JANUARY 8, 1968 50 CENTS 37TH YEAR

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

COMPLETE INDEX PAGE 7

WJHL-TV-11

serves and sells Eastern Tennessee

KATHRYN WILLIS of WJHL-TV presents the Lassie Award to Richard Douglas of Elizabethtown, Tenn., owner of a German Shepherd dog which distinguished itself in scouting out the enemy in Viet Nam.

WJHL's KATHRYN WILLIS is framed by four teenage Tennessee beauties as she narrates a fashion show sponsored by the Carroll Reece Museum on the campus of the 11,000 student Eastern Tennessee University campus in Johnson City.

TYPICAL of local live programming on WJHL is the noontime women's show. Kathryn Willis keeps the WJHL-TV 1:00-1:30 p.m. audience as involved in her show as she is involved in Tri-Cities community life. Kathryn sells her clients with the same conviction and sincerity that make her word the "buy-word" Monday through Friday in the Johnson City — Kingsport — Bristol area.

Ask your marketing people to give you a recent run down on this fast-growing industrial area. You'll learn that Tri-Cities is rapidly becoming one large, highly identifiable trading center.

WNCT-TV GREENVILLE, N. C. Plenty of local-live programming in full color starting at 6:30 AM weekdays and ending with the late news keeps WNCT "First from the Capital to the Coast."

WDEF-TV CHATTANOOGA, TENN. A new Tall Tower delivers new picture power and a new time for news — 7:00 PM, delivers the viewers to wind up WDEF's streamlined early evening.

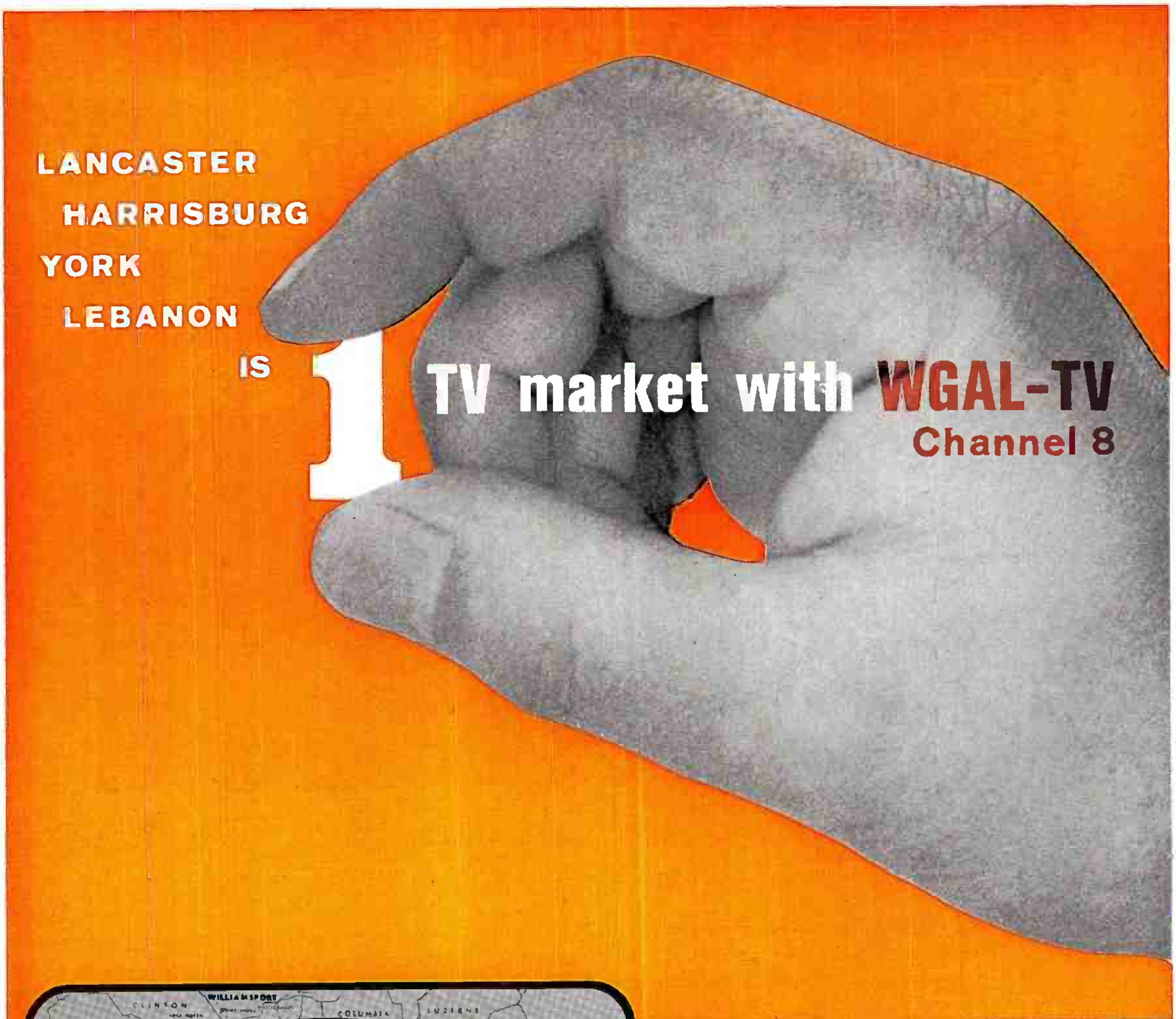
WJHL-TV JOHNSON CITY, TENN. Local-live emphasis gives WJHL the unique character and reputation for leadership that make it the believable and penetrating advertising force that clients really need.

WTVR-TV RICHMOND, VA. Year-after-year news dominancy is the clue to this station's leadership — and that news has been expanded to 90 minutes in the early evening. It's a great buy.

Park Broadcasting Stations were pioneers in each of their markets and are all affiliated with television's top network — CBS.

CBS

Park BROADCASTING, INC.



WGAL-TV

Lancaster, Pa. / Channel 8

WGAL-TV successfully saturates this great, diversified area. And, its glowing color pictures include all-color local telecasts and NBC programs. Also 26%* color penetration.

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

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

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.

WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R.I./New Bedford-Fall River, Mass. • KOAT-TV Albuquerque, N.M. • KVOA-TV Tucson, Ariz.

CLOSED CIRCUIT®

Fast move

First acquisition of ABC Inc., now cut loose from ITT merger, is expected to be KXYZ-AM-FM Houston for $3 million in ABC stock (subject to FCC approval). Transaction, worked out last fall, was held up pending what then was seen as consummation of ABC-ITT merger. Purchase is from Lester Kamin and covers AM outlet on 1320 kc. with 5 kw and FM on 96.5 mc., with 100 kw and gives ABC Radio its full quota of seven markets.

Prize

Veteran broadcasters George Storer Sr. and Rex Howell and commentator Lowell Thomas are among nominees for National Association of Broadcasters' 1968 Distinguished Service Award. Selection will be made by DSA subcommittee during NAB board meeting in Sarasota, Fla., Jan. 22-26.

One name previously entered has been withdrawn. Walter Cronkite, CBS-TV newsman, had been in contention, but, last week subcommittee members received telegram from CBS-TV requesting his name be dropped. Reason given was that if Mr. Cronkite was recipient it would seem that NAB award was being rotated from one network news division to another. NBC's Chet Huntley and David Brinkley got joint award last year.

Losers pay

Legal costs of abandoned ABC-ITT merger, including appearances of high-priced lawyers in 13 days of FCC hearings as well as court argument, are estimated to have run well beyond $1 million, although all concerned are reluctant to talk about subject. There were 14 lawyers involved in FCC proceedings, including four representing ABC-ITT, five, FCC's Broadcast Bureau and five, Department of Justice. Just for printing respondents' briefs and joint appendix in court case, cost was over $70,000.

Runners

At least two broadcasters have entered race for election to National Association of Broadcasters' television board. They are A. Louis Read, WDSU-TV New Orleans, and Donald P. Campbell, WMAR-TV Baltimore. Six of 15 seats on board will be at stake in election to be held during NAB annual convention in Chicago March 31-April 3.

Three members of board are eligible for re-election to second two-year terms: Roger L. Clipp, WFIL-TV Philadelphia; Arch L. Madsen, KSL-TV Salt Lake City, and Willard E. Walbridge, KTRK-TV Houston. Concluding their second terms and ineligible for re-election are Robert W. Ferguson, WTRF-TV Wheeling, W. Va., now chairman; John T. Murphy, Avco Broadcasting, Cincinnati, vice chairman, and Joseph S. Sinclair, Outlet Co. stations, Providence, R. I.

Cutbacks

Streamlining is under way at RKO General Broadcasting, with changes affecting both executives and divisions. Sam J. Slate, vice president, and Charles G. Drayton, vice president and controller, have resigned, and word was out Friday (Jan. 5) that RKO Pictures Co., feature-film arm, was being abolished as of that day. In addition, possible changes affecting RKO General Productions, TV production-distribution unit, were said to be under study. There were also mounting reports, unconfirmed, that changes extending to other executives, divisions and personnel may follow.

Mr. Slate, former newsman and writer-producer-director who headed WCBS New York for several years and before that was program director in U. S. for BBC, reportedly plans to write book unrelated to broadcasting.

Veterans day

Eight annual "Mike" award of Broadcasters Foundation, given to honor many years of station service to public and to broadcasting generally, will go this year to Storer Broadcasting's WSPD Toledo, Ohio, almost 47 years on air. Award will be presented Feb. 19 at dinner at Hotel Pierre in New York. Broadcasters Foundation is philanthropic adjunct of Broadcast Pioneers.

Parcels

Estate of John A. Barnett (who died last April) has entered into unique agreement to sell transmitting facilities (but not studios or real estate) of ch. 8 KSWS-TV Roswell, N. M., to KCBD-TV Lubbock, Tex., and dispose of studio equipment to ch. 10 KBIM-TV Roswell. Two transactions total $775,000, subject to FCC approval. It's understood KCBD-TV, principally owned and managed by Joseph H. Bryant, intends to use ch. 8 KSWS-TV, about 100 miles away, as satellite. Barnett family will retain KSWS radio (1020 kc. 50 kw day, 10 kw night). Both KSWS-TV and KCBD-TV are NBC-TV affiliates.

Trouble shooter

Howard Charnoff, ex-West Coast and West Virginia broadcaster who checked out as second man at United States Information Agency last March for health reasons after 18 months, is back on job in major consulting capacity. Initial assignments given him by USIA Director Leonard Marks: in-depth examination of agency's office of administration; supervising staffing, design and construction of U. S. participation in Expo '70 in Japan.

Pressure point

First full meeting of 118-member National Citizens' Committee for Public Television has been set for Feb. 11-12 in New Orleans. Tone of meeting, according to informed sources, will be impatience with what is considered slow progress since passage of Public Broadcasting Act of 1967, establishing Corp. for Public Broadcasting. It's pointed out that full membership of corporation's board has yet to be appointed by President and that so far there's no federal appropriation for CPB.

Majority of national committee members are said to have already accepted invitations to participate, and ambitious plans for pushing organization of regional, state and local committees to pressure administration for generous funding of CPB this year are anticipated.

Longer form

Radio-month promotion will stretch to 39 weeks this year with three separate campaigns built around theme: Radio—the All-American Sound. National Association of Broadcasters is setting up three continuous 13-week packages, each with separate jingles, to begin May 1. NAB also had three campaigns last year, but two were directed at radio's portability and all three had different themes.

BROADCASTING, January 8, 1968, Vol. 74, No. 2. Published every Monday by Broadcasting Publications Inc., 1735 DeSales Street, N. W. Washington, D. C. 20036. Second-class postage paid at Washington, D. C. and additional offices. Postmaster: Send Form 3579 to BROADCASTING, Washington, D. C. 20036.

WHOSE IS THE REAL HARLOW?

She's Carol Lynley starring with Efrem Zimbalist, Jr., Ginger Rogers and Barry Sullivan

Whose else? . . . ours naturally! She's available for telecast now
in your market. If you're *quick*, you should repeat the success of RKO General's
recent premieres in New York and Los Angeles.
Details on HARLOW and 22 other flicks in our Group II are available from

TELEWORLD, INC.

NEW YORK: 575 Madison Avenue, New York 10022 (212) 421-1060
LOS ANGELES: 9145 Sunset Boulevard, Los Angeles 69 (213) 273-6251

PRESIDENT—Robert Seidelman, New York / VICE-PRESIDENT—Dalton Danon, Los Angeles / ACCOUNT EXECUTIVE—Roy George, Dallas

WEEK IN BRIEF

Three networks anticipate $100 million in revenues from crop of 300 entertainment, news specials; about $30-million jump from $70-million-plus estimate for 1966-1967 season. Quality trend cited in specials. See . . .

$100 MILLION FROM SPECIALS . . . 21

President Johnson's crackdown on foreign investments by U.S. business seen by some advertising agency officials as damper on further expanion of U.S. agencies through setup of overseas offices. See . . .

OVERSEAS BAN . . . 26

H-R's annual economic crystal-ball forecasts TV advertising rise from 8% to 10% reaching record level of $3 billion to $3.2 billion; radio advertising up 6% over 1967 to level of $1.1 billion. See . . .

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Food and Drug Administration intends to withdraw "ineffective" drugs from public use. Estimated 300 drugs, marketed under 1,600 brand names, to be affected. $243-million-plus spot-network TV budget hangs in balance. See . . .

FDA TO PURGE DRUGS . . . 29

International Telephone & Telegraph Corp. pull-out from proposed merger with ABC Inc. leaves network looking for another marriage partner, searching for cash, credit and expansion. See . . .

WHAT HAPPENS NOW? . . . 34

Department of Justice's role in ABC-ITT case portends, to some observers, similar interest in future transfers deemed anticompetitive. It's question of who is better judge of propriety of commission action. See . . .

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Corp. for Public Broadcasting takes its lumps at hands of Dr. Ronald H. Coase, University of Chicago law professor. At Washington seminar Dr. Coase charges CPB is "objectionable poverty program for the well-to-do." See . . .

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FCC rejects by close 4-3 vote Commissioner Bartley's proposal to give CATV Task Force freer hand in dealing with cable-system petitions for waiver of top-100 market rule. Little impact on waiver backlog cited. See . . .

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American Newspaper Publishers Association Foundation commissions $150,000 major-research program to measure potential effect of pretrial crime news on conduct of subsequent trial. See . . .

PRETRIAL NEWS HARMFUL? . . . 55

NAB sends to FCC, Capitol Hill its version of "satisfactory solution" to demands made by land-mobile users, suggests reallocation of top-three UHF channels to business radio. See . . .

NAB LAND-MOBILE PLAN . . . 64

DEPARTMENTS

AMERICAN BUSINESS PRESS, INC.

AUDITED PAID CIRCULATION ABC

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday by Broadcasting Publications Inc. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $10.00. Annual subscription including Yearbook $20.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. BROADCASTING Yearbook, published every January, $10.00 per copy.

Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

Spot TV is basic for GF's 'Maxim' coffee

Multi-million-dollar advertising campaign for Maxim freeze-dried coffee is being launched later this month (Jan. 22 and 29 in most markets), using spot television as basic medium. General Foods Corp., White Plains, N. Y., is marketing coffee via its Maxwell House Division. Ogilvy & Mather, New York, is agency.

General Foods officials called Maxim its "largest development product" in company history and gave it emphasis by holding news conference in New York, Friday (Jan. 5); unusual for General Foods.

O&M executives said media plans call for 75% of effort to be in spot TV (using one-minute, 30- and 20-second commercials). Some spot radio is also in initial introductory expansion.

Campaign concentrates in eastern section of country, where most soluble coffee is sold. Officials said Maxim introduction in test markets had been instant "marketing success" with ad spending at "national rate in excess of $10 million." Starting Jan. 29, Maxim will be backed by campaigns that at outset will run for 16 weeks on radio and TV with over 1,000 commercials in each of three markets: New York, Philadelphia and Boston.

Campaign will run in "every TV market" in East, it was said, with saturation "scaled down according to size of market." Introduction of product started as early as 1964 in Albany, N. Y., and in past two years was extended to other upstate New York cities and to Indiana, Ohio and Arizona.

GF officials said that ad budget behind Maxim was "heavy introductory dollars in context of coffee category, an historically low advertised commodity."

Preparing for board

With eye toward Jan. 22-26 board meeting in Sarasota, Fla., and March 31-April 3 convention in Chicago, four committees of National Association of Broadcasters will meet in Washington this week.

On Tuesday (Jan. 9) FM Committee will go over plans for convention; on Wednesday (Jan. 10) engineering subcommittee will meet to select recipient of 1968 engineering achievement award; on Thursday (Jan. 11) engineering conference committee will study plans for convention, and on Friday (Jan. 12) finance committee will study proposed budget.

Bandwagon starts rolling to see eastern provinces

First use of TV to promote tourism in Canada's Atlantic provinces was being set in nine U. S. cities three days after President Johnson urged Americans to limit their travel to Western Hemisphere (see page 26), it was learned Friday (Jan. 5).

Stanfield, Johnson and Hill Ltd., Montreal, decided to move rapidly, according to media director Peter Simpson, to "firm up" schedules for first TV use in America by its client, Atlantic Provinces segment of Canadian Government Travel Bureau. It alerted Lennen & Newell, of which SJ&H is Canadian affiliate, to handle TV portion of campaign.

L&N decided on four stations in New York — WPIX(TV), WABC-TV, WCBS-TV and WNBC-TV—and is in process of choosing two TV outlets each in Boston, Philadelphia, Pittsburgh, Hartford, Conn., Albany, Syracuse and Schenectady all New York. TV campaign begins Feb. 4 and runs for six weeks, using prime-time spots and weekly travel shows.

Letter to Lee on CATV processing is defended

KHFI-TV Austin, Tex., currently embroiled in CATV dispute with Capital Cable Co., answered Friday (Jan. 5) suggestions made by cable system that station had committeed impropriety in sending Nov. 28 letter to FCC Commissioner Robert E. Lee (BROADCASTING, Jan. 1). Letter proposed separate and priority processing procedure for waiver requests made by CATV's which involve nonduplication of UHF TV signals. Capital's waiver request is nub of KHFI-TV's dispute with system.

KHFI-TV termed Capital's suggestion of impropriety "frivolous" and claimed that its proposal was directed to commission's in-house processing policies—"hardly a matter for formal rulemaking." Capital is 50% owned by Texas Broadcasting Co., licensee of KTRC-TV Austin, which in turn is owned by Mrs. Lyndon B. Johnson and her two daughters. Their TBC holdings have been placed in trust so long as Mr. Johnson is President.

Ask Supreme Court to take fairness case

Request to U.S. Supreme Court to take jurisdiction over fairness rules case without waiting for Chicago court to issue decision was scheduled for submission last Saturday (Jan. 6).

Joining in request are three principals who have taken FCC fairness regulation appeal to U.S. Court of Appeals for Seventh Circuit: Radio-Television News Directors Association, CBS and NBC (BROADCASTING, Jan. 1).

Emphasis in motion is placed on contention that attack on commission's rules is more significant than appeal from FCC's then-fairness policy, gist of Red Lion case, already accepted for review by Supreme Court. Motion also stresses jurisdictional problem — Supreme Court reviewing regulatory agency decision without intervening court decision—but holds that this is

Up from defeat

Leonard H. Goldenson, looking tanned and, reportedly, chipper, on Friday (Jan. 5) visited briefly members of FCC, including those who had opposed merger of ABC into International Telephone & Telegraph Corp.

ABC's president toured commissioners' offices in Company of corporation's Everett H. Erlick, vice president and general counsel, and Alfred Beckman, vice president, Washington.

Mr. Goldenson, in his first trip to Washington since merger with ITT collapsed on Jan. 1 (see page 34) reportedly was not conducting post mortems. He was quoted by one commissioner as saying, "We regret what happened, but we've put it out of our minds, and we're looking to the future—not backwards."

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WEEK'S HEADLINERS

Donald J. Moone, senior VP at Sullivan, Stauffer, Colwell & Bayles Inc.,

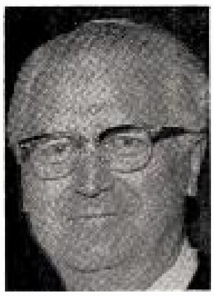

Mr. Moone


Mr. Foxen

New York, joins Ketchum, MacLeod & Grove Inc. as manager of New York office and executive VP. At SSC&B he served as director of marketing, VP and management supervisor. Elected senior VP at Ketchum, MacLeod & Grove is **William A. Foxen,** who joined agency in 1964 and was elected VP in 1965. Previously he was VP and account supervisor at Benton & Bowles, New York.


Mr. Wilkerson

J. P. (Joe) Wilkerson, executive vice president of Young & Rubicam, New York, will assume additional job as president of Star Stations Inc., effective Feb. 15. Mr. Wilkerson, director of station group for 10 years and with Y&R for 27, will keep his Y&R post. Star properties are KOIL and KICN(FM) Omaha, KISN Vancouver, Wash. (Portland, Ore.), WIFE-AM-FM Indianapolis and Bridal Fair Inc., newly developed franchise operation that will produce bridal shows. Don W. Burden is chairman of Star group. FCC examiner has recommended denial of renewal of licenses of WIFE-AM-FM on grounds of fraudulent contests and false billing practices (BROADCASTING, Dec. 25, 1967). Mr. Wilkerson said last week he was confident FCC would overrule examiner and renew licenses. At Y&R Mr. Wilkerson is in charge of client services.


Mr. Howell

Rex G. Howell, chairman of XYZ Television Inc., Grand Junction, Colo., resigns to accept U. S. Information Service post as communications consultant to Nicaragua. Mr. Howell, former owner of the XYZ stations (KREX-AM-FM-TV Grand Junction and satellites KREY-TV Montrose and KREZ-TV Durango), sold stations in September 1966, retaining minority interest in new corporation. **Robert McHahan,** president of XYZ, also resigns to take "much needed rest." Mr. McMahan joined Howell stations in 1957 as salesman and subsequently became KREX manager, KREX-TV manager, general manager of properties and president last year.

Robert A. Recholtz, advertising manager, R. J. Reynolds Tobacco Co., Winton-Salem, N. C., named marketing manager, succeeding **Howard Gray,** who has resigned. Also at RJR, **B. R. Stewart,** former senior product manager, named group product manager. RJR announced today (Jan. 8), that its advertising department will be consolidated into its marketing department; advertising becomes the responsibility of product managers.

Gordon Edwards, former president, elected board chairman of National Dairy Products Corp., New York; **William O. Beers,** former corporate VP and president of Kraft Foods, elected president of corporation; **O. Everett Swain,** former president of Kraft Foods Ltd., Canada, elected VP and director of corporation and president of Kraft Foods.


Mr. Foley


Mr. Sarmento

Paul Foley, board chairman, McCann-Erickson Inc., New York, elected to additional duties as president and chief executive officer, posts formerly filled by **Armando M. Sarmento,** who has joined McCann-Erickson's parent organization, The Interpublic Group of Companies Inc., as group VP, international operations. Mr. Sarmento replaced **Frank A. Sherer,** now Interpublic's senior VP for planning.

For other personnel changes of the week see FATES & FORTUNES

proper since court will be hearing argument on same topic in Red Lion case.

Failing acceptance of this view by court, RTNDA, CBS and NBC plan to ask permission to enter Red Lion case as friend of court. In this event, group can submit brief, hope also to persuade court to permit argument also along with Red Lion and FCC.

Red Lion case involves WGCB-AM-FM Red Lion, Pa., and its controversy with author Fred Cook who insisted on free time to answer alleged attack on him by Reverend Bill James Hargis on sponsored program. Red Lion stations offered to sell him time but were told by FCC that time must be made available for answer under personal attack provisions of fairness doctrine.

Upper Michigan CATV's given nod for expansion

FCC has taken number of steps to expand CATV activity in upper Michigan. In process, it denied or dismissed petitions of WWTV(TV) Cadillac for temporary and permanent stays of distant-signal importation by CATV systems in its area, and for full evidentiary hearings on CATV proposals.

Effect of commission's actions, announced Friday (Jan. 5) is to permit:

- Booth American Co., which operates systems in Cadillac and Manistes, to continue these operations and substitute carriage of in-state signal of network-affiliated WJRT-TV Flint for out-of-state signal of nonaffiliated WGN-TV Chicago.
- Cablevision Inc. to start operating with distant signals, as proposed, on its CATV sytem at Ludington.
- Upper Peninsula Microwave Inc. to provide microwave service to CATV systems at St. Ignace, Mackinaw City, Cheboygan, Sault Ste. Marie and Kinrose.
- Midwestern Cablevision Corp. to build community antenna relay stations to serve CATV in Traverse City.

Commission also dismissed WWTV petitions against CATV systems in Petoskey, Harbor Springs and Sault Ste. Marie as premature, and against proposed system in Gaylord as no longer applicable.

DATEBOOK

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

■Indicates first or revised listing.

JANUARY

Jan. 8—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 skywave 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. 9—Meeting of Broadcast Advertising Club of Chicago. Panel: Mike Gray, Film Group Inc.; Hugh Wells, Rink Wells & Assoc., and William Stearns Walker, commercials composer. Sherman House, Chicago.

Jan. 11—Debate seminar on educational television sponsored by American Enterprise Institute. Dean Edward W. Barrett of graduate school of journalism of Columbia University and chairman of editorial policy board of Public Broadcasting Laboratory, continues second of three-session seminar. George Washington University, Washington.

Jan. 11—Annual meeting of stockholders, Gulf & Western Industries Inc., to elect directors, to vote on increase of authorized cumulative convertible preferred stock from two million to five 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. 11-12—Annual meeting. Florida CATV Association. Speakers: Sol Schildhause, FCC CATV attorney; Bruce Lovett, NCTA general council, and Dave Brody, director, CATV division, Jerrold Corp. 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—Mid-winter convention of Idaho State Broadcasters Association. Downtowner motel, Boise.

Jan. 15—Deadline for receipt of entries in 25th Annual Television Newsfilm Competition jointly sponsored by National Press Photographers Association and school of journalism, University of Oklahoma. Competition open in six categories plus Newsfilm Station of the Year and Cameraman of the Year named during final judging March 1-3. Entries to be mailed to Bob 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—Luncheon meeting of the New York chapter, International Advertising Association. Featured speaker will be Sherman Dodge, president of Advertising Research Foundation. Biltmore hotel, New York.

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

■Jan. 17—Quarterly meeting of Community TV Association of New England. Highway motel, Concord, N.H.

Jan. 18—Debate seminar on educational television sponsored by American Enterprise Institute. Dr. Ronald Coase, economics professor at University of Chicago and author of books on British radio-TV, and Dean Edward W. Barrett, chairman of editorial policy board of Public Broadcasting Laboratory, participate in debate which concludes three-session seminar. George Washington University, Washington.

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, director, Television Information Office, New York, and Dr. E. R. Bertermann, NRB president. Mayflower hotel, Washington.

Jan. 23-25—Twenty-third annual Radio-TV Institute co-sponsored by Georgia Association of Broadcasters and University of Georgia. Speakers include Clark George, president, CBS Radio; Walter Schwartz, president, ABC Radio; Peter Hackes, NBC News; Peter Jennings, ABC News; Herman Finkelstein, general counsel, ASCAP; Senator Herman Talmadge (D-Ga.). Center for Continuing Education, Athens.

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

Jan. 25—Deadline for filing 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. 25-26—Broadcasters Promotion Association board meeting, Deauville hotel, Miami Beach.

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

Jan. 26 — Pacific Pioneer Broadcasters second annual installation dinner dance. "Carbon Mike" award to be presented to Edgar Bergen. Beverly Hilton hotel, Beverly Hills, Calif.

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 Roland Renaud, c/o Station WWJ, 622 West Lafayette, Detroit 48231. Registration information may be obtained through Wayne State University, Conference Department, Detroit.

■Jan. 31—Deadline for entries in station award and special citation categories. National Academy of Television Arts and Sciences, Hollywood; international award, NATAS, New York.

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. 2-3—Winter meeting of New Mexico Broadcasters Association. Speakers include FCC Commissioner Robert E. Lee; Governor David S. Cargo; George Bartlett, NAB vice president for engineering; Robert Heald and Thomas Wall, Washington attorneys. Sheraton Western Skies motel, Albuquerque.

Feb. 5—Deadline for filing 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.

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

Feb. 5-17—1968 Monte Carlo International Television Festival. Gold Nymph Prizes are to be awarded to (1) a program deemed to contribute the most to the ideal of international peace, (2) the writer of the best documentary, (3) the best director, (4) the best children's program, (5) the best original scenario for television, or the best script for television, and (6) the best actor or actress. Monte Carlo, Monaco.

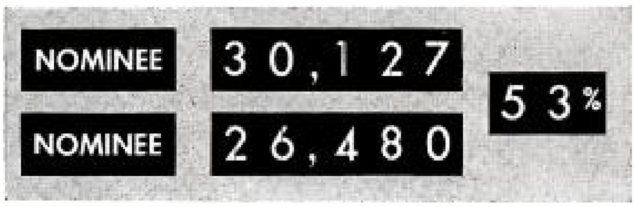
Feb. 7—Winter meeting, Alabama Cable Television Association. Albert Pick motel, Montgomery.

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

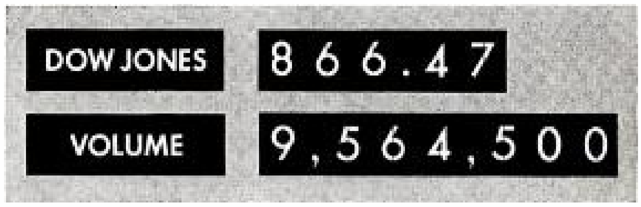
■Indicates first or revised listing.

Look what your cameras can do with display units like this

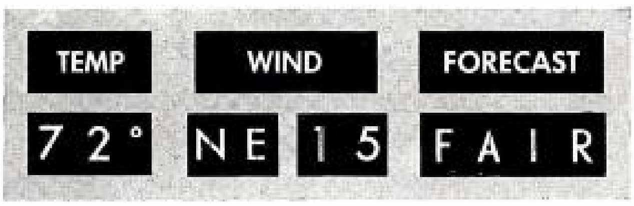
CBS Laboratories' Digital Display Units are part of
a low cost, compact system that works daily wonders in any size TV studio!



ELECTIONS–No contest.
These modular units were designed specifically for TV use to give optimum clarity up to 70 feet — from any camera angle up to 145 degrees.



STOCK REPORTS–Excellent for the long pull.
Rugged electro-mechanical operation is fool-proof and built to last. No bulb burn-out or the other problems of rear-illuminated displays.



WEATHER–Cool operation.
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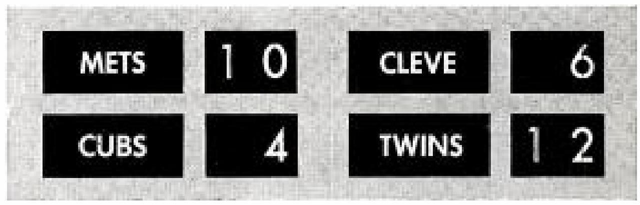

SPORTS–An easy set-up.
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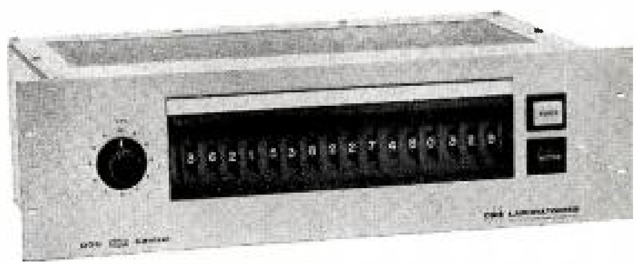
And all operated by one Controller that can handle 192 units — as many as 12 groups of 16 units each. This means up to 12 two-candidate election races; or runs, hits and errors for all major league teams; or 40 local stock issues plus volume and Dow Jones closing. A one-time investment for the professional way to take care of all your daily display needs.

Our engineers will even design your system for you. Don't take our word for it. Write or call us collect (203) 327-2000, and let us show you.



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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales Street, N.W., Washington, D. C. 20036. Telephone: 202 638-1022

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.
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Seiden replies to criticism

EDITOR: The following is a correction of errors in the report of Albert B. Petgen, who is president of Med-Mark Research and chairman of the research subcommittee of the joint industry-FCC Committee for the Development of All-Channel Broadcasting. His report in BROADCASTING, Dec. 18, 1967, erroneously claimed that the Seiden Report of 1963, which was undertaken on behalf of the FCC, had failed to analyze the impact of CATV on the coverage area of television stations, that it "restricted its consideration to metro areas." Data on the impact of CATV on the total coverage area of TV stations can be found in the Seiden Report in tables 23, 24, 25 and 26, and an extensive discussion of these statistics is on page 73-81.

Apparently Mr. Petgen did not trouble to read the Seiden Report. Table 26 shows that in 1963, CATV subscribers accounted for 16% or more of the total audience of only 19 television stations in the U. S. It also measures this impact for TV stations organized by total revenue, by market rank, by market size and by the ratio of gross profit to revenue.

What Mr. Petgen may have been referring to in his report was an analysis of a hypothetical CATV, which did not exist at the time and still has not come into existence. That discussion starts on page 84 of the Seiden Report. For purposes of that analysis, it was assumed that a single CATV had obtained 50% penetration of the metropolitan area of Philadelphia. This analysis was quoted out of context. Further, the 75% penetration by a single CATV asserted by Mr. Petgen as being "typical of mature systems" requires proof. Mr. Petgen has not undertaken a study of the entire CATV industry; his remarks are based on a handful of observations (as he admitted in a telephone conversation).

It would be unfortunate if a joint industry-FCC research subcommittee wastes an excellent opportunity of coming to the aid of UHF stations by complaining about realities. Its efforts would be put to better use if it probed the fundamental economic problems of independent UHF-station operations, particularly the economics of programing and signal reception.

The firm of M. H. Seiden & Associates is currently undertaking an updating and an expansion of its original CATV report. This new study draws heavily upon the FCC's form 325 and other source materials which have become available in recent years. It will be available on a private subscription basis about March.—*Dr. Martin H. Seiden, M. H. Seiden & Associates Inc., Washington.*

[Mr. Petgen's criticisms of the 1963 Seiden Report were not made to the full committee, as inadvertently implied by BROADCASTING'S account, but were made informally and separately to Lawrence Turet of KEMO-TV San Francisco, chairman of the full committee, and Leonard Stevens of WPHL-TV Philadelphia, a member of the committee and also director in charge of research for the All-Channel Television Society. Presentation of the report on the Seiden study to the full committee was deferred to the next meeting, tentatively set for Jan. 25.]

On the Overmyer hearing

EDITOR: I was somewhat astonished to read the following passage in a BROADCASTING editorial for Dec. 25, 1967, entitled "Strange interludes":

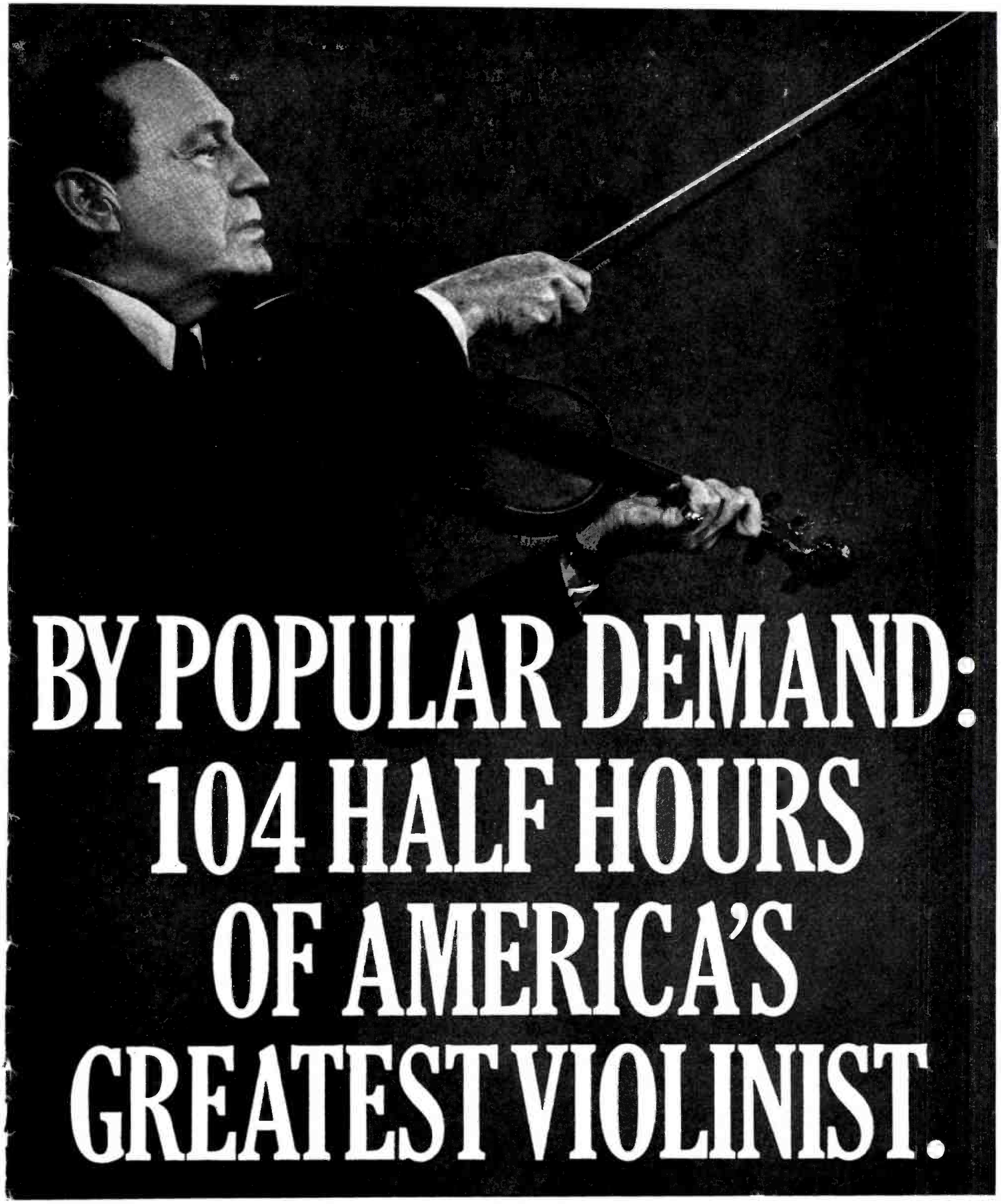
"But the facts are that the House subcommittees have installed themselves as super-FCC's—certainly not the function contemplated by the Congress that created the FCC 33 years ago. These subcommittees do not self-start on such excursions; they are lobbied. In the Overmyer case, which happened with such 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."

