that Laramie may rebroadcast network programs or any other programs with "impunity." Commission also affirmed its decision that nonduplication conditions should not be imposed stating that Frontier had offered no new facts or arguments to change its ruling. (Sec. 325(a)) provides in part "... nor shall any broadcasting station rebroadcast the program or any part thereof of another broadcasting station without the express authority of the originating station." Sec. 74.784(b) provides: "The licensee of a television broadcast translator station shall not rebroadcast the programs of any television broadcast station or other television broadcast translator station without obtaining prior consent of the station whose signals or programs are proposed to be retransmitted. The Commission shall be notified of the call letters of each station rebroadcast and the licensee of the television broadcast translator station shall certify that written consent has been received from the licensee of the station whose programs are retransmitted." By memorandum, opinion and order, Commissioner Cox dissenting and issuing statement. Action Dec. 13.

■ Broadcast Bureau granted license covering new UHF TV translators to K78CD eastern Lewis county, Educational Television Association, Randle and Morton, Wash.; K72CT Eastern Lewis County Educational Television Association, Mossyrock and Onalaska, Wash., and K04EU Upper Green River TV System, El Paso Compressor Station #23, Wyo. Action Dec. 18.

Grand Coulee, Wash., Grand Coulee TV Inc.—Broadcast Bureau granted CP for new VHF TV translator to serve Grand Coulee and Electric City, operating on ch. 10, by rebroadcasting programs of KXLY-TV, ch. 4, Spokane. Action Dec. 12.

CATV

OTHER ACTIONS

■ Commission, by letter dated Dec. 12, dismissed application filed by Harlow Jones tr/as Harlow Jones Co. for CP for new community antenna relay station to serve its CATV system at Eagle Mountain, Calif. Application was dismissed by Chief, CATV Task Force, pursuant to Sec. 0.289(c)(3) for failure to comply with commission requests for additional information, which rendered the application defective and subject to dismissal. Action Dec. 18.

■ Review board in Iron Mountain, Md., CATV proceeding, Docs. 17510-16, 17531-32, granted motion filed Dec. 8, by Gilmore Broadcasting Corp. of Virginia and extended to Dec. 28 time for filing oppositions to appeal from presiding examiner's order and motion for enlargement of issues filed Dec. 1, by Potomac Valley Telecasting Corp., et al. Action Dec. 13.

■ Commission has ruled that Helena Television Co., operator of CATV system at Helena, Mont., is required to carry signals of Garryowen Butte TV Inc., licensee of KXLF-TV Butte, Mont., and has denied its request for waiver of carriage and program exclusivity requirements of Sec. 74.1103(a) (3) of rules. Action Dec. 13.

■ Murfreesboro, N. C., Peninsula Broadcasting Corp. Granted hearing waiver; authorized to operate CATV. Commission has waived hearing requirement of Sec. 74.1107 of rules to permit Peninsula Broadcasting Corp. to operate proposed CATV system at Murfreesboro township and town, N. C., located in Norfolk - Portsmouth - Newport News - Hampton, Va., television market. System would carry: Grade B or better signals of ch. 3, Norfolk, 10, Portsmouth, and 13, Hampton, all Va., and ch. 2 (educational), Columbia, N. C.; distant signals of ch. 5, Raleigh, 7, Washington, and 9, Greenville, all North Carolina, and ch. 8, Richmond, Va. Murfreesboro township and town are 50 miles from Portsmouth and even more remote from other principal cities of market. Commission said "... there is no UHF allocation close to Murfreesboro and there is no commercial UHF activity in the area." Action Dec. 13.

■ DuBois, Falls Creek and Sandy township, Pa. (Alto Video Corp.). Commission has ordered Alto Video Corp., owner and operator of CATV systems at DuBois, Falls

Creek, and Sandy Township, Pa., to provide program exclusivity for signals of WJAC-TV Johnstown, Pa., on its CATV system in compliance with Sec. 74.1103(e) of rules. Alto Video had requested waiver of exclusivity requirement of rules. Action Dec. 13.

■ Commission has denied petition filed by WGAL Television Inc., licensee of WGAL-TV Lancaster, Pa., for reconsideration of commission's action of March 29, granting waiver of top-100 market hearing rule (Sec. 74.1107) to permit CATV systems in Harrisburg-Lancaster-Lebanon-York market to carry signals of various distant TV stations from Philadelphia, Baltimore and Washington. CATV systems granted waiver were Susquehanna Broadcasting Co., D and E Cable TV Inc., Peoples Broadcasting Co., Valley Video Cable Co., West Shore TV Cable Co., Lebanon Valley Cable TV Co. and H. C. Ostertag Cable TV Co. Action Dec. 13.

■ Mt. Carmel, Pa. (Kar-Mel CATV Systems Inc.) hearing requirements waived; CATV system authorized to carry distant signals. Commission, on its own motion, has waived hearing requirements of Sec. 74.1107 of rules and authorized Kar-Mel CATV Systems Inc., owner and operator of CATV system in Mt. Carmel, Pa., to carry distant signals of stations KYW-TV, WCAU-TV, WFIL-TV, WPHL-TV, all Philadelphia; WHYY-TV Wilmington, Del., and WMAR-TV Baltimore. Petition by Stephen P. Jepko, owner and operator of CATV system at Mt. Carmel, Pa., requesting commission to issue an order directing Kar-Mel to show cause why it should not cease and desist from further operation in violation of notification or hearing requirements (Sec. 74.1105 and 74.1107) was denied. Action Dec. 13.

■ Commission has granted petitions for special relief filed by Capital Cities Broadcasting Corp., licensee of WPRO-TV, and ch. 16 of Rhode Island Inc., permittee of WNET(TV), both Providence, and refused permission to Vision Cable Co. of Rhode Island Inc., to carry signals of Boston and Worcester TV stations on its proposed CATV systems in Rhode Island. Action Dec. 13.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Dec. 8 in Toledo, Ohio (Buckeye Cablevision Inc.) CATV proceeding. Designated Hearing Examiner Elizabeth C. Smith to serve as presiding officer; scheduled prehearing conference for Jan. 4, 1968, and hearing for March 4, 1968 (Doc. 17882).

■ Hearing Examiner David I. Kraushaar on Dec. 19 in Buckhannon, W. Va. (Bettervision Systems Inc.) CATV proceeding. On examiner's own motion, cancelled hearing scheduled for Dec. 20, and continued hearing until such time as commission rules on joint petition filed by Bettervision and Northern West Virginia Television Broadcasting Co. for stay of proceeding (Doc. 17834).

■ Hearing Examiner Forest L. McClenning on Dec. 8 in Lexington, Ky. (Proceeding on petitions by Kentucky Central Television Inc. and WLEX-TV Inc., to stay construction and to prevent expansion of CATV systems in Lexington market area by Berea Cablevision Inc., Gregg Cablevision Inc. and Mt. Sterling Antennavision Co.). Granted motion by Broadcast Bureau and extended from Dec. 11 to Jan. 11, 1968 time to file proposed findings and from Jan. 4, 1968 to Feb. 4, 1968 for replies (Doc. 16990).

Ownership changes

APPLICATIONS

KVIO Cottonwood, Ariz.—Seeks assignment of license from Violet Lucille Magnuson (50% before, none after) to Duane D. Kirby (50% before, 100% after). Consideration \$1. Ann. Dec. 14.

KMND(FM) Mesa, Ariz.—Seeks assignment of CP from Maricopa County Broadcasters Inc. to Command Radio Inc. for \$7,200. Application is to set up separate corporate entity for AM and FM stations. Ann. Dec. 14.

KREO Indio-Palm Springs, Calif.—Seeks transfer of control from W. E. Dyche Jr., Edgar Younger, Tolbert Foster, Tom E. Foster and Kenneth C. Delp, to Jack Latham (80%) and Dr. Merton Hatch (20%). Principals: Mr. Latham is NBC west coast news commentator; Dr. Hatch is physician. Consideration \$260,000. Ann. Dec. 19.

KLGS Los Gatos, Calif.—Seeks assignment of license from Richard (50%), Donald and Bernice Ingraham (each 25%) d/b as Radio Station KLGS, to Western Stereo Co., owned by present partners. Ann. Dec. 18.

KROY Sacramento, Calif.—Seeks transfer of control from Lincoln and Sylvia Dellar to Sacramento Broadcasters Inc. Principals: Atlantic States Industries (100%), Ralph C. Guild, president, George R. Fritzinger, executive vice president et al. Mr. Guild is president of WRYT Boston, WTSA Brattleboro, Vt., WLOB-AM-FM Portland, Me. (see below), WNVY Pensacola, Fla., pending acquisition of KMAK Fresno, Calif., and sales manager of McGavren-Guild-PGW Radio Inc., station brokers. Mr. Fritzinger is minority owner of WRYT, WLOB-AM-FM, WTSA and WNVY. Consideration \$1,325,000. Ann. Dec. 14.

Ch. 38, Columbus, Ga.—Seeks assignment of license from Gala Broadcasting Co. to Eagle Broadcasting Co. (50% owned by assignee, and 50% owned by Inland Broadcasting Co.) No monetary consideration is involved; application is to effect merger between Gala and Inland, previously approved by review board Aug. 21. Principals: Charles F. Grisham, Tine W. Davis, Aaron Aronov and Bryghte D. Godbold. Messrs. Grisham, Davis and Aronov each hold 25% interest in WCFG-TV Birmingham, and are stockholders in WHNT-TV Huntsville, both Alabama. Mr. Godbold is officer in both licensees of those stations. Ann. Dec. 12.

WKIC-AM-FM Hazard, Ky.—Seeks transfer of control from Fred B. Bullard, Mrs. Ruby D. Cisco and W. E. Faulkner to Ernest Sparkman, William B. Sturgill and W. G. Coal Sales Inc. Principals: L. D. Gorman and Elmer Whitaker each own 50% of W. G. Coal Sales Inc., corporate transferee. Mr. Whitaker's main interests are in coal corporations. Mr. Gorman is in banking, coal and insurance. Mr. Sparkman is vice president and general manager of WKIC-AM-FM. Mr. Sturgill is also in coal concerns. Transferees have application pending for new TV in Hazard. Consideration \$214,200. Ann. Dec. 18.

KLFY-TV Lafayette, La. and KXII-TV Ardmore, Okla.—Seeks transfer of control from KWTX Broadcasting Co. to individual stockholders of same company. Of the 3,100 shares of common voting stock comprising licensee Texoma Broadcasters Inc., 20% will be held by M. N. Bostick and 80% by KWTX. Ann. Dec. 15.

WLOB-AM-FM Portland, Me. — Seeks transfer of control from Ralph C. Guild (52.2% before, 46.5% after) to Mr. Guild and others. Licensee Atlantic States Industries Inc. also owns WRYT Boston and WTSA Brattleboro, Vt., as well as 80% of WNVY Pensacola, Fla. ASI has applications on file with FCC to transfer control of WTSA to Southern Vermont Broadcasters Inc., and to transfer control of KMAK Fresno, Calif. to ASI. Ann. Dec. 14.

WFRB-FM Frostburg, Md.—Seeks assignment of license from D. C. Loughry d/b as Western Maryland Broadcasting Co., to Western Maryland Broadcasting Co. Inc. Principal: Mr. Loughry is sole stockholder of WFRB Frostburg. Ann. Dec. 10.

WKOX-AM-FM Framingham, Mass. — Seeks transfer of control from estate of Albert A. Anderson (49%) to WKOX Inc. Principal: Richard E. Adams (49% before, 100% after). Consideration \$344,191.73, of which \$182,191.27 was derived from proceeds of life insurance policies owned by WKOX Inc. on Mr. Anderson; \$150,000 borrowed by WKOX Inc. from bank, and \$12,000 cash from earned surplus. Ann. Dec. 14.

WHFB-AM-FM Benton Harbor-St. Joseph, Mich.—Seeks transfer of control from Stanley R. Banyon (deceased), Willard J. Banyon, Bryce C. Boothby and Helen Polly Klock, to Willard J. Banyon, individually and as executor of estate. No consideration involved. Ann. Dec. 14.

KRFS Superior, Neb.—Seeks transfer of 56% control from Robert J. Kelly to William L. Gratopp. Principal: Mr. Gratopp is insurance salesman. Consideration \$17,690. Ann. Dec. 18.

KGFL Roswell, N. M.—Seeks assignment of license from KGFL Inc. to Southwest Broadcasters Inc. for \$50,000. Principals: James Gordon Douglas III, president (10%), Harry T. Starkland, vice president (25%) et al. Mr. Douglas is private investor, owns 25% of Pandex Inc. and Kycoga Co. New York and Hazard, Ky., respectively. Mr. Starkland is president, director and stockholder of electronic equipment manufacturer. Ann. Dec. 14.

WETA Batavia, N. Y.—Seeks transfer of 50% stock by negative control from estate of Joseph M. Ryan to William F. Brown, Jr. Principal: Mr. Brown is owner and manager of The Farrell Co., public relations, advertising and publicity firm in Batavia, and

has 25% interest in corporation which plans to develop and sell franchises to film sporting events. Consideration \$155,000. Ann. Dec. 18.

WEBN-FM Cincinnati—Seeks assignment of license from B. F. C. Inc. to Frank Wood. Liquidation of corporation solely owned by transferee. Ann. Dec. 14.

KLPR Oklahoma City and KTOW Sand Springs, both Oklahoma; KTCS-AM-FM Fort Smith and KFAV Fayetteville, both Arkansas.—Seeks transfer of control from Lovelle Morris "Jack" Beasley and others to Big Chief Communications Inc. Principals: Mr. Beasley, Leon C. Nance, Bill Harper, Paul Keesee, Buddy Powell, Wade Massenburg and Pat Demaree. Mr. Beasley owns 25% of KLPR-TV Oklahoma City, Okla. Stock in corporation is being exchanged. No cash consideration is involved. Mr. Nance has by contract agreed to sell to Big Chief in treasury transaction 50 shares of his stock for cash consideration of \$50,000. Ann. Dec. 14.

KXLS-FM Oklahoma City, Okla.—Seeks transfer of control from House of Sound Broadcasting Corp. to Dawson Communications Inc. Principals: L. Raymond Dawson, chairman of board (13.40%), Lynn Christian, president (4.12%) et al. Donald S. Stralem, chairman of board of Stralem and Co., is director and stockholder of Columbia Pictures Corp. and Screen Gems Inc. Transferees are all stockholders of House of Sound and all will be stockholders of Dawson. Collective interest in transferee is approximately 47.5%. Additional stockholders will be SCI Capitol Fund (32%), private investment company, and Conresco Corp. (16%). small business investment company. Balance of transferee's stock (approximately 0.4%) will be held by Mr. Christian. See KOCW Tulsa, Okla. below. Ann. Dec. 18.

KOCW(FM) Tulsa, Okla.—Seeks assignment of license from Grayhill Inc. to Dawson Communications Inc. for approximately \$60,000. Principals: Lynn A. Christian, president. See KXLS(FM) Oklahoma City, Okla. above. Ann. Dec. 18.

WBTW(TV) Florence, S. C.—Seeks assignment of license from Jefferson Standard Broadcasting Co. to Daily Telegraph Printing Co. for \$4.5 million plus \$52,560 for equipment and other expenses. Principals: Hugh I. Shott Jr., president. Mr. Shott is licensee of WHIS-AM-FM-TV Bluefield, W. Va. Ann. Dec. 12.

WATP Marion, S. C.—Seeks assignment of license from WATP Broadcasting Corp. to Swamp Fox Broadcasting Corp. for \$80,000. Principals: Richard T. Laughridge, president and treasurer and Charles S. Morris, vice president and secretary (each 50%). Mr. Laughridge is general television sales manager of WNOK-AM-FM-TV Columbia, S. C. Mr. Morris is director of technical operations of South Carolina Educational Television Corp., licensee of WITV(TV) Charleston, WNTV(TV) Greenville, WRLE-TV Columbia, WJPM-TV Florence and WEBATV Allendale, all South Carolina. Ann. Dec. 14.

KVLG La Grange, Tex.—Seeks assignment of license from Vernon R. Nunn and Lloyd E. Kolbe d/b as Nunn-Better Radio Co., to Mr. Kolbe for \$75,000 for 75%. Mr. Kolbe has 25% interest in KVVW Pearsall, Tex. which has application pending for sale. Ann. Dec. 18.

KGKL San Angelo, Tex.—Seeks transfer of control from John S. and Frank B. Neil (each 33.3% before, 19.5% after) to William D. Neil (33.4% before, 61% after). Consideration \$1,073.57. Ann. Dec. 14.

WCPK Chesapeake, Va.—Seeks assignment of CP from Charles F. Payne to Payne of Virginia Inc. Principals: Mr. Payne, Katy W. Payne and Ralph E. Dippell Jr. Ann. Dec. 14.

KENY Bellingham-Ferndale, Wash.—Seeks assignment of license from Whatcom County Broadcasters Inc. to Craig Davis, receiver of Whatcom. Corporation insolvent. Ann. Dec. 14.

ACTIONS

WLCB Moulton, Ala.—Broadcast Bureau granted assignment of license from Billy G. Hogan and Hiram A. Goodman d/b as Moulton Broadcasting Co. to Moulton Broadcasting Inc. for \$9,250. Principals: Mr. Goodman, Mr. Hiram and Oren E. Gilliam (each 33⅓%). Mr. Goodman is, individually, applicant for new AM in Madison, Ala. Action Dec. 15.

KBAK-TV Bakersfield, Calif.—Broadcast Bureau granted assignment of license from Harriscope Telecasting Corp. to Harriscope

(Continued on page 72)

CLASSIFIED ADVERTISING

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RADIO

Help Wanted—Management

100,000 watt Chicago area FM station needs assistant station manager and sales manager. Good salary plus commission. Box M-280, BROADCASTING.

Manager sales ability, good salary. WELV, Ellenville, New York. Contact S. Dresner, 3 Kingsley Place, Newburgh, 914-561-5236.

Manager to take over fulltime radio station. Small town. Salary & percent of gross. Write Warren G. Gilpin, P. O. Box 3, Monroe, Ga. No phone calls.

5 kw regional day-night station under construction in heart of Maine. Needs experienced station manager to take challenge of new station. Send resume to Jon Lund, 114 State St., Augusta, Maine.

Sales

"Wanted—Top-flight Radio Salesman for top station in major mid-west market. The man we select will have a proven sales record and will be ready to move up and join a team of selling professionals. With our company you'll have Financial Security, many fringe benefits, protected account list, top dollar guarantee against an excellent percentage paid on your sales. Send recent photo, complete resume and letter of application to Box M-197, BROADCASTING."

Start the New Year as sales manager of a top 40 daytime in northern Illinois market of 250M. Send resume and financial details to Box M-217, BROADCASTING.

Hungry but honest salesman, creative idea man. Air experience helpful. Station in popular recreation area of New Hampshire. Send resume to Box M-246, BROADCASTING.

Immediate opening for aggressive salesman who can do small amount of air work. Hard hitting 3 year old station with excellent listener acceptance. Located in vacationland with plenty of skiing, hunting and fishing. Send resume and photo. KVBK, Brainerd, Minnesota.

Grand Rapids, Michigan, MOR format, daytime, needs experienced local salesman. Draw against 15%. Good list, no house accounts. Send resume manager, WMAX.

Salesman-Excellent opportunity, pay & conditions. Needed now—WMST, Mt. Sterling, Kentucky.

Ideal opportunity for experienced professional radio promotional salesmen, (Clock-jingle men,) to settle in excellent radio market located very near New York City. Immediate opening with a very progressive and highly aggressive sales-oriented organization. Will start off with guaranteed salary and liberal expense account. Will be handed good list of accounts and an unlimited financial future. Contact us immediately for this opportunity to join a 5 kw powerhouse. Telephone area code 203-878-5915.

Expanding sales staff—You're our man if you like big commission checks on local, regional and national AM-FM sales. Draw if you need it. Group operation planned for future. Send resume and photo to East Coast Broadcasting Corporation, Box 815, Sag Harbor, New York 11963.

Salesman wanted—Must have extensive experience in jingle field and especially station ID's, etc. Excellent salary and working conditions. Send complete resume to: Take-6 Enterprises, Inc., 6565 Sunset Blvd., #420, Hollywood, Calif. 90028.

Announcers

Combo-announcer-engineer; 1st class license preferred, Chicago. Complete experience and requirements first letter. Audition tape; all audition tapes will be returned. Box L-215, BROADCASTING.

Two fast moving capable men wanted on major market southeastern station. A DJ who is zippy and experienced radio man; good voice only considered. Also an experienced newsmen to work closely with news director and handle top news shift. No prima donnas. Send resume, picture and audition tape, Box M-6, BROADCASTING.

Full-time experienced announcer, salary open. Box M-11, BROADCASTING.

Start the new year right. An Illinois station with new facilities wants a versatile man who is interested in and can perform on the air, write copy and do some sales work. There's real opportunity for the right man. Box M-8, BROADCASTING.

1st phone announcer for all night show at progressive, high power Maryland AM-FM station reaching the great Baltimore and Washington area. Contemporary/MOR. Network affiliate. Salary commensurate with ability. Opportunity unlimited. Send tape and resume to Box M-56, BROADCASTING.

Experienced announcer for Corpus Christi station. Box M-84, BROADCASTING.

Combo announcer-boardman with third endorsed for major market stereo FM station, needed by January 1st. Experienced only. No top forty, recent broadcast school grads or beginners. Strong news voices. Handle total segue format. No personality involved. Prefer those from NYC, Phila., area. Send audition tape and resume, 1st letter. Box M-103, BROADCASTING.

One of radio's fastest growing chains is in need of a good newsmen to fill a vacancy at one of our stations. The man we want can write, gather, and report in an authoritative professional manner. Station 100 miles from N.Y.C. Box M-123, BROADCASTING.