My wonderment arose from three assertions by the editorialist: "These subcommittees do not self-start"; "They are lobbied"; and that "in the Overmyer case . . . there were earmarks of an inside job."

What is meant by "self-start?" I had thought it was well known that the Commerce Committee and its subcommittees have had a mandate since the Legislative Reorganization Act of 1946 to exercise oversight of the operations of the licensing and regulatory commissions subject to the jurisdiction of the committee. H. Res. 168 of the 90th Congress, first session, reiterates this oversight duty and responsibility.

Your editorial, for some unknown reason, suggests that the actions of the FCC are exempt from legislative scrutiny and accountability.

May I say that the Overmyer hearings are to ascertain whether the Communications Act is being administered in accordance with congressional intent as expressed in the statute. It is difficult for me to understand your editorial comments about this hearing being "lobbied" and bearing the earmarks of an "inside job." . . .—*Robert W. Lishman, chief counsel, Special Subcommittee on Investigations of the Commerce Committee, House of Representatives, Washington.*



39-year-old Jack Benny. A virtuoso at the put-on, master of the strings that hold families together.

With all the Benny Beautiful People. Mary Livingstone. Dennis Day. Don Wilson. Rochester. The Sportsmen Quartet. And great guest stars. Like Johnny Carson, the Smothers Brothers, Bobby Darin, Lucille Ball, Bob Hope and Andy Williams.

104 half-hours of inimitable, irrepressible Benny. And zing go the strings of any family's heart. Never before offered in syndication.

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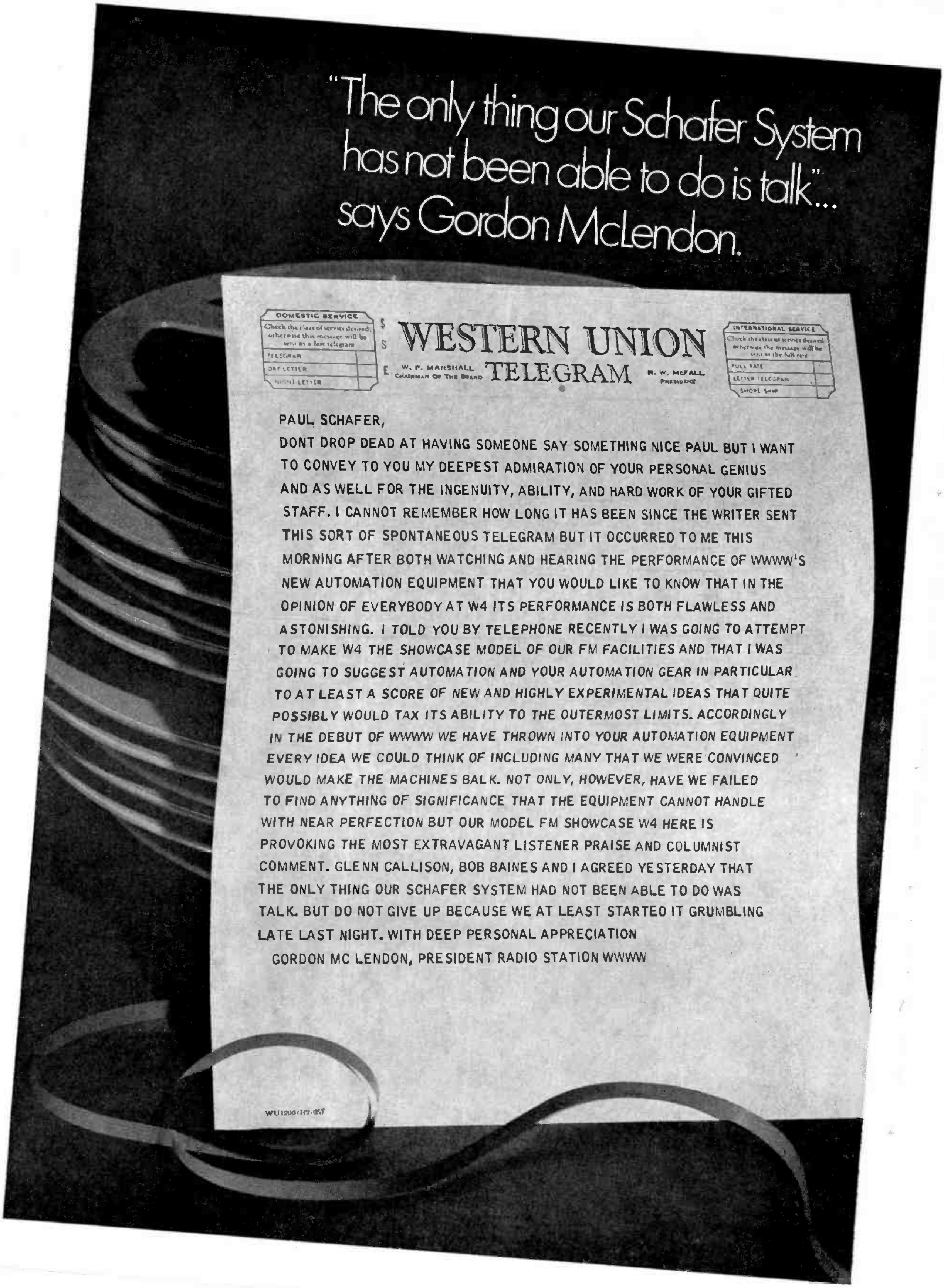

"The only thing our Schafer System has not been able to do is talk"... says Gordon McLendon.
DOMESTIC SERVICE
WESTERN UNION
W. P. MARSHALL CHAIRMAN OF THE BOARD
TELEGRAM
R. W. McFALL PRESIDENT
INTERNATIONAL SERVICE
PAUL SCHAFER,
DONT DROP DEAD AT HAVING SOMEONE SAY SOMETHING NICE PAUL BUT I WANT TO CONVEY TO YOU MY DEEPEST ADMIRATION OF YOUR PERSONAL GENIUS AND AS WELL FOR THE INGENUITY, ABILITY, AND HARD WORK OF YOUR GIFTED STAFF. I CANNOT REMEMBER HOW LONG IT HAS BEEN SINCE THE WRITER SENT THIS SORT OF SPONTANEOUS TELEGRAM BUT IT OCCURRED TO ME THIS MORNING AFTER BOTH WATCHING AND HEARING THE PERFORMANCE OF WWWW'S NEW AUTOMATION EQUIPMENT THAT YOU WOULD LIKE TO KNOW THAT IN THE OPINION OF EVERYBODY AT W4 ITS PERFORMANCE IS BOTH FLAWLESS AND ASTONISHING. I TOLD YOU BY TELEPHONE RECENTLY I WAS GOING TO ATTEMPT TO MAKE W4 THE SHOWCASE MODEL OF OUR FM FACILITIES AND THAT I WAS GOING TO SUGGEST AUTOMATION AND YOUR AUTOMATION GEAR IN PARTICULAR TO AT LEAST A SCORE OF NEW AND HIGHLY EXPERIMENTAL IDEAS THAT QUITE POSSIBLY WOULD TAX ITS ABILITY TO THE OUTERMOST LIMITS. ACCORDINGLY IN THE DEBUT OF WWWW WE HAVE THROWN INTO YOUR AUTOMATION EQUIPMENT EVERY IDEA WE COULD THINK OF INCLUDING MANY THAT WE WERE CONVINCED WOULD MAKE THE MACHINES BALK. NOT ONLY, HOWEVER, HAVE WE FAILED TO FIND ANYTHING OF SIGNIFICANCE THAT THE EQUIPMENT CANNOT HANDLE WITH NEAR PERFECTION BUT OUR MODEL FM SHOWCASE W4 HERE IS PROVOKING THE MOST EXTRAVAGANT LISTENER PRAISE AND COLUMNIST COMMENT. GLENN CALLISON, BOB BAINES AND I AGREED YESTERDAY THAT THE ONLY THING OUR SCHAFER SYSTEM HAD NOT BEEN ABLE TO DO WAS TALK. BUT DO NOT GIVE UP BECAUSE WE AT LEAST STARTED IT GRUMBLING LATE LAST NIGHT. WITH DEEP PERSONAL APPRECIATION
GORDON MC LENDON, PRESIDENT RADIO STATION WWWW

MONDAY MEMO from HARRY B. BRESSLER, Bauer, Tripp, Hening & Bressler, New York

And just what's wrong with formula radio?

So now you've learned something. Teen-age radio can sell a soft drink. And it can sell it a lot cheaper than you ever imagined. And just maybe it can do a lot more.

You sit there, mulling it over, realizing how long you can be in the business of advertising before you learn something new. Realizing how maybe you just have to get down where the action is, far away from the Big Agency's Review Board, before you learn it.

Teen-age radio can do a job, you know now. But would you have known it if you had stayed where you were —at the world's largest advertising agency, making good money, eating good lunches, working the normal five-hour day? And thoroughly insulated from the people who buy and sell the product.

You wonder. And you look back at what happened once you uttered those fateful words: "Who needs the review board?" You walked out, helped open the door of a new agency last June, squeezed into that single not-so-large room at 300 Madison Avenue with the first three staff members.

Since then, the agency made two moves. Now it's got 60 people and is spread out over a whole floor with $7-million worth of clients to attend to. It's big, but not *big* or BIG. You know that back at the Big Agency, there are Big Clients with millions to spend on television. They get results from the sheer weight of their efforts, and the Big Agency can afford to keep dozens of marginal producers around to service them.

Special Care ▪ But your clients need advertising, and point of sale pieces, and dealer contests, and new packaging, and new ideas, and lots of tender loving care. And you don't have the specialists to handle every aspect, so you do a lot yourself. All at once you realize how much you're learning.

Take a client—for example, the maker of Apple Beer. It's a new soft drink. It looks like beer, but it's non-alcoholic and tastes like apple-flavored ginger ale. The client says he wants to launch it against Coke and Pepsi and Fresca and all the rest. And he has something in five figures to spend for openers. Not seven figures. Not even six. Just five.

Back where you were a few months ago, you would have laughed. "We'll need a million for spot TV alone," you would have said. But now you gulp and wonder if it's possible to take on the big boys with the kind of money the client has to spend. You know it isn't possible. Then you look around and remember that television isn't the only advertising medium. Somewhere, dimly, you know you've heard something about radio being low in cost—and a top draw with teen-agers.

So you make Apple Beer into "the teen beer." And you write a swinging "rock" jingle and drop it into the stations that play swinging rock-'n'-roll records. You even save a few dollars by doing the narration yourself. You start the campaign in Des Moines, Iowa, and the kids nearly burn out the station switchboard trying to find out where they can get Apple Beer.

Spreading East ▪ And the sales from Des Moines pay for the schedules in Wichita, Kan., and Wichita pays for Cheyenne, Wyo., and you keep moving. Pretty soon you've got one of the hottest soft drinks west of the Mississippi, and soon you're coming east. You've launched a new soft drink with less than a half-million dollars, most of which you've got from the product.

And you've learned plenty about radio. You've learned that kids seem to be kids in one market or another, and that their music is pretty much the same in one market or another. And if a schedule works in one market, and you duplicate it on the same kind of station in another, it will work there, too.

Back at the Big Agency, they sneered about "formula" radio. "Copycats, lack of creativity" were what they muttered. But nobody knew, apparently, that the formula works. In market after market, sales shot up.

Maybe it's not imaginative. Maybe if a review board had gone over it, somebody would have suggested testing a different medium in one market, another medium in another. Or a slower-tempo jingle in another. Or a different vocal group in another. Time would have passed, and the client's budget would have dwindled. Yes, maybe when all the testing and changing was over, the end campaign would have sold more Apple Beer. But it might have sold less, too.

And the formula you've come up with is selling just about all the client can produce. So you've learned something about radio: When you've got a winning formula, stay with it.

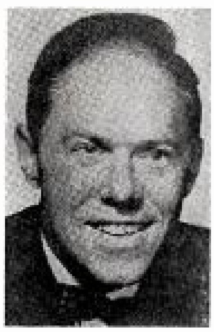
New Application ▪ Now you try to figure out if other clients can profit from what you've learned, if you can sell soft drinks, how about candy?

You have a client—Bonomo—who makes a new product called Nibbles. It's taffy in the middle, all covered with delicious chocolate. And they look like little round balls, so you come up with the line: "Have a chocolate-covered ball!" Then you make a radio spot that has so many sound tracks mixed into it you hear something different every time it's played.

You throw it into radio, though, using the same teen-age formula, and the young rockers seem to hear the same sound every time. The rough translation is "buy Nibbles." And they do.

So you sit there, late at night, writing copy for another account, mulling it over. Your agency is a little short on research and you don't have any computers. You're a long way from the Big Agency. But you've learned there are some simple formulas in this business of advertising—and they probably work every time to move the product off the shelves.

And what's wrong with that?

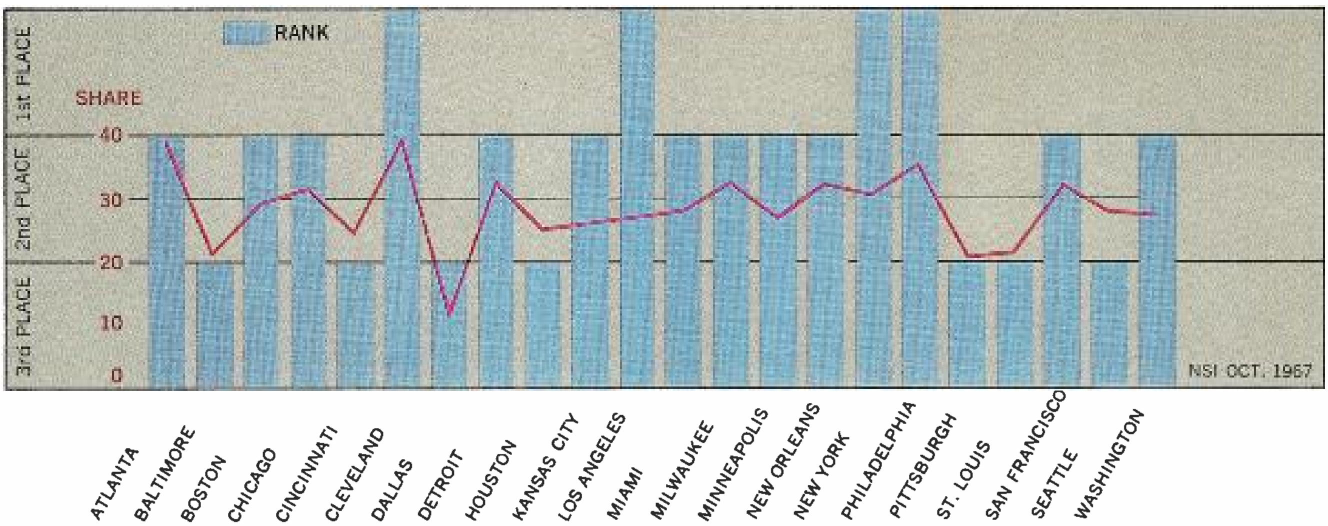


Harry B. Bressler has worked for top-billing advertising agencies such as Compton Advertising (1948); McCann-Erickson (1951); Doherty, Clifford, Steers & Shenfield (1956), where he was vice president and copy director; Leo Burnett (1960) as vice president-associate creative director, and J. Walter Thompson Co. (1963) as vice president-copy group head. In 1965 he became a principal in Bauer, Tripp, Hening & Bressler, where he is executive vice president and creative director.

NATIONAL GOOF TURNS INTO LOCAL GAIN

How can a network series like the Man from U.N.C.L.E. become available for local station programming in mid season? Because networks use a national rating service that represents rural as well as city viewing, true market-by-market performance can be put in a false perspective. U.N.C.L.E. is in First or Second Place in 15 out of the 22 markets rated in October. Look at the shares over 30. This is where *you care* about performance. In your market. So someone goofed on the national scene. So now you can make it big on the local scene with U.N.C.L.E.—still the original, still the swingingest show of its kind. When, in fact, did you ever have the opportunity to get such a hot property so highly rated off the network? You might never be so lucky again. Take advantage now. Be the *one* in your market to have this show.

THE MAN FROM U.N.C.L.E. LOCAL PERFORMANCE



128 hours of high-spying adventure.

Call your MGM Television man and say U.N.C.L.E.

MGM
TELEVISION

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
January 8, 1968, Vol. 74, No. 2

TV specials gross $100 million

1967-68 network schedule spangled with some 300 one-time television programs; most have attracted, or promise to attract, sponsors

Midway into this so-called "very special season," the three TV networks collectively expect to gross over $100 million in revenues from a crop of roughly 300 entertainment and news specials.

This figure—exclusive of sports specials—represents a $30-million jump over the $70-plus million estimated for the 1966-67 season.

NBC-TV alone anticipates its gross intake will exceed $50 million. In a schedule of over 100 specials, NBC officials report that every one of 60 planned entertainment shows has full or at least partial sponsorship.

Upwards of an estimated $35 million will be gathered up by CBS-TV from its collection of over 90 specials. CBS spokesmen said that over 90% sales are registered in both the 55 planned entertainment shows and over 40 news programs.

ABC-TV, which this February is rolling in a truck load of 27 hours of Winter Olympics sports coverage, has tightened up on specials, but forecasts its revenues should top $25 million. Network sources claim that all but six of some scheduled 75 specials are sponsored.

Costs Uncertain ▪ No estimates of total production costs for the season's crop of specials are available, chiefly because costs per special can vary from a low of $100,000 or less up to $600,000 or more, depending on the show itself, and in the case of ABC-TV's four-hour *Africa* extravaganza last fall reached "close to $2 million," according to ABC.

An average cost for producing "big name specials" is "in excess of $400,000," according to CBS sources. But a news special, they add, will normally cost "considerably less."

NBC tagged its specials' production costs at an average $350,000 but said those with a Bob Hope or Frank Sinatra cost "much more." For example, the network cited a 90-minute *The Legend of Robin Hood* musical special (Feb. 18) as costing approximately $600,000 for production.

Entering into the 1968 part of this season, ABC, CBS and NBC have already aired over 100 specials. Although its too early to describe full-season results, the networks agree that a trend is emerging as the specials ripen—a very conscious effort to work quality into the special program.

It's an attempt, one network executive said, to "put extra dollars not into someone's pocket, but up on the screen." Networks and advertisers, he explained,

NBC's heart-transplant special runs into many problems

NBC News' documentary special *Dr. Barnard's Heart Transplant Operations* was "in the can" Thursday (Jan. 4) for presentation Saturday, Jan. 6 (7:30-8:30 p.m. EST), without either still or motion pictures of the actual operations Dec. 3, 1967, on businessman Louis Washkansky and Jan. 2 on dentist Dr. Phillip Blaiberg at Groote Schuur Hospital in Capetown, South Africa.

Despite elaborate preparations, both NBC and CBS News were prevented from filming the operations by Dr. Christiaan Barnard, head of the Groote Shuur heart-surgery team. Still photographs reportedly taken surreptitiously by freelance photographer Donald McKenzie and an unidentified "young doctor" on the hospital staff were said to be unavailable to news organizations.

Mr. McKenzie, who gained admission to the operating room by impersonating a medical student and was ejected when discovered taking pictures, was said to have approached NBC News unit manager Tom Sternberg in Capetown with an offer to sell his pictures.

NBC News under an exclusive $50,000 contract with Dr. and Mrs. Blaiberg for coverage before, during and after the operation went to court in Capetown and obtained an order temporarily restraining Mr. McKenzie from selling his photographs pending a hearing Jan. 17. Mr. McKenzie meanwhile was reported to have departed Capetown for Johannesburg or Europe.

The legal situation of Mr. McKenzie's pictures is muddied, according to some authorities, by the fact that since NBC News was not allowed to film the operation, it presumably will not pay the Blaibergs for that portion of their agreement, $25,000.

The NBC News special Saturday was to include interviews with Dr. and Mrs. Blaiberg before the operation and Mrs. Blaiberg after the operation, with Drs. Christiaan and Marius Barnard (brothers) and Drs. M. C. Bothe and V. Schrire, members of the surgical team, and with Dr. Bernard's wife, who helped make some of the instruments used in her husband's operations.

CBS News has taped a *21st Century* special on heart-transplant operations with Dr. Barnard and Dr. Adrian Kantrowitz, the only other doctor to have performed such an operation. It was taped during Dr. Barnard's recent visit to the U.S. A CBS spokesman said the special would be presented "in the spring."

are coming to regard the special as "something different" not only as an effective merchandising and marketing vehicle, but also as an added creative, imaginative touch to a programing schedule.

One advertiser's message—"quality goes in before our name goes on" the product—could easily be scored to the current batch of network TV specials. Over-all, this type of programing has attracted a few select advertisers, but nevertheless solid financial support.

So far, the season contains such quality works as ABC-TV's four-hour *Africa* documentary and a repeat of Truman Capote's *A Christmas Memory;* CBS-TV's four 90-minute dramas, *CBS Playhouse*, NBC-TV's special series *Hallmark Hall of Fame* and *Bell Telephone Hour*.

Advertiser Interest ▪ In the remaining eight months of the season, approximately 50 advertisers have signed for full or part sponsorship of close to 100% of the entertainment and roughly 80% of the news specials available. The networks are offering over 150 special programs during this period.

With buys ranging from a 30-minute Clairol special *In Concert: With Herman's Hermits,* set to air tomorrow (Jan. 9) on NBC-TV, up to the 19 full hours of ABC-TV special programing purchased by B. F. Goodrich, many advertisers now look upon the special as a replacement for the weekly TV series.

To assess just where each network stands with regard to an irregularly scheduled and very flexible list of specials—especially in this 1968 election year—BROADCASTING last week canvassed ABC, CBS and NBC's sales charts. Except in several cases where negotiations are still underway or where advertisers have asked that their sponsorships be withheld temporarily for competitive or other reasons, the networks reported unanimously that sales were almost completely filled.

William W. Firman, ABC-TV vice president and director of news and special sales, announced his network in "excellent shape." Plans include 12 Sunday night and 12 Wednesday-night movie pre-emptions, as well as 18 news specials. Sales, he said, are excellent with over 90% of the specials sold.

The network shows its strongest support in the documentary area from sales to B.F. Goodrich for 19 hours, Minnesota Mining & Manufacturing Co. (3 M Co.) for 14 hours, Xerox Corp. for 11½ hours, and North American Rockwell for six hours.

Advertisers have lately become "more amenable to documentaries," according to Thomas Wolfe, ABC News director of special programing. If it weren't for ABC's heavy commitments of time to the winter and summer Olympics, plus the fact that this is an election year, there would be many more news documentaries on tap at ABC, he said.

Goodrich Investments ▪ Goodrich, which has chalked up some 45 ½ hours of ABC specials from 1967 through late 1968, begins this year with *The Undersea World of Jacques-Yves Cousteau* documentary series (eight hours, or four one-hour originals and four repeats). Next Goodrich will embark upon eight news documentaries (all one-hour each, and all repeated): *Everett Dirksen's Washington* (Jan. 22), *Vienna Choir Boys: Pursuit of Excellence* (Feb. 24), *The Actor* (March 19) *California Girl* (April 4), *The Singer* (May 11), *Rehearsal for D-Day* (June 4), and in late 1968, *Hemingway's Spain, Gettysburg,* and *Christ is Born* (repeat). The firm also has a special as yet unselected for programing this spring.

In news, Goodrich has purchased one-quarter sponsorship of ABC's election coverage, or roughly 21 ½ hours of programing. This will consist of a half-hour program throughout the election year, using ABC's *Issues & Answers* Sunday-afternoon program one week, and the next week, *ABC Scope* on Saturdays. Goodrich will also be in on the primaries that start in March, the conventions and election night.

The 3 M Co., ABC's second big documentary backer, has purchased some nine news programs in its schedule of 11½ special hours. Four specials were aired in 1967, including *Africa.* Set for this year are five more: *Mr. Dickens* (repeat, Jan. 3), *Venice* (Feb. 7), *How Life Begins* (March 15), *Can You Hear Me* (repeat, unscheduled), and *In the Name of God* (May 21).

Within the structure of the nine *Xerox Special Events* being sponsored by Xerox Corp., one was shown in 1967, *Among the Paths to Eden,* and the rest are set to run this year: *Luther* (Jan. 29), *The Rise and Fall of the Third Reich* (three parts, March 6, 8, 9), a drama to be announced in April, *The Army-McCarthy Hearings* (May 15), and in late 1968, *Death Row U.S.A.*

The fourth ABC-documentary partner, North American Rockwell, has signed for six one-hour news specials in the *Man and His Universe* series. The schedule, slated to include *Cosmopolis* and *The Scientist,* will run through four original and two repeat programs in March, April, May, June and late 1968.

CBS-TV Pleased ▪ Dick Steenberg,

Network specials planned for the second season

Here are the current tentative schedules of dates, times, titles and advertisers for network TV specials planned for the period from Jan. 1 through the balance of the 1967-68 season and in some cases extending into the 1968-69 season. The schedules, supplied by the respective networks, are subject to change. Advertising agencies are indicated in parentheses.

American Broadcasting Co.

Jan. 3—*Mr. Dickens of London* (repeat), 3M Co. (BBDO).

Jan. 7—*The Strange Case of Dr. Jekyll and Mr. Hyde,* movie special, participating.

Jan. 8—*The Undersea World of Jacques-Yves Cousteau,* "Sharks"—news—(7:30-8:30 p.m.), B. F. Goodrich (BBDO)

Jan. 17—*Laura,* movie special (9-11 p.m.), participating.

Jan. 22—*Everett Dirksen's Washington,* news (10-11 p.m.), B. F. Goodrich (BBDO).

Jan. 27—*The 1968 Hollywood Stars of Tomorrow Awards* (9:30-10:30 p.m.)—Clairol (FC&B).

Jan. 29—*Xerox Special Event,* "Luther" (8:30-10 p.m.), Xerox (PK&L).

Jan. 31—*Of Mice and Men,* movie special (9-11 p.m.), participating.

Feb. 7—*Saga of Western Man* "Venice" (10-11 p.m.), 3M Co. (BBDO).

Feb. 11—*A Case of Liable,* movie special (9-11 p.m.), participating.

Feb. 24—*Vienna Choir Boys: Pursuit of Excellence* (7:30-8:30 p.m.), B. F. Goodrich (BBDO).

Feb. 28—*Present Laughter.* movie special (9-11 p.m.), participating.

Feb. 29—*Carol Channing & 101 Men* (9-10 p.m.), Monsanto (DDB).

March 3—*Hatful of Rain,* movie special (9-11 p.m.), participating.

March 6—*The Undersea World of Jacques-Yves Cousteau,* "Coral Jungle", news (7:30-8:30 p.m.), B. F. Goodrich (BBDO).

March 6—*Monte Carlo C'est la Rouse,* Grace Kelly (9-10 p.m.), Mon-

CBS-TV director of special sales, pointed to "a wonderful season" that shows "a definite reflection on the part of the advertiser's appetite for specials." Nearly 100% of CBS's entertainment specials and most of its news programs are sold, he observed.

Mr. Steenberg said his network is especially proud of such specials as the four *CBS Playhouse* dramas and the four one-hour National Geographic Society documentaries. The *Playhouse* and Geographic specials have both already aired two shows apiece. General Telephone and Electronics sponsors the former, and the latter is carried under cosponsorship of Encyclopaedia Britannica and Aetna Life & Casualty Co.

These programs, Mr. Steenberg continued, represent "encouraging" signs for this season.

Among CBS's multiple-special buys this season are: 8 ½ hours of a *Children Film Festival* (February-April 1968) to be carried by Kellogg Co. and Health Tex; two one-hour entertainment specials in 1967, *The Emperor's New Clothes* and *Aladdin*, sponsored by Interstate Bakeries, which also cosponsored a half-hour Charlie Brown special and in 1968 plans to share three more Charlie Brown specials with Coca-Cola Co. (Feb. 14, April 6, June 10). Coke took full sponsorship of *A Charlie Brown Christmas Show* in December.

In the news field, Connecticut General Life Insurance Co. has full sponsorship of a series, *Who, What, When, Where, Why with Harry Reasoner*, composed of four one-hour and 10 half-hour news reports, inserted in *CBS News Hour* (Tuesdays, 10-11 p.m.). Connecticut General is also full sponsor of a *National Smoking Test* one-hour special this month (Jan. 16).

Another big news advertiser, Western Electric Co., usually carries CBS News instant reports. Between April 14 and Nov. 21, 1967, the company sponsored some 21 news specials, ranging from 15-minutes to over an hour. It is currently signed for two *CBS News Correspondents Reports* this month (Jan. 2, 9).

Election at CBS ▪ Although CBS would not disclose its election strategy this year, it's understood the network has scheduled one-hour preview programs, coverage of all the primaries beginning in March, the conventions in August and election night. Some sponsors have already signed for the reports, according to CBS officials.

At NBC, it is said that of the 67 entertainment specials planned for the 1967-68 season, every one has been sold. The same, however, cannot be said of the 300 to 350 news specials—mostly of a public affairs nature—scheduled.

Sponsor investments come from relatively few advertisers, according to John M. Otter, NBC sales vice president. This is primarily because they don't buy on a minute basis, but as half or full sponsor, he added.

Alvin Cooperman, vice president, special programing, said NBC is now looking to the 1968-69 season of specials, which, he believes, will be even more extensive than this year. On tap is a two-hour *Heidi* special, fully sponsored by Timex watches. This show, he said, cost Studio Hamburgh $1.2 million to produce in Germany. NBC will get U.S. rights to it at a cost to the sponsor of $700,000, he indicated. Timex will also sponsor an *Ice Follies* special in 1968-69.

For the election year NBC has set aside a news budget reported at $12.5 million. It plans gavel-to-gavel coverage of the conventions in August. Details of its coverage plans for the primaries have not been disclosed. Gulf Oil has been signed as full sponsor of its election-year coverage.

Advertiser Support ▪ Two sponsors of NBC's current specials include AT&T, in for 14 hours of *The Bell Telephone Hour*, and Hallmark Cards for 7½ hours or five *Hallmark Hall of Fame* specials. *Bell Telephone*, which began on NBC on Jan. 12, 1959, alternates with some 26 NBC News specials during the season. The *Hallmark* series started on NBC some 15 years ago (Jan. 6, 1952).

Other large commitments at NBC come from Chrysler, for eight hours of *Bob Hope Comedy Special;* (five hours in 1967, three more hours in 1968—Feb. 12, March 20, April 11), plus a one-hour *Bob Hope Christmas Show* (Jan. 18) from Vietnam; from Reynolds Tobacco and Burlington Industries for co-sponsorship of seven hours of *Danny Thomas Show* specials (four hours in 1967 and three hours in 1968—Jan. 8, Feb. 26, March 18); and American Gas Association for 5½ hours of specials (4½ hours upcoming in 1968—Jan. 16, Feb. 18, March 24, April 17); and Timex watches for 10 hours (five hours upcoming in 1968—Jan. 19, Feb. 11, March 22, May 8, 14).

Among other specials, NBC sold a *Tomorrow's World* news series of four one-hour programs to Electrical Co. Advertising program (Jan. 5, Feb. 23, April 19, May 24); and an *American Profile* news series split between American Iron & Steel Institute and New York Life Insurance Co. for four hours in 1967, and half-sponsored by New York Life for four more hours in 1968 (Feb. 9, April 5, May 10, June 7). AI&SI has also bought into the first hour-long *Great Explorations with John Glenn* series (Jan. 11).

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santo (DDB).

March 6—*Xerox Special Event*, "The Rise and Fall of the Third Reich" (part I), (10-11 p.m.), Xerox (PK&L).

March 7—*Debbie Reynolds Special* (8-9 p.m.), McDonald Restaurants (D'Arcy).

March 8—*Xerox Special Event*, "The Rise and Fall of the Third Reich" (part II), news (10-11 p.m.), Xerox (PK&L).

March 9—*Xerox Special Event*, "The Rise and Fall of the Third Reich" (part III), news (9:30-10:30 p.m.), Xerox (PK&L).

March 10—*The Voice of the Turtle*, movie special, participating.

March 10—*Bridge on the River Kwai*, movie repeat (8-11 p.m.), Ford (JWT).

March 11—*Armstrong Circle Theater*, "Kiss Me Kate" (9:30-11 p.m.), Armstrong Cork Co. (BBDO).

March 12—*Race to the White House*, election coverage of primaries, B. F. Goodrich (BBDO) ¼, rest unsigned.

March 15—*How Life Begins*, News (8:30-9:30 p.m.), 3M Co. (BBDO).

March 19—*The Actor*, News (8:30-9:30 p.m.), B. F. Goodrich (BBDO).

April 4—*California Girl*, news (9-10 p.m.), B. F. Goodrich (BBDO).

April 5—*Xerox Special Event* (to be announced) (9:30-11 p.m.), Xerox (PK&L).

April 8—*The Great Mating Game* (9:30-10 p.m.), Clairol (FC&B).

April 8—*The Academy Awards* (10 p.m.-conclusion), Eastman Kodak (JWT).

April 13—*Miss Teenage International* (9:30-10:30 p.m.), Clairol (FC&B).

April 14—*Romp* (7-8 p.m.), Pepsico (FC&B).

April 14—*The Robe*, movie repeat (8-10 p.m.), Ford (JWT).

May 1—*Xerox Special Event*, "The Army-McCarthy Hearings—Point of Order", news (10-11 p.m.), Xerox (PK&L).

May 11—*The Singer*, News (9:30-10:30 p.m.), B. F. Goodrich (BBDO).

May 21—*In the Name of God*, news (10-11 p.m.), 3M Co. (BBDO).

June 4—*Rehearsal for D-Day*, news (7:30-8:30 p.m.), B. F. Goodrich (BBDO).

Aug. 5—*Republican Convention*, B. F. Goodrich (BBDO) ¼, rest unsigned.

Aug. 26—*Democratic Convention*, B. F. Goodrich (BBDO) ¼, rest unsigned.

Unscheduled specials:

Man and His Universe, "Cosmopolis", "The Scientist" and two other original and two repeat programs in six-hour news series, North American Rockwell (BBDO).

Can you Hear Me (repeat), 3M Co. (BBDO).

The Undersea World of Jacques-Yves Cousteau, two more original and four repeat programs in eight-hour series, B. F. Goodrich (BBDO).

Xerox Special Events, "Death Row, U.S.A." and other dramas, Xerox (PK&L).

Armstrong Circle Theater, "Kismet" (90-minutes), Armstrong Cork Co. (BBDO).

Hans Christian Andersen (repeat), Eastern Airlines (Y&R).

The Tony Awards (90 minutes), American Airlines (DDB).

"Sophia!, Monsanto (DDB).

The Churchill Wit, unsigned.

The Monterey International Pop Festival, unsigned.

Wayne Newton Special, unsigned.

Beauty and the Beast, unsigned.