Give yourself a New Year's present. \$7,500 annual starting salary with one of the nation's finest top 40 stations. Experienced professional dj's please. Box M-137, BROADCASTING.

Upstate New York announcer with third class ticket and endorsement. Afternoon shift with MOR station. Pleasant working conditions with other professionals. Salary and talent according to your ability. Please reply including your background, tape and salary history. Box M-141, BROADCASTING.

MOR morning or afternoon man. Experienced only. Mature. Major university town in Northeast. Box M-175, BROADCASTING.

MOR first phone announcer. No maintenance. Permanent position with growing mid Atlantic resort station. Box M-190, BROADCASTING.

Announcer-salesman. Eastern shore of Maryland MOR station desires announcer with 3rd phone. Sales background preferred. Send tape and resume. Box M-230, BROADCASTING.

Combo-announcer-engineer, 1st class license. Upper New York state C&W. Send resume, audition tape and salary requirements. Must have car to get to and from work. Opening immediate. Box M-233, BROADCASTING.

Immediate opening for all night personality, full time 5 kw CBS affiliate—Good voice, control board experience a must. Send resume, references, salary requirements, air check. No tapes returned. Box M-263, BROADCASTING.

Announcers—(Cont'd)

Happy New Year—Top rated metro area AM-FM needs two men—quick: Newsmen—good voice and writing for regional coverage. Also good right arm for PD—afternoon MOR plus production (first ticket would help). Top pay, benefits, stability. Experienced men only. Rush tape, salary, resume at once. We need you yesterday. Box M-257, BROADCASTING.

First phone announcer for MOR station in Oklahoma. College town of 18,000. Grow with progressive group. Send air check and resume to Box M-267, BROADCASTING.

North central Illinois. We need a good production air man with first phone who wants to earn his pay. Profitable, stable organization; a good place to work and to live. Mature voice, with smooth delivery essential. Could be program director in ninety days. Box M-270, BROADCASTING.

Announcer wanted for Va. MOR radio and TV station. Radio air-shift and daily TV program. Opportunity for good radio man to break into TV. Send complete resume, tape & picture to Box M-281, BROADCASTING.

Announcer wanted: Morning man. Mature, dependable. Opportunity for news, production or both. Strictly adult AM format. No rock, some country. Aggressive station in western university town with excellent outdoor sports year round. Box M-286, BROADCASTING.

Announcer with first ticket, evening shift, top 40 format—key market station in North Carolina, good pay, prefer man who can help with copy and production. Box M-295, BROADCASTING.

Announcer . . . ability to do AM, FM, TV duties. College and 3 years experience required. Major group operation in northeast. Write Box M-299, BROADCASTING.

Top 40 jock, young aggressive, fast pace, no screamer, southwest major market, top salary. Send photo, resume, aircheck to Box M-308, BROADCASTING.

Top soul station in Houston needs soul jocks. Send tapes and resume to Dick Oppenheimer, KYOK, 613 Preston, Houston, Texas.

WAAY Radio has an immediate opening for an announcer with a first class license. WAAY is a 5000 watt, number one radio station located in Huntsville, Alabama. Good opportunity for advancement with young, growing chain. Send tape, resume, and photograph Air Mail to: Henry Beam, P.O. Box 3347, Blue Spring Station, Huntsville, Alabama 35804.

Immediate opening for announcer with first class license. Starting salary will depend upon actual experience. Three-week vacation; paid life and health insurance; other benefits. Send resume and recent tape or apply by telephone to H. M. Thayer, WGHQ, Box 427 U.P.O., Kingston, New York.

Are you a wide awake, enthusiastic morning man with a good voice? Like MOR? If yes, we need you! Write Manager, WOMT, Manitowoc, Wisconsin.

Baltimore station has immediate opening for first phone announcer for nightshift. Call Mr. Doll, 301-761-1590.

Announcers—(Cont'd)

Opportunity knocks! Program director for solid established MOR operation. Fine opportunity for right man. Salary open. Current PD drafted. Sports experience desired, but not mandatory. Excellent working conditions and fringe benefits. Low staff turnover. We want a real pro, solid citizen type. No floaters need apply. Elgin is a fine, progressive community to live and work in. Send all details and audition, first letter. We need you by first of year, or shortly thereafter. Contact: Richard Jakle, Managing Owner, WRMN, 18½ Douglas Avenue, Elgin, Illinois.

Immediate opening at medium market middle of the road news/talk oriented station. Evening shift. Qualified beginners and broadcasting school graduates will be considered. Salary range \$70 to \$80. Send tape and resume to WRTA, Radio, Penn Alto Hotel, Altoona, Penna. 16603.

Midwest MOR station seeks experienced announcer with professional ability. Good facilities and staff plus opportunities of group. Tape, resume. No collect calls. WSMI, Litchfield, Ill.

Midwestern regional AM-FM fulltimer needs good man with experience. announcer for Top 40 night show, 3rd endorsed necessary. Excellent working conditions, benefits. Send tape, complete resume first reply. Call Program Director. WSTR, Sturgis, Mich.

Announcer-salesman for good music format. Average from 25-30 hours weekly on the board, and rest in sales. Salary \$100 weekly plus 20% commission on all sales. Must be near enough for personal interview. Write or call Michael Schwartz WTYM Radio, Springfield, Mass. 413-525-4141.

Unlimited opportunity with Christian AM station in rapidly growing area for honest man with desire to excel and ability to sell—draw against 15% plus benefits—Houston suburban station. Write P.O. Box 419, Baytown, Texas, 77520 or call area code 713-424-4250 after 6:00 P.M.

Format oriented jock—pro with production and 3rd endorsed. No Gypsies or prima donnas. Work with pros. Ken Elliott, area 704-333-1101, or P.O. Box 8588, Charlotte, N. C. no collect.

Technical

Florida: experienced chief engineer 5 KW directional AM and also automated FM. No announcing; excellent salary and benefits. Full technical responsibility, permanent position. Send resume & references to Box M-12, BROADCASTING.

New south Texas FM station needs two engineers. Box M-130, BROADCASTING.

Well-qualified engineer needed by Corpus Christi station. M-131, BROADCASTING.

Wanted—Broadcast technicians 5 kw-AM-FM, requires engineer with minimum of two years broadcasting maintenance experience. Large southern market—one of group station. Company benefits—salary based on experience. Send resume or letter, Box M-182, BROADCASTING.

Combo man with first phone. Maintenance and short air shift. Small market. Daytime station. Send reply to Box M-231, BROADCASTING.

1st class license engineer, WOKO, Albany, N. Y. Position flexible to your wishes. May or may not include limited board work, or entirely engineering. Will consider trainee with sincere ambition to do a good job. Must have car. Send details and salary requirements. No phone calls please. Box M-234, BROADCASTING.

Wanted: Chief engineer—Experience remote control and directional. 5,000 watts. Salary open. Reply to Box M-268, BROADCASTING.

Directional AM-daytimer needs a chief who can keep equipment running. Basically Collins fear, with new equipment on the way. Must work with a minimum of supervision. Air trick is available if desired. Profitable, stable organization is a nice place to work. Box M-271, BROADCASTING.

Technical—(cont'd)

Experienced engineer for Oklahoma one KW AM directional with automated FM. Easy board shift. Send resume and expected salary. Box M-288, BROADCASTING.

First phone—Sales, announcing, helpful. KHIL, Willcox, Arizona.

Engineer needed for 2-DA-remote control (KW-AM) must be willing to learn. If interested, contact chief engineer, Sioux City, Iowa, radio station KMNS, 712-258-0628.

First phone engineer for transmitter. Willing to train beginner. WEAM, Arlington, Virginia.

Engineer for AM-FM operations with directional antenna experience. Liberal fringe benefits. Radio Station WEED, Rocky Mount, N. C.

Tennessee: Experienced radio engineer with 1st phone for 1-kw directional. Average 4 hours directional transmitter duty daily and maintenance. No announcing. Salary to \$130 wk. Position open Jan. 1. Send resume to George Martin, WKSR, Pulaski, Tenn. 38478.

Immediate opening for qualified engineer for AM-FM-MX automation. Must have first phone. No air work. Contact Chief Engineer, WROK, Rockford, Illinois.

NEWS

Newsman-announcer needed by south Texas station. Box M-85, BROADCASTING.

News Director—for sharp medium market. Piedmont, N. C. AM-FM with excellent facilities and personnel. Gather, write and air news. Third ticket. Send air check, samples of work and resume. First opening in eight years. Box M-202, BROADCASTING.

Top contemporary midwestern station in major market needs top newsman with some jock ability. 34 hours news, 6 hours jock. Good pay and working conditions. Send tape and resume with complete references. Box M-242, BROADCASTING.

News director for regional radio and TV in mid-west market. Journalism grad with masters preferred. On air ability desirable but not necessary. The man we want should be working director who wants to organize and direct the best medium sized market news department in the U.S. We have the best equipment, now we need the man who will utilize the facilities. Mature, well organized, creative applicants. Send VTR or tape, photo and resume to Box M-248, BROADCASTING. All material will be returned.

News-salesman combination, with 3rd ticket. Prefer Texas or surrounding state applicants. Minimum one year experience. Send tape, picture, resume, and sample of news and sales to Box M-284, BROADCASTING.

KWTV Radio-TV needs a radio-TV newsman with a working knowledge of local news techniques and ability to deliver on-camera news. Only those able to be present for personal interview need apply. Immediate opening. Call Ron Hall, News Director for interview. Area Code 817-PL6-4451. Waco, Texas.

Production—Programing, Others

Needed now PD/DJ. Some air work, mostly program directing midwest MOR and network station. Send resume and expectations. Manager, WOMT, Manitowoc, Wisconsin.

RADIO

Situations Wanted Management

Experienced, mature, general manager, air personality, two-way telephone show, equal experience in music show, news, copywriting. Box M-98, BROADCASTING.

Can do—Station manager who sells programs, promotes. Box M-186, BROADCASTING.

Situations Wanted Management

Continued

Selling manager. Proven record in all media. Seeks small radio market. Will buy stock. Box M-200, BROADCASTING.

Mature, dependable, fully experienced major market airman seeks programing management position, possibly with some airwork. Professional. Don't include me in your "shotgun" replies. If genuinely interested write Box M-249, BROADCASTING.

18 years in all phases of radio. Strong sales management. First phone. Currently managing midwest medium market station. Prefer warmer climate for wife's health. Resume and references on request. Box M-262, BROADCASTING.

Available February 1, man experienced in all phases of AM radio, presently employed as general manager and chief engineer. Prefer west central Ohio. Box M-273, BROADCASTING.

Manager: Experienced 10 years, all phases, sales manager and general manager. 35 years old, married, sober, reliable. AM & FM New York State only. Box M-287, BROADCASTING.

Sales

Net 4-\$12,000.00 per quarter, by renting one or a team of professional radio salesmen. Salesmen are paid on straight commission out of collections. For information write Box M-292, BROADCASTING.

Sales—announce. Seeking good permanent position. Experience all formats. So. Calif.-Arizona. Call Jerry 213-277-1918 or Box M-302, BROADCASTING.

Announcers

NFL and college football; college basketball, hockey and golf, 'AA' baseball. TV and radio studio and interview shows. College grad, family man, excellent references. Box L-233, BROADCASTING.

10 years experience, creative, constructive, conscientious, hard working program director/personality. Presently earning \$200 weekly. Box M-38, BROADCASTING.

Top 40 personality. No. 1 rated radio and own TV show. Will be an asset to your station. Medium large to large markets. Box M-39, BROADCASTING.

Originator "Trivia" concept. Unique talk show. No fights, arguments. Also personality DJ. MOR 5 years experience; college degree radio. Topped all competition in medium market. New York City calibre. References. Will relocate. Box M-54, BROADCASTING.

Mature, experienced, top market air personality, long-time two-way telephone show, good interviewer, top voice. Will double in music show, news, copywriting. You name it, I've done it. Box M-99, BROADCASTING.

Announcer, salesman, available immediately. 2 yrs. experience. Best of references. Tape, resume available on request. Box M-159, BROADCASTING.

DJ, tight board, solid news, commercials, third phone. Box M-183, BROADCASTING.

Combo man with first ticket 4 years experience desires job on the west coast. Box M-212, BROADCASTING.

Stable position wanted: Experienced, dependable, announcer, dj 1st ticket. College, engineering, Institute, N.Y.C. Broadcast School graduate. Available January 1st. Box M-216, BROADCASTING.

Female broadcaster—young gal Friday experienced single personable weekends only. New York area. Third phone responsible. Box M-253, BROADCASTING.

Attention small market stations! Female dj/announcer — 3rd endorsed, broadcast school grad—some experience, need more. Strong commercials and news . . . Gather, write, deliver—production—good voice—will relocate. Box M-255, BROADCASTING.

Announcers—(Cont'd)

Experienced dj for permanent spot on 5 kw adult music outlet preferably New England. College grad., 25, vet. Available January. Box M-260, BROADCASTING.

Top forty jock . . . First class ticket . . . strong on copy, production, etc. . . . send for aircheck . . . Would like night shift. Box M-265, BROADCASTING.

Experienced announcer—Negro. Authoritative newscaster, bright swinging sound looking for spot as DJ, announcer. William to settle. Very reliable and responsible. Box M-276, BROADCASTING.

Midnite man for major or medium market. Will wait for right position. Also first phone. Box M-282, BROADCASTING.

Responsible DJ third endorsed. Tight board. Versatile, relocate. Box M-285, BROADCASTING.

Experienced phone shows, play-by-play, news gathering-reporting, MOR personality. Draft exempt, college graduate. Married. Prefer suburban New York market. Box M-289, BROADCASTING.

First phone—10 years experience including play-by-play, news, sales, production. Run tight board, stable and dependable family man, currently employer gives excellent reference, tapes, photo etc. upon request, prefer modern country format. Box M-297, BROADCASTING.

Top-40 jock available—city, 20,000 or larger. Box M-301, BROADCASTING.

Experienced announcer. Authoritative newscaster. Non-floater: non-prima donna. 3rd class ticket. Top 40; prefer R&B. Box M-304, BROADCASTING.

One of Nevada's leading air personalities, 1st phone, seeks west coast market, MOR. Box M-305, BROADCASTING.

Mature announcer, authoritative newscaster, 3rd endorsed, 7 years experience medium and major markets. Creative, responsible. Seeking PD, ND or announcer slot in stable MOR. No small markets. Box M-306, BROADCASTING.

Experienced DJ/news. Tight board, third endorsed. Dependable, relocate. Box M-309, BROADCASTING.

First phone, married. Top 40, Straight five years experience. Medium, metro. market only. Excellent references. Bill. 218-722-8886. 741-2251

Beginner, Broadcasting Institute grad., 3rd. phone seeking first opportunity in Louisiana. Will work hard to succeed. Norman Jacobs, 228 13th Street, New Orleans, La. 70124.

Negro announcer, recent Midwestern graduate, third phone, veteran. Desires MOR, top 40, or R&B. Tape and resume available. Allen Bell, 2340 15th Street, Birmingham, Ala. 35208.

Straight announcer; experienced 2½ years. Third endorsed. Single. 25½. Tight board. Articulate. Any format. 312-274-2934.

Beginning anncr.-dj. Broadcast school grad., 3rd endorsed. C&W, MOR. Play by play for baseball, basketball. Prefer midwest, Arizona or Nevada. Avail. Jan. 15. Robert Erschen, W164 N-8760 Mill St., Menomonee Falls, Wisconsin, 414-251-6985.

Are you looking for that gung-ho radio man? Look no further. Very high recommendations for experienced man. Presently program director in southern 1,000 watt. Worked country and western middle-of-road and rock. Available December 29th. Neal Cappel, 607 Desobry St., Plaquemine, La.

Technical

First phone, A.A.S. Degree in Electronics technology. A.T.S. grad., N.Y.C. radio experience, draft exempt. Seeking job in N.Y.C. or surrounding area. Box M-250, BROADCASTING.

Experienced engineer (25 years—15 years chief)—AM, FM, stereo, directionals, recording. Capable news—MOR annc'r. Box M-293, BROADCASTING.

Technical—(Cont'd)

First phone, available January, northern Wisconsin or lower Michigan area. Experienced electronic technician, age 24, draft exempt, married. Larry Logemann, 236 Prairie, Libertyville, Illinois 60408. (312) 362-5669.

NEWS

All pro newsmen. Major market background. Network delivery. Hot actualities. In studio-outside. New York city only. Box M-245, BROADCASTING.

News director midwest desires to rejoin radio news field after metropolitan newspaper and P.R. experience. Editor one year at one of midwest's oldest 5000 watt stations. Box M-261, BROADCASTING.

Top newscaster, political analyst, sportscaster, multiple voices for cartoons, copy and script writer, seeks quality producer, group or station. 27, single. Write Box M-291, BROADCASTING.

Production—Programing, Others

Christian broadcaster, ordained, fundamental, third endorsed. Want long term ministry. News, production. Religious program manager now with mid-west station. Box M-205, BROADCASTING.

Program director. Eight years experience in programing, announcing, production, sales. Best references. Contemporary format my specialty. Medium to major market. Box M-256, BROADCASTING.

TELEVISION—Help Wanted

Management

CATV manager. Well paid CATV job available in clean, pleasant modern north central area. Medium sized operation. Technical experience with cable and CATV equipment essential. Opportunity for advancement. Reply with summary of education, TV and CATV experience to Box M-51, BROADCASTING.

CCTV coordinator—to develop plan for state-wide college color CCTV network. Must be familiar with college operations and have experience in coordinating large ETV projects. College CCTV experience preferred. Salary dependent upon qualifications. Send complete resume and salary requirements to Director, Mississippi Authority for ETV, P.O. Drawer 2470, Jackson, Mississippi 39205.

Sales

Midwest TV. If you want outstanding local sales opportunity in UHF-TV, send resume to Box M-88, BROADCASTING.

Immediate opening for a TV salesman with an expanding group. Perhaps you are now selling radio and would like to move into TV. Upper midwest, small market. Salary open. Please send complete details concerning background, experience and a recent snapshot. Only upper midwesterners need apply. Box M-303, BROADCASTING.

Announcers

Southeastern VHF needs booth announcer, good voice, also on camera possibilities if qualified. Will consider man with solid radio background. Reply Box M-13, BROADCASTING.

Top midwestern station currently auditioning for television booth announcer. Excellent opportunity for switching from radio to TV. Good advancement possibilities. Send tape, photo, and resume to Box M-258, BROADCASTING.

Announcer—director. West coast TV station. Strong on-camera requirements. Starting salary negotiable. Send photo and resume to Box M-300, BROADCASTING.

Palm Beach Florida full color NBC affiliate needs announcer for weather show, booth work and commercials. Send complete resume and VTR of weather show and commercial copy to: WPTV, 5 Coconut Row, Palm Beach, Florida.

Help Wanted

Technical

Excellent opportunity for two TV transmitter engineers with Texas station. Box M-87, BROADCASTING.

Maintenance chief with superior qualifications for Texas station. Box M-129, BROADCASTING.

Chief engineer. TV-radio combination in medium midwest market wants a chief who is a strong leader and good organizer. Good technician who will establish good maintenance program. Experience in directional radio, color TV and construction needed. Stable VHF network affiliate. Send resume and snapshot in confidence to Box M-310, BROADCASTING.

Would you like to earn a livable wage while finishing your college degree? For experienced broadcast engineers, TV directors, KLRN-TV has a special deal. Located near the campus of the University of Texas at Austin. Write Station Manager, KLRN-TV, Box 7158, Austin, Texas. 78712.

Television Engineer wanted for Full Color UHF station. Must be experienced in maintenance and operation. Work with high band VTR's and plumbicon studio equipment. First Class License. Contact Chief Engineer KMEC-TV, 7901 Carpenter Frwy., Dallas, Texas.

First phone—experienced or inexperienced—immediate opening transmitter operator—progressive growing Educational TV—good staff. Equal opportunity employer, excellent pay with fringe benefits. Weekends off. Contact: Chief Engineer, KTWU, Washburn University, Topeka, Kansas 66604.

Technician with 1st class license needed for midwest UHF station. Operations and maintenance. Opportunity to also work with automation, new FM stereo and AM radio. Position open Jan. 1. Contact: Pat Finnegan, C.E., WLBC AM-FM-TV, Muncie, Indiana 47302.

Well established, full color ETV (VHF-UHF) stations require experienced chief engineer. Immediate openings. Spacious new facilities, fully equipped; trained capable staff. Permanent, challenging position. Salary, benefits attractive. Contact Otto Schlaak, Manager, WMVS/WMMT, 1015 North Sixth St., Milwaukee, Wisconsin.

Expanding our operations. Need 3 1st class engineers. No television experience required. ABC affiliate. Pleasant working conditions. Dallas Cox, Chief Engineer, WNBE-Television, New Bern, N. C. 919-637-2111.

Full color independent UHF in Jamestown, N. Y. needs 2 first class TV technicians. for repair and maintenance work. Fast growing station with excellent working conditions needs you now. Contact Curran Wade, 716-484-9191 WNYF-TV.

Studio engineer with first phone—permanent position. Contact Ray Krueger, Chief Engineer, WQAD-TV, 3003 Park 16th, Moline, Illinois 61265.

Virgin Islands—Chief engineer for WSVI-TV, Channel 8, St. Croix, U.S. Virgin Islands. \$650.00 per month. Include full information first letter, including references.

Full color VHF offers opportunity to first class licensed engineer for operation and maintenance in studio or transmitter. Experience desirable, but will train capable beginner. Call or write Rorer Hale, C. E., WTVM, Columbus, Ga. 31902 (Phone 404-322-8828).

Opportunity for engineer with black and white television experience to learn color in a medium sized market using new plumbicon cameras and high band VTR's. Call Chief Engineer collect today. 313-239-6611.