Halleluja Leslie with Leslie Uggams, unsigned.

Explorer's Club Special, unsigned.

News specials: *Those Crazy Americans, The Red Army* and *David Douglas Duncan's Vietnam,* unsigned.

Movie specials: *Arsenic and Old Lace* and *Guys and Dolls.*

Columbia Broadcasting System

Jan. 1—*Cotton Bowl Parade* and *Tournament of Roses Parade,* participating.

Jan. 2.—*CBS News Correspondents Report: Part I—America and the World,* Western Electric (C&W).

Jan. 9—*CBS News Correspondents Report: Part II—The Nation* (10-11 p.m.), Western Electric (C&W).

Jan. 16—*National Smoking Test* (10-11 p.m.), News, Connecticut General Life Insurance (C&W).

Jan. 23—*CBS News Hour,* "Trial Lawyers" (10-11 p.m.), sponsors pending.

Jan. 28—*Young People's Concert,* "Forever Beethoven" (4:30-5:30 p.m.), unsigned.

Jan. 30—*A Night at Ford's Theater* (10-11 p.m.), News, Lincoln National Insurance Co. (G-O).

Feb. 6—*Who, What, When, Where, Why With Harry Reasoner,* "Essay on Chairs" (10-10:30 p.m.), News, Conneticut General (C&W).

Feb. 7—*Destination North Pole* (7:30-8:30 p.m.), News, Commercial Credit Corp. (W. B. Doner).

Feb. 13—*CBS Playhouse,* "My Father and My Mother" (9:30-11 p.m.), General Telephone & Electronics (DDB).

Feb. 14—*He's Your Dog, Charlie Brown* (8:30-9 p.m.), Coca-Cola (M-E) and Interstate Bakeries (D-F-S).

Feb. 20—*National Geographic,* "Amazon!" (7:30-8:30 p.m.), Encyclopaedia Brittanica (M-E) and Aetna Life & Casualty (D'Arcy).

Feb. 20—*Who, What, When, Where, Why With Harry Reasoner* (to be announced) (half hour), Connecticut General (C&W).

Feb. 27—*CBS News Hour,* "The Great American Novel" (10-11 p.m.), sponsors pending.

Feb. 22—*Cinderella* (repeat) (7:30-9 p.m.), Procter & Gamble.

March 31—*Young People's Concert* (to be announced) (4:30-5:30), unsigned.

April 6—*Charlie Brown's All-Stars Baseball Team* (8:30-9 p.m.), Coca-Cola (M-E) and Interstate Bakeries (D-F-S).

April 7—*The Dick Van Dyke Show* (8-9 p.m.), Monsanto Textile Division (DDB).

April 16—*National Geographic,* "The Lonely Dorymen" (7:30-8:30 p.m.), Encyclopaedia Britannica (M-E) and Aetna Life & Casualty (D'Arcy).

April 22—*The Tijuana Brass Special* (9-10 p.m.), Singer Co. (JWT).

May 12—*Young People's Concert* (to be announced) (4:30-5:30 p.m.), unsigned.

June 10—*You're In Love, Charlie Brown* (8:30-9 p.m.), Coca-Cola (M-E) and Interstate Bakeries (D-F-S).

Feb.-Apr.—*Children's Film Festival* (series of seven 60- and one 90-minute films), Kellogg (Burnett) and Health Tex (ACR).

Unscheduled:

S. Hurok Presents II, unsigned.

A Midsummer Night's Dream, unsigned.

From Chekhov with Love, unsigned.

Miss Universe, P&G.

Miss U.S.A., P&G.

Spoon River, unsigned.

The Importance of Being Oscar—Part I, unsigned.

The Importance of Being Oscar—Part II, unsigned.

National Broadcasting Co.

Jan. 1—*Orange Bowl Parade,* National Airlines (PKL).

Jan. 1—*Tournament of Roses Parade,* General Mills (D-F-S), Minute Maid (Marchalk) and Vick Chemical (Burnett).

Jan. 5.—*Tomorrow's World,* "Beyond the Sky", News, Electrical Co. Advertising Program (Ayer).

Jan. 8—*The Danny Thomas Show* (9-10 p.m.), R. J. Reynolds (Esty) and Burlington Industries (DDB).

Jan. 9—*In Concert: With Herman's Hermits* (7:30-8 p.m.), Clairol (FC&B).

Jan. 11—*Great Explorations with John Glenn,* "The Trail of Stanley and Livingston", News (7:30-8:30 p.m.), American Iron & Steel Institute (SSC&B).

Jan. 12—*Projection '68—One Crisis Leads to Another,* News (10-11 p.m.), All-State Insurance (Burnett).

Jan. 16—*Jack & the Beanstalk* (8-9 p.m.), American Gas Association (JWT).

Jan. 18—*Bob Hope Christmas Show* (8:30-10 p.m.), Chrysler (Y&R).

Jan. 19—*The World of Horses* (7:30-8:30 p.m.), Timex (W&L).

Jan. 19—*Bell Telephone Hour,* "The Carnival of the Menuhins" (10-11 p.m.), Bell Labs (Ayer).

Jan. 26—*Flesh & Blood* (8:30-10:30 p.m.), Block Drug (Grey), Colgate and Wilkenson Sword Blades (both Bates).

Jan. 26—*The Loyal Opposition,* News (10:30-11 p.m.), unsigned.

Jan. 31—*Hallmark Hall of Fame,* "Elizabeth the Queen" (7:30-9 p.m.), Hallmark Cards (FC&B).

Feb. 2—*Bell Telephone Hour,* "The Secret Musical Life of George Plimpton" (10-11 p.m.), Bell Labs (Ayer).

Feb. 7—*The Fred Astaire Show* (9-10 p.m.), Foundation for Commercial Banks (D-F-S).

Feb. 9—*American Profile,* "Music from the Land", News (10-11 p.m.), New York Life Insurance (Compton) ½, rest unsigned.

Feb. 11—*Febulous Funnies* (9-10 p.m.), Timex (W&L).

Feb. 12—*Bob Hope Comedy Special* (9-10 p.m.), Chrysler (Y&R).

Feb. 12—*Golden Glove Awards* (10-11 p.m.), Trans World Airlines (FC&B).

Feb. 14—*The First Annual Academy of Professional Sports Awards* (10-11 p.m.), Dodge Division of Chrysler (BBDO).

Feb. 16—*Bell Telephone Hour,* "The Sounds and Sights of Chicago" (10-11 p.m.), Bell Labs (Ayer).

Feb. 18—*NBC Experiment in TV* (4-5 p.m.), series continues Feb. 25, March 3, 10, 17, 24, 31 and April 7, 14, 21—unsigned.

Feb. 18—*I Remember Illinois* (6:30-7:30 p.m.), participating.

Feb. 18—*The Legend of Robin Hood* (7:30-9 p.m.), American Gas Association (JWT).

Feb. 23—*Tomorrow's World,* "Feeding the Billions", News (10-11 p.m.), Electrical Co. Advertising Program (Ayer).

Feb. 26—*The Danny Thomas Show* (9-10 p.m.), R. J. Reynolds (Esty) and Burlington Industries (DDB).

March 1—*Huntley-Brinkley News Special* (to be announced.)

March 5—*The King—Clark Gable* (8-9 p.m.), Coca-Cola (M-E).

March 8—*Bell Telephone Hour,* "Edward Villella" (10-11 p.m.), Bell Labs (Ayer).

Nobody we know  buttons their dial at Channel 7, but these audience figures make  us wonder.

TOTAL WEEKLY CIRCULATION

	WHIO-TV	STATION B	WHIO-TV ADVANTAGE
TOTAL DAY	550,000	454,000	96,000
EARLY EVENING	365,000	316,000	49,000
PRIME TIME	444,000	378,000	66,000
LATE EVENING	157,000	126,000	31,000

Source: NSI=TV Weekly Cumulative Audiences—February-March 1967

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

WHIO 7 TV DAYTON, O.

Represented by Petry

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

NETWORK SPECIALS FOR SECOND SEASON continued

March 12—*Election Primaries,* full coverage, unsigned.

March 15—*The Junior Miss Pageant* (10-11 p.m.), sponsor to be announced.

March 17—*Travels with Charley,* John Steinbeck (10-11 p.m.), Coca-Cola (M-E).

March 18—*The Danny Thomas Show* (9-10 p.m.), R. J. Reynolds (Esty) and Burlington Industries (DDB).

March 18—*The Bill Cosby Show* (10-11 p.m.), Simmons (Y&R) and RCA (JWT).

March 20—*Chrysler Presents a Bob Hope Comedy Special* (9-10 p.m.), Chrysler (Y&R).

March 20—*The Jack Benny Show* (10-11 p.m.), Celanese (Grey).

March 21—*Children's Theater Special,* "The Reluctant Dragon," News (7:30-8:30 p.m.), McDonald's Restaurant (D'Arcy).

March 22—*Highlights from Ringling Bros. & Barnum and Bailey Circus* (8:30-9:30 p.m.), Timex (W&L).

March 24—*Ice Capades* (9-10 p.m.), American Gas Association (JWT).

March 29—*Hallmark Hall of Fame,* "Give Us Barabbas" (9:30-11 p.m.), Hallmark Cards (FC&B).

April 2—*Petula Clark Special* (8-9 p.m.), Plymouth Div. of Chrysler (Y&R).

April 5—*American Profile* (to be announced), News (10-11 p.m.), New York Life Insurance (Compton) ½, rest unsigned.

April 11—*Chrysler Presents a Bob Hope Comedy Special* (8:30-9:30 p.m.), Chrysler (Y&R).

April 17—*The Julie Andrews Show* (repeat) (9-10 p.m.), American Gas Association (JWT).

April 18—*Children's Theater Special,* "The Enormous Egg", News (7:30-8:30 p.m.), Kellogg Co. (Burnett).

April 19—*Tomorrow's World* (to be announced), News (10-11 p.m.), Electrical Co. Advertising Program (Ayer).

April 20—*Wizard of Oz,* movie repeat (7-9 p.m.), McDonald's Restaurant (D'Arcy).

April 23—*Where the Girls Are* (8-9 p.m.), Celanese (Grey).

April 28—*Andy Williams Special* (10-11 p.m.), Kentucky Fried Chicken (Noble Drury Associates).

May 2—*Hallmark Hall of Fame,* "The Admirable Crichton" (8:30-10 p.m.), Hallmark Cards (FC&B).

May 8—*The Best on Record* (9-10 p.m.), Timex (W&L).

May 10—*American Profile,* "Home Country," News (10-11 p.m.), New York Life Insurance (Compton) ½, rest unsigned.

May 14—*Big Cat, Little Cat* (8-9 p.m.), Timex (W&L).

May 19—*Emmy Awards* (10-11:30 p.m.), Philip Morris and United Airlines (both Burnett).

May 24—*Tomorrow's World* (to be announced), News (10-11 p.m.), Electrical Co. Advertising Program (Ayer).

June 7—*American Profile* (to be announced), News (10-11 p.m.), New York Life Insurance (Compton) ½, rest unsigned.

Aug. 5—Republican Convention (gavel to gavel), Gulf (Y&R).

Aug. 26—Democratic Convention (gavel to gavel), Gulf (Y&R).

Unscheduled specials:

Project 20: Down to the Sea in Ships

Russian Space Program

BROADCAST ADVERTISING

Overseas ban to affect agencies

LBJ's crackdown on foreign investments by U.S. business may prevent opening of new agency offices

Officials of leading advertising agencies said last week they would have to wait to see the extent of President Johnson's proposed crackdown on overseas spending before assessing its likely effect on their operations.

The biggest effect, it seemed generally agreed, will probably be in curtailing further expansion of U.S. agencies through establishment of new offices or working relationships with overseas agencies.

One executive speculated that "Helsinki or Athens" may be the only overseas sites where U.S. agencies will be allowed to open new offices. Another said simply: "I would hate to be an agency that is trying to branch out now." Another, echoing the views of many of those canvassed, thought it "most unlikely that an agency that is about to enter the international field for the first time would find it cannot do so in the immediate future."

Depending on the severity of the restrictions, it is thought by some agency men that existing overseas operations will also be affected if they still require substantial outlays from their U.S. headquarters, although others think that, as one expressed it, "U. S. agencies with going associations in foreign countries probably will not be affected."

The advertising budgets of foreign tourism accounts are considered almost certain to feel the effect of the government's move if stringent restrictions are imposed, although a number of leading agency men doubt that advertising as a whole is likely to be significantly influenced.

"An advertising agency isn't comparable to a big industrial company," the vice president in charge of international operations for one of the top U.S. TV-radio agencies asserted.

The copy lines of U.S. travel accounts, such as airlines operating both overseas and domestically, generally are expected to change gradually to put more emphasis on domestic travel, and there is speculation that the restrictions might bring an influx of new advertising aimed at luring U.S. travelers to Canada and Mexico.

Whether production of commercials overseas will be affected is another question whose answer appears to depend on the extent of the restrictions ultimately imposed.

No Problem ▪ In Hollywood the reaction to the limitation is unanimous and simple: "It doesn't really affect us."

Producers are of the opinion that the President's ban is against capital or heavy investments rather than against the smaller investment for production of programs. No television studio has a physical plant overseas although some companies do for movie production. But even here the capital investment was made long before there was any balance of payment problem.

Whether or not the presidential decree will slow feature film production overseas remains in doubt. There is a considerable amount of feature production in European countries. Film unions are expressing the hope that this may be a way to curb an apparent trend toward runaway movie production.

In attempting to evaluate the likely effects, even those with reasonably strong convictions usually hedge their observations with statements that boil down to: "It's too early to tell."

Agency appointments . . .

▪ Philip Morris Inc., New York, has appointed Hockaday DeWolfe Giordano, that city, for several new products from the Gum and Confection Division. Media plans and budget allocation have not yet been established.

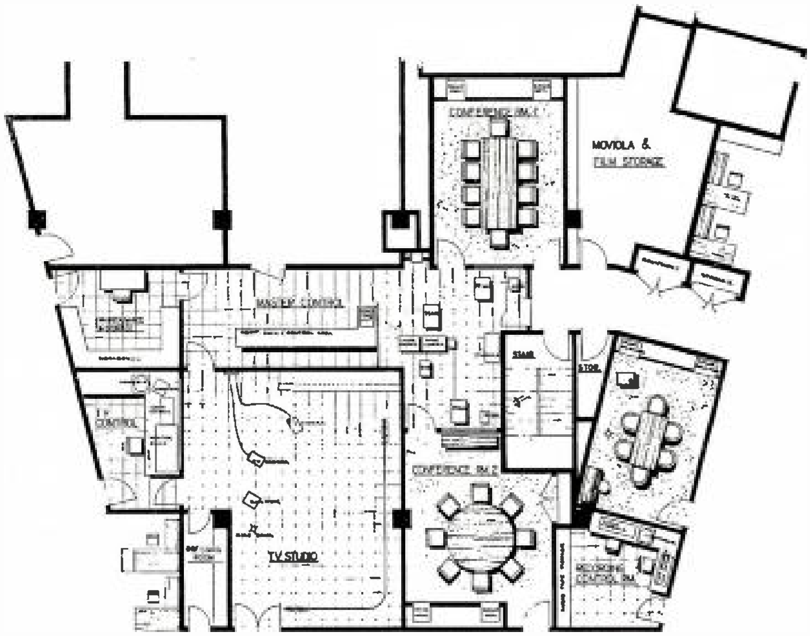
- AD-PR Inc,. Dallas, will handle Continental Trailways nationally. Previous agency for Continental's eastern division was J. Walter Thompson.
- The Flame Products Division of the Ronson Corp., Woodbridge, N. J., has moved its advertising billing from McCann-Erickson, New York, to Grey Advertising, same city, it was announced last week. The account bills an estimated $2 million, of which approximately $500,000 is allocated to TV-radio.
- Standard Knitting Mills Inc., Knoxville, Tenn., names Powell, Schoenbrod & Hall, Chicago, as national agency. TV will be used.
- Aamco Automatic Transmission Inc., King of Prussia, Pa., names Albert Jay Rosenthal & Co., Chicago, as agency for 11-state Midwest region succeeding Craigie & Paulsen. Franchise firm uses TV.

TV to get major share of Hanes ad budget

The Hanes Knitting Division of the Hanes Corp., Winston-Salem, N. C., announced last week details of the largest advertising campaign in its history for 1968. Though budget figures were not disclosed, Hanes is expected to spend about $1.4 million in 1968, of which 80% will be allotted to TV.

The TV campaign, created and placed by the Hanes agency, N. W. Ayer & Son, Philadelphia and New York, will focus on a group of commercials featuring actor-comic Ron Carey. They will include commercials introduced last year in which Mr. Carey wears underwear that is "too tight," plus a new group in which the actor appears as Goliath, Hamlet, Captain Bligh, Scrooge, Sitting Bull and other fictional and historical characters. Commercials will run in four flights during the year on NBC-TV's *Tonight* and *Today* programs; the Mike Douglas and Merv Griffin programs, and in prime-time positions in major markets.

Work starts on FC&B's studio facility



Construction of a $530,000 audio-visual complex planned for Foote, Cone & Belding's New York office has begun. When the complex is completed around the end of the year, it will occupy 4,000 square feet on the 36th floor of 200 Park Avenue.

Its facilities will include a two-camera (color and black-and-white) TV studio and control room, audio recording studio and control room, a master control room with closed-circuit-TV-film-distribution capability for 35- and 16-mm and slides, and direct 35- and 16-mm projection in two large conference rooms, 16-mm projection in another three conference rooms.

According to William E. Chambers Jr., general manager of FC&B, New York, increased TV and radio commercial production necessitated the expansion. Since the agency moved into its present offices in 1963, its TV production has increased 72%, radio production 163%, he said. The new complex is intended to provide video-tape facilities for creative experimentation, to simplify casting, and to provide screening facilities for production and broadcast department personnel, including simultaneous on-system comparison of both black-and-white and color TV commercials via closed circuit.

Sarkes-Tarzian Inc. has been commissioned for the installation of the new facilities.

Business briefly . . .

Better Homes and Gardens magazine, **Meredith Publishing Co.,** Des Moines, Iowa, has bought sponsorship in NBC Radio's *Emphasis* and *Monitor.* Order was placed through Creswell, Munsell, Schubert & Zirbel Inc., Cedar Rapids, Iowa. Renewing sponsorship in NBC's *News on the Hour* for 26 weeks is Glenbrook Laboratories division of Sterling Drug Inc., through Dancer-Fitzgerald-Sample Inc., both New York. Renewal is for advertising Bayer Aspirin and Phillips Milk of Magnesia. Also, **Liggett & Myers Tobacco Co.,** through J. Walter Thompson Co., both New York, has bought into *Monitor;* while **Colgate-Palmolive Co.,** through Ted Bates & Co., both New York, has purchased time for Cold Power in *David Brinkley Reports, Emphasis* and *News of the World.*

Carnation Co., through Erwin Wasey Inc., both Los Angeles, has purchased sponsorship in seven NBC-TV nighttime series: *The Saint,* Saturdays (7:30-8:30 p.m.); *I Dream of Jeannie,* Tuesdays (7:30-8 p.m.); *The Jerry Lewis Show,* Tuesdays (8-9 p.m.); *Tuesday Night at the Movies* (9-11 p.m.); *Daniel Boone,* Thursdays (7:30-8:30 p.m.); *Star Trek,* Fridays (8:30-9:30 p.m.), and *Saturday Night at the Movies* (9 p.m. to conclusion—all times EST).

Clyne Maxon agency divorced from BBDO

Dissolution of the two-year-old merger of BBDO and Clyne Maxon Inc., both New York, was announced last week by Tom Dillon, president of BBDO, and C. Terence Clyne, president of Clyne Maxon. The separation was effective Jan. 1.

The primary reason behind the decision to separate, it was said, was the lack of opportunity for Clyne Maxon to grow and acquire new business because of potential account conflicts with BBDO, the larger agency. Clyne Maxon has been operating as a wholly owned subsidiary of BBDO since the consolidation, but it retained its corporate identity and operated autonomously.

Mr. Clyne reported that billing at Clyne Maxon in 1967 was $33 million. He said billing now is slightly more than $36 million with the acquisition last week of new assignments, including Primatene Tablets and Mist, new products, from the Whitehall Laboratories Division of American Home Products Corp., New York.

TV-radio to gain in '68

That's the prediction Doherty gives for H-R's annual economic forecast

Broadcast advertising and, for that matter, all media advertising, have favorable prospects for 1968, according to the annual economic forecast prepared for H-R Television and H-R Representatives, New York, by economist Richard P. Doherty. Television advertising is expected to rise between 8% and 10%, reaching a record level of $3 billion to $3.2 billion. Radio advertising should climb about 6% above 1967 to a level of $1.1 billion. All media advertising, according to the forecast, should rise by 5%-7% and reach a level between $18.1 billion and $18.4 billion.

H-R has supplied an annual economic forecast to the stations it serves for the past 11 years. The reports have been prepared by Mr. Doherty, economist and radio-TV station consultant, and former vice president of the National Association of Broadcasters.

The H-R report also foresees the following developments in 1968:

(1) The majority of TV stations to benefit by an 8%-10% rise in total station revenues.

(2) TV national spot to advance by 6%-8%.

(3) TV local business to rise by about 10%.

(4) Radio (AM) industry revenues to expand by 5%-7% in local advertising and 4% to 5% in national-regional advertising.

(5) The FM sector of radio to experience a 20% to 30% growth in average per station revenues even though the cash register dollars will still be relatively low.

(6) For the majority of TV stations, each quarter of 1968 to show an improvement over the comparable 1967 quarter. The slowest rate of improvement will be in the first (January-March) quarter. Progressive quarterly improvements should build up to the fourth quarter.

(7) Beginning in the third quarter and involving both the third and fourth quarters, the majority of TV stations, and many radio stations, to add to their "net" broadcast revenues via heavy political advertising.

The favorable prospects for all media advertising, including broadcast advertising, are supported by three factors promoting growth, the report says. The growth factors are: the definite prospect of a Gross National Product between $835 billion and $845 billion; a rise of corporate and business profits to the expected pace of 6%-8%; and a 6%-8% expansion in retail sales with improvement in both durable goods and in services.

The report says the 1968 inflation trend is an adverse factor that should be taken into account. "If dollar deflation generates to the order of 4% we are not likely to avoid monetary and credit controls and higher interest rates," the report explains. "Such anti-inflationary devices must put a brake on the upward movement of the economy in order to be effective. Certainly, advertising will be negatively affected by such events."

Mr. Doherty, who is president of TV-Radio Management Corp., Washington, anticipates that 1968 will be a year in which the broadcasting industry will come fairly close to (but not equal to) customary annual advances. Most TV stations, and group broadcast owners, he says, should experience at least a 10% rise in profits. He describes 1967 as a fairly good year that did not achieve the customary annual growth. It was not a year of recession for the advertising and broadcasting industries, but a year of "uncomfortable prosperity." He predicts the next 12 months will be a year of comfortable prosperity, without boom aspects.


Mr. Doherty

Mr. Doherty said that 1967 had generally developed along patterns that had been anticipated at the beginning of the year. All media advertising, expected to be between $16.8 billion and $17.1 billion, actually went slightly above $17.1 billion. TV advertising, expected to gain by 7.5% to 8%, both nationally and locally, actually showed a gain likely to run between 4.5% and 5% in total advertising with a 7% rise in local business and a 3.5% to 4% advance in national business. Radio advertising was expected to gain less in 1967 than in 1966, and the forecast was correct on this point.

Also in advertising . . .

Good news! ▪ A presentation has been prepared by Edward Petry & Co. that stresses the expansion by local radio stations of their news coverage and outlines the advantages of news sponsorship to advertisers. Copies of the presentation, titled "Spot Radio News . . . From Rooftops All over America," are available from Petry's Radio Division, 3 East 54th Street, New York 10022.

West Coast listing ▪ The Charles H. Stern Agency Inc., Hollywood-based commercial talent representative, will publish a West Coast directory of commercial-film production houses, editorial services, film laboratories and general services available to advertising agencies and advertisers. More than 5,000 copies of this directory are being printed and will be distributed by mail in January to agencies and broadcast sponsors free of charge. The directory is being used to promote the West Coast as an "ideal" location for commercial-production activity.

Communications company formed ▪ Comtact Corp., 477 Madison Avenue, New York 10022, has been established to help clients improve internal communications, start new products, reach target audiences and find new markets. Ted Klein, for the past 12 years a vice president and director of Paul Klemtner & Co., is president; Ed Rasp is executive vice president. Telephone: (212) 751-5903.

PKG fire ▪ A fire early last Thursday (Jan. 4) on the 15th floor of Chicago's Palmolive building destroyed the media department of Post-Keyes-Gardner, but timebuying and other functions of the agency continue normal as duplicate records were kept elsewhere in the agency.

Sweet stock ▪ Hollywood Brands Inc., Centralia, Ill., major candy bar maker which places much of its budget in radio-TV through Krupnick & Associates, St. Louis, has been acquired by Consolidated Foods Corp., Chicago, through exchange of stock.

Rep enlarges office ▪ Avery-Knodel's new San Francisco office at 114 Sansome Street, San Francisco 94104, provides almost double the office space for "increased spot activity on the West Coast." Telephone numbers (415) 981-2345-6-7, and TWX number, (910) 372-7478, remain the same.

FDA to purge drug market

Goddard asserts that 1,600 brands may be removed as 'ineffective'

Indications last week were that it would be some time before it was known which brand-name drugs would be removed from the market as "ineffective" by the Food and Drug Administration.

FDA Commissioner James L. Goddard announced at the annual meeting of the American Association for the Advancement of Science in New York that the government intends to withdraw "ineffective" drugs from public use during the next two years. An estimated 300 drugs, marketed under about 1,600 brand names, including some "family favorites," will be withdrawn, the commissioner indicated.

Dr. Goddard said that the National Academy of Sciences' National Research Council is now reviewing the efficacy of nearly 3,000 drugs that went on the market between 1938 and 1962 —drugs for which only safety had to be proved in the past. The academy has established 29 panels of 200 medical and pharmaceutical specialists to decide whether the drugs fit into one of four categories: effective, probably effective, possibly effective and ineffective.

Drugs found to be ineffective for the treatment of the medical conditions for which they have been prescribed will be removed from the market, Dr. Goddard said. Both prescription drugs and patent medicines are involved. Dr. Goddard said the first panel report is to be made this month and that other reports will be made over the next year and a half.

Other Categories ▪ Individual judgments would be made by the FDA on drugs found to be "probably ineffective," while those with "possibly ineffective" designations would require additional study but would not be removed from shelves, he said.

The late Senator Estes Kefauver started an investigation of the pharmaceutical industry in 1959. The inquiry resulted in amendments to the Pure Food, Drug and Cosmetic Act, which were passed in 1962. The amendments increased FDA's power to regulate the approval, introduction and use of pharmaceuticals.

Under the legislation manufacturers must submit evidence supporting therapeutic claims. Prior to 1962 manufacturers were required only to prove the safety of their drugs.

The Food and Drug Administration gave a contract of $834,000 for the study of the efficacy of drugs to the National Research Council, and a study to screen drugs was begun in June 1966.

Dr. Goddard said he was not sure what effect the FDA rulings might have on the pharmaceutical industry, which sells approximately $5-billion worth of drugs yearly. "I don't see a big battle ahead, but I've been surprised before," he said.

In 1966, according to figures of the Television Bureau of Advertising, advertisers of drug products spent a total of $243,377,900 in television—$80,604,000 in spot TV and $162,773,900 in network TV.

Rep appointments . . .

▪ WGKA Atlanta and WAVA Arlington, Va.: John C. Butler Co., New York.

▪ WROZ Evansville, Ind.: McGavren-Guild-PGW Radio Inc., New York.

Radio-TV jams the aisles at Lazarus

OHIO DEPARTMENT STORE TELLS WHY IT COUNTS ON BROADCASTING

"What we've done so far is a drop in the bucket compared to what we must do, what we are going to have to do."

Charles Y. Lazarus, president of F. & R. Lazarus Department store, Columbus, Ohio, is speaking of his company's rapidly growing commitment to advertising in the broadcast media—especially in television, especially in color, but also including radio.

He speaks softly, earnestly. His office, its decor a subdued modern, has warm wood paneling and subtle mixes of browns and blues.

Outside the executive suite is the Lazarus china department. Customers move slowly through the aisles, then pour on and off the escalators more briskly.

Lazarus already considers itself the biggest single radio advertiser in Columbus, running from 200 to 400 spots a week divided among the six local stations. During this past year it also has become more and more involved in television and now splits 35, 50 or even 60 spots a week among the city's three TV stations.

Its broadcast advertising agency is Byer & Bowman there. The agency's president, Gus Bowman Jr., is also present for the meeting with Mr. Lazarus.

Called Mr. Charles by his associates, Mr. Lazarus keeps his desk free of any paper but the matter he is presently considering. He thinks and responds the same way—direct, to the point, thorough, but not until after he has carefully listened to the proposition or question.

"The big opportunity of television is to transmit the excitement of the merchandise item and its use," Mr. Lazarus continues, "especially the atmosphere and excitement of its end use."

Special Medium ▪ He explains that "item selling," merely displaying the goods and giving the price and brief description, is not the most effective way to use television. "It's a hangover from print," he notes, citing how the color and movement of TV can capture the glamour of a new coat or dress and enable the customer to see in her mind how much enjoyment its wearing could give her.

Has Lazarus reached a saturation point in its extensive use of radio? "No," is his prompt reply.

"I don't think we know what saturation is," he says. If there is a point of saturation in media exposure at all, he suggests, it can be overcome in more creative use of the message itself as well as the medium.

Lazarus now spends about 15% of its advertising budget in the broadcast media and all signs appear to be that this will progressively increase. The store, a division of Federated Department Stores of Cincinnati, first began using radio back in the 1930's on a limited basis and since the early 1950's has been in and out of television. Until now, though, these exposures have been largely institutional and special-event promotion.

A fourth generation kin of the original founder, Mr. Lazarus describes the complex challenges of retailing today, the problems of increasing selling effectiveness within the store as well as how the department store must change some of its approaches to the modern customer to keep the lines of communication open. Retailers today must think in terms of media mix to reach the kind of customers they want, he says.

Internally Lazarus is making good use of a Sony video-tape system to help in training by recording key planning meetings, Mr. Lazarus says, citing this as one example of how his store is experimenting to keep up with the times. In the offices of the store's advertising division are television sets, tape recorders and film projectors along with the traditional wall after wall of newspaper tear sheets.

Heavy in Print ▪ Lazarus uses about 8-million lines of newspaper advertising a year, other store officials point out, a total lineage that is second only to Filene's of Boston, another Federated property. The Lazarus advertising staff totals 55 people, virtually all of whom deal chiefly with the print media since Byer & Bowman has become the store's broadcast "staff" in many respects.

Byer & Bowman, now in its 42d year serving many local and regional accounts plus a few national advertisers, won the Lazarus broadcast account about two years ago. About one-half of the agency's billing goes into radio and TV. Mr. Bowman works actively on the store account along with Ron Foth, account executive.

The agency not only creates the Lazarus commercial copy for radio-TV but also produces the commercials using its own facilities. A 10-second sound-on-film 16mm color-TV spot will run as little as $150, billed to Lazarus at cost. The account is on the straight 15% commission basis.

Mr. Lazarus is about to leave with Mr. Bowman to screen some of the recent color commercials when his phone lights to signal an expected long distance call. He excuses himself for a few minutes and when the conversation resumes he reports that Lazarus has a new publicity director, Stephen Thorpe, for two years advertising manager of Cleveland's May Co., another retail user of radio-TV.

Mr. Thorpe is succeeding Mari Yerian, a 35-year veteran of Lazarus who is retiring as publicity director and will become a consultant to Mr. Lazarus. "Publicity" in retailing has a usage much broader than the journalistic connotation. In the department store the publicity director's responsibilities will include advertising but also many other fields too, window display for example. The post usually is ranked

Department-store dynasty

The deepening interest of F. & R. Lazarus & Co's Charles Y. Lazarus in the broadcast media and what they possibly can do for retailing today may well set an example for the 96 other stores within the 15 divisions of parent Federated Department Stores. Lazarus of Columbus, Ohio, is the bellwether store of the Federated group.


Charles Lazarus

Simon Lazarus, a Jewish immigrant, established the family store in Columbus in 1851 that today is F. & R. Lazarus & Co. Simon had two sons, both now dead, Fred Sr. and Ralph, whence came the store name. Fred Jr. founder and for many years head of Federated, is still active as head of the group's new discount operations.

Charles Y. is a nephew of Fred Jr. One of Fred Jr.'s sons, Ralph, is chairman and chief executive officer of Federated. Other sons, nephews and a brother also are active in the store group. Federated's combined sales in 1967 where expected to hit $1.5 billion.

above those executives dealing in advertising alone.

When the department store spends money for advertising, it is often as a conglomerate of possibly a hundred or more little inside businesses. The decision and the amount to spend begin with the individual merchandise buyer. By tradition he is accountable for his specific budget and he therefore demands immediate results in actual hard cash sales. By tradition the buyer also is newspaper oriented and he's not inclined to media experimenting.

Help Needed ▪ Obviously recognizing these facts of retail life, Mr. Lazarus suggests that if top management of the store is to "change the thrust of our publicity dollar" it is going to have to have a lot of assistance from Byer & Bowman. The agency's challenge will be to educate the store buyers in how to use the broadcast media as effectively as they now use print.

A few minutes later in the office of Leonard Daloia, Lazarus advertising director, Mr. Lazarus reviews some of the latest color commercials with Messrs. Bowman and Foth. The sample reel includes 10's, 20's, 30's and minutes, ranging through a broad spectrum of goods and services offered by the store, including one spot promoting part-time Christmas employment at the store, which all agree was highly effective this season.

After watching a sequence of 10's promoting new fashions, Mr. Lazarus wonders if the closing superimposed logo might be too long or too repetitious. He is impressed with the drama and color of the models wearing the new dresses in real-life situations and thinks perhaps the total impact might be further enhanced if every possible second could be squeezed out to stress these points of excitement rather than even the brief logo display.

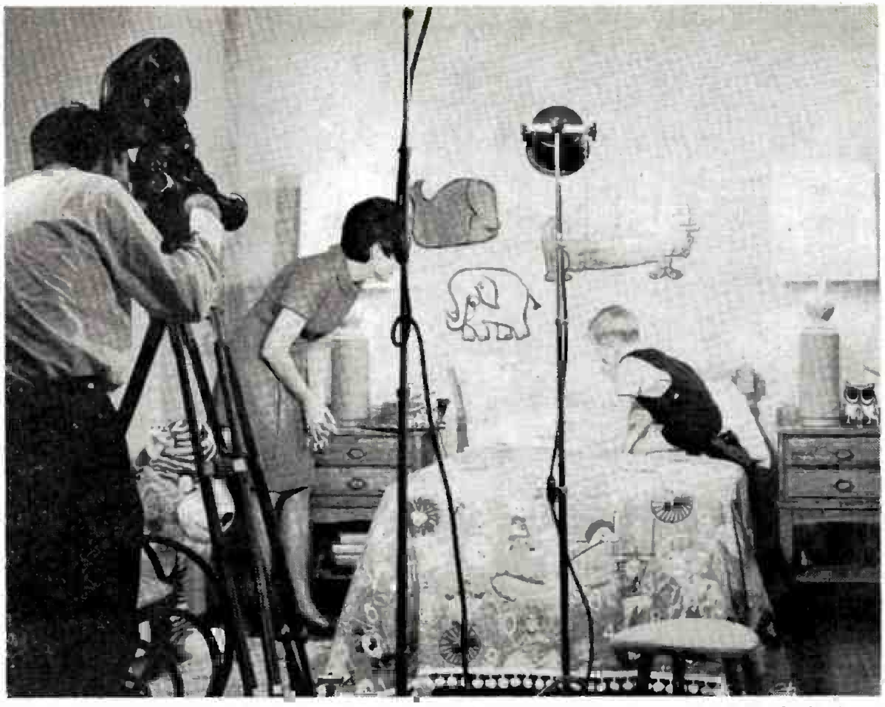
Agency and store officials indicate they are finding the sample TV reel and audio tapes effective tools in explaining the broadcast story to store buyers. The sample reel demonstrates how a commercial will probably appear much better than a storyboard, they note.

Even the store's smallest units with the smallest advertising budgets can afford radio on a regular saturation basis although they may not be able to pool enough dollars to use TV. Five Lazarus units now combine for a package of Monday-through-Friday spots on a rotating basis. All five are mentioned on each minute spot and each day one of the five gets full treatment.

The five units are rent-a-car service, shoe repair, live flowers, dry cleaning and in-home rug and upholstery cleaning. None on its own could have afforded an effective campaign, it was noted. The worth of the plan was proved recently when the Lazarus travel-services unit wanted to join in, but none of the participants would give up his segment. All said they had experienced definite sales increases.

Solid Plan ▪ Mr. Bowman recalls going after the Lazarus account some two-and-a-half years ago and winning it in part on the agency's track record in radio and TV for other advertisers. But the clincher was a four-point plan of special services the agency could develop for the major retailer not previously available, he feels.

The areas of service in the combination plan include: (1) timebuying and



Catching a child as he plays on the bed, a Byer & Bowman cameraman films a television spot for the bedding and linen department of F. & R. Lazarus department store, Columbus, Ohio.

At a Byer & Bowman creative session are (l-r) Martha Sullivan, copywriter; Gus K. Bowman Jr., agency president; Theresa Evans, copywriter; Larry Woolf, radio-TV creative director, and Ron Foth, account executive.

BAR network-TV billing report for week ended Dec. 24

BAR network TV dollar revenue estimates—week ended Dec. 24, 1967 (net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended Dec. 24	Cume Dec. 1-Dec. 24	Cume Jan 1-Dec. 24
Monday-Friday Sign-on-10 a.m.	ABC-TV	—	—	$ 54.8
	CBS-TV	$ 86.0	$ 444.6	6,936.6
	NBC-TV	302.4	1,033.2	14,501.2
	Total	388.4	1,477.8	21,492.6
Monday-Friday 10 a.m.-6 p.m.	ABC-TV	1,247.9	4,158.2	67,897.5
	CBS-TV	2,698.3	9,345.9	155,713.8
	NBC-TV	2,019.5	6,678.0	93,865.8
	Total	5,965.7	20,182.1	317,477.1
Saturday-Sunday Sign-on-6 p.m.	ABC-TV	607.2	5,440.6	48,062.4
	CBS-TV	3,175.4	12,194.0	62,559.3
	NBC-TV	407.2	3,806.1	36,009.3
	Total	4,189.8	21,440.7	146,631.0
Monday-Saturday 6 p.m.-7:30 p.m.	ABC-TV	377.1	1,146.9	16,724.8
	CBS-TV	560.3	2,850.2	29,854.1
	NBC-TV	590.8	1,834.0	30,404.2
	Total	1,528.2	5,831.1	76,983.1

Day parts	Networks	Week ended Dec. 24	Cume Dec. 1-Dec. 24	Cume Jan 1-Dec. 24
Sunday 6 p.m.-7:30 p.m.	ABC-TV	174.8	454.5	5,326.7
	CBS-TV	99.5	1,496.2	12,611.5
	NBC-TV	202.8	794.2	7,351.9
	Total	477.1	2,744.9	25,290.1
Monday-Sunday 7:30 p.m.-11 p.m.	ABC-TV	4,949.2	19,081.3	252,619.2
	CBS-TV	6,378.1	24,144.9	297,395.1
	NBC-TV	5,631.3	22,807.9	288,930.7
	Total	16,958.6	66,034.1	838,945.0
Monday-Sunday 11 p.m.-Sign-off	ABC-TV	216.6	922.7	12,534.5
	CBS-TV	10.8	125.0	3,978.5
	NBC-TV	361.4	1,211.6	19,492.6
	Total	588.8	2,259.3	36,005.6
Network totals	ABC-TV	7,572.8	31,204.2	403,219.9
	CBS-TV	13,008.4	50,600.8	569,048.9
	NBC-TV	9,515.4	38,165.0	490,555.7
Grand totals all networks		$30,096.6	$119,970.0	$1,462,824.5

audience evalution; (2) greatly simplified procedures of accounting and immediate billing to keep track of retail advertising's diverse paperwork detail; (3) complete creative resources both in full-time people and all film-production facilities except laboratory processing, and (4) the ability to work as an adjunct or partner to Lazarus' own advertising department.

Byer & Bowman has developed special forms and procedures to cut through retailing's paperwork mountain. The system simplifies everything from initial budgeting to weekly billing and the supplying of separate performance affidavits for each store unit or item. This enables Lazarus to efficiently control its own internal-cost accounting and dollar allocations.

"Columbus is a rapidly growing market," Mr. Bowman observes, "and through our research we learned that newspapers are not keeping pace with the growth of new households. Also, considering the general youth movement, the target market for Lazarus is growing younger and younger. These customer prospects are basically broadcast oriented."

The agency has four people assigned full time to the Lazarus account. Apart from the account executive, these include the home-store copywriter, the fashion-store copywriter and a broadcast consultant whose office is in the Lazarus advertising section where she serves as contact between the agency and all 154 store departments. This full-time agency quartet is exclusive of the art, creative, production and specialized media people who devote a good portion of their time to Lazarus.

Not a single piece of broadcast copy is written until the agency writer personally has handled the goods to be advertised. The research also includes basic facts on prices, sizes, colors, etc., as well as answers to questions about target audiences, the product's key selling features and brand position. The specific store buyer also is involved in this creative process since his participation helps build his enthusiasm.

New Unit ▪ During the past year as Lazarus became more involved in television, Byer & Bowman set up its own complete film department, including studio and film-editing facilities. The TV product turned out so well the agency's film director now is also doing still-photography work for the store's fashion ads in the print media.

Byer & Bowman is a strong advocate of "package" planning in both radio and TV to assure enough exposure and weight to produce results. The radio package the agency builds for any one day usually will have around eight spots on each station.

In TV, for example, a package of 10-second ID's will include 12 to 16 exposures on a given day and reach an estimated 685,000 to nearly 880,000 homes. Placement generally is run-of-schedule, but broad time segments often are outlined.

Starting about a year ago Lazarus instituted monthly pre-planning meetings among key executives for nearly all store divisions to outline the expected balances of media mix for the two months following. The specific request for radio or TV, though, originates with the individual store buyer.

Columbus's three TV outlets regularly used by Lazarus are WBNS-TV, WLWC(TV) and WTVN-TV. The radio stations are WBNS, WCOL, WMNI, WRFD, WTVN and WVKO. The agency feels it reaches significantly different audience segments through each radio station since each tends to specialize in format. Frequently the spots used on several stations are voiced by two WTVN personalities, John Fraim and Jim Lohse.

Does broadcast bring new business to Lazarus?

If anyone has doubts, talk to the people in the store's music center, which reversed its down trend and now is building new profits. Or talk to millinery and wigs, or linen and bedding, or rugs, or books, or furniture, or the man who runs the warehouse sales.

Or just walk through the store with the agency account executive and watch as department people grab an elbow and talk about a possible schedule. Look there, "shirts" is bending his ear just now, lining up the special January event.

Emerson Foote Inc. loses its name

Emerson Foote Inc., New York and Atlanta, which since last August had been operated as a division of Bozell & Jacobs, Omaha, lost its identity last week. The offices it had occupied at 575 Lexington Avenue in New York now become the headquarters of Bozell & Jacobs, which makes the move from Omaha.

B&J bought the Foote advertising agency last August (BROADCASTING, Aug. 28, 1967) by acquiring the 83% interest held by Emerson Foote, then the agency's chairman. Mr. Foote became a consultant, giving up his chairmanship to Charles D. Peebler, who is president and chief executive officer of Bozell & Jacobs.

According to Mr. Peebler, Bozell & Jacobs will now offer "the complete range of advertising and public relations services under one corporate roof." He and Alan J. Jacobs, executive vice president of B&J, have assumed the advertising and public relations "operational duties" respectively, and the agency said, will give "particular emphasis" to new business. Bozell & Jacobs billed more than $28 million in 1967, of which an estimated $10.5 million was in broadcast.

A three-man creative marketing team previously associated with the Ted Bates agency—Bill Abrams, Ross Legler and Barry Shadorf—last week joined Bozell & Jacobs as senior executives with equity in the corporation.

Mr. Abrams, a former member of the Bates creative board, becomes a B&J senior vice president and national creative director. Mr. Shadorf, former Bates art supervisor, becomes a vice president and associate creative director at B&J. Mr. Legler was a Bates account supervisor on Scott paper. He becomes B&J senior vice president for account services.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio and television campaigns. Appearing in sequence are names of advertisers, product, number, length and type of commercials, production manager, agency with its account executive and producer.

WGN Continental Productions, 2501 Bradley Place, Chicago 60618.

King Coil Mattress, Minneapolis; two 60's for TV, on tape, color. Dale Juhlin, director. Agency: Johnson-Livingston Advertising, Minneapolis. Jerry McManus, agency producer.

Leclede Gas Co., St. Louis; two 90's, two 30's and one 60 for TV, on tape, color. Dale Juhlin, director. Agency: D'Arcy Advertising, St. Louis. Lou Perkins, agency producer.

Goldblatt's Dept. Store, Chicago; one 60 for TV, on tape, color. Dick Juhlin, director. Agency: I. C. Haag Advertising, Chicago. I. C. Haag, agency producer.

Chicago's American, Chicago; one 20 for TV, on tape, color. Dick Juhlin. director. Agency: Rink, Wells & Associates, Chicago. Rink Wells, agency producer.

Chicago Tribune, Chicago; two 60's and two 20's for TV, on tape, color. Dick Juhlin, director. Agency: Foote, Cone & Belding, Chicago. Bob Mellott, agency producer.

Crowles Fur Salon, Chicago; one 60 and one 20 for TV, on tape, color. Dick Juhlin, director. Agency: Malcolm-Howard Advertising, Chicago. Bunny Berman, agency producer.

Evans Furs, Chicago; two 60's for TV, on tape, color. Dick Juhlin, director. Agency: Malcolm-Howard Advertising, Chicago. Bunny Berman, agency producer.

RCA sets new campaign

RCA's home instruments subsidiary, through J. Walter Thompson Co., will spend $2 million during the first quarter of 1968 to promote its home entertainment products.

"RCA—Number One for the Money" will be the major theme of RCA's promotional campaign during the quarter and throughout 1968. Supplementing the primary theme will be a companion "Play Now/Pay Later" promotion during January and February.

Broadcast ads will appear on NBC-TV's *Wonderful World of Color;* American Football League play off and All-Star games; and on NBC Radio's *Monitor* and *Emphasis*.

What happens now to ABC?

With merger dumped by ITT, after two years of government obstruction, network starts new search for cash, credit and expansion

Directors of ABC Inc. are scheduled to meet today (Jan. 8) to begin reshaping plans and operations in the aftermath of the unhappy new-year news that International Telephone & Telegraph Corp. had cancelled the merger of the two companies.

The merger had promised a vast infusion of funds from the ITT treasury and from enlarged borrowing power. Now ABC is left with sizeable loan obligations, including $25 million that is due ITT next Dec. 31, and with a need to look elsewhere for acquisitions or mergers to shore up its financial position.

Some economies in operations were expected. At a management meeting last week a decision was reportedly made to abandon gavel-to-gavel coverage of next summer's political conventions. Officials said, however, that there would be no cutbacks in regular news programing.

ABC spokesmen said that top officials of the company had already embarked on earnest negotiations which, if fruitful, could result in ABC's acquisition of smaller "compatible companies."

Fast Action ▪ The cancellation of the merger agreement came on New Year's Day in a special meeting of ITT directors. The agreement had given either party the right to cancel after New Year's Eve.

Harold Geneen, ITT chairman and president, telephoned the decision to Simon Siegel, ABC executive vice president, after failing to reach Leonard Goldenson, ABC president, who was vacationing with his family in the Bahamas.

In a statement made public later in the day, ITT said the decision had been made in the "light of long delays that have ensued since the announcement of merger in December 1965—delays over which neither company could exercise control—and the indication of continued delays in the future.

"Because of these factors, it was felt that the interests of our stockholders would be best served by termination of the agreement and of the merger," the formal statement continued. "This action has been taken by the ITT board with reluctance and concern for the time and effort both companies have expended to carry out an agreement which was entered into by them as a constructive step in the public interest."

The merger was twice approved by the FCC and finally appealed to the courts by the Department of Justice (see story, page 36). Last week's decision to terminate the merger, which would have resulted in the largest broadcasting-communications complex in the world, came while the appeal was still being considered by a three-judge panel of the appellate court in Washington.

The heads of ABC and ITT reflect the early promise of their proposed merger. Leonard Goldenson (l), president of ABC, and Harold Geneen, president and chairman of ITT, appeared together at a reception in 1966.

Shifting Gears ▪ ABC's first reaction to the ITT decision came in a statement by Mr. Goldenson. He said ABC regretted the action, but that "termination of the merger by ITT now frees ABC from its obligation under the agreement and permits us to start immediate discussions with compatible companies that have privately expressed an interest in being acquired by our company. Up to now, ABC, in good conscience, was not able to enter into any such discussions while the merger was pending."

Mr. Goldenson said ABC "will move vigorously and forcefully to strengthen and expand our company's interests and growth. We will have further announcements in the future."

ABC spokesmen later confirmed what was implicit in Mr. Goldenson's statement: that ABC was already in the process of talks directed toward acquiring at least one company, which was unidentified. Network officials also pointed out that Mr. Goldenson's statement also left open the possibility that ABC would be acquired by a larger company.

Speculation that the latter development is a possibility has centered on past reports that General Electric, Litton Industries and Sears, Roebuck, among others, have shown interest in acquiring ABC.

ABC spokesmen said, however, that ABC would probably absorb a smaller company or companies before entering into negotiations with a larger corporation. Sources said such tactics would give ABC a stronger bargaining position if another merger partner of the magnitude of ITT came around.

Stock Firm ▪ Company spokesmen said officials were pleased by Wall Street reaction to developments. ABC common closed at 66 on Dec. 29 while the merger was still pending, opened at 61 on the Tuesday after New Year's Day and closed at 65½ on Thursday (Jan. 4).

"Trading has been balanced and

healthy," said one network official. "We're pleased by the stability of the price; it shows a continued confidence in our company on the part of investors."

Sources were reluctant, however, to discuss ABC's liabilities, which include a number of large loans (see below). Financial problems were reported to be on the agenda for the ABC board meeting today.

Spokesmen said that economies probably will be effected in the programing area as a result of ITT's cancellation. Tentative plans, it's said, have been drawn up to preserve 7:30-to-9 p.m. prime-time revenues during the political conventions next summer. In the early evening the network will stick with regular programs and switch to the conventions later on.

Good and Bad ▪ Morale among most network personnel at all levels—many of whom had sweated out the ups and downs of the merger for two years—was described as high. Top network executives, however, were miffed at the manner in which ITT announced the cancellation — "cavalierly," grumbled one official who expressed a wish that ITT had waited a reasonable amount of time for the court's decision.

"We won't know what the decision would have been, but it would have come fairly soon. We were more than willing to wait a reasonable amount of time for a final judgment," a company spokesman said.

Other executives reportedly greeted last week's news with mixed feelings: On one hand was the possibility that an infusion of ITT money might have meant higher income; on the other hand was the fear that ITT management might have been disposed to "clean house," as one official put it. Several employes in "service" operations, or non-income-producing activities, however, feared that cancellation of the merger might mean an austerity program that could jeopardize their jobs.

How Deal Soured ▪ Under the terms of the merger agreement, ITT was to pay for each share of ABC stock common, 0.5719 share of ITT common and 0.5719 share of new ITT preference convertible stock, calculated to be the equivalent of 1.14 shares of ITT common.

ABC had 4,707,270 shares of common stock outstanding as of Dec. 31, 1966. It also had reserved 212,500 shares for options already granted to executives—a total of almost 5 million shares.

On Dec. 1, 1965, when the merger agreement was officially confirmed, ABC was selling at 62 and ITT, at 66-5/8, resulting in a $75.95 value for each ABC share. For 5 million ABC shares, ITT would have paid the equivalent of $379,750,000.

Case still hangs in court

A peculiarly legal dustup echoed in the wake of the termination of the ABC-ITT merger last week. Last Thursday, the FCC, ABC, ABC Television Affiliates Association and ITT filed a motion in the U. S. Court of Appeals for the District of Columbia asking that the Department of Justice's appeal against the FCC's approval of the merger be dismissed "as moot." In view of ITT's decision to cancel the contract, the motion says, "there is no longer any controversy to be determined by this court."

The Department of Justice, however, did not join in this move; it filed last Friday a response suggesting that the court remand the case back to the FCC so that the commission itself can withdraw its decision. Otherwise, the implication is, the FCC decision still stands.

It was the failure of the court to decide the appeal before Dec. 31, 1967, that brought the termination provisions into play.

On last Tuesday ITT stock stood at 116, the equivalent of $132.24 a share —or a total of $661,200,000 for 5 million ABC shares.

The difference between what ITT was prepared to pay when it signed the merger agreement and what it would have had to pay if it had closed on Jan. 2 was $281,450,000.

Indebtedness ▪ ABC faces 1968 with total loan obligations of $128 million, aside from annual cash requirements for operating expenses and future planning, according to information on file at the FCC.

In 1965 the network borrowed $70 million from the Metropolitan Life Insurance Co., later $27,500,000 from the Manufacturers Trust Co. and three other banks; $10 million in a short-term credit from the same four banks, and $25 million advanced by ITT.

The Metropolitan Life loan, now reduced to $66,250,000, is for 20 years at 4.55% interest yearly, payable semiannually at these sums—$1,250,000 to Jan. 1, 1971, $1,625,000 to Jan. 1, 1985, and $10,750,000 on July 1, 1985.

On the bank loans, ABC borrowed $25 million in 1966, and another $2.5 million in January 1967. The consolidated loan is for a five-year period, with interest to March 1, 1967, on the prime commercial bank rate, and thereafter at ¼ of 1% above the prime rate. The note is payable in equal, quarterly installments that began June 1, 1967, and end on March 1, 1972. Remaining to be paid is $25 million.

Details of the $10 million short-term credit were unavailable last week.

The ITT loan, made toward the end of 1966, provided for $25 million to be advanced to ABC in five monthly installments beginning in February last year. It is unsecured and subordinated to the Metropolitan Life and bank loans. Interest is at the ¼ of 1% above the prime bank rate. ABC is obligated to return the $25 million next Dec. 31.

In one of the exhibits submitted last year in the FCC proceeding, the network noted that over a four-year period (1966-69), it would require $85.8 million in cash above normal requirements for $20 million cash working funds.

Five-Year Plan ▪ In a five-year projection that ABC submitted to the FCC, the network showed that it had committed $33,266,000 in the broadcasting field and had planned to spend $113,-470,000 mostly for color and for feature films. Other prospects in that period: new theaters, $23,300,000; ordinary replacements in theaters and all other operations, $9,520,000. Also mentioned for that period is ABC's contribution of $5 million for Marine World, a Redwood City, Calif., marine exhibit that is under construction.

The same exhibit showed that ABC had a cash flow (cash and securities) of $19,859,000 in 1966, but anticipated a cash deficit for the other four years of $33,550,000; $63,500,000; $85,801,-000 and $75,111,000. This, the network noted, was exclusive of normal requirements of cash working funds of $20 million each year.

ABC put its total cash requirements over these five years at $372,720,000—but with the network only able to generate $208,850,000 of this. The net deficiency, even after borrowing, was put at $122,370,000.

These figures were disputed by both the Justice Department and the FCC's Broadcast Bureau. For example, the Broadcast Bureau calculated that by delaying construction of the $78-million studio installations for one year, the network could reduce its peak cash deficiency from $85.5 million (in 1969) to $57.5 million.

In the hearing witnesses suggested ABC could get along without ITT.

But Mr. Goldenson was less sanguine. Agreeing that perhaps ABC could raise money in the financial market, he thought, nevertheless, that a "prudent" board of directors might decide that the time had come to "stop our forward progress"—by cutting back studio construction plans, by reducing unprofitable ventures (such as news and radio networking), and by laying off personnel.

New threat to station trading

Justice Department's role in ABC-ITT case seen as portent of the same in future transfers that are deemed anticompetitive

The breakup of its proposed merger with International Telephone & Telegraph Corp. has undoubtedly caused ABC considerable pain and grief—but in the long run it may well be that the FCC and its regulation of the broadcasting industry will show the effects the longest. ABC may find itself new partners or acquisitions and, with luck and hindsight, avoid the problems that prevented it from consummating its marriage to ITT. But the commission, and the industry it regulates, have been made aware that a new factor must be considered in cases involving major broadcast-property acquisitions — the antitrust division of the Department of Justice.

It was the department—in the absence of any opposition to the proposed merger, and in the face of a 4-to-3 commission decision in December 1966 approving the acquisition—that entered the case and, as matters developed, succeeded in preventing ITT from taking over ABC, with its 17 AM, FM and TV stations and its hundreds of radio and television affiliates across the country.

The department, last January, asked the commission to reconsider the approval it had given the merger, to hold a full evidentiary hearing (which had not been done earlier) and to permit the division to participate as a party. The commission, the department said, had failed to consider adequately the anticompetitive aspects of the proposal. The department cited, among other things, the possible elimination of ITT as a potential competitor of ABC and others either in network broadcasting or as the operator of an extensive CATV network, and as an independent source of basic technological development that could lead to new entrants into network broadcasting. The possibility that ITT would use ABC's news operation as a tool to advance its economic interests at home and abroad was also a factor in the case.

Agency vs. Agency ▪ Then, after the commission granted the request—and then affirmed its earlier decision on the same 4-to-3 vote—the department appealed the case to the U. S. Court of Appeals, in Washington, and the unlikely had happened: The U.S. (Justice), as it were, was opposing the U.S. (the FCC) in a court case.

It was an extraordinary performance on two points: The antitrust division had never before appeared before a regulatory agency under similar circumstances. The division maintains liaison with the commission on matters of mutual interest, as was true in the ABC-ITT case; indeed, the history of that cooperation goes back to the early 1940's, when the department filed antitrust suits against NBC and CBS. But as a matter of policy, Justice has refrained from participating as a party in those merger cases in which it is free to file an antitrust suit.

Turner of Justice
He blew the whistle

And Justice took the route that it did after acknowledging that it lacked the evidence to challenge the merger in courts as a violation of antitrust law. Donald F. Turner, chief of the division, wrote the commission on Dec. 20, 1966, that the anticompetitive consequences of the proposed merger seemed too "speculative" to warrant a suit to enjoin it. Indeed, the commission took that letter to represent a green light, and proceeded to approve the merger the following day.

Public Interest ▪ In its petition for reconsideration and again its appeal for judicial review, the department argued that the commission, in approving the merger, had not lived up to its responsibility to safeguard the public interest. The case thus raised the nice question as to whether the commission or the department was a better judge of the propriety of a commission action.

But by last Dec. 31, the deadline after which either party to the merger agreement could withdraw, ITT had had enough. The continuing delay in consummating the merger—caused principally by Justice's opposition to the acquisition—had permitted changes to occur in the price of the stock of ABC and ITT that would have resulted in ITT paying some $280 million more for ABC than it had originally bargained for. So ITT opted out, and the commission, the department, and the public were denied the benefit of the court's opinion as to the department's view of the commission's action.

But as a practical matter, Justice won its fight to prevent a merger it felt would not be in the public interest. And it's that result, plus the hardship and extra effort to which Justice's actions put the applicants, that broadcast licensees and potential entrants into broadcasting will likely consider before deciding to undertake a major acquisition.

There is a difference of opinion within the FCC as to whether the Justice Department's action in the ABC-ITT case presages similar interventions in the future. Many FCC officials, staff attorneys as well as commission members, think it does not—except in the unlikely event of a parallel case, in which a major communications company seeks to acquire a major broadcasting network. "The case was unique," said one official. "The problem presented will probably never occur again."

Different View ▪ But there are others in the commission, as well as among outside attorneys, who feel that major companies interested in acquiring broadcast properties will feel obliged to consider the views not only of the commission, which has statutory author-

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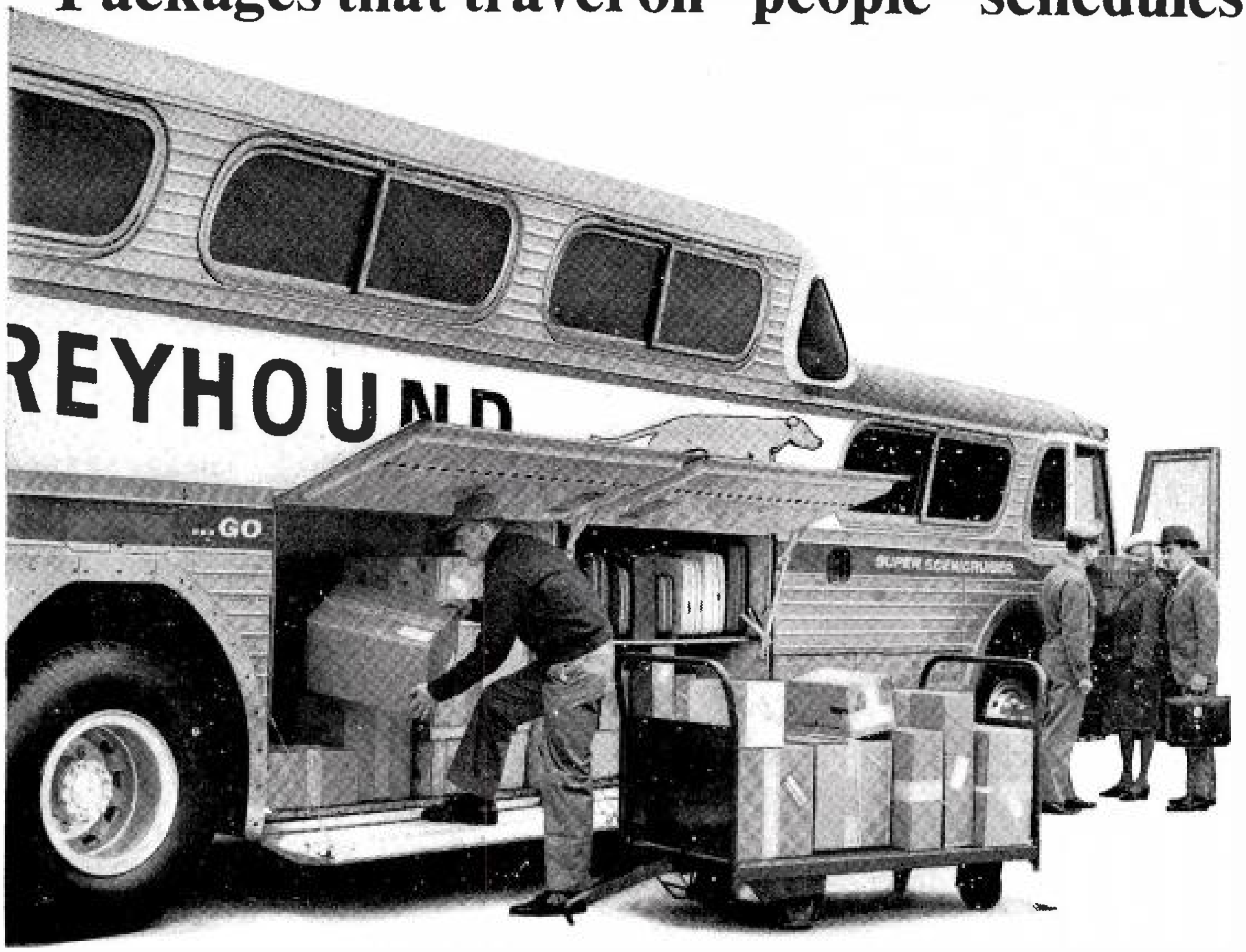

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CLEVELAND—COLUMBUS	10	2 hrs. 55 mins.	2.00	2.30	2.65
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and indoor subjects, close-ups and macro-shots, all reflect the higher resolving power.

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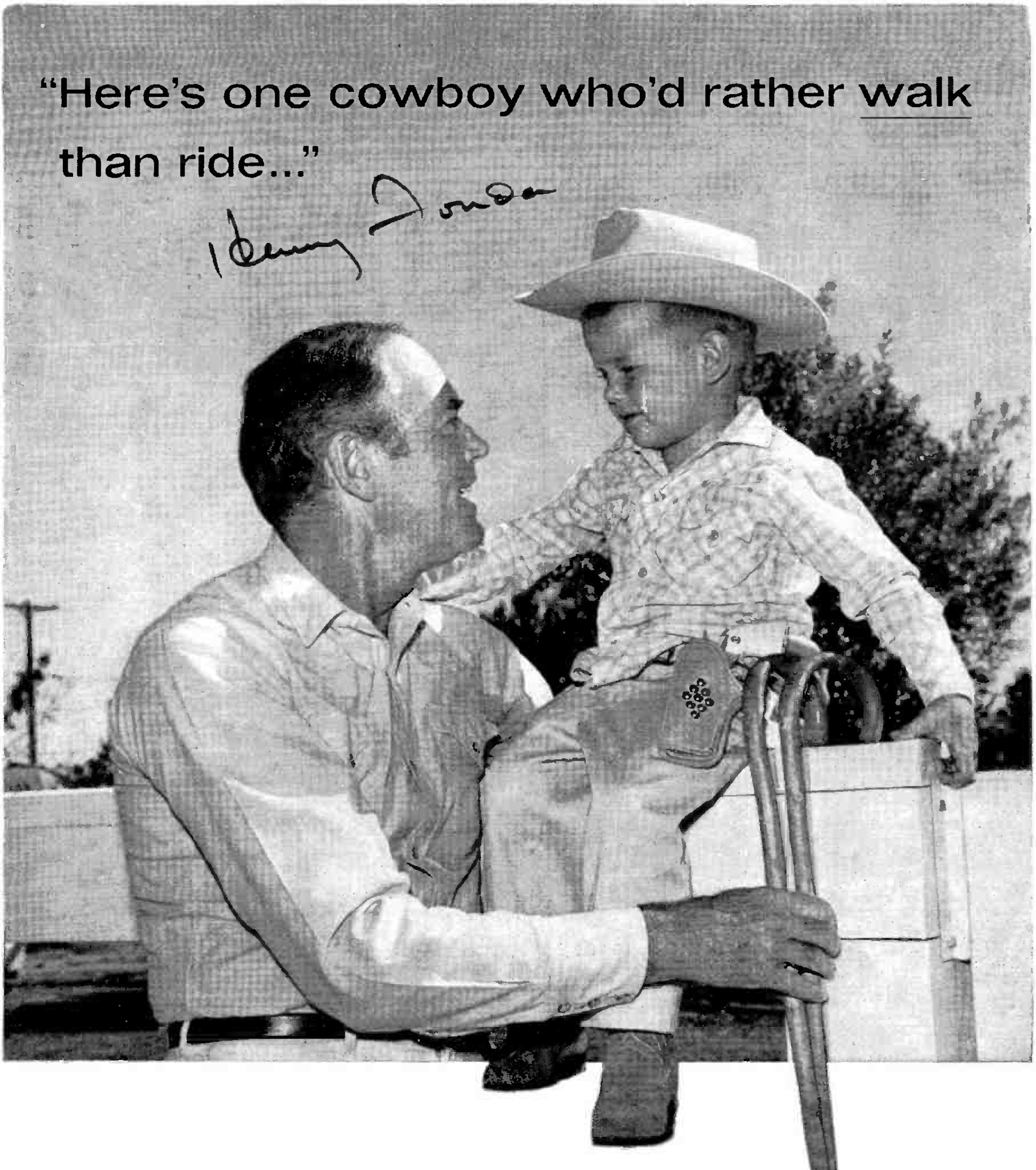

KENNY CUNNINGHAM is five years old. He was born in Colorado ...a country of high mountains and fine horses. His love for horses is something he shares with small boys everywhere. But because Kenny was born with cerebral palsy, one thing he does *not* share with other youngsters is the simple ability to walk. Just to take a few steps without canes or crutches would be the greatest thrill of his young life. You help Kenny and a quarter of a million children like him when you give to United Cerebral Palsy. And when you do, you'll know what they mean when they say, ***Happiness Is Helping.***

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ity to pass on station sales, but also of the Justice Department's antitrust division—"even when antitrust-law violations are not involved," one angry commission official observed. "This is clearly presumptuous interference in the commission's policy-making function," he added.

Commissioner Lee Loevinger, who had been a staunch supporter of the proposed merger—and who is a former chief of the antitrust division—says Justice's action in the ABC-ITT case "suggests the possibility of an unhealthy trend developing."

He also said the "only losers in the case are ABC and the public"—a reference to his view that the merger, as the applicants had claimed, would have provided ABC with the capital it needs to compete effectively with CBS and NBC. The outcome, he said, was "a real blow to the vigor of competition."

Some outside attorneys go a step further, and see a constitutional issue involved in the intervention of an executive department in the affairs of an agency that is an arm of Congress. And they feel that Justice's action in the ABC-ITT case—and the outcome of that case—could lead to the department's "second-guessing" other regulatory agencies (the Federal Trade Commission, for instance, or the Securities and Exchange Commission) in areas of their specific competence.

One attorney sees these practices as culminating in the establishment of Justice as a "super agency," riding herd on all other government agencies. This seems an extreme view in light of the department's current heavy workload and apparent reluctance, initially, to get involved even in the ABC-ITT matter. Further, the human factor would have to be considered: Will the antitrust chief and his boss, the attorney general, always be the kinds of activists who would seek such a role for the department? Would the agencies, by their actions, tempt the department to exercise such supervision?

Could Happen Again ▪ But attorneys in the antitrust division provide some basis for the view that the ABC-ITT performance was not a one-shot affair—that the department might again go before the commission (or some other regulatory agency, for that matter) to oppose a merger it feels would not be in the public interest.

One suggested that Justice, in considering whether to oppose a merger that is subject to a regulatory agency's approval, might find it "appropriate in some cases" to appear before the agency rather than to file a court suit. "I can't say that it will always happen, but that it can happen, that this is an appropriate way of proceeding," he said.

He also said that there appeared to be "more interest" in the department in "the general problems of regulatory agencies" and that, as a result, there is "more interest in going before agencies" and dealing with matters involving anticompetitive problems in that fashion.

One factor undoubtedly making that tactic attractive to the department is that it does not involve an obligation on the part of Justice to prove a violation of law; it need only argue—as it did in the ABC-ITT case—that a proposed merger would not be in the public interest.

Smoother Approach ▪ In any case, it's likely that the department would attempt, next time, to avoid the kind of criticism its tactics won it in the ABC-ITT case—specifically, the charge, voiced privately by some FCC officials as well as by representatives of the applicants—that the department employed "dilatory tactics" to kill the merger.

The department began investigating the proposal in December 1965, within days of the first tentative approval given the merger by the boards of both companies. In the following months, Justice obtained an enormous amount of data from the applicants, but continually put off the commission when it requested Justice's views. The department ignored an opportunity to appear at the two-day oral hearing the commission held on the proposal on Sept. 18-19, 1966.

It wasn't until Nov. 3, 1966—after the commission notified Antitrust Chief Turner that a decision was imminent and again asked him for his views—that he gave any inkling of the department's attitude. He said there was "a possibility of significant and anticompetitive effects" flowing from the merger and suggested that the commission hold off its decision until the department had arrived at "a final decision on the anticompetitive aspects of the case."

Final Decision ▪ After additional prodding from the commission—including a notification that the agency was preparing to issue its decision on Dec. 21—the department submitted its "final decision," the celebrated Dec. 20 letter. Although stating that the department did not have the grounds to seek to block the merger in court, Mr. Turner listed a number of possible anticompetitive consequences that the department saw in the proposed merger and that it said the commission should explore.

The commission, however, having been prepared for weeks to act on the proposed merger, approved it the next day, with an order stating that the questions that Justice raised had already been carefully considered. The order also rapped Justice for waiting as long as it did before expressing its views.

Some commission officials now concede that the swift action—and the rebuke to Mr. Turner—was a mistake; it appeared to give him no choice but

Merger issues remain

The U. S. senator who had been the first, and perhaps the loudest congressional critic of the ABC-ITT merger said last week that he was gratified by its collapse but that he still felt that the underlying issues needed congressional attention.

"The whole question of ownership of the three national television network," "should be carefully explored by the FCC and the Congress," said Senator Gaylord Nelson (D-Wis.). "If the owners of the networks are to be companies with a wide variety of business holdings, a serious question is raised as to their capacity for objectivity in the presentation of news."

Another critic, House Commerce Committee member John Dingell (D-Mich.), said he had no comment on the collapse of the merger, but noted that he had raised questions as to the validity of the FCC's procedures—an issue, he said, that he hopes to pursue in the coming session of Congress.

to attempt to overturn the commission's decision. Some officials say, too, it was a mistake not to have held a full-dress hearing on the case on the commission's own motion, and early in the game. The commission had felt that such a hearing was unnecessary since no one had expressed opposition to the proposed merger and since the commission staff's investigation had turned up no dispute as to the facts in the case. But an early hearing would have removed grounds for much of the criticism that the commission's handling of the case received, and not only from Justice. It also would have saved time in the processing of the applications for merger; and time turned out to be of crucial importance in the fate of the proposed deal.