Opportunity to attend college while working at the University of Michigan. Fulltime, permanent openings for television studio engineers at all levels, including senior engineer. Monochrome and color facilities, broadcast and closed circuit. Salary will be commensurate with experience. Liberal fringe benefit program. Send inquiries to Mr. P. G. Radzickas, University of Michigan, 142 Administration Bldg., Ann Arbor, Michigan. An equal opportunity employer.

Technical—(Cont'd)

Operating and maintenance: CCTV, broadcast studio, VHF-TV, UHF-TV, remote TV unit, FM radio, VTR and sound recording (tape, disc and film). Radio-Telephone first class license. Personnel Office, 101 Battle Bldg., University of North Carolina, Chapel Hill, N. C. 27514. An equal opportunity employer.

NEWS

News Director, midwest radio and TV. The man we're looking for must be a good air personality and good administrator. Will run a fully staffed news & sports department, with plans for expansion. Should be a college grad and have news director experience. Send photo, tape, resume and salary requirements to Box M-240, BROADCASTING.

News director for regional radio and TV in mid-west market. Journalism grad with a masters preferred. On air ability desirable but not necessary. The man we want should be a working director who wants to organize and direct the best medium sized market news department in the U.S. We have the best equipment, now we need the man who will utilize the facilities. Mature, well organized, creative applicants. Send VTR or tape, photo and resume to Box M-247, BROADCASTING. All material will be returned.

Newsman wanted for market leading television news department. If you have basic qualifications, we will teach you the rest on the job. Applicants must have on-camera potential if not experienced. Send tape, photo, and resume to Box M-259, BROADCASTING.

We need newsmen. Openings now exist. Must have experience. TV-radio network affiliate. Experience or journalism training preferred. Midwest. Send data, audio or VTR, photo and salary requirements to Box M-311, BROADCASTING.

Production—Programing, Others

Opportunity for alert, dependable Director, Texas resort city. Box M-86, BROADCASTING.

Promotion manager—all color. VHF owned by responsible, growing group, seeks applicants for department head level position who have ability to create polished audience and sales promotion material. Desired quality include writing and supervisory ability, knowledge of broadcast sales techniques and dedication to quality. Send resume to Box M-218, BROADCASTING.

Top midwest color ABC affiliate with progressive outlook and national reputation, needs imaginative program manager with strong production background. Opportunity to fulfill creative desires at station which welcomes new innovations. Life insurance, family hospitalization, excellent profit sharing plan. Box M-277, BROADCASTING.

Producer/director experienced switcher. Bright future for right person in mid-Atlantic "V" network affiliate. Send full particulars, including salary to Box M-298, BROADCASTING.

Northwest's top television station needs motion picture cameraman-editor, experienced in production of commercials, documentary and films for television. Must have knowledge of all phases of 16mm silent and sound production. Great opportunity in expanding film division. Salary open. Send full resume to M. Hurley, KSTP Films, Inc., 3415 University Ave., St. Paul, Minnesota 55114.

Production manager needed for WOKR-TV, Rochester, New York. Experienced all phases live and tape. Able to supervise production staff. Call program manager collect 716-546-4262.

TELEVISION

Situations Wanted

Management

Television executive (15 years with NBC—United Artists—Twentieth Century-Fox) desires position with progressive independent station. Top credits and references. Box M-213, BROADCASTING.

Situations Wanted

Management—(cont'd)

CATV System promotion and management. Experienced, B.S. and MBA degrees, and top references. Seeking management opportunities with growing company. Prefer south or midwest locations. Box M-294, BROADCASTING.

Available immediately—Small to medium market television station manager. Art Christ. 605-225-6353.

Announcers

Announcer, director experience, ability 1st phone. Western U.S. only. Box M-166, BROADCASTING.

Technical

Administrator, engineer, seeking a more rewarding position. Box M-168, BROADCASTING.

Chief engineer-announcer medium and large market experience western U.S. only. Box M-167, BROADCASTING.

NEWS

Girl news reporter—Experienced. Currently on-air reporter and feature writer, midwest all-color station, B.A. degree. Seeking larger market and greater opportunities. Box M-185, BROADCASTING.

News reporter, completely experienced on camera, on the street or on the desk. Currently employed in million plus market as news editor, newscaster. Looking for larger market. Box M-215, BROADCASTING.

Network newsmen, now employed, desires change. Seeking major market station, anchoring news or as news director. Outstanding experience, qualifications, recommendations. Details and color tape available. Box M-266, BROADCASTING.

Like some professional dedication? 17 years television. On-air news director, writing, shooting, editing film. Sales liaison and PR. Rockies or western. News VTR. resume. Box M-269, BROADCASTING.

News and editorial specialist, now employed, looking for new spot. College graduate, multiple award-winner and veteran of all media, including newspapers. Crack writer, in-depth reporter and personable anchorman. Solid references. Box M-272, BROADCASTING.

Chief news photographer, wishes relocation. 15 years experience shooting award winning newsmen and documentaries. Install, operate and maintain black and white and color processors. Resume on request. Box M-279, BROADCASTING.

TV newsmen desires to relocate in similar position. Degree, solid experience, hard working. Anywhere in U.S. Box M-283, BROADCASTING.

Production—Programing, Others

4 yrs. experience studio/remote camera, studio managing, set design, art work. Photograph and process color slides. Box M-21, BROADCASTING.

Top creative copywriter, smallish market, ready for big-time. Employed, boss knows. Box M-173, BROADCASTING.

Experienced in all facets of broadcasting (off and on air) including programming, research, writing, advertising, production, direction and administration. . . Seeking relocation with vigorous creative station. Box M-251, 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.

TK 42 camera wanted in good condition. Box M-57, BROADCASTING.

WANTED TO BUY—Equipment

Continued

DJs and radio stations, top \$\$ paid, cash waiting, clean out your personal record library, LP's & 45's. Stereo King, 15 N. 13th St., Phila., Pa. Tel. Locust 7-6310.

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—Used 5 kw AM broadcast transmitter in good condition. Specify make, model and dimensions. Box M-264, BROADCASTING.

Wanted to buy. Used 1 kw-FM transmitter (preferably with 3-power antenna system) or used 3 kw FM transmitter. Box M-296, BROADCASTING.

FOR SALE—Equipment

Radome, 6 foot, fiberglass, heated. Andrews HR6 for ice, dirt and snow protection. Unused. \$150.00 each. Sierra Western Electric, Box 4668, Oakland, Calif. 94623 415-832-3527.

Available within 30 days, 4 Gates cartridge playback units and one Gates cartridge 11 record amplifier, 3 years old, complete package \$1,000. Also Gates model M-6144 stereo limiter, 1½ years old, \$700. All in new condition. WQIK, Jacksonville, Florida 32205, 904/354-4501.

Attention: TV & FM broadcasters. For sale —Blaw-Knox model #40 525 foot (40 pound), self-support tower with 72' mono pole. Write Min Com Co., 2825 Kennedy St., NE, Mpls. 55413. Call 336-5522. After 6 PM 473-5168.

Two McMartin TR66 transistor receivers, crystal controlled—@ \$125, 250 watt, 451A1, Western Electric transmitter \$650. KSEN, Shelby, Montana 59474.

FM antenna, 94.3, six-bay, vertical and horizontal. Used less than 20 hours. This is a Gates F3M, face mount, complete with mounting brackets. Changing frequency. Best offer takes it. Originally \$3877.00. Contact Mason Dixon, KFTM, Fort Morgan, Colorado.

Unique opportunity. Pioneer FM stereo station replacing current four track automation equipment with carousel units due to heavy commercial load, 2 stereo tape decks, 1 voice deck, racks, autosperer, and Zenith timer. Ideal for FM or background music. \$3,800 complete. Contact Glenn Woody, WKTM-FM, Box 5758, North Charleston, South Carolina 803-747-5225.

Have Rel 1 kw FM transmitter in good working condition, will sell to highest bidder over \$700.00. Write Box M-275, BROADCASTING.

Complete video tape remote cruiser ready to roll. Includes 10-ton air conditioner, 40 kw generator, 2 RCA TK31 B & W cameras with 2 zoom lenses, Ampex 1100 VTR, new Gates "yard" console, monitors, switching and sync equip. Priced to sell. Phone: Newby, 316-943-4221.

Consoles: Gates 30, single channel: \$300.00. ITA AC-1A single channel: \$350.00. Both ideal for production studio. Bob Saylor, WNBT, Wellsboro, Penna. 717-724-2113.

Video tape recorders slightly used helical scan all makes—Contact "King" 201-687-8810, Box 278, Union, New Jersey 07083.

3 Spotmaster stereo cartridge machines—1 record-playback, 2 playbacks, 4 years old. All 3 machines WCNW, Fairfield, Ohio, Phone 513-892-5958.

For sale: three G.E. 4PE4C1—3" IO portable camera chains; new IO tube under 30 hours each, various lenses — if desired. \$5,000 each including monitoring and cable. Contact William Woods, Director of Engineering, WTTW, 5400 North St. Louis Avenue, Chicago, Illinois. Telephone 312-583-5000.

Brand new, (2) Spotmaster playback, (1) record/playback, \$9.55 weekly. Audiovox, Box 7067-55, Miami, Florida 33155.

MISCELLANEOUS

\$6,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa. Calif. 95338.

A straight-forward concise guide to contemporary programming. This is formula, one nine six eight. \$5.00. National Format Radio Coordinators, P. O. Box 19061, Cincinnati, Ohio 45219.

Your cartridges rebuilt—40 sec., 85¢. Price list. NUKART, 16 Columbus Ave., Delaware, Ohio 43015.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses: resident classes. Schools located in Hollywood, Calif., and Washington, D. C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veterans' Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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 January 10, April 10. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

Are you tired of low pay and bad weather? Come to sunny Sarasota and train for your First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin Jan. 2, Feb. 5, Mar. 11. Call 955-6922 or write today—R.E.I., Inc., 1336 Main Street, Sarasota, Florida.

R.E.I. in the center of the U.S. can train you for that First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin Jan. 2, Feb. 5, Mar. 11. Call WE-1-5444 or write 3123 Gillham Road, Kansas City, Missouri.

"Yes it's New" R.E.I. at 809 Caroline Street, Fredericksburg, Virginia. But it's R.E.I.'s famous (5) week course for the 1st Phone License that makes it dependable. Call 373-1441. Tuition and class schedule is the same for all R.E.I. schools.

INSTRUCTIONS—(Cont'd)

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Earnings up to \$300 weekly. 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class F.C.C. technicians and announcers—D.J.'s—newscasters production personnel. Announcer Training Studios, 25 W. 43 St., New York 10036. Veteran approved, licensed by N.Y. State. Phone OX-5-9245.

Workshop training in all phases of broadcasting: announcing and disc jockey techniques, writing, programing, production, news. Day or evening classes approved for veterans training. Instructors are real "pros" at nation's oldest broadcast school. Classes start Jan. 8; Feb. 5. National Academy of Broadcasting, 1404 New York Ave., N.W., Washington, D.C. 20005.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Memphis, Seattle, Hollywood, or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan Place, Manhattan Beach, Calif. 90266.