The lessons such experience teaches are not lost on commission officials. "We won't make the same mistakes again," said one who feels the FCC has learned how to keep the Justice Department out of its affairs.

But the department has learned some lessons too. Its duty, as it told the commission in petitioning for reconsideration, is to protect the public interest in a competitive economy. And the ABC-ITT proceeding indicates that an administrative proceeding, where the parties are required to demonstrate the public-interest benefits of a proposed merger, may sometimes be more congenial to the department in carrying out that duty than a court, where the burden of proving a merger would violate the law is on the Justice Department. Certainly the outcome of the ABC-ITT case gives Justice no reason for abandoning its new strategy.

A History ▪ The Department of Justice's intervention in the ABC-ITT merger case isn't the first time the government's antitrust lawyers have taken an interest in broadcast matters, although it's agreed by all that it marked the department's debut as an official party before the FCC.

Back in the 1940's when the FCC was considering the adoption of the then controversial chain-broadcasting rules, the Justice Department cooperated by filing antitrust suits against CBS and NBC. The suits were later withdrawn when the commission's decision on chain broadcasting was upheld by the U. S. Supreme Court, and when the networks divested themselves of interests to which the government had objected (among them NBC's operation of two networks, one of which was to become ABC).

Again in 1941, the department went to court with a charge of monopoly in music against the American Society of Composers, Authors and Publishers and Broadcast Music Inc. These resulted in consent orders in the same year.

It was 1949, following the relatively quiescent war years, that Justice moved again into broadcasting when it filed an antitrust complaint against the *Lorain* (Ohio) *Journal*. It charged that the newspaper refused to accept advertising from merchants who also advertised over WEOL Elyria, Ohio. The case was fought all the way up to the U.S. Supreme Court, which upheld the Department of Justice. In 1951, a similar complaint was lodged against the *Mansfield* (Ohio) *Journal*. This was settled by a consent judgment the following year.

In 1951, the government contended that the National Football League was violating the antitrust laws by restricting coverage by radio and TV of its games. A final judgment in 1953 forced the NFL to revise its rules on coverage.

In 1953, the government filed an anticompetitive and monopoly suit against the *Kansas City Star*. The *Star* was found guilty in 1955, and among other things was forced to sell its WDAF-AM-TV there.

In 1956, the department filed an antitrust suit against the Philadelphia Radio and Television Broadcasters Association, charging that a conspiracy existed to maintain rates. This was concluded the following year, when the defendants pleaded no defense and were fined.

Also in 1956, the department went to court with an antitrust suit to upset an FCC decision permitting NBC and Westinghouse Broadcasting to swap their radio and TV stations in Philadelphia and Cleveland. The department charged that the move of NBC into Philadelphia resulted in giving that network a monopolistic positions in the top TV markets. The litigation was withdrawn in 1959 when NBC agreed to sell the Philadelphia station. The case, incidentally, dragged through five more years of FCC proceedings because of opposition to the NBC sale; it terminated in 1964 when the commission ordered NBC and Westinghouse to re-exchange the Philadelphia and Cleveland stations.

Filter inventor flails away again

Robert L. Strickman, inventor of the controversial cigarette filter bearing his name, last week said he would sue NBC for $500 million instead of $100 million for making what he claims are distorted statements about his filter.

He also asked Columbia University to return to him the rights to the filter, the title of which he assigned to the school last July. Last week, Mr. Strickman revealed that in September his attorneys had notified Columbia that "it had seriously breached the agreement" by which he assigned the filter's rights.

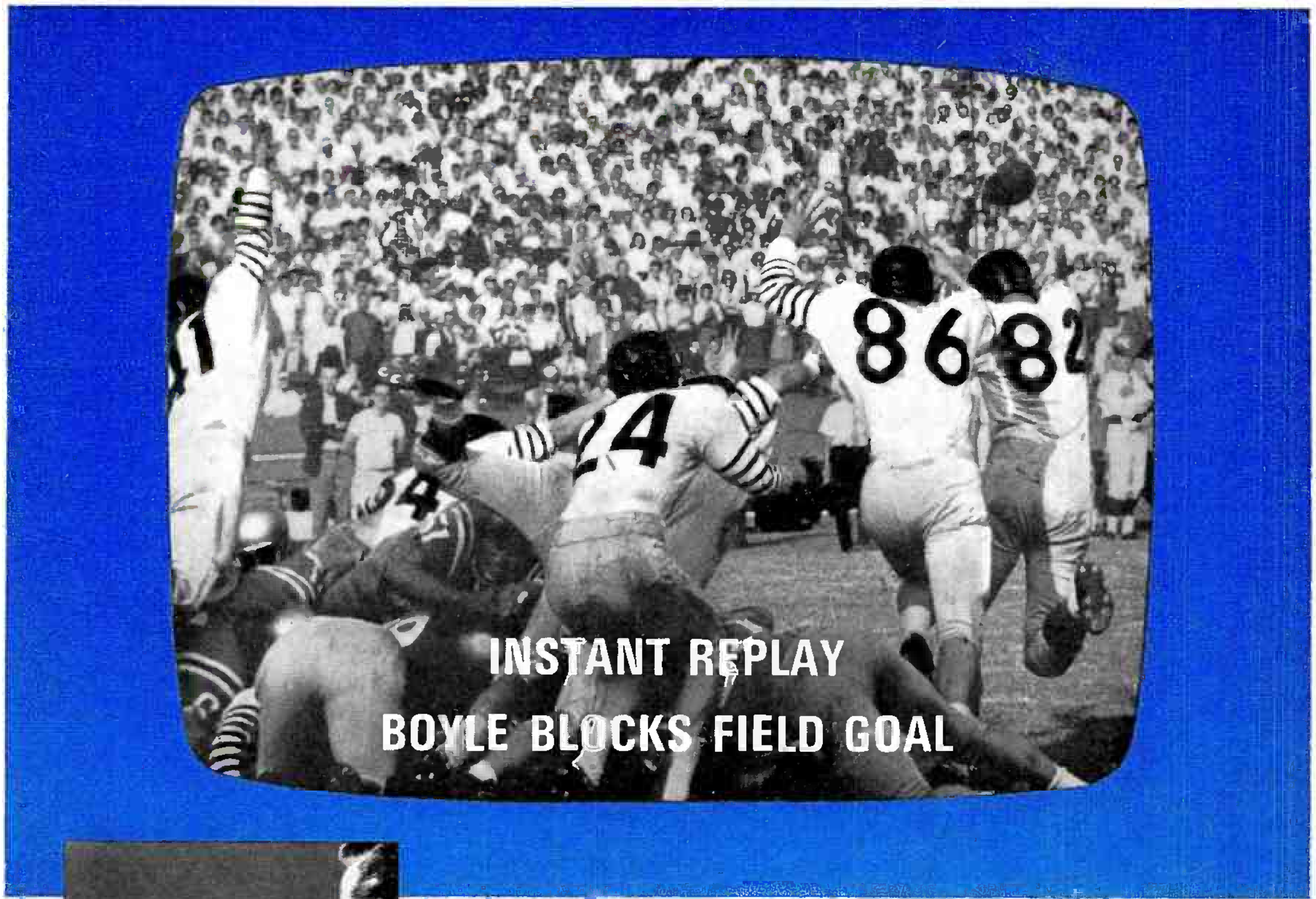
Development of the filter was announced last summer by Columbia, which said at the time that Mr. Strickman had given all but a small portion of the rights to the university.

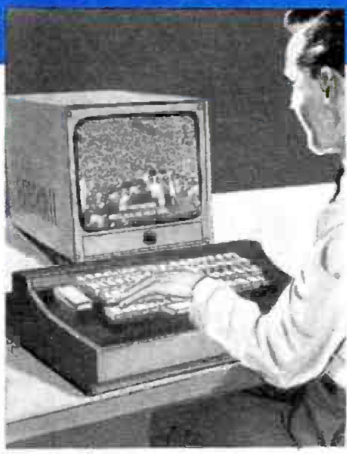
"I have . . . refrained from exercising my right to terminate the agreement and take the filter back," Mr. Strickman said last week. "I have, on a number of occasions, asked for the return of the filter with the provision that Columbia retain its share of the royalties."

He said the university is "not in a position to promote or even to defend" the filter. Mr. Strickman also said he wanted Columbia to relinquish its rights because of possible embarrassment arising out of the "impending law suit now being filed" against NBC.

Original Suit ▪ Last month, Mr. Strickman said he intended to sue the network, Chet Huntley and David Brinkley—the two newscasters he claims disparaged his filter—and "other responsible parties" for $100 million (BROADCASTING, Dec. 25, 1967). The earlier suit was never filed. By Thursday (Jan. 4), Mr. Strickman's attorneys had not yet filed the threatened $500-million suit.

Mr. Strickman has charged that two





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Huntley-Brinkley news shows stated that the Strickman filter "is not much better—if any—than commercial filters now in use." Mr. Strickman claims his filter is 70% more effective than conventional filters.

Despite his disagreement with Columbia, Mr. Strickman said he would ask his attorneys to establish a charitable trust, with the university's college of physicians and surgeons as beneficiary, which would be the recipient of any proceeds of the lawsuit against NBC and the royalties from the filter.

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

Changing hands . . .

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

▪ WDBN(FM) Medina, Ohio: Sold by Theodore Niarhos and associates to Robert McBride Miller and others for $650,000. Mr. Miller is 50% stockholder and president of United States Broadcasting Co., Cleveland-based radio and television production company. WDBN operates on 94.9 mc with 236 kw.

▪ WQOK Greenville, S. C.: Sold by James A. Dick and others to T. C. Hooper for $450,000. Mr. Hooper, the present vice president and general manager of station, is 20% owner of present licensee, Dick Broadcasting Co. Dick Broadcasting also owns WIVK Knoxville, Tenn., and WMOC Chattanooga. WQOK is fulltime on 1440 kc with 5 kw. Blackburn and Co., was broker in deal and also arranged the financing.

▪ KCUB Tucson, Ariz.: Sold by Oscar Dodek and group to Rex Broadcasting Corp. for $350,000. Rex Broadcasting is headed by R. L. (Rex) Nicholson, as chairman, with Arnold Schorr as president; Mrs. Molly Low and W. Barrett Mayer as vice presidents. Mr. Nicholson is a West Coast industrialist. Mr. Schorr is vice president of the Tracy group of stations and general manager of KGFJ Los Angeles (other Tracy stations are KDON Salinas, Calif., and WFEC Harrisburg, Pa.; purchase of WGIV Charlotte, N. C., is pending FCC approval). Mrs. Low is commercial manager of KGFJ. Mr. Mayer is West Coast representative of Pepper Sound Studios Inc. KCUB is fulltime on 1290 kc with 1 kw. Broker: R. C. Crisler Co.

▪ WCBC(FM) Catonsville, Md. (Baltimore suburb): Sold by J. Stewart Brinsfield Sr. and J. Stewart Brinsfield Jr. to George E. Hull and Carl G. Brenner for $300,000. Messr, Brinsfield own WHRN Herndon, Va., WCIR Beckley, W. Va., and new AM in Naples, Fla. Messrs. Hull and Brenner are licensees of WBMD Baltimore. WCBC operates on 105.7 mc with 2.8 kw.

▪ KMAP(FM) Dallas-Fort Worth: Sold by Howard Grafman and associates to Dawson Communications Inc. (L. Raymond Dawson, chairman of board, and Lynn A. Christian, president) for $200,000. Mr. Dawson is also purchasing KXLS-FM Oklahoma City and KOCW(FM) Tulsa, both Oklahoma, pending FCC approval. KMAP operates on 105.3 mc with 18.8 kw.

▪ KWIC Salt Lake City: Sold by Dale R. Curtis and associates to Sherwin and Abe Brotman, Delwin Morton, William Don Hughes and Jack Van Volkenburg, for $150,000 upon closing and $2,000 per year for five years for consultant fee. Mr. Sherwin Brotman is director of Mayfair Associates Advertising Agency and owner of Wil Sher Advertising Agency, both in Dallas, as well as owner of amusement corporation and apartment-construction company. Mr. Abe Brotman owns movie theater and is in construction. Mr. Volkenburg is television-sales representative with John Blair & Co., New York. Mr. Hughes is employe with KTEO San Angelo, Tex. Mr. Morton is 50% partner in KEES Gladewater, 25½% partner in KDOX Marshall, 30% owner of KAWA Waco-Marlin, 25% owner of KYAL McKinney and 100% owner of KCAD Abilene, all. Texas. KWIC is daytimer on 1550 kc with 10 kw.

APPROVED ▪ *The following transfers of station interests were approved by the FCC last week* (For other FCC activities see FOR THE RECORD, page 70).

▪ WDXB Chattanooga: Sold by Carlin S. French to Joseph R. Corbus for $450,000. Mr. Corbus is Chicago businessman. Mr. French is 33⅓% owner of WROL Knoxville, Tenn. WDXB is on 1490 kc with 1 kw days, 250 w nights.

▪ WEEF-AM-FM Highland Park, Ill.: Sold by Eli E. Fink and others to Frank and Christ Kamberos for $350,000. Mr. Fink has been granted CP for channel 66 in Elgin, Ill. Messrs. Kamberos are associated with supermarkets, restaurants and real estate. WEEF is daytimer on 1430 kc with 1 kw. WEEF-FM operates on 103.1 mc with 1 kw.

▪ WKOX-AM-FM Framingham, Mass.: 49% interest sold by estate of Albert A. Anderson to Richard E. Adams for $344,191.73, giving Mr. Adams 100% ownership. Mr. Anderson, before he died, was commercial manager for stations. WKOX is fulltimer on 1190 kc with 1 kw days, 250 w nights. WKOX-FM operates on 105.7 mc with 15.5 kw.

▪ WLNG-AM-FM Sag Harbor, N.Y.: Sold by Eastern Long Island Broadcasters Inc. (Fitzgerald C. Smith, president) to East Coast Broadcasting Corp. for $250,000. Buyers are Robert O. King (51%), Gunnar B. Bennett, John K. Colgate Jr. and others. Mr. King is president of taxi operation. Mr. Bennett is assistant vice president and shareholder in box company. Mr. Colgate is partner in automobile dealership. WLNG is daytimer on 1600 kc with 500 w. WLNG-FM operates on 92.1 mc with 3 kw.

▪ KMYR(FM) Denver: Sold by Craig R. Bowers, Rebecca Bowers, Arthur L. Robertson, Stephen T. Susman and Morris H. Susman, to Doubleday Broadcasting Co. (Nelson Doubleday, chairman of the board), for $101,194. Doubleday is licensee of KOSA-TV Odessa-Midland, KROD-AM-TV El Paso, KITE-AM-FM San Antonio (Terrell Hills) and permittee of KDTV(TV) Dallas, all Texas; KRNO San Bernardino, Calif.; KHOW Denver, and KDEF-AM-FM Albuquerque, N.M. KMYR operates on 95.5 mc with 51 kw.

Pay-TV broadcaster plans new facilities

WHCT(TV) Hartford, Conn., an RKO General station and the nation's only on-air pay-television operator, announced plans last week for a $2-million construction and expansion program.

Officials said the new facility was not being designed to house sales and service personnel for pay TV but indicated this did not necessarily mean the pay-TV phase of WHCT's operation would be abandoned. They said no decision had been made as to whether an extension of the pay-TV authorization, which expires June 29, would or would not be sought.

Keigler E. Flake, general manager, said under questioning that the station's investment in pay TV had been less than the $12 million originally committed to the experiment.

He indicated RKO General was not unhappy with its pay-TV experience and said it had concluded that an on-air pay system could be viable with a minimum of 10% of the TV homes in the market as subscribers. In Hartford, he said, 20,000 subscribers would provide a break-even situation for WHCT. This figure represents approximately 3% of Hartford-area families.

Mr. Flake said WHCT currently has about 5,500 subscribers, down from a high of 7,000 that was reached in February 1967 after an intense advertising and promotion campaign. The station has not actively sought new subscribers since that date.

Hanging In ▪ Although Mr. Flake said no decision had been reached about seeking an extension of the experimental operation, he replied under further questioning about plans for the rest of the current test period that "we are not going to pull out."

WHCT, on channel 18, normally signs on about 4 p.m. with regular broadcast operations and switches to pay television at 8:30 p.m. with two movies played consecutively. One weekday and sometimes on weekends there is a pay-TV movie "matinee."

In the $2-million construction and expansion program a new studio building with approximately 15,000 square feet of office and production space will be constructed in Hartford on a site to be purchased later this month.

FCC authority will be sought to erect a new tower, 773 feet above average terrain, at the station's present transmitter site. Plans also call for a new high-gain antenna, coupled with a new transmitter, to expand the station's coverage area to more than one-million TV homes.

The new studios, officials said, will contain separate and simultaneous broadcast and production facilities, both completely color capable, and new color video-tape recorders will be installed along with equipment for both 16mm and 35mm color-film projections.

"While certain of our plans have yet to be completed and approved by the FCC," Mr. Flake said, "we hope to finish the new facilities and begin operating with increased power within a year."

WLCY-AM-TV get ready for studio moving day

A $1.5 million broadcast center for WLCY-AM-TV St. Petersburg, Fla., that will encompass 33,000 square feet, is near completion.

The building is designed to house AM and color-television facilities. The technical area will consist of three basic parts: telecine, for the operation of color-film and slide projectors; master control, for daily operations, and the technical operations center, housing video-tape machines and camera control units.

A central news facility will combine both television and radio news departments.

The stations will move into the new quarters early this year. WLCY-TV is an ABC-TV affiliate.

CPB: a poverty grant for the wealthy?

PROFESSOR SAYS ETV ACT IS UNNEEDED, INEFFICIENT

"The Public Broadcasting Act of 1967 is unnecessary, inefficient, inequitable and subject to dangerous political influence. [This] ill-conceived piece of legislation . . . is a wholly objectionable poverty program for the well-to-do."

The speaker was Ronald H. Coase, professor of economics at the graduate school of business and the law school of the University of Chicago and author of several books on British radio-TV. Dr. Coase last Thursday night (Jan. 4) opened a three-session debate seminar on the topic, "Educational TV: Who Should Pay?" By evening's end, he had given ETV (and to a lesser degree, commercial broadcasting) a thorough roasting.

The seminar is sponsored by the American Enterprise Institute for Public Policy Research in Washington. Sessions are also scheduled for Jan. 11 and 18 (BROADCASTING, Jan. 1) with Dean Edward W. Barrett of the Columbia University Graduate School of Journalism as participant.

What Dr. Coase attacked was the rationale for a government-subsidized program of public television (a system of "quite general character"). And though he claimed that there is something wrong with the working of a broadcast industry that compelled subsidized "quality" programing, the solution proposed in the form of the Corp. for Public Broadcasting (that "monopoly supplier of programs," he called it) would benefit, at best, he said, a narrow segment of the American public.

If Dr. Coase had his way, pay television would be established so that consumers willing to pay the cost could obtain the programs they desire. Further, if federal financing were necessary to create a competitive situation with commercial broadcasting, the money, Dr. Coase suggests, would better be made in the form of grants directly to the stations so that they could choose the programs they would purchase.

Mediocre Programs ▪ What kind of programs would the stations be able to purchase from CPB? Dr. Coase claims most of them will be "quite mediocre.

"It is possible to assert this with complete confidence because this is true of most human activity whatever it is concerned with." The fact that one CPB advocate had suggested motorcycle racing might be included in the program schedule indicates, Dr. Coase said, "we may yet see Hell's Angels subsidized by the federal government, a useful supplement to some parts of the poverty program."

Whatever programs would be provided by CPB would be directed to an audience "richly endowed in mind and money." But most of the financing for CPB, Dr. Coase said "will come from those who are much worse off in all ways."

Dr. Coase suggested that pay television "would obviate the need" for CPB, saying "there is no reason why the broadcasts of the educational stations should not be financed by payments from viewers." An argument frequently heard from commercial broadcasters about "siphoning" of programing by pay TV, Dr. Coase said, would not apply here "since we are told that the new system will not broadcast the kind of program found on commercial television."

More Profit ▪ Dr. Coase also levelled a charge that commercial broadcasters supported the establishment of public television because it would reduce the pressure for pay TV and reduce the demand by the intellectual community that commercial broadcasters provide public-service programs. This less insistent demand, he said, would enable the broadcasters "to concentrate to an even greater extent than they do now on more popular (and more profitable) programs."

Dr. Coase reserved his harshest criticism for the educational community which he claimed brought "political pressure" to effect CPB. "That the cultured and the informed seem to be just as unscrupulous as anyone else in furthering their own interests," he said, "is what makes me pessimistic about the

ABC off and running

ABC started its four-radio-network operation last Monday (Jan. 1) and officials said the introduction "went off without a hitch."

More than 600 affiliates have been signed, according to President Walter A. Schwartz. The four networks are the American Contemporary Network, the American Information Network, the American Entertainment Network and the American FM Network.

Mr. Schwartz issued a clarification to a report outlining the sales method used to accommodate advertisers requiring nationwide coverage (BROADCASTING, Jan. 1). He stated that advertisers seeking national coverage that is not yet available on a particular network because of lack of affiliation in certain markets will have the opportunity to buy another network to fill the gap. He added that an advertiser cannot be offered selected markets on a second network at no extra cost, as was indicated earlier.

Teen-age radio operation queered by FCC

Four enterprising Worcester, Mass., teen-agers had their illegal, underground radio operation abruptly terminated Dec. 28 when FCC Field Engineer Gerald Sarno of the first district office in Boston conducted a "raid" on their primitive facilities. Mr. Sarno termed their operation "like making moonshine but turning out good booze."

The teen-agers (the oldest was 17) were broadcasting from a shack behind the home of one of the culprits using a homemade rig. In addition to a separate power supply, their equipment included a microphone, amplifier, turntable, VU meter and oscilloscope for measuring modulation.

Their facility was operating on 1610 kc at 50 w power with the call letters WILD. (WILD on 1090 kc as a 1-kw daytimer is licensed to Boston.) In their radio shack the teen-agers had installed a telephone to take requests from listeners. They also solicited local music stores for records to build up their music library.

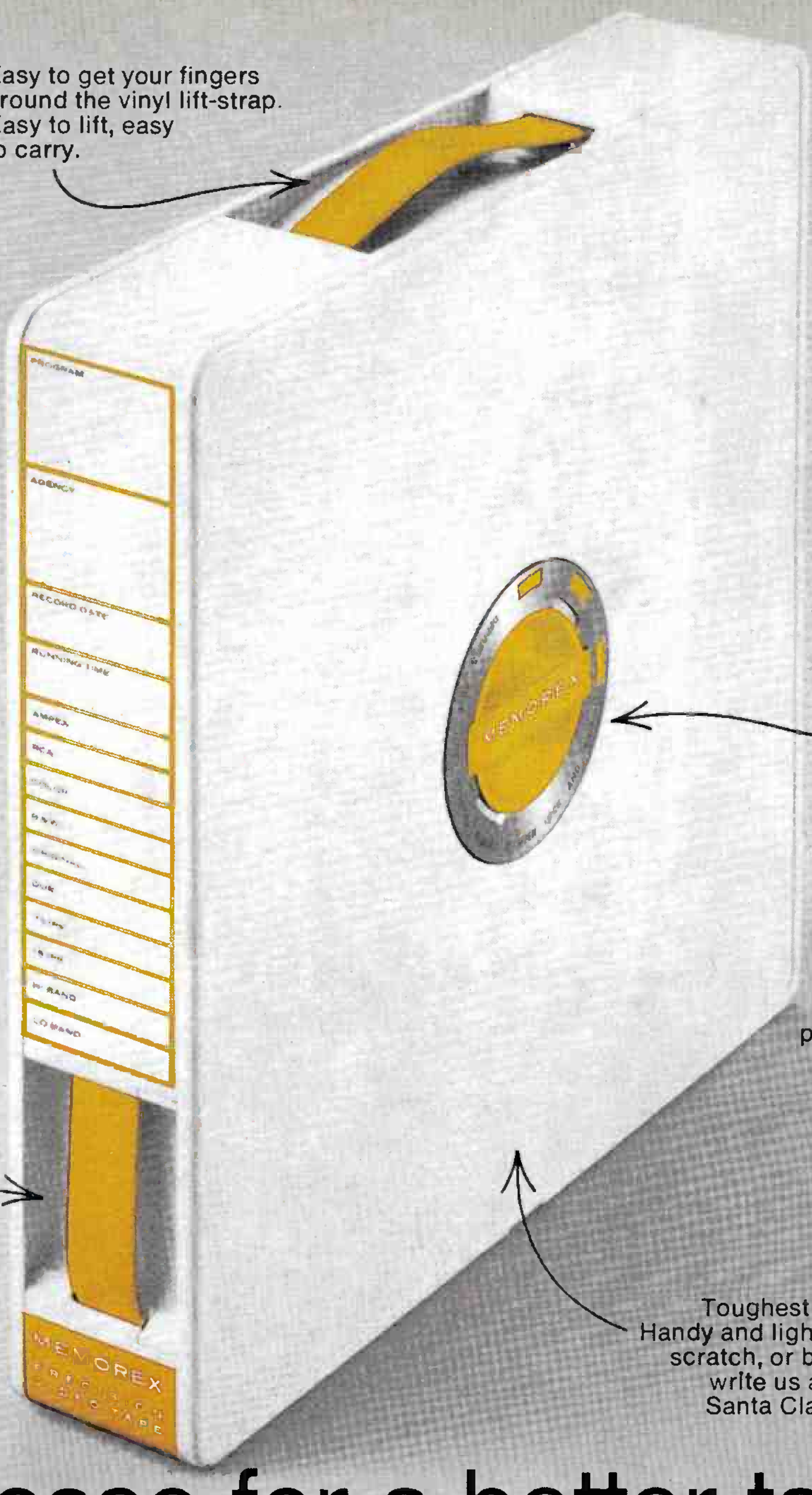
Their operation was terminated when Mr. Sarno, acting on a complaint about the facility, burst on to the scene out of a raging snowstorm. Following standard FCC procedure, he seized the microphone, announced that the station was an illegal operation and that it was going off the air. The teen-agers informed Mr. Sarno that he was violating the commission's rules in his announcement because he was overmodulating.

The four novice broadcasters—and their parents—received a verbal and written warning from the commission.

Easy to get your fingers around the vinyl lift-strap. Easy to lift, easy to carry.

Plenty of room to write important data. Easy to put on a new program label.

Open, lock, ship: three fool-proof positions. Just a twist of the dial and it's ready to mail anywhere in the world. No wrapping needed. Can't jam, can't fall open.



There's another pull-strap on the back, and another lift-strap on the bottom.

Fits your existing shelf space. Pulls off shelves easily with this pull-strap.

Toughest case in the business. Handy and lightweight. Won't crack, scratch, or break. (For more data, write us at 810 Memorex Park, Santa Clara, California 95050.)

The case for a better tape.

(A new, tough, shippable case containing our new high-chroma video tape, 78V. Have you tried it yet?)

MEMOREX

Cheaper to pay than to fight

An AM station has complained to the FCC about the quality of mercy it received in an adjustment of a fine assessed for alleged repeated and willful violations of the commission's rules. In a letter to the commission accompanied by a check, KAHR Redding, Calif., claimed the reduced forfeiture of $200 has made further litigation of the case against it (with an opportunity for the exoneration that it seeks) "unfeasible."

KAHR was inspected Jan. 27-29, 1965, and subsequently cited for 11 violations and fined $2,000. Among the citations was an allegation that the station operated in excess of authorized presunrise power of 48 w on Jan. 27 and Jan. 29, 1965.

KAHR asked for reconsideration, claiming that though it couldn't explain the Jan. 27 violation, the Jan. 29 incident was an "inadvertent, isolated occurrence which never happened before, and is highly unlikely to happen again." The station said the violation was due to the inattention of the operator on duty who had received news "only a few minutes before sign-off of a close friend's death."

The commission found that explanation unsuitable, but acceded to other claims made by KAHR; modified its order to cite five violations (three of them willful and repeated), and because of KAHR'S financial condition, reduced the fine to $1,000.

In July 1967 a further reduction of the fine was ordered because, the commission noted, KAHR had been engaged in bankruptcy proceedings for "some time" and could not afford to pay more than $200.

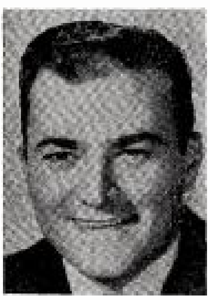
What piqued the station is "expert opinion" that leads it to the conclusion that the commission would have had "serious and probably fatal difficulty" in sustaining an allegation of repeated or willful violation, if the matter were taken to federal courts. KAHR said economic considerations, its financial condition and the "comparatively small amount" of the fine, "all work to the end of denying both the commission and licensee the benefit of this objective test."

value of that culture and information in improving public policy."

The worst feature of the Public Broadcasting Act, Dr. Coase said, is that "it is a striking example of what is coming to be a common situation, in which the educational community sets itself apart from the rest of humanity." By claiming special privileges and securing them by political action, he warns, such efforts hold "great danger for the educational community and for society."

New consultant firm

Frank Ward, executive vice president of WWRL Woodside, N. Y., has resigned to open his own business in New York as a broadcast consultant in the radio-station field, effective Jan. 15. His first client will be the Sonderling Group of radio stations, which includes WWRL; WOL Washington; WDIA Memphis; KDIA Oakland, Calif.; KFOX Long Beach, Calif.; and WOPA Oak Park, Ill. Mr. Ward earlier had been general manager of WVON Chicago.



Mr. Ward

Spanish-language UHF sues Med-Mark on ratings

KLXA-TV Fontana, Calif., a UHF station that features multilingual programing, is suing a New York-based research firm for $2 million in damages over a rating survey that apparently surveyed more than was bargained for. In a suit filed in New York federal district court on Dec. 27, 1967, against Med-Mark Inc. and its president, Albert B. Petgen, the station charged that the research organization conducted simultaneous surveys for KLXA-TV, which devotes some 45% of its schedule to Spanish language programs, and a competitor station, KMEX-TV Los Angeles, which broadcasts exclusively in Spanish. KLXA-TV claims that not until after it was induced to hire Med-Mark did it become aware that the research company also was working for another Spanish-language station in the Southern California market.

According to the suit, this information was deliberately withheld from KLXA-TV by Med-Mark and Mr. Petgen. The suit also alleges that the defendants released the KMEX-TV survey in advance of the KLXA-TV report. The complaint also is made that the Med-Mark survey is "not a true and accurate survey" of the listening audience during the hours it purports to have studied. This has resulted "in grievous harm" to KLXA-TV.

Finally, the complaint charges that after KLXA-TV notified Med-Mark and Mr. Petgen of the impending suit, they "wrongfully" told certain advertising agencies that the station had changed some of the survey information. The $2 million suit was filed by International Panorama T.V. Inc., licensee of KLXA-TV.

Mr. Petgen said: "This suit would appear to be a diversionary outgrowth of prior suits filed Nov. 27, 1967, by Med-Mark Inc. against International Panorama TV Inc. (KLXA-TV) and others, concerning alleged preparation and distribution of misleadingly incomplete and modified survey data. As a result of [that suit against KLXA-TV] Judge Dudley of the New York supreme court issued a temporary injunction forbidding distribution of the modified and incomplete report by their national sales representative.

"Med-Mark disavowed all responsibility for the modified and misleading data in a letter distributed Dec. 15, 1967, to agency and advertising personnel directly concerned."

Broadcaster McLendon to try politics again

Group broadcaster Gordon McLendon last week officially announced his candidacy in the May 4 Texas Democratic primary for governor (BROADCASTING, Jan. 1). In a Dallas news conference on Jan. 3, Mr. McLendon praised the administration of retiring Governor John Connally but said one of his first plans, if elected, would be to encourage participation in the state government by other businessmen.

The only other announced candidate for the Democratic nomination to date is Preston Smith, lieutenant governor. But there are indications that Ralph Yarborough (D-Tex.) may resign his Senate seat to seek the state office. In 1964 Mr. McLendon waged his first political race in a contest for nomination to the U. S. Senate. His opponent in that campaign was Mr. Yarborough. Mr. McLendon lost by a narrow margin after a bitterly fought campaign marked by an equal-time dispute (BROADCASTING, April 27, 1964, et seq.).

Public-TV committee names 7 more to board

Expansion of the board of trustees of the National Citizens Committee for Public Television from five to 12 members was announced last week by

What's it mean – a masthead?

Not much really until you've demonstrated a level of integrity.

Naturally it costs money and creates problems when you stand behind your masthead. But, your reader buys your publication simply because he has come to know and expect you to perform to a given level.

We make medicines for doctors to prescribe. We take the responsibilities for these medicines.

This is our masthead

For a free copy of This is Lederle, write to Public Relations Department

LEDERLE LABORATORIES

A Division of American Cyanamid Company, Pearl River, New York

Chairman Thomas P. F. Hoving.

The five original trustee-founders are, in addition to Mr. Hoving, Newton Minow, former chairman of the FCC; Devereux C. Josephs, board chairman of noncommercial WNDT(TV) Newark, N.J.; author Ralph Ellison, and Ralph Lowell, chairman of Boston Safe Deposit and Trust Co. and president of WGBH-TV (Boston) Educational Foundation.

They are now joined by Shana Alexander, columnist for *Life* magazine; Mrs. Moise W. Dennery, president of the Greater New Orleans Television Foundation (WYES-TV New Orleans); attorney Phillip Gainsley of Minneapolis; Gerard Piel, president and publisher of *Scientific American* magazine; Dr. Charles A. Siepmann, professor emeritus of New York University; Mrs. David Skinner of Seattle, and June Wayne, director of the Tamarind Lithography Workshop in Los Angeles.

Mr. Hoving also announced plans for a national meeting of the committee's 118 members "shortly."

Financing key factor in Chicago U grant

A construction permit for channel 38 in Chicago (the last remaining unassigned channel of ten TV's allocated to that city) has been granted by the FCC Review Board to Chicago Federation of Labor and Industrial Union Council. The action reversed a hearing examiner's decision that preferred a competing applicant, Chicagoland TV Co., on important comparative issues except one—financial capability to construct the proposed facility (BROADCASTING, Jan. 30, 1967).

CFL is an unincorporated federation of Chicago area labor organizations which is the licensee of WCFL Chicago. Chicagoland TV is equally owned by Frederick B. Livingston and Thomas L. Davis. Mr. Livingston is majority owner of the Chicago advertising and public relations firm, Livingston and Associates. Mr. Davis is vice president and general manager of WAAF Chicago, president and 50% owner of KLEE Ottumwa, Iowa, and has an interest in WBOW Terre Haute and WHUT Anderson, both Indiana.

At issue in the review board decision is the failure of Chicagoland TV to make a "reasonably convincing showing" as to the availability of a proposed $300,000 loan from the Lake Shore National Bank. The board found that "where a particular type of collateral has been specified by the bank or where the commitment is subject to certain conditions and there is some indication that the borrower may not be able to provide the necessary collateral or meet the specified conditions, availability of the loan cannot be presumed."

Since the availability of the loan is indispensable to Chicagoland's ability to construct its station, the board said, "the failure to demonstrate a reasonable assurance that such loan funds would be forthcoming (by supporting financial records) in and of itself necessitates" denial of the application.

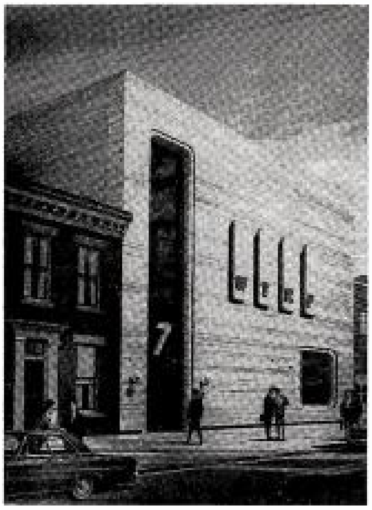
Media reports . . .

Mutual affiliates ▪ Mutual has announced that independent WYOU Tampa, Fla., will affiliate with the network Feb. 1. WYOU, owned by WYOU Radio Inc., is a T. B. Lanford station, operating on 1550 kc with 10 kw daytime. Art Reuben is president. WCWA Toledo, Ohio, became the primary affiliate of Mutual on Jan. 1. WCWA operates with 1 kw days and 250 w nights on 1230 kc.

New CBS affiliates ▪ CBS Radio has announced four new affiliates—WPOR Portland, Me., effective Jan. 1, and WBAT Marion, Ind., effective June 1 (both formerly with ABC Radio); KBOM Bismarck-Mandan, N. D., effective June 5 (from Mutual), and WKNY Kingston, N. Y., effective Jan. 1. WPOR is owned by the former governor of Maine and ambassador to Pakistan, Horace A. Hildreth, president of the Hildreth Broadcasting Co. group. It is on 1490 kc with 1 kw day and 250 w night. WBAT, owned by Marion Radio Corp., operates on 1400 kc, and KBOM, owned by KBOM Broadcasting Co., operates on 1270 kc, both with 1 kw day and 250 w night. WBAT's president is Lester G. Spencer and general manager is William C. Fowler. KBOM's president is R. K. Power and general manager is Robert P. Schuller. WKNY, owned by Kingston Broadcasters Inc., operates on 1490 kc with 1 kw days and 250 w nights.

Big push ▪ WKBF-TV (ch. 61) Cleveland, prior to its going on the air Jan. 1, reported it had already sold more than $700,000 in time.

First-hand view ▪ Matthew J. Culligan, president of Mutual, left New York on Dec. 29, 1967, for a tour of the Far East and Southeast Asia where he will remain until Wednesday (Jan. 10). Mr. Culligan's agenda included conferences in South Vietnam with General William Westmoreland, South Viet-



WTRF-TV's new center

Construction on a new $1-million communications center for WTRF-TV Wheeling, W. Va., will begin on Feb. 1. The broadcast facility will be built in downtown Wheeling and will be equipped with the latest in color-tape and processing equipment. The channel-7 station expects the center to be in operation by the fall.

namese President Nguyen Van Thieu or Vice President Nguyen Ky and with the network's correspondents in Tokyo, Saigon, Bangkok and Hong Kong.

Bartley CATV plan defeated

Proposal would have delegated power to waive top-100 rule to task force

The FCC has turned down Commissioner Robert T. Bartley's proposal to give the commission's CATV task force a free hand in dealing with cable-system petitions for waiver of the top-100-market rule (CLOSED CARCUIT, Dec. 4, 1967).

But rejection of the proposal that sparked a minor controversy inside and outside the commission was by only a one-vote margin, 4-to-3. Joining Commissioner Bartley were Commissioners Lee Loevinger and Nicholas Johnson. Chairman Rosel H. Hyde and Commissioners Robert E. Lee, Kenneth A. Cox and James J. Wadsworth were in the majority.

The proposal called for the delegation to the task force of authority to decide whether to grant waivers of the rule to CATV systems in communities outside the central city of a market. Various standards were suggested—one would have affected communities 20 miles or more outside the major city in a market; another, those 30 miles and more away.

Commissioner Bartley advanced the suggestion as a means of helping the commission reduce its backlog of petitions for waiver of the rule that requires CATV systems in any of the top-100 markets to obtain commission permission in a hearing before importing signals beyond their grade-B contours. There are more than 200 such petitions now pending involving some 500 communities.

Controversy ▪ The proposal was controversial largely because of the view of some commissioners and broadcasters that the task force has been too easy-going in its approach to CATV requests for waivers of the rules and would grant most of the petitions entrusted to it.

And Commissioner Bartley apparently believed that would be the result. In a memorandum to Chairman Hyde last month, he described the proposal as one that would speed CATV service to smaller communities surrounding the principal cities in the major markets (BROADCASTING, Dec. 25, 1967).

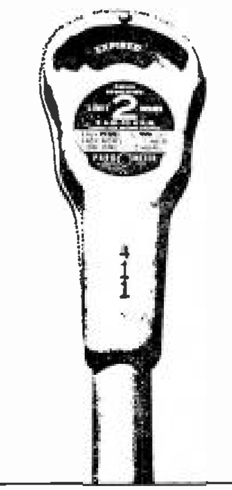
However, he also pointed to a Broadcast Bureau analysis that he said supports his view that the proposal would have little adverse impact on commercial television. The analysis indicates that 80% of the homes in each of the major markets would be out of reach of areas that would be affected by the delegation.

The majority last week was said to have expressed doubt that the proposal would have much of an impact on the backlog.

Rule Repeal ▪ They were also understood to feel that to adopt the proposal would require a rulemaking; this was a reflection of the view that the proposed delegation of authority would be tantamount to a partial repeal of the top-100-market rule.

Chairman Hyde, furthermore, is understood to feel the time is not ripe for the kind of change contemplated in the Bartley proposal. He would prefer to wait until the courts have resolved the questions raised in suits challenging the commission's authority over CATV systems.

A resolution of these cases—assuming the commission authority is upheld—would presumably provide the com-



mission with a better idea than it now has of criteria that might be employed in modifying its CATV rules.

But looming even larger in the chairman's thinking reportedly, is the current effort in Congress to draft copyright legislation that would spell out CATV liability. In leaving "fluid" the question of importation of distant signals, he feels, the commission would be encouraging CATV and broadcasting interests to reach agreement on legislation that Congress could adopt.

And the chairman has frequently expressed the view that legislation bringing CATV under the copyright law would go far to relieve the commission of much of its burden in regulating the CATV industry.

FCC to hear charges against Michigan Bell

A six-month-old service complaint lodged by two Michigan broadcasters against the Michigan Bell Telephone Co. has been set for hearing by the FCC.

At issue is a complaint by WIKB Iron River and WJPD Ishpeming that alleges the telephone company unlawfully discontinued service by which NBC Radio network programing was transmitted from facilities of Upper Peninsula Microwave to those stations for broadcast. Both stations are NBC affiliates.

Their original complaint was filed in May. However, both stations requested suspension of commission action so that alternative means for receiving network service could be found. In August the stations charged that Michigan Bell was interfering with those compromise efforts.

In its order designating the dispute for hearing the commission said it appears that violations "may have occurred." Among the hearing issues set were those to determine whether Michigan Bell refused to provide service called for in its tariffs, and whether the company levied illegal charges and should be required to provide refunds to the stations.

Obscenity group named

Two members of the 18-member Commission on Obscenity and Pornography, appointed by President Johnson last week, have broadcasting or allied backgrounds. They are Dr. Joseph T. Klapper, director, social research, CBS, New York and Dr. G. William Jones, assistant professor of broadcast film art, Southern Methodist University, Dallas.

The group, whose chairman is William B. Lockhart, dean of the University of Minnesota Law School, was appointed to determine whether there is a relationship between obscene and pornographic material and antisocial behavior, particularly in minors, and whether laws are needed to cope with this problem.

Commercial abstinence urged as a TV panacea

Broadway's Robert E. Lee—among other things, he's co-author of the hit "Mame"—has contributed his thoughts to the questions of relieving what he considers the excess of "commercial smog" from television, improving programing and helping educational television.

He would, he wrote in a letter to old friend FCC Commissioner Lee Loevinger, authorize commercial broadcasters to operate commercially only six days a week. On the seventh, he would let the licensee broadcast "according to his own sense of responsibility," without concern for "his (or the networks) sponsors."

And for one day each week, additionally, he would allow educational stations to sell time, provided only that the sales didn't alter their nonprofit status.

"Hopefully," he said, "the networks and the licensees will realign their schedules so that, on three nights a week, the commercial duel is limited to two competing networks instead of three."

The advantages he sees from the proposal: commercial stations and networks would have time for "more daring programing"; "14% of the commercial smog would be eliminated"; and educational stations would have "at least" one-seventh of a loaf of the commercial revenues, "which is better than none."

Commissioner Loevinger circulated the letter among his colleagues with a note pointing out that Mr. Lee is known as an author but that he is "only an amateur political scientist." The commissioner said, however, the proposal might be worth thinking about, "might even lead to some other ideas."

perspective

1968

what will it mean for television? radio? catv?

BROADCASTING's experienced team of investigative reporters has gone behind the scenes to produce this tenth annual Perspective issue, January 29. The result is an authoritative report from all levels—timebuyers to presidents, staff professionals to congressmen and senators, salesmen to sales executives. The research has been thorough—the conclusions are sound. The distilled package is concise, meaningful and important.

The economy—the outlook from the inside.
A review of the best thinking available on prospects for the new year and what general business conditions are expected to be. Television, radio and CATV will each be spotlighted.

Television—the rainbow
With conversion to full color virtually complete, there's a new pot of gold at the end of the rainbow. Local advertisers are becoming more color-conscious—and more TV conscious. National advertisers, although more cautious and discriminating in their placements, will set new records in billings. PERSPECTIVE '68's report will include a penetrating look into time sales records from 1948 through 1967; an in-depth search into problems facing spot; a complete examination of the climate in Washington,—on Capitol Hill at the FCC, FTC and in the executive branch.

Radio—the resurgent medium
While radio felt the all-media "softness" in 1967 it nonetheless set new sales records, and the momentum is carrying it into 1968 with better prospects than ever. PERSPECTIVE '68's radio report will look back a little but the main thrust will be forward in 1968—including prospects for FM's best year yet.

CATV—the year of decision
Whatever the outcome of pending cases in the Supreme Court, CATV is here to stay. It may be licensed, like broadcasting, or it may be regulated, like common carriers, but it will expand in tempo with public demand for increased and improved opportunities to view. The dynamics of cable television, its regulation, care and feeding, will be covered in depth in PERSPECTIVE '68. Deadline, January 22.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Anello warns of artists' copyright threat

PENDING COPYRIGHT BILL COULD PROTECT PERFORMERS

A reminder that all the stakes for broadcasters in pending copyright-law revision are not tied up in CATV provisions is being provided by Douglas A. Anello, general counsel of the National Association of Broadcasters. In an article in the current issue of *The Viewer*, published by the National Audience Board, Inc., New York, Mr. Anello focuses on the drive by recording performers and companies for a section in the new law that would vest copyright in artists' recorded interpretations of songs.

Mr. Anello

In the article, Mr. Anello reviews the NAB opposition to the move that would make stations liable for payment of fees to artists and recording companies for each record broadcast. Broadcasters have long paid fees to composers and publishers under existing copyright law, but fought and won a major series of court battles in the 1930's when performance fees were sought by artists.

An amendment to pending copyright-revision legislation that would grant artists rights parallel to those held by composers has been introduced by Senator Harrison Williams Jr. (D-N.J.). The legislation has passed the House (without the Williams amendment) and hearings have been completed in the Senate but final consideration by the Senate Judiciary Committee was postponed last year because of controversy over CATV and educational aspects of the bill.

May Act ▪ There are indications that the quiescent legislation may come to life shortly after Congress reconvenes next week, even though CATV compromises have yet to be worked out. Copyright Subcommittee Chairman John L. McClellan (D-Ark.) is reportedly considering action on some or all of the bill's sections that do not involve CATV.

Barring a reasonably prompt CATV compromise, other experts suggest that Senator McClellan may move the bill toward Senate passage with a CATV section that would merely keep in force the present law and accept whatever adjudication of that law that might emerge from a pending review by the U.S. Supreme Court. Such a move would serve to get the less-controversial aspects of the copyright revision enacted while providing more time for resolution of the tougher problems.

If this is the course that is followed, a committee decision on the artists' rights amendment could be imminent, If adopted by the Senate, the amendment would then become subject to a House-Senate compromise.

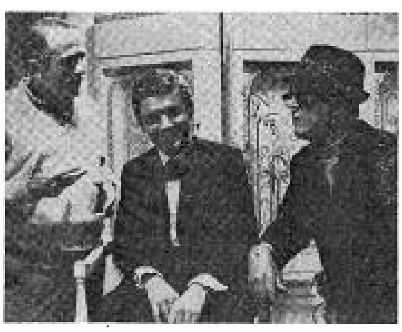
The Anello article sums up opposition arguments that the NAB counsel presented before Senator McClellan's subcommittee last year (BROADCASTING,

Pleasing price tags return game shows to TV

Steadily, out of the ashes of the last decade's devastating television quiz scandals, game and audience-participation shows have made a resounding comeback. They have become the staple product of daytime television, with a total of 18 such shows now on the three networks or their owned stations in morning and afternoon time periods—10 on NBC-TV, seven on ABC-TV and one on CBS-TV. The most recent indications are that the game-audience participation shows are bent on trends toward richer and gaudier giveaways and for serious recognition as prime-time counter programing to feature-film blockbusters.

Economics is the key reason for game-programing's widening acceptance. When the *Hollywood Squares* moves in as replacement for *Accidental Family* on NBC-TV Fridays at 9:30 p.m., beginning Jan. 12, it's going to considerably minimize the network's financial risk competing against CBS-TV's high-rated movies. For the nighttime version of the daytime game strip will cost about $25,000 a week, a budget some $50,000 less than that of *Accidental Family*, and one that's geared to show a profit after the first week.

Top Programer ▪ Packager of *Hollywood Squares* is Heatter-Quigley Inc., now turning out 16 network and syndicated first-run half hours a week and pressing Chuck Barris as the hottest operator in the very specialized game field. Just this month, Merrill Heatter and Bob Quigley, the equal partners who formed the production-packaging outfit some seven years ago, introduced *Temptation*, five daytimes a week on ABC-TV. The new show is offering a total of nearly $50,000 a week in merchandise products, with a single contestant able to win as much as maybe $25,000.



Merrill Heatter (l), Art James, MC of ABC-TV's 'Temptation' (middle), and Bob Quigley (r).

With the prizes going up, with nighttime programers showing a keen interest, some industry pessimists are seeing shadows of the quiz era looming larger. Mr. Heatter, whose career dates back to *We, the People* and *You Are There* and also includes such quiz experience as *Top Dollar*, doesn't think that history in this instance is likely to come even close to repeating.

"Nobody makes a fuss anymore about game shows," Mr. Heatter points out. "The reason is that they're totally honest. I'd say the memory of the quiz scandals is almost completely erased. But I do not see the game-show trend developing towards the quiz-show form or ever offering really big cash prizes."

Going Alone ▪ Besides *Temptation* and the nighttime *Hollywood Squares*, Heatter-Quigley also has the daytime version of the latter series and *P.D.Q.*, a first-run syndicated game show that is distributed

May 1, 1967). He suggests that losses incurred to record artists and manufacturers through dubbing (an argument advanced in favor of copyright protection) could best be met by a law directed against the sale of copies. Granting copyright to stylistic interpretations or the mechanical production of records raises constitutional problems, Mr. Anello adds.

Profits and Loss ▪ But even if Congress should decide to extend copyright to sound recordings, he argues, "we see no justification for extending performance rights to either the manufacturer or the performer. . . ." He cites the historical growth of the record industry along with radio and the record-company's practice of supplying records to radio stations for exposure as evidence that the recording industry benefits extensively from airplay of their products.

Further, Mr. Anello cites the financial burden that would be placed on radio stations if fees for playing records were imposed. Stations already pay about 25% of their pretax profits to music licensing groups (composers and publishers) and another $20 million for artists and manufacturers would double this percentage, he estimated. In addition, this would "place the burden on those least able to afford it—he small stations," he said.

Another legal tangle would be caused by compulsory licensing requirements that prevent composers or publishers from giving any artist exclusive rights to record particular songs. These were instituted to prevent monopolies, Mr. Anello notes, yet the largest recording companies have exclusive contracts with the most popular artists. As long as performances are exclusive with a given company, the threat of monopoly will remain, he warns.

by Four Star in some 25 markets, including all of the NBC-owned stations. From 1960 through 1965, the packager was affiliated with Four Star but then decided to go it alone and now operates with a staff of some 35 people, mostly producers, writers and other creative talent. Offices are maintained in both New York and on the West Coast, with headquarters in Sherman Oaks, a San Fernando Valley suburb of Los Angeles.

Bob Quigley, who worked on the production end of such shows as *The College of Musical Knowledge* and *Country Fair*, believes that more and more the networks are going to turn to modest-budgeted live-tape programs—not only game and audience participation products—as an answer to the formidible popularity of feature-film competition. "It makes all kinds of economic sense," he explains. "The game shows that shoot for prime time might be slightly modified from their daytime versions. They'll have to offer a lot of glamour and push for a higher caliber of guest, but basically they'll be the same shows."

Pretrial news: Is it harmful?

ANPA-sponsored project will canvass judges, examine case histories

The American Newspaper Publishers Association Foundation announced last week it has commissioned a major research program to measure the potential effect of pretrial crime news on the conduct of a subsequent trial.

The major portion of the research program will be a survey of a large national sample of state criminal trial judges to ascertain the possible effect of pretrial crime-news publication on jury verdicts. About 20 questions will be asked of the judges. This part of the project will be directed by Dr. Frederick S. Siebert, recently retired dean of the college of communications arts at Michigan State University and a member of the Illinois bar since 1929. The interviews will be conducted by the University of Michigan survey research center.

A second part of the research will be an extensive literature search conducted by Dr. Walter Wilcox of the department of journalism at the University of California, Los Angeles. Dr. Wilcox will examine and analyze studies that have been made of the potential effect of pretrial publicity on juries.

The project is being financed by a $150,000 contribution from the Robert R. McCormick Charitable Trust.

Unanswered Question ▪ In announcing the research program, ANPA Foundation President Robert L. Taylor, president and publisher of the *Philadelphia Bulletin*, (WPBS[FM] Philadelphia, KTMS Santa Barbara, Calif.), commented that "at the heart of the controversy between the bar and the press is the unanswered question of pretrial publicity on jury verdicts." He added:

"This fundamental question was not answered either in the American Bar Association's Reardon Report or in the American Newspaper Publishers Association's extensive analysis.

"In commissioning this major research project, the ANPA Foundation seeks to shed light into an area of public concern by providing the results of objective research which we hope will reconcile current differences of opinion between some segments of the bar and the press and thereby preserve the vital public stake in a free press under the First Amendment and a fair trial under the Sixth Amendment."

Although nobody said so, it appeared evident that the foundation hoped its project would deter the ABA from adopting the hard-line Reardon Report on crime-news coverage or stiffening its Canon 35 on trial coverage during the association's meeting in Chicago the week of Feb. 19.

A day in the life

A young girl's rapture with hippiedom its the subject of a candid interview now available for distribution free of charge through WNEW New York. *A Child Again*, the encounter between narrator Steve Young and Marcy, a 19-year-old East Village hippie, has been called a ". . . gemlike piece of broadcasting . . ." by Robert Lewis Shayon in the *Saturday Review*. The girl's recollection of her kaleidoscope life saturated with drug-induced ups and downs must not be sponsored and must be played in its entirety.

As of last week, 64 stations and three group broadcasters had requested tapes of the program.

Methodist TV study delayed

The results of a survey of television-program evaluation conducted last fall by the Methodist Church will not be ready for at least another six months and the study may cost about double the originally estimated $100,000, a church representative reported last week. The delays were explained by Rev. Earl Wood, director of the Methodist Commission on Promotion and Cultivation, Evanston, Ill., which conducted the survey among 30,000 ministers and 10-million church members. The study was requested by the Methodist Television, Radio and Film Commission, Nashville, Tenn. One factor holding up the project is the return of data requested from the TV industry itself, including the networks, it was indicated.

Revamped soccer wants new TV talks

The newly reconstituted Professional Soccer League indicated last week that it's ready now to renegotiate a contract with CBS-TV following a realignment of clubs from the former National Professional Soccer League and the United Soccer Association.

Officials of the merged operation reported at a news conference in New York last Thursday (Jan. 4) that the new PSL now consists of a possible 19 clubs, now that Pittsburgh has dropped out. They said other clubs in cities where teams conflict may relocate to other cities, or follow Pittsburgh's example.

The consolidated Professional Soccer League plans an interlocking schedule of from 28 to 32 games, and may introduce foreign tour games, officials said.

In 1967 CBS-TV telecast 22 games of the National Professional Soccer League. The league had a pact with CBS calling for payments to its teams of $2.1 million over the first three years. The network had an annual option over the next seven years, with total payment estimated at $15 million.

In view of the merger, the PSL feels the pact will have to be renegotiated and, according to PSL officials last week, the outlook is even more attractive now than in the past.

ABC, NBC rebut McCarthy's petition

NBC and ABC did the expected last week and told the FCC that the request of Senator Eugene McCarthy (D-Minn.) for time on their networks must be denied. CBS late last week was preparing a letter for the commission making the same point.

Senator McCarthy, the only avowed candidate for the Democratic presidential nomination, complained to the commission two weeks ago after the networks rejected a request that he be given equal time to respond to the remarks of President Johnson, who appeared in the one-hour, three-network presentation of *A Conversation with the President* (BROADCASTING, Jan. 1). That broadcast was on Dec. 19.

Blair Clark, the senator's campaign manager, made three points in requesting time. And NBC and ABC, in responding to the commission's request for comment on the senator's complaint, rejected the three points with the same arguments they advanced in turning down the request for time:

- Senator McCarthy is not entitled to equal time under the equal-time law since the President is not a candidate for renomination, at least as candidate is defined by the commission's rules and regulations. NBC noted that these specify that a person is not a candidate unless he has "publicly announced" that he is one. And, NBC and ABC said, President Johnson has not yet made such an announcement.
- The senator is not entitled to time to reply to a "personal attack" since no such attack was made. NBC pointed out that the commission's rules governing personal attacks apply to attacks on the "honesty, character, integrity or like personal qualities of a particular person or group." The President talked of the "ambition" of Senators Robert F. Kennedy (D-N. Y.) and McCarthy and of a "Kennedy-McCarthy movement."
- The commission's fairness doctrine does not require them to present Senator McCarthy's views in response to the President's comments on the Vietnam war. NBC said that commission rules permit licensees to decide how best to present various points of view on controversial issues. And both networks noted that they have already given time to the coverage of Senator McCarthy's views. The senator appeared on ABC's *Issues and Answers* yesterday (Jan. 7).

CBS returns to lead

CBS-TV won the Nielsen two-week ratings report ended Dec. 17, 1967, while NBC-TV claimed it turned in its "best competitive performance" of the season during the period.

The average-rating scores were CBS 20.7, NBC 19.9 and ABC 15.9, covering the 7:30-11 p.m. period over the two weeks. By nights of the week, NBC and CBS were the winners in the report: Tuesday, Wednesday, Thursday and Saturday for NBC; Monday, Friday and Sunday for CBS.

Radio series sales . . .

Superfun (Mel Blanc Associates): KALF Phoenix; KSLY San Luis Obispo, Calif.; WINA Charlottesville, Va.; KMCO Conroe and KPAN Hereford, both Texas, and WGIL Galesburg, Ill.

Anniversaries in Sound (Triangle Publications Inc.): WNLC New London, Conn., and WLNA Peekskill, N. Y.

A Lamplighter's Serenade (Lo-Will Co.): WKZO Kalamazoo, Mich.; and WAKR-FM Akron, and WJER Dover, both Ohio.

Boston Symphony Concerts (Boston Symphony Orchestra): WMUK(FM) Kalamazoo, Mich.; KSFR(FM) San Francisco; WBBF-FM Rochester, N. Y.; WLFM(FM) Appleton, Wis.; WDET-FM Detroit; KANU(FM) Lawrence, Kan.; WDOD-FM Chattanooga; KMMJ(FM) Grand Island, Neb.; WBNB-FM Charlotte Amalie, and WFIU(FM) Bloomington, Ind.

Boston Pops Concerts (Boston Symphony Orchestra): WAKR-FM Akron, Ohio; WCPA(FM) Clearfield, Pa.; WAPI-FM Birmingham, Ala.; WMRP-FM Flint, Mich.; KALB-FM Alexandria, La., and WOW-FM Omaha.

ABC plans 90-minute morning variety show

In a marked departure from the usual morning programing on networks, ABC-TV will introduce in March a 90-minute weekday variety series in the 10:30 a.m.-12 noon period that will feature comedian Dick Cavett as host and will aim its appeal at the young, sophisticated homemaker.

Titled *This Morning* and originating from New York, the series will emphasize topical events and comedy. Each program will spotlight, among other guests, an individual top-name performer. Mr. Cavett and a soon-to-be-formed musical aggregation will be the only permanent members of the program. The format was described unofficially as resembling the late-night *Joey Bishop Show* (ABC-TV) and *Johnny Carson Show* (NBC-TV).

Compensation to stations for carrying the program, it was learned, will be in minutes for local sale rather than dollars. Stations will not pay co-op fees on time they sell. They will receive six minutes for their own sale—three in the first half-hour, two in the second and one in the third—plus two station-breaks. ABC-TV will have 12 minutes for network sale.

In announcing the program, Edwin Vane, vice president—ABC daytime network programing, said the series is designed for the young housewife in the hope that it will "inform her, entertain her and excite her."

Mr. Cavett is a former comedy writer

for Jack Paar, Johnny Carson, Groucho Marx and Jerry Lewis and has been a frequent guest on *Tonight* and the *Merv Griffin Show*. He has been a performer for three years and has made guest appearances on TV programs and starred in two TV specials.

The three half-hour shows that *This Morning* will replace are repeats of *The Donna Reed Show*, which are running out; *How's Your Mother-in-Law?* which ABC officials said is being cancelled, and *Temptation*, a game show that will be held in reserve for possible scheduling later in the day.

TV polling of viewer opinion to be studied

An examination of public-opinion polling as an element of television news reporting will be provided at a national conference to be held on the campus of the University of Notre Dame in South Bend, Ind., on Jan. 25-26.

Billed as the first "National Conference on Television News Public Opinion Polling," the event will be held under the auspices of WNDU-TV South Bend, owned and operated by Notre Dame and affiliated with NBC-TV. FCC Commissioner Robert E. Lee will give the keynote address on Jan. 25.

Among the speakers at the conference will be Dr. John Maiolo, associate professor of sociology at Notre Dame; Paul Martin, director of promotion, WFIL-TV Philadelphia; Frederick H. Walton Jr. of the Washington law firm of Dempsey and Koplovitz; Bruce Dennis, vice president and news manager, WGN Chicago, and a representative from station management still to be announced.

William Thomas Hamilton, vice president and general manager of WNDU-AM-TV, said he has invited station and news managers to attend the conference.

Mark Century sets up new library division

The Century Library of Music and Sound, a new division designed to provide background music and sound effects for film, television, radio and commercial use, has been established by Mark Century Corp., New York.

The company has assembled a staff of announcers, singers, writers, film and sound engineers that will provide custom scripts, jingles, announcements, vocals, dubbing, film scoring, and film and sound editing.

ABC Films plans tennis series for TV

A sports event created exclusively for television, *The World Series of Tennis*, will be produced by Viewfinder Productions, New York, in association with ABC Films, it was announced last week.

The 13-week, one-hour color series of championship professional tennis matches will be filmed in Sydney, Australia, beginning Jan. 20, with eight top players competing under a simplified scoring system. The players are Dennis Ralston and Earl (Butch) Buchholz of the U. S.; John Newcombe and Tony Roche of Australia; Cliff Drysdale of South Africa; Roger Taylor of England; Pierre Barthes of France, and Nicola Pilic of Yugoslavia. They will be competing for a total purse of $35,000 for the series.

ABC Films, which developed the series, holds the worldwide distribution rights and has sold the programs to Associated Rediffusion in Britain and the ATN Network in Australia. It will be offered initially in the U. S. for network showing during the spring or summer.

TV NETWORK SHOWSHEETS: the lineups for the first quarter

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

SUNDAY MORNING

8:30-10 a.m.

ABC-TV 8:30-9:30 No network service; 9:30-10 *Beany and Cecil*, part.
CBS-TV 8:30-9 *Sunrise Semester*, sust.; 9-9:30 *Tom & Jerry*, part.; 9:30-10 *Underdog*, part.
NBC-TV No network service.

10 a.m.-Noon

ABC-TV 10-10:30 *Linus the Lionhearted*, General Foods; 10:30-11 *Peter Potamus*, part.; 11-11:30 *Bullwinkle*, Deluxe Reading, General Mills; 11:30-12 *Discovery '68*, part.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.; 11-11:30 *Camera 3*, sust.; 11:30-12 No network service.
NBC-TV No network service.

SUNDAY AFTERNOON-EVENING

Noon-1 p.m.

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

1-2 p.m.

ABC-TV 1-1:30 *Directions*, sust.; 1:30-2 *Issues and Answers*, part.
CBS-TV No network service.
NBC-TV 1-1:30 *Meet the Press*, Sperry Rand; 1:30-2 Religious series, sust.

2-5 p.m.

ABC-TV 2-4 *NBA Basketball*; 4-4:30 *The Beagles*, part.; 4:30-5 *Magilla Gorilla*, part.
CBS-TV 2-4 National Hockey League games, part.; 4-5 *Childrens' Film Festival* (2/4-3/24).
NBC-TV 2-4 No network service; 4-5 *Big Three Golf*, part. (eff. 2/18).

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:30 *I Love Lucy*, part.; 5:30-6 *Amateur Hour*, part.
NBC-TV 5-5:30 *Animal Secrets*, part.; 5:30-6 *Frank McGee Sunday Report*, part.

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:30 *21st Century*, Union Carbide; 6:30-7 No network service.
NBC-TV 6-6:30 *G. E. College Bowl*, General Electric; 6:30-7 *Flipper*, part.

7-8 p.m.

ABC-TV 7-8 *Voyage to the Bottom of the Sea*, part.
CBS-TV 7-7:30 *Lassie*, part.; 7:30-8 *Gentle Ben*. Kodak and part.
NBC-TV 7-7:30 *Wild Kingdom*, Mutual of Omaha; 7:30-8:30 *Walt Disney's Wonderful World of Color*, RCA, Kodak, Gulf.

8-9 p.m.

ABC-TV 8-9 *The FBI*, Ford.
CBS-TV 8-9 *Ed Sullivan Show*, part.
NBC-TV 8-8:30 *Walt Disney*, cont.; 8:30-9 *The Mothers-in-Law*, Procter & Gamble.

9-10 p.m.

ABC-TV 9-11 *Sunday Night Movie*, Gillette, L&M, R J. Reynolds, part.
CBS-TV 9-10 *Smothers Brothers Comedy Hour*, part.
NBC-TV 9-10 *Bonanza*, Chevrolet.

10-11 p.m.

ABC-TV 10-11 *Movie*, cont.
CBS-TV 10-11 *Mission: Impossible*, part.
NBC-TV 30-11 *The High Chaparral*, part.

11-11:15 p.m.

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

MONDAY-FRIDAY

7-10 a.m.

ABC-TV No network service.
CBS-TV 7:05-7:55 *CBS Morning News*, part (two feeds); 8-10 *Captain Kangaroo*, part. (two feeds).
NBC-TV 7-9 *Today Show*, part.; 9-10 No network service.

10-11 a.m.

ABC-TV 10-10:30 No network service; 10:30-11 *Donna Reed Show*, part.
CBS-TV 10-10:30 *Candid Camera*, part.; 10:30-11 *Beverly Hillbillies*, part.
NBC-TV 10-10:25 *Snap Judgment*, part.; 10:25-10:30 *News*, part.; 10:30-11 *Concentration*, part.

11 a.m.-Noon

ABC-TV 11-11:25 *Temptation*, part.; 11:25-11:30 *ABC News with Marlene Sanders*, part.; 11:30-12 *How's Your Mother-in-Law*, part.
CBS-TV 11-11:30 *Andy of Mayberry*, part.; 11:30-12 *Dick Van Dyke*, part.
NBC-TV 11-11:30 *Personality*, part.; 11:30-12 *The Hollywood Squares*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Bewitched*, part.; 12:30-1 *Treasure Isle*, part.
CBS-TV 12-12:25 *Love of Life*, part.; 12:25-12:30 *CBS Midday News*, part.; 12:30-12:45 *Search for Tomorrow*, Procter & Gamble; 12:45-1 p.m. *The Guiding Light*, Procter & Gamble.
NBC-TV 12-12:30 *Jeopardy*, part.; 12:30-12:55 *Eye Guess*, part.; 12:55-1 *Edwin Newman with the News*, part.

1-2 p.m.

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

2-3 p.m.

ABC-TV 2-2:30 *The Newlywed Game*, part.; 2:30-2:55 *The Baby Game*, part.; 2:55-3 *Children's Doctor*, Bristol-Myers.
CBS-TV 2-2:30 *Love Is a Many Splendored Thing*, part.; 2:30-3 *Art Linkletter's House Party*, part.
NBC-TV 2-2:30 *Days of Our Lives*, part.; 2:30-3 *The Doctors*, part.

3-4 p.m.

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

4-5 p.m.

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

5-6 p.m.

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

6-7:30 p.m.

ABC-TV 6-6:30 *ABC Evening News with Bob Young*, part.; 6:30-7 *News*, (2d feed); 7-7:30 *News*, (3d feed).
CBS-TV 6-6:30 No network service; 6:30-7 *CBS Evening News with Walter Cronkite*, part.; 7-7:30 *News*, (2d feed).
NBC-TV 6-6:30 No network service; 6:30-7 *Huntley-Brinkley Report*, part.; 7-7:30 *Huntley-Brinkley*, (2d feed).

11 p.m.-1 a.m.

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

MONDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Cowboy in Africa*, part.; 8:30-9 *Rat Patrol*, part.
CBS-TV 7:30-8:30 *Gunsmoke*, part.; 8:30-9 *The Lucy Show*, part.
NBC-TV 7:30-8 *The Monkees*, Yardley and Kellogg; 8-9 *The Man From U.N.C.L.E.*, part., 8-9 *Rowan and Martin's Laugh-In*, part. (eff. 1/22).

9-10 p.m.

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

10-11 p.m.

ABC-TV 10-11 *The Big Valley*, part.
CBS-TV 10-11 *Carol Burnett Show*, part.
NBC-TV 10-11 *I Spy*, part.

TUESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Garrison's Gorillas*, part.; 8:30-9:30 *It Takes a Thief*, part. (eff. 1/9).
CBS-TV 7:30-8:30 *Daktari*, part.; 8:30-9:30 *Red Skelton*, American Home Products, Philip Morris, Reynolds Metals, Bristol-Myers.
NBC-TV 7:30-8 *I Dream of Jeannie*, part.; 8-9 *Jerry Lewis*, part.

9-10 p.m.

ABC-TV 9-9:30 *Thief*, cont.; 9:30-10 *N.Y.P.D.*, part.
CBS-TV 9-9:30 *Skelton*, cont.; 9:30-10 *Good Morning World*, Procter & Gamble.
NBC-TV 9-11 *Tuesday Night at the Movies*, part.

10-11 p.m.

ABC-TV 10-11 *The Invaders*, part. (eff. 1/9).
CBS-TV 10-11 *CBS News Hour*, part
NBC-TV 10-11 *Movie*, cont.

WEDNESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *The Avengers*, part. (eff. 1/10); 8:30-9 *The Second Hundred Years*, part.
CBS-TV 7:30-8:30 *Lost in Space*, part.; 8:30-9 *Beverly Hillbillies*, part.
NBC-TV 7:30-9 *The Virginian*, part.

9-10 p.m.

ABC-TV 9-11 *Wednesday Night Movie*, part.

CBS-TV 9-9:30 *Green Acres*, part.; 9:30-10 *He and She*, General Foods, Lever Bros. and part.
NBC-TV 9-10 *Kraft Music Hall*, Kraft.

10-11 p.m.

ABC-TV *Movie*, cont.
CBS-TV 10-11 *Jonathan Winters Show*, Philip Morris and part.
NBC-TV 10-11 *Run for Your Life*, part.

THURSDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 *Batman*, part.; 8-8:30 *The Flying Nun*, Bristol-Myers, Quaker Oats, Colgate Palmolive; 8:30-9 *Bewitched*, Quaker Oats, Chevrolet.
CBS-TV 7:30-9 *Cimarron Strip*, R. J. Reynolds, American Tobacco and part.
NBC-TV 7:30-8:30 *Daniel Boone*, part.; 8:30-9:30 *Ironside*, part.

9-10 p.m.

ABC-TV 9-9:30 *That Girl*, part.; 9:30-10 *Peyton Place II*, part.
CBS-TV 9-11 *Thursday Night Movie*, part.
NBC-TV 9-9:30 *Ironside*, cont.; 9:30-10 *Dragnet*, R. J. Reynolds and part.

10-11 p.m.

ABC-TV 10-11 No network service.
CBS-TV 10-11 *Movie*, cont.
NBC-TV 10-11 *Dean Martin Show*, part.

FRIDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Off to See the Wizard*, part.; 8:30-9:30 *ABC's Operation: Entertainment*, part.
CBS-TV 7:30-8:30 *Wild Wild West*, part.; 8:30-9 *Gomer Pyle*, General Foods.
NBC-TV 7:30-8:30 *Tarzan*, part.; 8:30-9:30 *Star Trek*, part.

9-10 p.m.

ABC-TV 9-9:30 *Entertainment*, cont.; 9:30-10 *Guns of Will Sonnett*, part.
CBS-TV 9-11 *Friday Night Movie* part.
NBC-TV 9-9:30 *Star Trek*, cont.; 9:30-10 *Accidental Family*, part.; 9:30-10 *The Hollywood Squares*, part. (eff. 2/2).

10-11 p.m.

ABC-TV 10-11 *Judd for the Defense*, part.
CBS-TV 10-11 *Movie*, cont.
NBC-TV 10-11 Actuality specials/*Bell Telephone Hour*, part. and Bell.

SATURDAY

8-10 a.m.