Six-week course for FCC first class license. Next class January 3rd. Guarantee and placement service provided. Signal Radio-TV Career School, 2314 Broadway, Denver 80205.

JOBS! JOBS! JOBS! This week we have had requests from Stations in Northern N. Y., Southern N. J., Cent. Penn., Western Mich., So. Texas, Hawaii and many other states around the country for Don Martin trained personnel. To succeed in Broadcasting you must be well trained and be able to compete for the better jobs in the industry. Only the Don Martin School Of Radio & TV, with over 30 years experience in Vocational Education, can offer training in all practical aspects of Broadcasting. We have a continuing flow of job opportunities for our students because of it. If you desire to succeed as a Broadcaster call or write the Don Martin School, 1653 No. Cherokee, Hollywood, Calif. HOLlywood 2-3281.

RADIO—Help Wanted—Sales

WANTED FOR WISCONSIN RADIO STATION

SALES MANAGER
Strong on Local Sales, Medium Sized Market—Good Living Conditions
GOOD SALARY . . . COMMISSION
PROVEN RECORD NECESSARY
Box M-290, Broadcasting.

Radio or TV Salesman or Saleswoman

Build a profitable career with us in New York. Well established, highly respected organization wants a proven producer. If you think promotionally, sell promotionally you will prosper with good base salary, attractive commission and fringe benefits. Our organization knows of this ad and welcomes this addition to our growing staff.
Box M-243, Broadcasting.

WANTED - ADV. ASST.

Will pay to \$8400 for right man to fill vacancy in adv. and s.p. dept. of multi-product agriculture mfg. Good opportunity for young, self starter and free thinker wanting valuable experience as well as contribute to the sale of fertilizer, livestock feeds, seed corn, and farm hardware. Must have working knowledge of advertising and ability to write a paragraph With Sell. Agric. background helpful, but not necessary. Rush complete resume to:

Mike Schulze, MFA, Inc., 201 South Seventh Street, Columbia, Missouri 65201.

Announcers

Leading Detroit Radio Station

needs

STAFF ANNOUNCER

WWJ-The Detroit News is seeking man of unusual ability to handle staff announcing assignments.

Must have minimum of three years station experience and offer solid references.

Excellent salary and staff benefits.

Send tape, photo, and resume to:

Program Manager, WWJ-The Detroit News, 622 West Lafayette, Detroit, Michigan 48231.

Production—Programing, Others

Wanted Best MOR P.D. Available

High Power MOR station in beautiful top 50 market searching for P.D. Knowledge of music, production, ability to judge and handle talent is imperative. Excellent salary, fringe benefits. Future potential excellent.

Box M-278, Broadcasting.

TELEVISION

Help Wanted—Management

STATION MANAGER

Metropolitan Southeastern market. Need strong number 2 man now ready for full management responsibility including budgeting, expense control, sales leadership. If you have the ability and experience to move up, here's the chance to show your stuff. All replies held confidential.
Box M-100, Broadcasting.

Technical

FLORIDA BECKONS

TRANSMITTER AND STUDIO ENGINEERS NEEDED!

Wonderful Opportunity

Send Resume to:

Box L-255 BROADCASTING

TELEVISION—Help Wanted

Technical—(Cont'd)

CHIEF ENGINEER

UHF Group with four eastern OP's seeks chief engineer to build first station in Top 20 market. Excellent opportunity and growth potential. February 1968 start for Fall 1968 air date. All replies confidential.

Box M-157, Broadcasting.

TV EQUIPMENT SALES ENGINEERS

Central Dynamics Corp. has openings on the West Coast and the Chicago area for two experienced TV equipment sales engineers. Liberal salary, expenses and incentive plan. Relocation if necessary.

Please send resume and salary requirements, or call collect, to:



James Landy

Central Dynamics Corp.
903 Main Street
Cambridge, Mass.
(617) 547-1600

BROADCAST FIELD ENGINEERS RCA

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, eight paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC, Bldg. 225 Cherry Hill, Camden, N. J. 08101

An Equal Opportunity Employer
RADIO CORPORATION OF AMERICA

TV ASST. CHIEF ENGINEER

VHF—South East

\$10,000 Starting salary

Box M-307, Broadcasting.

For Best Results
You Can't Top A
CLASSIFIED AD
in

Broadcasting
THE AUTHORITY OF THE TELEVISION AND RADIO

Help Wanted

Production—Programing, Others

PROGRAM DIRECTOR

A VHF television station in one of the top 20 markets with major group and network affiliations is seeking a fully qualified program director. Candidates should have had successful administrative and programming experience, including labor contract administration, budget, selection and supervision of employees and local live programming. Top compensation package available to the person selected. Send complete confidential resume to:

Box M-244, Broadcasting.
An Equal Opportunity Employer.

BUSINESS OPPORTUNITY

OPPORTUNITY BROADCAST SCHOOL MANAGER

Investors seeking qualified individual to start Broadcast School. Should have experience and ability to make small investment. All replies in confidence.

Box M-252, Broadcasting.

Employment Service

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

FOR SALE—Stations

COUNTRY & WESTERN STATION

No. 1 in area. Good potential. Good Gross at present. 1½ years old. Must sell due to health. 505-885-2179.

GULF COAST DAYTIMER

Medium market station, good dial position and non-directional. Network. Owner wishes to retire after 18 years of broadcasting. Will sell minority interest to owner-manager with right to buy 100% over a 3-5 year period. Fine opportunity if you qualify. Require: excellent reputation, proven ability and about \$20,000. against a total price of \$65,000. Send resume and photo in confidence. It will be returned.

Box M-254, Broadcasting.

FOR SALE—Stations

Continued

FOR SALE

Central Penna. FM only station, ideal owner operator situation currently grossing about \$25,000 yearly could be doubled by right management. Valuable real estate included. Equipment in very good condition. Modern building asking lets deal man to man no brokers, reason for selling; Owner has other interests.

M-274, Broadcasting.

STATION FOR SALE

In top 100 markets located in southeast. A most unusual opportunity to acquire a real money maker. Daytime—good frequency—valuable transmitter property—high ratings. Gross 1966, \$166,000 plus. Gross 1967, \$220,000 plus. 1968 projection even better. Cash flow over \$75,000 per year. Owner retiring after 10 years same operation. Price \$450,000 cash. Please don't inquire unless able to buy for cash.

Box M-221, Broadcasting.

Ill.	small	daytime	235M	terms
N.Y.	medium	daytime	150M	nego
M.W.	medium	daytime	200M	70M
Fla.	coastal	daytime	175M	terms
South	major	daytime	165M	29%

CHAPMAN ASSOCIATES	
2045 PEACHTREE, ATLANTA, GA. 30309	

Lia Rue Media Brokers Inc.

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NEW YORK, N. Y.
266-3430

Confidential Listings RADIO—TV—CATV N.E.—S.E.—S.W.—N.W.

G. BENNETT LARSON, INC.
R.C.A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028 • 213/469-1171
BROKERS-CONSULTANTS

(2) 50,000 watt Radio Stations FOR LEASE

Ex-swinging Radio England 800 kilocycle band, and Britain Radio 1300 kilocycle band. Both located on-board ship. Quickly mobile and can operate legally off any coast in international waters. Great potential fortune awaits the group that leases this powerful commercial operation. (Cooperating brokers invited). Act now, Area code 915-OR 4-5422, Pierson. Night/Holidays area code 817-MA 9-1417.

Can attract and hold audience of millions.

(Continued from page 65)

Broadcasting Corp. Assignor is wholly owned subsidiary of assignee corporation; all assets and obligations will be assumed. Burt I. Harris, president. Action Dec. 18.

KKO-AM-TV (CP) El Centro, Calif.—Broadcast Bureau granted transfer of control from Marco Hanan, to Mozelle Y. Hanan, administratrix of estate of Marco Hanan, deceased. Action Dec. 18.

■ Commission has dismissed application filed by Bonanza Broadcasting Corp., licensee of KDEY Boulder, Colo., to assign station license to Sunshine Canyon Radio Co., and declared license forfeit. Protest against proposed transfer filed by KDEN Broadcasting Co., licensee of KDEN Denver, was dismissed as moot. Action Dec. 13.

KKEP Estes Park, Colo.—Broadcast Bureau granted assignment of license from Maurice J. DeVolt to KKEP Radio Co. for \$19,800. Principals: Mr. DeVolt (100% before, 50.3% after) and Julia W. DeVolt (none before, 49.7% after). Action Dec. 14.

WAIH-TV and WQXI, both Atlanta and WKXI Smyrna, all Georgia, WSAI and WJBI-FM both Cincinnati, KHON-TV Honolulu, KHAU-TV Hilo and KAIL-TV Walluku, all Hawaii—Broadcast Bureau granted assignment of licenses from Jupiter Broadcasting of Georgia Inc. to Pacific and Southern Co. Inc., a wholly owned subsidiary having identical officers and directors as Jupiter. This is completion of former application (BROADCASTING, Nov. 6). FCC granted consent to assign stations Nov. 15. Action Dec. 15.

WPNX Columbus, Ga.—Broadcast Bureau granted assignment of license from R. M. Greene Inc. to Bi-City Broadcasting Co. for \$96,000 plus assumption of promissory note. Principals: Edward Wein, president, Irwin Friedlander, vice president, et al. Mr. Friedlander is primarily in ladies apparel business. Mr. Wein is general manager and assistant secretary of WPNX and owns retail store. Action Dec. 13.

WEIC-AM-FM Charleston, Ill.—Broadcast Bureau granted assignment of license from Friendly Broadcasters Inc. to Community Communications Associates Inc. for \$171,000. Principals: John F. Hurlbut and wife Emmy (51% jointly), Dr. Ernest Lowenstein (41.65%) et al. Mr. Hurlbut owns WVMC Mount Carmel and WGLC Mendota, both Illinois. He also owns daily and weekly newspapers in Illinois. Dr. Lowenstein is general prac-

itioner and is 11% owner of Mt. Carmel Daily Republican Register. Action Dec. 15.

WXTA(FM) Greencastle and WNON(FM) Lebanon, both Indiana—Broadcast Bureau granted assignment of license from Banks and Freeland Broadcasters to Charles R. Banks (50% before, 100% after) for \$23,000. Action Dec. 18.

KBEA Mission, Kan. and KBey(FM) Kansas City, Mo.—Broadcast Bureau granted assignment of licenses from K. L. Broadcasting Inc. to King Louie International Inc. Action Dec. 18.

WLKY-TV Louisville, Ky.—FCC granted transfer of control from George E. and Helen A. Egger, William S. Cutchins, Richard F. Shively, Dillman A. Rash and Archibald P. Cochran, to Sonderling Broadcasting Corp. Transferors own over 80% of license stock. Principals: Egmont Sonderling, president, Richard Goodman, first vice president et al. Sonderling is licensee of WOPA-AM-FM Oak Park, Ill.; owns outstanding stock of WDIA-AM-FM Memphis, KFOX-AM-FM Long Beach, Calif., WWRL New York, WOL-AM-FM Washington and KDIA Oakland, Calif. Consideration \$4,791,662.20. Action Dec. 13.

KDWB Minneapolis-St. Paul—Broadcast Bureau granted assignment of license from Crowell-Collier Educational Corp. to Valjon Inc. for \$1 million. Principals: Victor Armstrong, John P. Sawyer and others. Action Dec. 14.

WKRA Holly Springs, Miss.—Broadcast Bureau granted assignment of license from William H. Wallace, deceased, to Mrs. Sue A. and Brooks Wallace. Action Dec. 18.

KTCB Malden, Mo.—Broadcast Bureau granted involuntary assignment of license from Tri-County Broadcasting Co. to Mabel Craft, on death of J. D. Craft. Principals: Richard J. Wiethan (33 1/3%), Mary Craft and Shelby J. Jones (each 16 2/3%). Mabel Craft (none before, 33 1/3% after). Action Dec. 12.

WKBR-FM Manchester, N. H.—Broadcast Bureau granted assignment of license from Granite State Broadcasting Inc. to Media Concepts Inc. for approximately \$5,000. Principals: Ralph Gottlieb, who owns 89.9% of WKBR and 90.4% of WTSN Dover, N. H. James M. McCann, 10.1% owner of WKBR and 9.6% owner of WTSN. Action Dec. 14.

KDCE Espanola, N. M.—Broadcast Bureau granted assignment of license from E. Boyd Whitney to John Burroughs. Mr. Whitney will give Mr. Burroughs 50% interest in KDCE for KRZE Farmington, N. M. Con-

tingent on simultaneous grants. (see below). Action Dec. 14.

KRZE Farmington, N. M.—Broadcast Bureau granted assignment of license from John Burroughs to E. Boyd Whitney for 50% interest in KDCE Espanola, N. M. (see above). Mr. Burroughs has 40% interest in KMUL-AM-FM Muleshoe, Tex.; 100% owner of KRZY Roswell; 70% interest in KRZY and KRST-FM Albuquerque, and 50% in KDCE Espanola, all New Mexico. Mr. Whitney has been general manager of KRZE since 1963. Action Dec. 14.

WEED-AM-FM Rocky Mountain, N. C.—Broadcast Bureau granted assignment of license from William Avera Wynne to Radio Station WEED Inc. Principals: Mr. Wynne (99.97%) and family. Action Dec. 18.

KKND(FM) Jamestown, N. D.—Broadcast Bureau granted assignment of CP from Robert E. Ingstad (100% before, 90.5% after) to Interstate Broadcasting Corp. Principals: Mr. Ingstad is permittee of new FM at Breckenridge, N. D. Robert and Mary J. Breckenridge, N. D. are stockholders in KLOH Pipestone and KWAD Wadena, both Minn.; KEVJ and KEMV, both Jamestown, and KOVC Valley City, both N. D. No consideration. Action Dec. 18.

WIKY and WDOK-FM Cleveland—FCC granted transfer of 70% stock from Lucile (51%) and Harry H. Stone (19%) to Norman Wain, Robert C. Weiss and Joseph T. Zingale. Present stockholders will retain WFAS-AM-FM White Plains, N. Y. Consideration \$2 million. In division of broadcast properties, Stones are transferring control of Westchester to Wain, Weiss and Zingale, who will take over ownership and operation of Cleveland stations. Licenses for White Plains stations will be assigned to new corporation wholly-owned by Stones. Action Dec. 20.

KNOR Norman, Okla.—Broadcast Bureau granted assignment of license from Toe Dickinson and Wm. A. Morgan d/b as Cleveland County Broadcasting Co., to Cleveland County Broadcasting Co. Principals have 75% and 25%, respectively. Action Dec. 18.

KCAR Clarksville, Tex.—Broadcast Bureau granted transfer of control from C. G. Walker to Maurice Wooley. Principals: Maurice Wooley (48.93% before, 50% after), president and others. Mr. Wooley is sole owner of gasoline and oil company, auto supply company, retail grocery company and service station. Consideration \$500. Action Dec. 19.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Dec. 20. 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.

Parker, Ariz.—Cornelia Corp., diversified company whose stock is sold over-the-counter, has acquired CATV system owned by Res Con Consultants Inc., Phoenix, for an undisclosed amount of Cornelia common stock. System runs 60 miles along Colorado River from Parker Dam to Parker, Ariz., and Blythe, Calif.

McGehee, Lake Village and Dermott, all Arkansas—Southern Video Co. (Phillip Farr Jr., President and multiple CATV owner) has sold its systems in the above mentioned towns to DAVCO Electronics Corp., Batesville, Ark., (multiple CATV owner). Daniels & Associates Inc. was the broker.

San Pablo, Calif.—Bay Cablevision Inc., Belmont; Nationwide Cablevision Inc., Los Angeles; Tele-Vue Systems Inc., Orinda (multiple CATV owner), all California, and General Electric Cablevision Inc., Schenectady, N. Y. (multiple CATV owner), have each applied for a franchise.

■ Englewood, Colo.—Mountain States Video Inc., Renner (multiple CATV owner), has been granted a franchise. The firm has also applied for franchises in Ft. Collins, Longmont and Greeley, all Colorado.

■ Titusville, Fla.—Ben Lewis, owner of STR House of Electronics, Indian River Plaza, has been granted a 15-year franchise. After incorporation Mr. Lewis will do business under name of North Brevard Cable TV Co. Installation fee and monthly service charge will run approximately \$25 and \$4.95,

respectively, for a seven-channel system. Under terms of franchise, Mr. Lewis must terminate his radio and TV sales and repair business. City will receive 5% of annual gross revenue for first five years, 6% of annual gross revenue for the following three years, and 8% of annual gross revenue thereafter.

■ Scottsburg, Ind.—WMPF(FM) Scottsburg has been granted a franchise. Monthly fee will be \$4.50.

Council Grove, Kan.—Community Antenna System Inc. will decrease its monthly service fee from \$6.95 to 5.95, effective January 1.

Salina, Kan.—Salina Cable TV Inc. has lowered monthly rates from \$6.95 to \$5.95. Company reported reduction possible because of increase in number of subscribers.

Burlington, Mass.—Cablevision Corp. of America, Boston (multiple CATV owner), has applied for a 25-year franchise. Installation and monthly fee would be \$14.95 and \$4.95, respectively. Firm will offer a 12-channel system.

■ Cambridge, Mass.—National Cablevision Inc., Boston (multiple CATV owner) has been granted a franchise. Installation fee and monthly service charge will run \$15 and \$4.95 respectively. Cablevision Corp. of America, Boston (multiple CATV owner) in partnership with Cambridge Cablevision Co., Cambridge, had also applied for the franchise.

Hopkinton, Mass.—Greater Milford Cable TV Co., Milford, has applied for a franchise. Approximate monthly charge would be \$5, installation fee undetermined. City would receive 3% of the gross revenue.

Lawrence, Mass.—Cablevision Corp. of America and National Cablevision Inc., both Boston and both multiple CATV owners; Greater Lawrence Community Antenna Inc., and County Cable TV Inc. have each applied for a franchise.

Leominster, Mass.—Cablevision Corp. of America, Boston (multiple CATV owner), d/b as Worcester County Cablevision Inc.,

and Montachusett Cablevision Inc. have each applied for a franchise. Cablevision Corp. would pay city \$104 per mile of cable used per year.

Methuen, Mass.—Stan Fram Co., Haverhill; Greater Lawrence Community Antenna Inc., and Cablevision Corp. of America, Boston (multiple CATV owner) d/b as Methuen Cablevision Co., have each applied for a franchise.

Rowley, Mass.—Cablevision Corp. of America, Boston (multiple CATV owner), has applied for a franchise. Estimated monthly service charge would be less than \$5, installation fee undetermined.

Mount Olive, N. J.—CATV Corp., Lambertville, has applied for a franchise. Monthly service charge would run \$4.80.

■ Wanaque, N. J.—Ringwood TV Cable Corp. has been granted an exclusive 35-year franchise. Installation fee and monthly service charge will be \$10 and \$4.85, respectively. System will carry 12 channels. Ringwood TV Cable Corp. operates CATV system in Ringwood, N. J.

■ Boonville, N. Y.—Adirondack Cablevision Inc. has been granted a conditional franchise.

New Windsor, N. Y.—Hightower Inc., subsidiary of Time-Life Broadcast Inc., New York (multiple CATV owner), has acquired Home Town TV Inc. for approximately \$130,000. System serves approximately 1,200 subscribers.

North Tarrytown, N. Y.—U. S. Cablevision Corp. of Poughkeepsie has applied for a franchise. Approximate installation and monthly fees would be \$20 and \$5, respectively.

■ Amarillo, Tex.—Total Television Inc. (owned by Vumore Inc., Oklahoma City (multiple CATV owner); KVLF-TV, KFDA-TV and KVII(TV), all Amarillo) has been granted a tentative franchise. Installation would be free and monthly service would run \$5. Other applicants were Amarillo Home Electronics Co. and Plains TV Cable Co.

IT has been a busy, significant year at that creative tool-making outfit called Ampex Corp. The company which set out to become a manufacturer and supplier of all equipment needed by the radio-TV industry—a sort of one-stop shopping center for broadcasters—has been broadening its base.

Video and audio tape recorders, sound-reinforcement systems, stop- and slow- and reverse-motion disks for special effects, field-portable recorders, electronic and automatic editing devices, hand-held color cameras, RF transmission-distribution systems, complete mobile units, turnkey broadcast-station constructions—all of these make up Ampex's new product profile.

It's also been a busy, significant year for Thomas Edward Davis. He's the newly named group vice president who directs the broadcast portion of Ampex's business. Mr. Davis accomplishes this through his other position as general manager of the company's Audio/Video Communications Division, an operation completely wrapped around the broadcast industry. It's probably the most substantial division—in terms of size, number of people employed, gross revenues generated—in a corporation of some 12,000 workers and almost \$220 million in net sales a year.

New Products ■ Four National Association of Broadcasters' conventions ago, the division went to the marketplace pretty much limited to a line of audio and Videotape recorders. Yet, in just a seven-month period this year, it introduced a back-pack camera/recorder for one-man taping of news and sports events, a back-pack color camera and microwave-transmission system for one-man coverage of special events, a slow-motion color recorder, a 24-channel master audio recorder and theater and sound-reinforcing systems. It also has installed equipment in UHF stations WWOM-TV New Orleans, WCTU-TV Charlotte, N. C. and WDCA-TV Washington, primarily using Ampex products. And now it has a purchase order on file to put KZUZ(TV) Phoenix on the air.

Possibly the key development was not a new product, but a new acquisition last October—that of Townsend Associates Inc. of Feeding Hills, Mass. Townsend, one of the major suppliers of translator equipment and power boosters, has become the RF transmission-distribution-systems department of the Audio/Video Division.