ABC-TV 8-9 No network service; 9-9:30 *Casper Cartoons*, part.; 9:30-10 *Fantastic Four*, part.
CBS-TV 8-9 *Captain Kangaroo*, part.; 9-9:30 *Frankenstein Jr. and the Impossibles*, part.; 9:30-10 *The Herculoids*, part.
NBC-TV 8-9 No network service; 9-9:30 *Super 6*, part.; 9:30-10 *Super President*, part.

10-11 a.m.

ABC-TV 10-10:30 *Spiderman*, part.; 10:30-11 *Journey to the Center of the Earth*, part.
CBS-TV 10-10:30 *Shazzam*, part.; 10:30-11 *Space Ghost*, part.
NBC-TV 10-10:30 *The Flintstones*, part.; 10:30-11 *Samson & Goliath*, part.

11 a.m.-Noon

ABC-TV 11-11:30 *King Kong*, part.; 11:30-12 *George of the Jungle*, part.
CBS-TV 11-11:30 *Moby Dick & Mighty Mightor*, part.; 11:30-12:30 *Superman-Aquaman Hour of Adventure*, part.
NBC-TV 11-11:30 *Birdman*, part.; 11:30-12 *Atom Ant/Secret Squirrel*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *The Beatles*, part.; 12:30-1:30 *American Bandstand*, part.
CBS-TV 12-12:30 *Superman-Aquaman*, cont.; 12:30-1 *Jonny Quest*, part.
NBC-TV 12-12:30 *Top Cat* part.; 12:30-1 *Cool McCool*, part.

1-2 p.m.

ABC-TV 1-1:30 *American Bandstand*, cont.; 1:30-2 No network service.
CBS-TV 1-1:30 *The Lone Ranger*, part.; 1:30-2 *Road Runner*, part.; (1:30-4 Hockey, eff. 1/6, 1/13, 1/20).
NBC-TV 1-2 No network service.

2-5 p.m.

ABC-TV 2-5 No network service.
CBS-2-4 *Hockey* cont., or no network service; 4-5 *Golf Classics*, part.
NBC-TV 2-5 No network service.

5-7:30 p.m.

ABC-TV 5-6:30 *Wide World of Sports*, part.; 6:30-7:30 No network service.
CBS-TV 5-6:30 No network service; 6:30-7:30 *CBS Evening News with Roger Mudd* (two feeds), part.
NBC-TV 5-6 *Shell Golf* (eff. 1/20); 6-6:30 No network service; 6:30-7:30 *Frank McGee Report* (two feeds), part.

7:30-9 p.m.

ABC-TV 7:30-8 *Dating Game*, part.; 8-8:30 *Newlywed Game*, part.; 8:30-9:30 *Lawrence Welk*, part.
CBS-TV 7:30-8:30 *Jackie Gleason*, part.; 8:30-9 *My Three Sons*, part.
NBC-TV 7:30-8:30 *Maya*, part.; 7:30-8:30 *The Saint*, part (eff.2/24); 8:30-9 *Get Smart*, part.

Specials remaining in the first quarter

ABC-TV

Jan. 8: 7:30-8:30 p.m.
The Undersea World of Jaques-Yves Costeau
Jan. 17: 9-11 p.m.
Laura
Feb. 6-18: various times
Winter Olympics
Feb. 29: 9-10 p.m.
Carol Channing and 101 Men
March 31: TBA
Golf Open from Jacksonville, Fla.
Jan. 28: 4:30-5:30 p.m.
Young People's Concert
Feb. 14: 8:30-9 p.m.
Charlie Brown
Feb. 20: 7:30-8:30 p.m.
National Geographic Special
Feb. 22: 7:30-9 p.m.
Cinderella (repeat)
March 16: 2-4 p.m.
N.I.T. Quarter Finals
March 23: 2-4 p.m.
N.I.T. Finals
March 31: 4:30-5:30 p.m.
Young People's Concert

CBS-TV

Jan. 9: 10-11 p.m.
CBS News Correspondents Report: Part II—The Nation
Jan. 14: 2:30-6:30 p.m.
Super Bowl
Jan. 21: 3:30-7 p.m.
Pro Bowl

NBC-TV

Jan. 19: 7:30-8:30 p.m.
Wonderful World of Horses
Jan. 20: 1:30-4:30 p.m.
AFL All-Star Game
March 20: 10-11 p.m.
The Jack Benny Show

9-10 p.m.

ABC-TV 9-9:30 *Welk*, cont.; 9:30-10:30 *Hollywood Palace*, part. (eff. 1/13).
CBS-TV 9-9:30 *Hogan's Heroes*, part.; 9:30-10 *Petticoat Junction*, Procter & Gamble.
NBC-TV 9-11 *Saturday Night at the Movies*, part.

10-11 p.m.

ABC-TV 10-10:30 *Palace*, cont.; 10:30-11 *ABC Scope*, part.
CBS-TV 10-11 *Mannix*, part.
NBC-TV 10-11 *Movie*, cont.

11 p.m.-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 11-11:45 No network service; 11:45-1 *The Tonight Show*, part. (reruns).

Boone show picked up 10 markets since start

In its first 13-week run, *Pat Boone in Hollywood* has moved from a September start in 16 markets to a current total of 26 markets, according to Len Firestone, whose Firestone Film Syndication Ltd., New York, distributes the five-day-a-week show for Filmways Syndication Sales.

The talk-variety show, announced last summer by Filmways is being coproduced with Cooga Mooga Inc. (BROADCASTING, Aug. 7, 1967). It's taped in color before a live audience in Hollywood and is distributed in either 90-minute or one-hour lengths.

Mr. Firestone noted his company packaged the show without a guarantee of a presale with a broadcast group. At the time of the show's announcement, Firestone reported the show was committed to stations in 16 markets, including New York, Chicago, Philadelphia, Los Angeles, St. Louis, Washington, Windsor-Detroit and Fort Worth-Dallas.

Program notes . . .

North Vietnam special ▪ National Educational Television will present a special 90-minute program, tentatively titled "NET Journal: North Vietnam" on affiliated stations throughout the country on Jan. 22. The TV program is an edited version of a film, shot earlier this year in North Vietnam by British journalist Felix Greene.

Radio Quiz ▪ Radio stations are offered free of charge a five-times-a-week five-minute program, *Ask Dr. Quizmee*, which is being produced by Audioscript Inc., New York, for Funk & Wagnalls' encyclopedia. There will be no commercials, but Funk & Wagnalls will make an offer of a free set of encyclopedias to listeners submitting usable questions. Distributor is Ted Hudes, 18 East 50th Street, New York 10022.

Switch to C&W ▪ WWCO-AM-FM, a Merv Griffin Group station in Waterbury, Conn., changed its format on Dec. 26 from top 40 to country and western.

All talk for Twin Cities ▪ WLOL Minneapolis-St. Paul has changed its format to all-talk, becoming the Twin Cities' only 24-hour station of this kind. Ninety percent of the programs will consist of telephone conversations between station personalities and listeners.

Potpourri ▪ A new package of 60 interviews in the Air Force news and public-affairs series called *Profile* is available. Programs in the series range from a first-person account of a Vietnam crash rescue to a report on an experimental laser that sees through clouds. Further information may be obtained from Profile, Radio-TV Branch (SAFOIIC), Bolling AFB, Washington 20332.

Double talk ▪ KLIQ-AM-FM Portland, Ore., reports that with the signing on of its new FM affiliate, the station becomes all talk on both bands. Features include Joe Pyne and Barry Farber interview shows.

Production affiliation ▪ Frequency Productions Inc., East Northport, N. Y., has announced its affiliation with Radio-TV Roundup Productions, Maplewood, N. J., and Brac Sound and Film Strip Corp., New York. Services to be offered from the companies are: a tape syndication and distribution service in mono and stereo; record pressing utilizing the new compatible mono/stereo one-step process; color sound film-strip production; complete production of custom album covers; studio and remote recording editing; specialized production in documentaries, interview series, commercial spots, and a specialized placement service. The address will be at the recording studio, 15 West 38th Street, New York 10018, phone (212) 594-2442.

ABC's news shifted ▪ WABC-TV New York and KGO-TV San Francisco, ABC-owned stations, is presenting the network early evening news show, *ABC Evening News with Bob Younger*, at later times. WABC-TV will broadcast the program at 7 p.m. instead of 5:30 p.m. beginning today (Jan. 8), with the local news moved back to 6:30 p.m. from 5 p.m. KGO-TV will present the network news at 6:30 p.m. PST, an hour later than usual, beginning Jan. 15. ABC-TV has been asking affiliates to carry its evening news in competition with CBS and NBC.

Free distribution ▪ *Let's Be Friends*, a series of 40 recorded five-minute radio programs produced by the United Church of Christ and The American Jewish Committee, will be distributed without charge by the United Church's office of communication, New York. The series, with Philadelphia broadcaster Edwin T. Randall as host, is designed "to promote fair and honest discussion of controversial issues." *Let's Be Friends* is the third series produced by the religious groups; previous ones were *Encounter* and *Extremism '67*.

Olympics special ▪ The 1968 Summer Olympics are scheduled to get an in-depth preview from an independent, Hollywood-based production house aiming for special presentation time on a TV network. The hour sports special, *Prevue of '68 Mexican Olympics*, is being produced by Emerson Yorke through his Prestige Productions. It will feature sports commentator Tom Harmon as narrator. Filming is to get underway in February in Mexico, Colorado, Chicago and New York.

Call to Sweden ▪ WBBM Chicago on Dec. 29 made direct contact with one of the quartet of U. S. Navy men who had deserted ship in Tokyo as a Vietnam protest and now are in Sweden. Staff newsman Michael Hirsh arranged a three-way phone interview for sailor Richard D. Bailey; his father, Homer Bailey of Jacksonville, Fla., and Dan Price, host of the WBBM morning program. Cost of thephone exchanges: $200.

Distributor for Linkletter ▪ Signal Productions Inc., Hollywood, will handle syndication for two five-minute daily radio features starring Art Linkletter: *Link's Little Ones* (based on interviews with children) and *Link's VIP's* (interviews with name guests). They will be offered as separate program packages.

ABC explores acting ▪ An ABC News Special, "The Actor," an inquiry into actors and the theater arts, will be presented on ABC-TV Tuesday, March 19 (8:30-9:30 p.m. EST). Alec Guinness will narrate and head a cast of London theatrical people appearing in the special. B. F. Goodrich Co., Akron, Ohio, through BBDO, New York, is the sponsor.

New jingle package ▪ Compass West Productions Inc., Box 1125, Miami, 33138, has a new radio jingle package, the "MOR-68". Designed for small and medium market middle-of-the road stations, the package contains 25 items ranging from ID's to special feature intros.

Spectrum offering ▪ Spectrum Distribution Inc., New York, has placed *Profiles*, a half-hour interview program of well-known personalities, into syndication. The color series includes segments on Jackie Gleason, Frank Sinatra, Sammy Davis Jr., Anthony Quinn and Vice President Hubert H. Humphrey.

All night man ▪ Don Robertson, a staff announcer at WCBS since 1965, has been selected as host of the *Music 'til Dawn* series carried on the station Monday through Saturday (11:30 p.m. to 5:30 a.m.). Mr. Robertson succeeds Don Hall, who died last September. The program, which is carried on nine stations in addition to WCBS, has been sponsored continuously since 1953 by American Airlines.

Law series ▪ Westinghouse Broadcasting stations will show a series of 10 half-hour programs on the U. S. Constitution and the Bill of Rights entitled *You've Got a Right*, starting this month. Directed by Henry Behar, the program was in production for three years under supervision of William Kaland, director of program development, WBC. It was taped at WBZ-TV Boston, a WBC station, and will be shown there and on KYW-TV Philadelphia, KPIX(TV) San Francisco, KDKA-TV Pittsburgh and WJZ-TV Baltimore.

Touting the ponies ▪ WBAP-TV Fort Worth-Dallas is producing both color commercials and the program segments of the *Irish Steeplechase Sweepstakes* contest that Safeway Stores is sponsoring in 27 markets throughout the country. Each weekly half-hour program consists of four complete races with prizes ranging up to $1,000. WBAP-TV technicians cut the programs from films of the Irish races, edit them, produce and insert the color commercials, and video tape the complete presentation for distribution.

Grauer business reports ▪ NBC Radio began a new five-minute series Jan. 2, *Business Trends with Ben Grauer*, weekdays at 5:15 p.m. EST. Mr. Grauer reports on daily stock market activities and corporate news.

P. R. special ▪ Production will begin on Jan. 15 in Puerto Rico on the second one-hour Broadcasters Special *A Very Special Occasion*, with singers John Gary and Anita Bryant as stars. Eight multiple station owners, covering 24 TV outlets, finance these color specials.

'Trilogy' sales ▪ New SESAC, New York, radio recording LP package, "Trilogy," containing 48 familiar hymns, anthems and carols, has been ordered in nearly 100 markets in the U. S., England, Canada and the Virgin Islands. SESAC's package includes many selections of one minute in length, tailored for sermonettes, promos and background use for the Christmas season as well as during all other major religious observances. Package is priced at $12.95.

On Russia ▪ An NBC News crew has finished shooting film for a special to be telecast early this year on the Russian space program. Producer George Vicas, head of NBC News European Production Unit, Paris, and 10 men spent four weeks filming for the project, including training sequences of the Soviet Cosmonauts. They worked in cooperation with Novosti, Soviet press agency.

The 3rd CBS ▪ The third *CBS Playhouse* of the season will be an original 90-minute drama by Robert Crean, "My Father and My Mother," on CBS-TV Tuesday, Feb. 13 (9:30-11 p.m. EST). Produced and directed by George Schaefer, the play will star Ralph Bellamy, Jane Wyatt, Bethel Leslie and Bene Hackman. General Telephone & Electronics, through Doyle Dane Bernbach, both New York, sponsors the teleplays.

BMI wins ▪ U. S. District Court, Central District of California, has found BHA Enterprises, Apple Valley, Calif., guilty of copyright infringement for publicly performing music licensed by Broadcast Music Inc. without authorization. The court awarded a judgment to BMI and eight of its affiliated publishers, citing unlicensed performances on BHA's-owned KAVR of 11 songs.

TV series sales . . .

Exercise with Gloria (Triangle Program Sales): KVAL-TV Eugene, Ore.

The Swinging Scene of Ray Anthony (Official Films Inc.): WOR-TV New York, KHJ-TV Los Angeles, WNAC-TV Boston, WHBQ-TV Memphis and CKLW-TV Windsor, Ont.-Detroit.

Sevareid fires back at TV sharpshooters

Television clearly "gets better, just as do the films, the press, the magazines," according to CBS News analyst Eric Sevareid in answer to critics of television, especially the "professional intellectuals" among those critics he described as the most "articulate."

In an article in the Dec. 30, 1967, issue of *TV Guide*, Mr. Sevareid presented a rebuttal to claims that TV discourages reading, "destroys" conversation, debases the English language and that its programs are overcommercialized. He said book reading actually has increased and often TV encourages supplementary reading; that millions of people living in slums and remote rural areas "almost never hear good diction except on TV and radio"; that "nonconversing" families existed before television and TV actually stimulates specific conversations that otherwise would not take place.

FINANCIAL REPORTS

Disney plans to offer $40-million debentures

Walt Disney Productions, Burbank, Calif.,-based motion-picture producer and distributor, has filed a registration statement with the Securities and Exchange Commission for the sale of $40 million convertible subordinated debentures, due Jan. 15, 1993. The debentures will be convertible into common stock.

Kidder, Peabody & Co. and Lehman Brothers have been named as joint managers of underwriters who will offer the debentures.

Net proceeds from the proposed financing will be used by the company, it was reported, for capital expenditures in connection with its development program in Florida and, to the extent of $10 million, to retire a portion of the company's long-term debt.

A subsidiary of Walt Disney Productions has acquired approximately 27,400 acres of land in central Florida, near Orlando, for development into an entertainment and recreation complex.

Rust Craft's sales up, but earnings drop

Group-broadcaster Rust Craft Greeting Cards Inc., Dedham, Mass., has reported slightly higher net sales for the nine-month period through November 1967 than for the same period in 1966. Joe Zel, president, stated that "broadcast revenues are still somewhat below last year but not to the extent experienced earlier in the year and the outlook continues to be optimistic."

For the nine-month period ended November 1967:

	1967	1966
Earned per share	$1.23	$1.43
Net sales	31,721,000	30,780,000
Net operating income after taxes	961,000*	1,130,000

*Includes $61,000 attributable to sales of real estate.

WMAQ-TV does most Chicago business

NBC-owned WMAQ-TV Chicago replaced CBS-owned WBBM-TV Chicago as the top grosser of 1967 in that market according to estimates published by George Lazarus, advertising columnist of the *Chicago Daily News*.

The report said WMAQ-TV did an estimated $23-$24 million last year, up from $22 million in 1966, while WBBM-TV did $22 million in 1967, off $1 million from the previous year.

WGN-TV Chicago, an independent, came in third with $21.25 million for 1967, the story said, up from $19.5 million in 1966. ABC-owned WBKB-TV Chicago fell off slightly last year, grossing an estimated $13 million. The story said WBKB-TV did $13.25 million in 1966.

The *Daily News* story estimated increases for Chicago's two other independents: WFLD(TV), $1 million in 1967 ($600,000 in 1966); WCIU(TV) $600,000-$700,000 in 1967 ($350,000 in 1966).

Nielsen reports increased sales

A. C. Nielsen Co., Chicago, reported continued sales gains last week for the three-month period ending Nov. 30, 1967. A cash dividend of 10 cents a share was voted, payable Feb. 1.

Nielsen said net earnings for the quarter were up 6.3% and sales were up 9.4%, both compared with the same quarter the previous year.

For the three months ended Nov. 30:

	1967	1966
Earned per share	$0.26	$0.24
Sales of services	19,358,414	17,691,112
Profit before taxes	2,756,903	2,793,821
U.S. and foreign income taxes	1,433,509	1,549,355
Net profit	1,323,394	1,244,466

Financial notes . . .

▪ At a meeting of the board of directors of The Outlet Co., Providence, R. I., a dividend of 16¼ cents was declared on the common stock, payable Feb. 1 to stockholders of record at the close of business Jan. 19.

▪ The directors of John Blair & Co., New York-headquartered station representatives, declared a common-stock cash dividend of 20 cents per share payable Feb. 15 to stockholders of record Jan. 15.

Salespower offers promotion schemes

A series of holiday, contest and other special program and promotion packages is being offered to stations by Salespower International Ltd., New York. Sales have been made in 40 to 50 markets.

Each promotion is blueprinted from the start of planning through the script for the final program, including schedules and scripts for on-air promotions, tips on outside promotion, suggestions for scheduling commercials and in some cases an outline of approaches to use in selling local advertisers. Where contests are involved, detailed intructions are included.

Richard L. Winslow, president of Salespower, said all of the packages are tailored for use by station staff people, maintaining local identification. The packages include "Holiday Salute," a series of 12 half-hour programs keyed to major holidays, and a "Four Seasons' Promo Plan" embracing contests for spring, summer, fall and winter.

The holiday salute package is priced at $10 a script or $75 for all 12, and the four-seasons' plan is offered at $15 a plan or $50 for all four. A special rate of $100 has been set for buyers of both packages. Salespower officials said they could also provide merchandise for giveaway features "at a highly discounted cash price or on a 'gifts for time' basis."

Salespower was formed last September. It is at 211 East 53rd Street, New York 10022. In addition to Mr. Winslow, who was an announcer and executive with several North Carolina radio stations for 10 years and also has done free-lance announcing for national and regional accounts for about 10 years, Salespower officers include Vincent and Claude Piano of Vic Piano Associates, station representative firm, and of two VPA subsidiaries, Vic Piano Advertising & Public Relations and Mitlou Productions. Vic Piano is vice president of Salespower and Claude Piano is secretary-treasurer.

Election-year spots

A 20-second color public-service spot urging citizens to active participation in politics has been produced by the Chamber of Commerce of the U.S. The nonpartisan material was being distributed nationally last week to all color-television stations.

The spot represents "a first toe-in-the-water" for the national Chamber in the public-service broadcast field, a spokesman said. The spot portrays the excitement and activity of a political campaign and urges viewers to contact local chambers of commerce, which have been offering an "action course in practical politics."

A series of similar radio spots is also being considered.

Drumbeats . . .

Needle for complacent parents ▪ KTAR-TV Phoenix attempts to stimulate parental awareness and control of

juvenile delinquency when it airs this slide each evening preceeding its 10 p.m. news program.

For radio buffs ▪ WCRB-AM-FM and Van Christo Associates, both Boston, have revived the radio suspense dramas of the 1930's. At the end of each Sunday-night episode of the Van Christo Mystery Theater, a voice-over introduces himself as "The Radio Buff" and asks listeners questions on vintage radio drama. Fans send in their answers and the first correct answer wins a collector's record, "War of the Worlds," Orson Welles's famous 1938 broadcast that created a panic.

Ad club award ▪ The Chicago Advertising Club has named Charles S. Winston Jr., president, Foote, Cone & Belding, Chicago, as its Ad Man of the Year for 1968.

Country-style spots ▪ The Presbyterian Appalachian Broadcasting Council is distributing a series of radio spots featuring country-style comedienne Minnie Pearl and T. Tommy Cutrer, country-music disc jockey. The 30-second to 60-second announcements, titled "Let's Get Together," urge churches and communities to work together for their common good.

NAB offers land-mobile solution

Reallocation of top-three UHF channels for land-mobile use is recommended as long-range answer to business-radio's growing needs

The National Association of Broadcasters last week sent to the FCC and Capitol Hill its version of a long-range "satisfactory solution" to the demand of land-mobile users for more spectrum space. The proposals, however, are not expected to generate much enthusiasm among the land-mobile forces, who would prefer lower frequencies, since NAB's solutions would turn over the top-three TV channels of the UHF spectrum to business radio.

The NAB, in a "practical plan" prepared by Kear and Kennedy, Washington consulting engineers, offered two possible solutions to the land-mobile problem. One would be a national reallocation of the three upper UHF channels, the other would be a similar reallocation but only in the FCC's zones 1 and 1-A. (Zone 1 covers the Northeast from Bangor, Me., to Norfolk, Va., and west to St. Louis; zone 1-A takes in all of California). In both solutions channels 81, 82 and 83 would be reallocated from television to land mobile.

The NAB report said it chose the UHF reallocation as the "most practical" to give long-range relief to land-mobile-channel congestion. If giving three contiguous channels to land mobile proves impractical, NAB added, an alternative would be to "scatter land-mobile authorizations over a wide spectrum or to reallocate a band only sufficient to provide limited relief."

Giving up channels 81-83, the report noted, cannot be undertaken without some reallocation of existing TV translators. Although the use of those channels for translators is heavy in the sparsely populated sections of the country, such reallocation would be "far from impossible."

An Example ▪ The report showed that of 784 operating translators, construction permits and applications, only 103 were on channels 81-83. The state with the largest number of authorized translators, California with 92, had nine on those channels. A sample reallocation of that state by the NAB showed that of the 92 translators only 12 would have to be reallocated to leave channels 81-83 free.

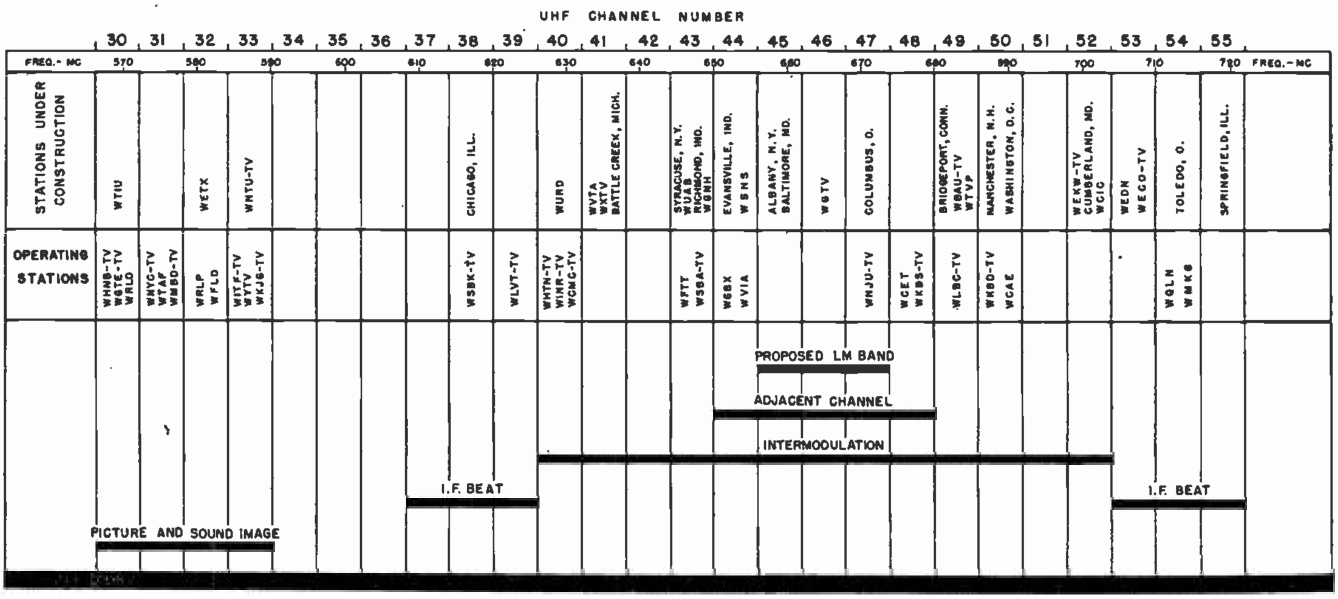
The reallocation, the report went on, "is only one of many possible reassignment plans, but it should serve as an example of the relative ease involved in such a change."

The modification of translator licenses would be no problem and the estimated cost to shift frequencies for

In its report on how land-mobile users might be given the uppermost channels of the UHF spectrum, the National Association of Broadcasters showed in chart form why lower channels could not be turned over to land mobile.

This chart shows, by frequency, the interference taboos which would be a factor in the use of channels 45, 46 and 47. These include adjacent channel protection for channels 44 and 48, protection from intermodulation for channels 40-44 and 48-52, protection from IF beat for channels 37-39 and 53-55, and protection to picture and sound image for channels 30-33.

The chart, to show taboo effects on stations, CP's and applicants in the FCC's zone 1 (Northeast and Midwest), shows that the use of three contiguous channels results in merging of the taboos so that, for instance, while on a channel-by-channel basis channel 52 could be assigned to the same locality as channel 46, it could not be used where land-mobile operations exist on 45, 46 and 47.



translators, the report noted, "is relatively low."

It added that once the translators have been removed from the upper UHF channels, land-mobile operations "could commence, free from interservice co-channel interference . . . [and] would be immune to taboo interference caused by the translators below channel 81 and any interference caused by them to the translators should be accepted due to the secondary [service] status of translators."

The NAB's second alternative calls for the same action but in the limited, albeit densely populated zones 1 and 1-A. Reallocation only in those zones, the report found, would provide relief for land mobile in the "most pressing areas" while retaining for TV use channels in the areas of lower land-mobile usage.

NAB's study found the second solution "particularly significant" since about 75% of the authorized translator stations are outside those zones while some 75% of the U. S. population lives within the zones. This latter approach, according to the report, might be "more advantageous from the standpoint of channel usage."

Translator Importance ▪ The report stressed that although both proposals are based on the assumption that translators are a secondary service, the plans should not be construed to mean that translators are of no importance. "In many parts of the country," the report went on, "the only television service available comes by way of translators." If the FCC were to adopt the NAB proposal "every effort should be made to reduce a disruption in [translator] service to an absolute minimum," the report said.

The NAB report last week was sent to the FCC and to Representative John Dingell (D-Mich.), who as chairman of the regulatory-agency subcommittee of the Select Committee on Small Business and also as a member of the Commerce Committee has become a leading advocate in Congress for prompt land-mobile relief. Late last week Mr. Dingell said he and his staff were still examining the report and that he did not want to comment until their analysis was complete.

The report had first been presented in December to the NAB's Engineering Advisory Committee and Future of Television committee (BROADCASTING, Dec. 18, 1967).

NAB said it chose the channel reallocation plan as the one immediate and logical approach to a long-range solution of the space demands of land mobile. It called the FCC's inquiries into channel splitting, sharing of channels among different mobile services and sharing of TV channels by these services as attempts at easing of the problem without solving it.

Easing not Solving ▪ The report noted that giving to land-mobile frequencies it does not now have is complicated by government demands on the spectrum. It also noted the virtual impossibility, because of heavy use, of giving up any of the FM or VHF bands. Thus, it concluded, the UHF band is left as the biggest single band of frequencies assigned to a single use and could be reallocated to accommodate both broadcasters and land mobile.

The need for land-mobile space, the report noted, is in the large urban areas and it found that each of the "first 10 cities (in terms of land-mobile usage) . . . is in either zone 1 or 1-A."

It found that because of heavy TV usage it was almost impossible to reallocate channels 14-16. (Land-mobile users repeatedly have said that if they must go into the UHF band, they would opt for the lower channels.)

Working with contiguous groups of three channels, the report found that the group of channels around channel 38 showed minimal use but called the finding "deceptive" since there are no assignments on channel 37, which is reserved for radio astronomy.

Attractive But Unusable ▪ The next lowest group of channels that are "attractive," the report noted, center on channel 46, and that channels 45, 46 and 47 might practically be reallocated if the "UHF taboos" could be ignored. Those taboos or interference factors, the report found, "still very much apply to modern receivers."

In zone 1, it showed 28 operating stations would be subject to potential interference, and 30 stations under construction would also be in that category. Obviously, the report goes on, as far as channels 45-47 are concerned, "the removal of 58 TV authorizations could not possibly be accomplished within the present framework of allocations, nor by anything less than a wholesale modification of present FCC rules."

Except for WBGU-TV (ch. 70) Bowling Green, Ohio, and WNJE-TV (ch. 77), which is under construction in Glen Ridge, N. J. (both educational), the report added, UHF channels above 70 have been withheld for assignment as low-power community stations. The only general use of these channels currently is for translators.

Thus, the report found, in turning to the top-three UHF channels, that taboo effects "are almost negligible" compared to the lower channels; that no operating stations would be affected, and only eight stations under construction would be involved.

Propagation at the higher frequencies is "rather unfavorable" and equipment would probably cost more than for lower frequencies, but still the report concluded that those disadvantages may be outweighed since "this portion of the spectrum appears to be the only one available for reallocation without causing monumental difficulties."

The report noted that the general dislike for higher frequencies "is perhaps based less on fact than on feeling" and added that land-mobile operations, which are not concerned with broad coverage, should recall that UHF translators have "effectively" used the uppermost frequencies for some time.

Technical topics . . .

RCA's ETV order ▪ RCA has received a $680,000 order from The Clark County (Nev.) school district for KLVX(TV) (ch. 10) Las Vegas, which is scheduled to go on in early 1968. The order includes RCA's new high-band color TV tape recorder, a 25 kw transmitter, superturnstile antenna with 100-foot self-supporting tower and a solid-state microwave system.

Cohu introductions ▪ Cohu Electronics Inc., San Diego, has started production of the 2600 series color bar generator and color bar encoder. The units are designed to assist television studio engineers in checkout of color equipment. Circuitry for Cohn's color bar generator and encoder (total price: $2,195) is mounted on plug-in boards, with the complete package consisting of two modules, a mounting frame and a power supply.

New line ▪ Alpha Wire, a division of the Loral Corp., is introducing a new line of coaxial cables, the "9800" series, that is engineered and designed for use in CATV, color and black-and-white TV, FM and other communications media. Complete information may be obtained from Alpha Wire, Elizabeth, N. J.

Master recorder ▪ Mirasound Studios, New York, has ordered for delivery in early 1968 the new Ampex AG-1000-24, said to be the first 24-channel audio recorder/reproducer ever placed on the market. The unit makes use of Ampex broadcast Videotape recorder transports and special components selected from the Ampex line of theater sound systems. The equipment was designed and manufactured by Ampex Corp.'s special-products department. The AG-1000-24 sells for $32,000.

INTERNATIONAL

BBC local-radio outlets need funds

Less than two months after the start of the BBC's experiment in local radio, two of the three stations are in financial difficulties. Radio Leicester, which inaugurated the service, and Radio Sheffield report that funds allocated by their local city councils—approximately $2,400 a week in each case—are inadequate because of increased costs. Together with Radio Merseyside, the stations rely almost entirely on local city councils for funds. Appeals to other local bodies have brought only a minor flow of cash, although the 1966 White Paper on Broadcasting said that the stations should be helped by industry, universities and local organizations. Of the five stations still to go on the air only one has been promised a comparatively adequate sum to keep it running.

Radio Leicester is encountering another kind of trouble. The local newspaper, the Leicester *Mercury*, avoids any mention of the station if it can help it, and hammers away at the council for allocating money that it claims was approved without proper consultation with the ratepayers. The *Mercury's* policy is apparently guided by the idea that Radio Leicester might become a future source of competition, since if it continues to survive it may be permitted to take on advertising to help it out of its financial difficulties. The attitude of the press in Sheffield and Merseyside is that noncommercial radio must be supported as a matter of principle. Both stations get friendly news coverage and even news-gathering cooperation from the local newspapers.

Dealers in Leicester say there has been no increase in set sales since Radio Leicester started, and estimate that the number of households equipped to receive its VHF radio broadcasts is about one in 25. Interest in VHF sets in Merseyside, as reported by dealers, is mixed.

Set sales are reported up in Sheffield where VHF reception is preferred for geographic reasons.

Although the three stations have succeeded in producing news and programs with a distinctly local flavor, listener interest has not been exceptional.

Abroad in brief . . .

GT&E in Venezuela ▪ General Telephone & Electronics International Inc. has announced the formation of a new subsidiary in Venezuela, Sylvania Venezolana, C.A. to expand Sylvania marketing efforts and to manufacture TV picture tubes and sets in Venezuela. GT&E is constructing a new 26,000-square-foot plant at San Francisco de Yare in the Tuy Valley, an industrial development about 50 miles south of Caracas. The plant, which will manufacture 19- and 23-inch black-and-white picture tubes, is scheduled to be completed in February.

Scandinavian expansion ▪ Compton Advertising, New York, reports it has acquired a minority interest in A B Gumaelius, Scandinavian advertising agency with offices in Stockholm, Gothenburg, Malmo and Jonkoping, all Sweden; Copenhagen, Denmark, and Oslo, Norway.

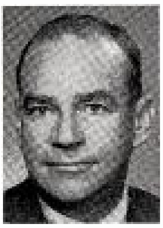
Memorex in Belgium ▪ Memorex Corp., Santa Clara, Calif.-based producer of magnetic recording tape for media, will construct a new plant in Herstal, Belgium. The new plant, scheduled for construction in the spring, will produce magnetic tape for the European, British, North African and Middle Eastern markets. Richard Vasey, in manufacturing management for Memorex, will be managing director of the plant.

International cowboy ▪ ABC Films has acquired international distribution rights to the one-hour *Cowboy in Africa* series from Tors-Sentinel and has already sold the series in 15 foreign markets. The sales were in Australia (TEN Network), Argentina (Telerama), Costa Rica (Televisora de Costa Rica), Nicaragua (Television de Nicaragua), Guatemala (Radio TV de Guatemala), El Salvador (Canal Dos), Honduras (CIA Televisora Hondurena), Chile (Protel Ltda.), Ecuador (Primera TV Educatoriana), Uruguay (Sociedad Televisora Larranga), Panama (Televisora Nacional), Dominican Republic (HIN-TV), Venezuela (Corp. Venezolana), Mexico (TVI) and Thailand (Thai Army TV). *Cowboy* started on ABC-TV this season.

Compton in France ▪ Compton Advertising Inc., and R. L. Dupuy, Paris, announce they have established an international partnership, with the French agency to be known as Dupuy-Compton. Dupuy-Compton has billings of $17 million and has more than 300 employes.

BROADCAST ADVERTISING


Mr. Fechheimer


Mr. Gutman


Mr. Hoskins

Richard Fechheimer, head of direct response group; **Clark J. Gutman,** director of merchandising and account group head, and **Olin W. Hoskins,** account group head, all with North Advertising, Chicago, named senior VP's.

Vivian Warshaw, creative consultant with Kenyon & Eckhardt, New York, named VP and group creative director for Cunningham & Walsh, that city.

Ken Keoughan, media director for Gardner Advertising, New York, joins Kelly, Nason Inc., that city, as VP and director of media.

George F. Gage, art director and TV production assistant for LaRoche, McCaffrey and McCall, New York, named VP-art and TV group head.


Mr. Klarman

Howard Klarman, general sales manager of WMCA New York, named VP for sales. He has been with WMCA since 1943.