This move represented a considerable diversification for Ampex into the electronic-communications business, providing the company with a base for broad product and systems offerings. "Our job, as I see it," Tom Davis observes, "is to take technologies that have use in the broadcast industry, get these technologies under discipline and convert them into some usable, prac-

Ampex looks into its ranks for leadership

tical tool so that the broadcaster can in turn cut his costs or provide an answer to a problem that needs solution."

The next NAB convention, Tom Davis promises, will see a product

WEEK'S PROFILE



Thomas Edward Davis—group VP, Ampex, Corp., Redwood City, Calif.; b. Ellendale, N.D., Feb. 7, 1921; studied electrical engineering, Pacific State University (now defunct) and UCLA, both Los Angeles, 1938-42; worked nights as engineer for KPAS (now KRLA) Pasadena, Calif., 1938-42; installed aeronavigational systems over the Pacific for communications division of Pan-American Airways, 1942-44; in charge of radar laboratory as CWO, U.S. Navy, 1944-46; partner and chief engineer, 6000 Sunset Radio & TV Center, Hollywood recording studios (now Western Recorders Inc.), and worked nights as engineer for KFVD Los Angeles (now KGBS), 1946-48; engineering sales manager, Bing Crosby Enterprises, Los Angeles, 1948-56; western regional manager, southwest district manager, Ampex Corp., 1956-57; national sales manager, instrumentation division, Ampex, 1957-58; marketing manager, Professional Products Co., Ampex, 1958-60; manager, Parts and Service Division, Ampex, 1960; owner and president, Datanetic Products Co., Los Angeles, 1960-62; manager, corporate sales and service department, Ampex, 1962-63; Marketing Division manager, Ampex, 1963-64; VP Marketing Division, Ampex, 1964-66; VP-general manager, Audio/Video Communications Division, Ampex, 1966-67; group VP, Ampex Corp., October, 1967; m. (divorced); children—Mary Jannette (Pollard), 21; Thomas Daniel, 20; charter member—Sapphire Club, professional recording organization, Hollywood; hobbies—hunting, swimming, woodwork.

that will amount to the repackaging of some of this year's technology to provide special-effects disks for commercial producers—for example, allowing the wrapper to come off the soap and to go back on the soap. "Our products are tools," he explains. "In the hands of the creative users, the product really comes to life."

Despite the profusion of new products this year, the high-band color Videotape recorder—introduced in 1964 and first delivered in late 1965—remains the division's hottest item. Some 1,400 currently are in use throughout the world. "Actually, the switch to color, except for everybody wanting to do it overnight, has been a tremendous boon for us," Mr. Davis points out.

And with the product demand has come added responsibilities for Tom Davis. In October, after being associated with the company for some 20 years and on the payroll for the last 11 years, he was named one of Ampex's five group vice presidents. The promotion broadens his participation into areas of the company outside of his speciality. He now reports only to William E. Roberts, Ampex president.

For most of Tom Davis's adulthood Ampex has been his life. He was born, grew up and went to school in Ellendale, N. D., a town of 2,500, where his father was chief engineer for the then Northern Power and Light Co. One of his great interests in high-school days was ham radio. "When I was a kid, 15 years old," he recalls, "my greatest ambition in the world was to own my own radio station."

New Area ■ After a move to the West Coast, three years of college, a stint in the U. S. Navy, engineering jobs for Pan-American Airways and two Southern California radio stations, he went to Bing Crosby Enterprises as one of the founders of that company's electronics division. At the time, Ampex, which consisted of eight people, was just given a contract to produce the first 40 professional-quality audiotape recorders for Bing Crosby. He joined Ampex in 1956, when the company startled the broadcast industry with the introduction of the first practical Videotape recorder.

Tom Davis is always searching for what to do next week, not reflecting on last week's achievements. He sees ahead a growing need of more local origination of programming and an attendant growth of local spot business. "There's a need for more automatic equipment, which is less sophisticated technically," he says, "and for more automatic, self-calibrating equipment, for automatic alignment of equipment. And there's certainly a need for smaller sizes and greater portability. I also think we're beginning to see some very strong indication of full TV-station automation."

Strange interludes

ONE dubious accomplishment of the session of Congress just ended has been the feat of regulation by non-law-making in the area of communications.

A subcommittee of the House Commerce Committee, under its new chairman, a few weeks ago killed an FCC order that would have permitted pay TV, under rigid criteria, by the simple expedient of having the committee request a year's moratorium. This didn't have the force of law, but it was enough to dissuade the FCC from implementing its decision.

Then, on the very day that Congress adjourned, a House subcommittee, also under its new chairman, sought to master-mind the FCC on its 4-3 decision approving the transfer of five UHF construction permits from Daniel Overmyer to a new entity in broadcasting.

The concern is not over the merits in either of these cases but rather the outrageous techniques used to influence or even veto the actions of an administrative agency created by Congress as an expert body to undertake the regulatory work that Congress itself felt it could not do.

If the House Commerce Committee is displeased with the FCC, it should initiate proceedings for amendment or even full-scale revision of the Communications Law of 1934. This would entail action by the full Commerce Committee, by the House, by the Senate Commerce Committee, by the Senate and finally by the President. That is the orderly, prescribed legislative process.

But the facts are that the House subcommittees have installed themselves as super-FCC's—certainly not the function contemplated by the Congress that created the FCC 33 years ago. These subcommittees do not self-start on such excursions; they are lobbied. In the Overmyer case, which happened with unprecedented suddenness, there were the earmarks of an inside job. If this process continues, there will be no finality to important FCC decisions, and regulatory chaos will result.

Shaky foundations

AS indicated by a story appearing elsewhere in this issue, there is growing dissatisfaction with the way local television audiences are being measured. Indeed the dissatisfaction seems to be spreading into radio too.

At the outset let it be said that there seem to be no real villains in this piece. There are conflicts of interest and economic limitations that together have brought audience-measurement techniques to their present state.

On different scales these same conflicts and limitations have been at work in broadcasting research since long before the advent of television. If the problems of today seem larger, it is because the stakes are larger and the competition is more severe.

Attention at the moment happens to be focused on the individual market reports of the American Research Bureau. That is because ARB happens at the moment to be the primary supplier of such reports in television and has become active in radio as well.

As reported, ARB has had to revise a number of its recent reports, and it has also been accused in isolated instances of some irregularities in compiling its research. It doesn't take a PhD in statistics to recognize the true source of ARB's problems: The researchers are simply trying to produce more explicit data than can be dependably collected by the limited resources available.

In response to pressure from broadcast buyers, princi-

pally the advertising agencies, the research services have begun to supply detailed information on the composition of audiences, quarter-hour by quarter-hour. At 9 p.m. Sunday, if the ARB figures are to be believed, it is possible to know how many housewives under the age of 50 are watching *Bonanza* in Pittsburgh, how many girls between the ages of 12 and 17 are watching the rival *Smothers Brothers Show* and how many cups of instant coffee are drunk per day by the audience of the ABC movie, to mention only three of the 56 columns of data now presented for each show in each time period.

This sort of information is undoubtedly useful to the agency in making its buys—and in justifying its buys to its clients. The question is whether the information is based on reliable raw material. About that, this publication shares with a growing number of broadcasters some serious doubts.

All of the figures in these reports are projected from diaries. If these figures are to be accepted, it must first be believed that the diaries returned in a given market represent a microcosm of the market as a whole, that the diaries used in tabulations have been meticulously kept by someone in a position to monitor all the television viewing in the household, and record it with accuracy, and to know the buying habits of the family. These are not such easy assignments. How many bars of toilet soap did your family buy last month? While you were watching your favorite show last night, what was your teen-age son watching on the set in his room?

The diary, as a method of collecting information about television viewing, has been widely accepted as a generally dependable technique. It is now being used, however, to solicit much more information than that. Is it really producing all the details of information that are being sought? Are enough completed diaries coming in to constitute a true sample of the total television audience?

If there cannot be utter confidence in the diaries themselves, there can be no confidence in the gross figures they are generating. Maybe the research services are trying to provide more data than they can afford to collect under present budgets.

More than \$2 billion a year is being spent on television advertising, much of it on the strength of audience research. In their own interests, broadcasters ought to make sure that the data on their audiences is dependable, and they have the power to do that. After all, they pay most of the bills for the audience measurement that is going on.



Drawn for BROADCASTING by Sid Hix

"I know the holiday-weekend traffic-toll predictions are serious, Bostwick, but aren't you coming on a little strong?"

KSTP-TV

News • Weather • Sports dominates the TOP TEN in Minneapolis • St. Paul!



KSTP Color TV's 10:00 p.m. NEWS with John MacDougall and the 10:15-10:30 p.m. WEATHER and SPORTS with Johnny Morris and Al Tighe, dominate the top ten Minneapolis-St. Paul market ratings as reported by A. C. Nielsen, September 28 through October 25, 1967 period.*

THE TOP MINNEAPOLIS-ST. PAUL PROGRAMS ARE AS FOLLOWS:

2. **KSTP-TV Thursday 10 p.m. News**
3. NETWORK variety show
4. **KSTP-TV Tuesday 10 p.m. News**
5. NETWORK movie
6. **KSTP-TV Wednesday 10 p.m. News**
7. NETWORK situation comedy
8. **KSTP-TV Thursday 10:15 p.m.
Weather-Sports**
9. NETWORK situation comedy
10. **KSTP-TV Sunday 10 p.m. News**

In addition, the KSTP-TV Tuesday and Wednesday 10:15 p.m. Weather and Sports tied for 13th in the ratings to complete an outstanding record of dominance in this most important programming area.

NUMBER ONE?

Oh yes, a fella'
named Martin.
Dean Martin —
on KSTP-TV, of course.



*NSI September 28 through October 25, 1967
Homes data are estimates only and are subject to the qualifications set forth by the indicated service.



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**with VIDICONS to
meet all your needs**

For live color—color film pick-up—closed circuit—general broadcast use—your RCA Broadcast Tube Distributor provides the VIDICONS you need—when you need them! Just as important is the latest technical literature from RCA. *He has it.* Product inventory to meet your needs NOW? *See him.* In total—your RCA Distributor offers you support in depth to help you do your job better.

CHECK THESE ADVANTAGES!

- Resolution—Up to 1100 TV lines limiting resolution or 60% response to 400 TV lines
- Spectral Response—Panchromatic with high sensitivity in all chroma channels
- Highest sensitivity and lowest lag of any commercial vidicons
- Clean pictures—Due to stringent spot criteria

CHOOSE FROM THESE TUBE TYPES:

RCA type	Application notes
4478	low-cost vidicons for non-critical closed-circuit applications
4488	
7038	
7735B	
8507A	separate mesh variant of the 7735B featuring high resolution and high signal uniformity... primarily for military and industrial applications
8572	separate mesh variant of 7038 featuring high resolution and high signal uniformity... for broadcast film cameras
4493	live color pick-up in TK-42 transistorized camera
4494	
4495	
8480/V1	for color film pick-up in transistorized TK-27... no other tube type will do
8134/V1	

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