Charles R. Stuart Jr. named VP and head of advertising department for Bank of America, San Francisco.

John F. Lynch, advertising director for Eastern Airlines Inc., New York, joins Carl Ally Inc. there as VP, account supervisor.


Mr. Perry

Joseph P. Perry, account supervisor on N. W. Ayer & Son's American Tobacco Co. account, New York, elected VP.

M. Eugene Edwards named VP for Langsdale Advertising Inc., Baltimore.

Paul J. Cassidy, sales manager for WIND Chicago, named general sales manager for KFWB Los Angeles. Both are Westinghouse Broadcasting stations.

Myron G. Taylor, senior research analyst, ABC-TV Spot Sales, New York, joins The Hollingbery Co., that city, as director of research and sales development.

Vincent R. Polito and **John A. Huber** join Ross Roy of New York Inc., agency, as production manager and copywriter, respectively. Mr. Polito was production supervisor with Pritchard Wood Inc., New York; Mr. Huber was copywriter at Ketchum, MacLeod & Grove, Pittsburgh.

William Merkelbach, traffic manager, Daniel & Charles, New York, appointed account executive. He is succeeded by **Alvin Orenstein,** formerly with The Cadwell Davis Co., agency, New York.

George E. Fahrenkopf, production manager for Howard H. Hilton Advertising Agency, Tampa, Fla., named VP/operations.

Frank G. Weyforth, account executive with Winius-Brandon Co. agency, St. Louis, elected VP.

Lorraine E. Schulze, media director for Venet Advertising, New York, named VP and director of media.

John J. Bresnahan, product manager-Winston cigarettes for R. J. Reynolds Tobacco Co., Winston-Salem, N. C., appointed director-advertising for Eastern Airlines, New York. **James V. Cammisa Jr.,** advertising/promotion manager for Standard Brands Inc., New York, appointed director-merchandising for Eastern.

John McCarthy, radio sales manager with Adam Young Inc., Chicago, joins Meeker Radio Inc. there as manager of radio sales department.

Van Carlson, with Gaynor & Ducas Inc., Los Angeles, joins Holzer/Taylor/McTighe/Dawson, Hollywood, as copy director.

Robert G. Leckie Jr., account supervisor with Geer, DuBois & Co., New York, joins Doremus & Co., that city, as advertising account supervisor.

John Lampe, with Torrieri-Myers Advertising Inc., Baltimore, appointed director of advertising for Allegheny Beverage Corp., that city.

Macey I. (Mike) Schaffer, salesman for WAJA-TV Miami, appointed sales manager.

Stanley Lichtenstein, account executive with KFOG(FM) San Francisco, joins KBHK-TV, that city, in similar position. Both are Kaiser Broadcasting stations.

Frank J. Prein, salesman for Dun & Bradstreet, New York, joins WDCA-TV Washington as account executive.

Robin Adrian appointed account executive for CBS Television Stations National Sales, New York.

Edward J. Doherty, with Peters, Griffin, Woodward, New York, joins John C. Butler & Co., that city, as account executive.

David M. Bolger, sales representative for Industrial Publishing Co., Chicago, named account executive for KCBS San Francisco.

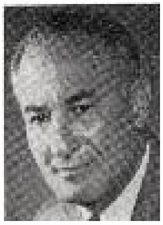
Nancy Cummings, timebuyer for Young & Rubicam, San Francisco, on Borden Co. and Chrysler Corp. accounts, retires Jan. 31.

Jack Jennings, account executive at KHJ-TV Los Angeles, joins Los Angeles television sales staff of Edward Petry & Co.

MEDIA

Don Neil, with WKAB-TV Montgomery, Ala., named general manager.

David Brody, operations manager for community operations division of Jerrold Corp., Philadelphia, named manager of division. **Frank N. Cooper** named manager of CATV system development.


Mr. Brody


Mr. Cooper

Robert W. Brokaw, with KFOG(FM) San Francisco as sales manager, named general manager.

Jack Kussart, general manager of WAND(TV) Decatur, Ill., named VP of LIN Broadcasting Corp., parent of WAND.

Alan R. Bishop, production and program director for WNOR Norfolk, Va., appointed station manager of WVAB Virginia Beach.

Frank Scott, program director for KBON Omaha, also named general manager, succeeding **M. M. Fleischl,** who resigns after 25 years to enter business in Southern California.

Larry M. Harding, promotion manager for WBTV(TV) Charlotte, N. C., named special assistant to president of Jefferson Standard Broadcasting Co.

(WBT-AM-FM and WBTV, all Charlotte).

Sy Levy, general sales manager and marketing director for WJRZ Newark, N. J., appointed assistant station manager.

Robert Buenzle, legislative assistant with U. S. Interior Department, named to legal staff of National Association of Broadcasters, Washington.

Eugene J. McHale appointed controller for WEEI Boston.

Henry P. Becton, chairman of executive committee, Becton, Dickinson & Co., East Rutherford, N. J., medical-surgical equipment firm, elected chairman of board of directors of New Jersey Television Broadcasting Corp. (WNJU-TV Linden-Newark, N. J.).

PROGRAMING

Edward L. Scarff, VP, administration and corporate development for Transamerica Corp., San Francisco, parent of United Artists Corp., named executive VP.

Milton Goldstein, foreign sales chief for Cinerama Inc., New York, named VP and world sales manager for CBS Theatrical Films division, Hollywood.

G. Roger Cahaney, executive VP, Sterling Movies Inc., New York, elected president of film-distributing company. He was also elected senior VP and board member of parent company, Sterling Communications Inc.

Thomas Wertheimer, attorney with ABC Inc., West Coast, promoted to new post of assistant director of business affairs. In ABC Films division, **Richard Cignarelli** joins domestic sales organization as southwestern division manager, Dallas, a new office. Mr. Cignarelli was sales representative with Teleworld Inc., New York.

Tony Glenn, program director for WAJA-TV Miami, appointed program and operations manager.

Art Lewis, unit publicist for CBS-TV Hollywood, named story editor for network on West Coast. He replaces **Helen Madden,** who resigns. **Joanne Chaves,** reader in department, named assistant story editor.

Lee Jensen, program director of KFRE Fresno, Calif., appointed program director for KFRE-TV, that city.

Jim Willis, with KCKT(TV) Great Bend, Kan., as production manager, joins production staff of KCOY-TV Santa Maria, Calif.

Bob Kirkpatrick, continuity director for WTVO(TV) Rockford. Ill., appointed to newly created position, commercial producer. **Tom Hantke,** writer, named continuity director.

Peter D. Knecht named head of legal department, Warner Bros.-Seven Arts studios, Burbank, Calif. **Norman Solomon,** treasurer, W7, New York, elected VP.

Cushman leaving FCC


Mr. Cushman

John Cushman, administrative assistant to three successive chairmen of FCC, leaves commission today (Jan. 8) to become executive director of Administrative Conference of U. S. He will serve under Jerre S. Williams, conference chairman. Conference is composed of heads of government agencies and private citizens, and was created to study ways of improving efficiency of administrative procedures. Mr. Cushman, who has served in both Justice Department and Interstate Commerce Commission, joined FCC in May 1961 as member of general counsel's staff. He was named administrative assistant to then-Chairman Newton N. Minow in September 1962, and was retained in that position by Mr. Minow's successor, E. William Henry, and by present chairman Rosel H. Hyde.

NEWS

Ron Pinkney, with news staff of WOL-AM-FM Washington, appointed news director.

Bill Purkis appointed news and program director for KCOG Centerville, Iowa.

Carl E. Capps, formerly with WRNB New Bern, N. C., joins news department of WBT Charlotte, N. C.

C. Kenneth Blackwell, managing editor for WTAR-AM-TV Norfolk, Va., joins WSIX-AM-FM-TV Nashville as news manager.

Van Saunders joins WRCH New Britain, Conn., as news director.

EQUIPMENT & ENGINEERING


Mr. Renton

Ralph J. Renton, chief engineer of FCC since 1966, retires at end of this month. Mr. Renton, 62, joined FCC as field engineer in Boston in 1929. Deputy chief engineer is **William H. Watkins,** considered strong contender to succeed Mr. Renton.

Roy F. Hoover, engineering supervisor for KDKA-TV Pittsburgh, appointed chief engineer.

Stanley L. Pearl, VP-engineering for Kappa Networks Inc., Carteret, N. J., manufacturers of wave filters and delay lines, elected president.

John Phan, with MVR Corp., Palo Alto, Calif., appointed manager of electronic engineering department.

Philip Colone of Oneonta, N. Y., rejoins Ameco Inc. as CATV equipment salesman in New England area.

DEATHS

Cornelius Cahill Weed Sr., 60, founder of Weed & Co., died Jan. 2 at his home in Chicago. Mr. Weed joined former Lord & Thomas in 1930, was with New England network for two years and then founded Weed & Co. in 1936. Later he was president of Weed Radio Corp. and executive VP of Weed Television Corp. Surviving are his wife, Adelaide, and four sons.

Stanley W. Bell, 69, one-time White House announcer, and for last 27 years sales representative for WRC Washington, died Jan. 1 at Doctors hospital, Washington, after long illness. He is survived by his wife, Nell.

Dr. Thomas Henry Belviso, 69, former manager of music and literary rights, NBC, New York, died Dec. 26, 1967, at New Rochelle, N. Y., hospital after long illness. Dr. Belviso retired from NBC in 1963 after 33 years in music department. He also was active as composer, conductor and player. He is survived by his wife, Elinor, and two sons.

John C. Batchelor, 60, television research engineer, died Dec. 28, 1967, at White Plains (New York) hospital. Mr. Batchelor was with Westinghouse Electric Corp. and RCA where he served as chief television engineer before establishing own laboratory for electronics, optics, illumination and photography. There he received patents for electric-eye TV compensator, new type cathode ray tube for brighter images and composite TV system for artificial backgrounds. He is survived by his wife, Ruth, and son.

Howard Charlton Caine, 51, president of CHWO Oakville, Ont., and former president of Central Canada Broadcasting Association, died of cancer Dec. 22, 1967. Mr. Caine is survived by his wife, Jean, son and daughter.

Don Quinn, 67, creator and writer of radio series *Fibber McGee and Molly* and radio and TV series *The Halls of Ivy*, died of heart attack Dec. 30, 1967, at his home in Los Angeles. He is sur-

PROFESSIONAL CARDS

Service Directory

vived by his wife, Edythe, son and daughter.

Robert R. McKee, 69, account executive of 20 years with Doremus & Co., New York, died Dec. 31, 1967, at St. Agnes hospital, White Plains, N. Y. He is survived by his wife, Dorothy, and son.

David Hobson Diebler Sr., 69, retired FCC attorney, died Dec. 30, 1967, of heart attack at Washington Sanitarium, Takoma Park, Md. Mr. Diebler, one of two first FCC attorneys, was chief of FCC license renewal and transfer division and drew up many of commission's permits and forms used today. He is survived by his wife, Margaret, two sons and daughter.

Ralph W. Horton, 59, assistant general counsel to Senate Commerce Committee, died Jan. 1 at his home in Bethesda, Md., after heart attack. He served as counsel to minority members, and particularly as aide to Senator Norris Cotton (R-N.H.), ranking minority member, on pending legislation, including broadcasting matters. Surviving are his wife, Charlotte, and two daughters.

John Elliott, 41, newscaster with CKXL Calgary, Alberta, died Dec. 26, 1967. He is survived by his wife, Agnes, and two sons.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Dec. 31, 1967, through Jan. 7, 1968, and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

FINAL ACTION

Chicago—Chicago Federation of Labor and Industrial Union Council. Review board granted UHF ch. 38 (614-620 mc); ERP 836 kw vis., 200 kw aur. Ant. height above average terrain 928 ft., above ground 945 ft. P. O. address: c/o William A. Lee, 666 Lake Shore Drive, Chicago. Estimated construction cost $1,840,533; first-year operating cost $850,000; revenue $800,000. Studio and trans. locations both Chicago. Geographic coordinates 41° 53' 16" north latitude, 87° 37' 45" west longitude. Type trans. RCA TTU-50B, type ant. RCA TFU-30-J. Legal counsel Eugene L. Burke, Washington; consulting engineer Walter F. Kean, Riverside, Ill. Principals: **William A. Lee,** president; **Thomas E. Faul,** secretary-treasurer; **Daniel J. McNamara, Morris Bialis** and **Helga Nisbet,** board members. **Murray Finley** is manager of Chicago Joint Board ACWA and Hilga Nisbet is international representative for communications workers. Applicant is licensee of **WCFL** Chicago. CFL-IUC is federation consisting of approximately 550 local unions in Chicago area. Action Jan. 3.

OTHER ACTIONS

■ Review board in Montgomery, Ala., television broadcast proceeding, Doc. 16984, granted motion to strike, filed Dec. 6, 1967, by Cosmos Broadcasting Corp.; denied petition for reconsideration filed June 28, 1967, by Cosmos Broadcasting Corp. Board member Nelson not participating. Action Jan. 2.

■ Review board in Santa Maria, Calif., television broadcast proceeding, Doc. 16430. Considered letter request for reconsideration filed Dec. 26, 1967, by Key Television Inc.; affirmed its action of Dec. 22, 1967, extending to Jan. 8, time for filing of responses to exceptions to initial decision. Board member Slone absent. Board member Nelson not participating. Action Dec. 29, 1967.

■ Review board in Jacksonville, Fla., television broadcast proceeding, Doc. 10834, denied petition for enlargement of issues filed Aug. 10, 1967, by Florida Gateway Television Co. Board member Kessler not participating. Board member Slone absent. Action Dec. 29, 1967.

ACTIONS ON MOTIONS

■ Hearing Examiner Chester F. Naumowicz Jr. on Jan. 2 in Medford, Ore. (State of Oregon, Liberty Television and Medford Printing Co.) TV proceeding, denied Liberty Television petition for reconsideration and scheduled further prehearing conference for Jan. 30, at 9 a.m. in Washington (Docs. 17680-2). And on Jan. 3 in Houston, Tex. (Crest Broadcasting Co.) TV proceeding. Extended to Jan. 17, date for filing reply findings (Doc. 15827).

CALL LETTER ACTIONS

■ WBLG-TV Inc., Lexington, Ky. Granted WBLG-TV.

■ BCU-TV Battle Creek, Mich. Granted WWWU-TV.

■ WRIV-TV Inc., Riverhead, N. Y. Granted WRIV-TV.

■ Caribbean Broadcasting Corp., Arecibo, P. R. Granted WCMN-TV.

Existing TV stations

OTHER ACTION

■ Office of opinions and review on Dec. 28, 1967 in San Diego (Midwest Television Inc. [KFMB-TV] et al.) CATV proceeding, granted petition of Mission Cable TV Inc., Pacific Video Cable Co., Trans-Video Corp., Escondido Community Cable Inc., Vista Cablevision Inc. and Southwestern Cable Co., and extended time for filing replies to exceptions to Jan. 15, 1968 (Docs. 16786, 17008).

CALL LETTER ACTION

■ WFLD(TV), Television Chicago, Chicago. Granted WFLD-TV.

New AM stations

APPLICATIONS

Eupora, Miss. — Webster County Broadcasting Co. Amends application which requested CP for new AM to change frequency to 710 kc and power to 500 w, type trans. and make changes in height of ant. system. Ann. Jan. 2.

Honesdale, Pa.—Wayne County Broadcasting Corp. Seeks 1590 kc, 500 w-D. P. O. address: 1701 East Street, Honesdale. Estimated construction cost $27,385; first-year operating cost $40,000; revenue $40,000. Principals: **Sidney I. Liebowitz,** president (14.66%), **Lewis R. Cowan,** vice president and treasurer, **Marvin S. Cowan** (each 14.66%) et al. Mr. Liebowitz is attorney, secretary and 25% stockholder of **Broadcast Credit Corp.,** New York finance company; insurance company president; real estate partner; applicant for new AM in St. Louis under **Home State Broadcasting Corp.,** and vice president, secretary and stockholder of **Action City Broadcasting Corp.,** parent corporation of **WKTC Charlotte, N. C.** Lewis R. Cowan is attorney; president, director and 25% stockholder in Broadcast Credit Corp., Home State Broadcasting Corp. and Action City Broadcasting Corp. Marvin S. Cowan is attorney, vice president, director and 25% stockholder in Broadcast Credit Corp., Home State and Action City. Ann. Jan. 2.

OTHER ACTIONS

■ Review board in Henrietta, N. Y., standard broadcast proceeding, Doc. 17571, granted motion filed Dec. 28, 1967, and extended to Jan. 8 time to file reply pleading to comments and oppositions with respect to movant's appeal to review board filed Dec. 5, 1967. Board member Slone absent. Action Dec. 29, 1967.

■ Office of opinions and review on Dec. 28, 1967 in Sallisaw, Okla. and Booneville, Ark. (Big Basin Radio and Booneville Broadcasting Corp.) AM proceeding, granted request of Broadcast Bureau and extended to Jan. 5 time for responding to petition of Booneville to designate applications for hearing and consolidate (Docs. 17775-6).

ACTION ON MOTION

■ Hearing Examiner Charles J. Frederick on Dec. 27, 1967 in Bridgeton, N. C. (V. W. B. Inc.) AM proceeding. On request of V. W. B. Inc., rescheduled certain procedural dates and rescheduled hearing for Jan. 25 (Doc. 17560).

CALL LETTER APPLICATION

■ Brownsville Radio Inc., Brownsville, Pa. Requests WASP.

CALL LETTER ACTION

■ Service Communications Inc., Augusta,

Ark. Granted KMCW.

Existing AM stations

APPLICATION

KCAT Pine Bluff, Ark.—Requests CP to change frequency from 1530 kc to 1340 kc; change hours of operation from day to unlimited; using power of 250 w, 1 kw-LS; change ant.-trans. location and studio location to on Holly between 15th & 10th Streets, Pine Bluff, and install new trans. (Collins 20V-3). Request waiver of Sec. 73.188(a)(i). Ann. Jan. 2.

FINAL ACTIONS

KSEW Sitka, Alaska—Broadcast Bureau granted CP to increase daytime power from 250 w to 1 kw and install new trans.; conditions. Action Dec. 26, 1967.

KDOL Mojave, Calif.—Broadcast Bureau granted license covering increase in power and installation of new trans. Action Dec. 26, 1967.

KACE Riverside, Calif.—Broadcast Bureau granted CP to increase power from 1 kw to 5 kw, install new trans., and make changes in DA system; conditions. Action Dec. 26, 1967.

WRIZ Coral Gables, Fla.—Broadcast Bureau granted license covering new station. Action Dec. 26, 1967.

WALG Albany, Ga.—Broadcast Bureau granted CP to increase daytime power from 1 kw to 5 kw, change from DA-N to DA-2, and install new trans.; conditions. Action Dec. 26, 1967.

WLPO La Salle, Ill.—Broadcast Bureau granted license covering change in DA system. Action Dec. 26, 1967.

KVOB Bastrop, La.—Broadcast Bureau granted CP to increase daytime power from 250 w to 1 kw and install new trans.; conditions. Action Dec. 27, 1967.

KTUI Sullivan, Mo.—Broadcast Bureau granted CP to increase power from 250 w to 1 kw, make changes in ant. system (increase height), and install new trans.; conditions. Action Dec. 26, 1967.

WCHL Chapel Hill, N. C.—Broadcast Bureau granted CP to change hours of operation from daytime to unlimited, with power of 1 kw, and install DA-N; conditions. Action Dec. 26, 1967.

WKJK Granite Falls, N. C.—Broadcast Bureau granted license covering change in frequency, ant. system, and ground system. Action Dec. 26, 1967.

WBBR Travelers Rest, S. C.—Broadcast Bureau granted CP to increase power from 500 w to 1 kw, and make changes in ant. system (increase height); conditions. Action Dec. 26, 1967.

KDOK Tyler, Tex. — Broadcast Bureau granted license covering increase in daytime power. Action Dec. 26, 1967.

WOKY Milwaukee — Broadcast Bureau granted license covering change in daytime DA pattern. Action Dec. 26, 1967.

WAKX Superior, Wis.—Broadcast Bureau granted license covering change in frequency and decrease in power. Action Dec. 26, 1967.

WLKE Waupun, Wis.—Broadcast Bureau granted CP to increase power from 250 w to 1 kw; conditions. Action Dec. 22, 1967.

ACTIONS ON MOTIONS

■ Hearing Examiner H. Gifford Irion on Dec. 27, 1967, in Tempe, Ariz. (Tri-State Broadcasting Inc. [KUPD]. AM proceeding. Continued hearing from Jan. 11 to April 8 (Doc. 17777). And on Dec. 29, 1967, in Media, Pa. (Brandywine-Main Line Radio Inc. [WXUR-AM-FM]), license renewal proceeding. Scheduled further prehearing conference for 10 a.m. on Jan. 9, in Washington (Doc. 17141).

■ Acting Chief Hearing Examiner Jay A. Kyle on Dec. 28, 1967, in Reno and Las Vegas, Nev. (Circle L Inc., Southwestern Broadcasting Co. [KORK], 780 Inc. and Radio Nevada), AM proceeding, granted request of Broadcast Bureau and extended to Jan. 31 time for filing proposed findings on technical issues, and to Feb. 21, time for filing reply findings (Docs. 16110-1, 16113, 16115).

FINES

■ Commission has denied petition by Eastern Broadcasting Corp., former licensee of WALT Tampa, Fla., for reconsideration of its action of Sept. 20, 1967, affirming a previous action of June 21, 1967, ordering Eastern to pay forfeiture of $10,000. Action Dec. 20, 1967.

■ FCC field engineers moved in to take illegal WILD Worcester, Mass., off air. Station was operating on 1610 kc with 100 w power from home of one of quartet of embryo disc jockeys. Operating with equipment they had assembled themselves, they had installed telephone to take calls from listeners and were soliciting local music stores for records to build up music library. As first offenders, teenagers operating station received verbal warning. Illegal station operation is subject to up to two years in prison and fines of up to $10,000. Action Dec. 28, 1967. Ann. Jan. 3.

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Jan. 4, 1968

	ON AIR		NOT ON AIR	Total
	Lic.	CP's	CP's	Authorized
Commercial AM	4,153[1]	10	93	4,258
Commercial FM	1,728	41	267	2,036
Commercial TV-VHF	493[2]	8	13	517
Commercial TV-UHF	117[2]	23	166	308
Educational FM	320	5	38	363
Educational TV-VHF	67	4	5	76
Educational TV-UHF	53	18	39	110

STATION BOXSCORE

Compiled by FCC, Nov. 30, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,148[1]	1,721	609[2]	319	119
CP's on air (new stations)	11	44	33	6	23
CP's not on air (new stations)	95	253	173	31	44
Total authorized stations	4,256	2,018	820	356	186
Licenses deleted	1	0	0	0	0
CP's deleted	0	0	3	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.

CALL LETTER APPLICATION

■ WAVY, Seaboard Broadcasting Inc., Portsmouth, Va. Requests WSBD.

PROCESSING LINE

■ Standard broadcast applications ready and available for processing pursuant to Sec. 1.571(c) of commission's rules. Applications from top of processing line: KCJB Minot, N. D., Big K Inc., Has: 910 kc, 1 kw, DA-N, U, Req: 910 kc, 1 kw, 5 kw-LS, DA-2, U; WJMS Ironwood, Mich., Upper Michigan-Wisconsin Broadcasting Inc., Has: 630 kc, 1 kw, DA-N, U, Req: 590 kc, 1 kw, 5 kw-LS, DA-N, U; NEW, Jacksonville, Ala., University Broadcasting Co., Req: 1090 kc, 500 w-D; KRAI Craig, Colo., Northwestern Broadcasting Co., Has: 550 kc, 500 w, 1 kw-LS, DA-N, U, Req: 550 kc, 500 w, 5 kw-LS, DA-N, U; KMER Kemmerer, Wyo., Lincoln Broadcasting Co., Has: 950 kc, 1 kw-D, Req: 950 kc, 5 kw-D; NEW, Tylertown, Miss., Tylertown Broadcasting Co., Req: 1290 kc, 1 kw-D; NEW, Warsaw, N. C., Big D Radio, Req: 1560 kc, 10 kw, (DA-CH) D; WKPM Princeton, Minn., P.M. Broadcasting Co., Has: 1300 kc, 500 w, U, Req: 1300 kc, 1 kw-D; NEW, Minot, N. D, KNOX Radio Inc., Req: 1430 kc, 5 kw-D, and WWDR Murfreesboro, N. C., Murfreesboro Broadcasting Corp., Has: 1080 kc, 500 w-D, Req: 1080 kc, 1 kw-D. Adopted Dec. 26, 1967.

New FM stations

APPLICATIONS

Carbondale, Ill.—Paul F. McRoy. Seeks 101.5 mc, ch. 268, 5 kw. Ant. height above average terrain 229 ft. P. O. address: Box 801, Carbondale 62902. Estimated construction cost $50,000; first-year operating cost $15,000 over and above AM; revenue $20,000 over and above AM. Principal: Mr. McRoy is 100% owner and manager of WCIL Carbondale, and is banker. Ann. Dec. 29, 1967.

Du Quoin Ill.—M. R. Lankford tr/as **Du Quoin Broadcasting Co.** Seeks 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain 190 ft. P. O. address: Box 190, Du Quoin 62832. Estimated construction cost $1,600 plus; first-year operating cost $3,500; revenue $5,000. Principal: Mr. Lankford owns **WRAY-AM-FM Princeton, Ind., WDQN Du Quoin, WREY New Albany, Ind.**, residence subdivision and farms. Ann. Dec. 28, 1967.

Cleveland, Miss.—Tony P. Conguista. Seeks 92.7 mc, ch. 224, 3 kw. Ant. height above average terrain 222 ft. P. O. address: Radio Station WDSK, Highway 61 North, Cleveland 38732. Estimated construction cost $14,068; first-year operating cost $5,000; revenue $8,000. Principal: Mr. Conguista is 100% owner of **WDSK Cleveland**, and owner of laundry cleaners. Ann. Dec. 29, 1967.

Merrill, Wis.—North Central Broadcasting Corp. Seeks 93.5 mc, ch. 228, 3 kw. Ant. height above average terrain 219 ft. P. O. address Box 155, Baraboo, Wis. 53913. Estimated construction cost $17,000; first-year operating cost $5,000; revenue $5,500. Principal: **Kenneth W. Farnsworth**, general manager et al. Applicant owns **WXMT Merrill.** Ann. Jan. 2.

Sheboygan, Wis.—WHBL Inc. Seeks 97.7 mc, ch. 249, 3 kw. Ant. height above average terrain 241 ft. P. O. address: Box 27, Sheboygan 53081. Estimated construction cost $17,759.93; first-year operating cost $5,100; revenue $5,100. Principal: **Paul F. Skinner**, president and general manager (51.1%) et al. Mr. Skinner owns **WHBL** Sheboygan. Ann. Jan. 2.

FINAL ACTION

Leesburg-Eustis, Fla.—Heard Broadcasting Inc. Review board granted 106.7 mc, ch. 294, 40 kw. Ant. height above average terrain 231 ft. P. O. address: c/o H. James Sharp, 615 Lake Shore Dr., Leesburg 32748. Estimated construction cost $35,398; first-year operating cost $9,000; revenue $12,000. Principals: **Edwin Mead, Arthur Dennis Pepin, Harold James Sharp** (each 25%), **D. Richard Mead Jr.** (16.67%) and **Robert E. Warfield Jr.** (8.33%). Principals are owners of **WLBE** Leesburg. Mr. Pepin is also ⅓ owner of **WPRY Perry, Fla.** Action Jan. 2.

INITIAL DECISION

■ Commission gives notice that Oct. 31,

(Continued on page 77)

Broadcasting CLASSIFIED ADVERTISING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

DEADLINE: Monday Preceding Publication Date

- **SITUATIONS WANTED** 25¢ per word—$2.00 minimum, payable in advance. Checks and money orders only. **Applicants:** If tapes or films are submitted please send $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- **HELP WANTED** 30¢ per word—$2.00 minimum.
- **DISPLAY** ads $25.00 per inch.—**STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES,** and **BUSINESS OPPORTUNITY** advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
- **All other classifications** 35¢ per word—$4.00 minimum.
- **No charge for blind box number.**
- **Address replies:** c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

RADIO

Help Wanted—Management

"Only for the energetic and creative: Expanding organization with public financing in significant figures. Adding radio stations to become major factor nationally as fast as possible. Critical need for capable, expert managers. Deal in confidence by sending complete resume and management track record. Include all details first letter, and if you look like top talent we'll contact you. Group now midwest oriented, moving from medium to major markets. Immediate openings two managers, soon to need three more. Reply Box M-133, BROADCASTING.

Can you take floundering small-town daytimer, make it respected money maker? You'll share in profits, have opportunity to buy in. Midwest. Write all, including base salary requirements, to Box A-16, BROADCASTING.

General manager—Pacific northwest daytimer. Immediate opening. Complete charge. Absentee owner, middle market. 1st ticket preferred. AT 3-0066, evenings. KOOD, Box 372, Mt. Lake Terrace, Washington.

Manager sales ability, good salary. WELV. Ellenville, New York. Contact S. Dresner, 8 Kingsley Place, Newburgh, 914-561-5236.

Sales

Wanted: Salesman Engineer, mostly salesman. Right man will make 15-20 easy, more with work. Security too. Small market. Box A-38, BROADCASTING.

New England. Guarantee and commission. Travel and entertainment expenses. Good territory. No cut rate. No trade deals. Good music station. Just received grant for full-time and increased power. Growing market and organization. License for second New England station pending. Box A-62, BROADCASTING.

Local Sales Manager. East. $300 week plus commission. Can top $25,000 first year. Must have outstanding documentable record of building successful local sales department in addition to personal sales. Send complete resume, current picture and references first letter. Box A-66, BROADCASTING.

Experienced only, active list, good fringe benefits, college town . . . Larry Filkins, KTLQ, Tahlequah, Okla.

Two young aggressive salesmen (25-35) can earn more, look forward to advancement into management with this recently acquired Airmedia affiliate. Must have proven sales experience, love radio and be work dynamos, full of ideas and imagination. Send resume to Hudson Millar, WIRA, Fort Pierce, Florida.

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.

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.

Sales—(Cont'd)

Chicago Area. Sell Radio/Television time by telephone. Age or experience no factor. Will teach hard worker. Free to travel midwest. No car necessary. Expenses paid. Home weekends. We work top Radio & Television stations. Salesman and management positions open. Call Mr. Sax, 312-743-5056. Write 2705 West Howard St., Chicago, Illinois 60645.

Announcers

Full-time experienced announcer, salary open. Box M-11, BROADCASTING.

MOR morning or afternoon man. Experienced only. **Mature.** Major university town in Northeast. Box M-175, BROADCASTING.

Basketball, football, play-by-play sports, and news announcer needed by full time 5,000 watt midwest radio station. Require knowledge of adult modern music and on-air sell-ability. Opportunity for TV assignments. Send tape, photo and resume to Box M-232, BROADCASTING.

Happy New Year—Top rated metro area AM-FM needs two men—quick: Newsman—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.

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.

Morning man, who loves his audience, wanted to hold ratings for this number one MOR Florida medium market coastal station. Must excel in news, commercials, production and enthusiasm. No floaters. No has-beens—only young men seeking advancement and pleasant living, but hard work with growing rewards. Send tape and resume to Box A-8, BROADCASTING.

Good production announcer for MOR 5kw AM with FM. Salary $110-125 depending on experience. Excellent opportunity in medium eastern metro market. Growing group. Tape, etc. Box A-10, BROADCASTING.

Northeastern top rated AM & strong separately programed FM seeks additional staff announcer with MOR taste & staff compatability. Minimum 2 years experience. No regionalisms. Rush tape, references and salary requirements. Box A-21, BROADCASTING.

Top flite pay, for good morning man in medium mid-east market. Must do production also. Address Box A-64, BROADCASTING.

Radio-TV announcer. Radio: MOR and good production plus news announcing. TV: Sportscasting and on-camera commercial work. Beautiful midwest community under 100,000. Send VTR or tape and photo plus complete resume to Box A-49, BROADCASTING. All material will be returned.

Morning man for down state Illinois. Fine starting salary and advancement opportunities. Send tape ant resume to Box A-74, BROADCASTING.

Contemporary personality—Versatile entertainer suitable for morning drive or housewife time. Need someone to add stronger adult appeal to our No. 1 rated Top 40 format. Above average salary plus employe benefits. Real potential. Stable Great Lakes Corporation Half-million market. Photo & tape. Box A-73, BROADCASTING.

Immediate opening for experienced mature professional announcer with good news background. MOR. Call WABJ, Adrian, Michigan. (313) 265-7123.

Announcers—(Cont'd)

Midwest—180 miles southwest of Chicago. WAIK, 5000 watt, ABC daytimer. Immediate opening—Announcer with first phone. Engineering experience unnecessary. Good future. Phone, write or wire: Jim Smith, Program director. 309-342-3161.

One of Jelco radio's three Illinois stations has opening for announcer. Contact Manager WGLC, Mendota, Ill.

We offer challenge, opportunity for advancement and growth to young men (25-35) wanting to form a team to run this leading recently acquired Airmedia station. What do you offer? Are you an announcer looking for a future; are you knowledgeable in MOR music; are you interested in a combination announcing-news job under our news director; are you good on production, smooth on reading news; then you are our man and we probably have an opening for you. You'll go far with Airmedia. Send tape and resume to Hudson Millar, WIRA, Fort Pierce, Florida.

First phone announcer needed immediately for all night trick at Top 40 Central New York. Rush tape, resume to Dave Laird, WNDR, Box 1212, Syracuse, N. Y. 13201.

Immediate opening news director for 10 kw station. Gather, write, air local news. Rush tape, photo, resume. Include experience in other phases of radio. Excellent opportunity for right man. Contact Blair Eubanks, General Manager, WPAQ, Mount Airy, North Carolina. 27030.

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.

Experienced announcer with production background for MOR and Top 40. Some news background helpful. 3rd class broadcast endorsement needed. Excellent pay for right man plus fringe benefits. Send air check and complete resume to James P. Schuh, Program Director, WSPT, Stevens Point, Wis. or call 715-341-1300.

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.

Top forty only a few hours a day . . . and you need top production at a small price. For only 15 dollars . . . you'll receive several exciting intros to records . . . send information to Joe Arthur, P. O. Box 3, St. Ignace, Michigan, phone 923.

Immediate opening for experienced 1st phone announcer. No maintenance. Middle of road station strong on news in college town of 16,000. Call Jack Brewer, 405-224-2890.

Technical

Chief engineer. Must be able to maintain AM & FM equipment. No announcing. Southeastern fulltime local station. Starting salary over $500 per month. Box A-3, BROADCASTING.

Florida coastal station has opening for chief engineer-announcer. Must be good announcer for MOR and news format, tight board, good on production and be capable of maintenance. Advancement and enjoyable living but must be enthusiastic hard worker. Send tape and resume to Box A-9, BROADCASTING.

Wanted—Engineer for directional fulltimer in midwest. 1st phone necessary. Experience helpful, but not required. Box A-33, BROADCASTING.

Technical—(Cont'd)

Directional AM&FM in major midwest market needs capable engineer. Some announcing ability preferred. Box A-70, BROADCASTING.

Ground floor opportunity, Florida coastal. Needs chief engineer light announcing. Assume operations responsibility. Permanent position stable young corporation. Ideal working-living conditions. Ideal shift. All fringe benefits. Box A-71, BROADCASTING.

Chief engineer-New equipment, AM FM automation. Good working conditions. Need good man for good job. KCTA Radio, Corpus Christi, Texas 78403.

First class (immediately) 5000 watts—$475 base—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.

Immediate opening for chief engineer for WAVA all news radio AM-FM non directional. Transmitters located in Arlington, Virginia. Call or write John Burgreen, WAVA, 1901 Fort Myer Dr., Arlington, Va. 22209.

Experienced first phone engineer as chief to assume complete responsibility for high quality technical operation of 1 kw fulltime AM and Class B FM stereo. Minimum air requirement. Excellent equipment. Car necessary. Position is permanent and available immediately. $125 weekly. Contact C. Leslie Golliday, WEPM, Martinsburg, West Virginia. (304) 263-5252.

Experienced Chief for stable 5 kw directional AM and automated FM stereo. Will consider qualified man such as assistant Chief ready to move up. Present Chief leaving February 1st. If you can come before then he will have chance to familiarize you with operation. James Rivers, WJAZ, Albany, Georgia.

NEWS

News Director-Gather, write and air local news for network daytimer close to Chicago. Send tape, resume, picture to Box A-39, BROADCASTING.

Newsman wanted immediately for Central Florida's top station. Should be experienced in gathering, writing and on-air reporting. Phone Bob Raymond, News Director, 305-241-1491, WDBO, Orlando, Florida.

Wanted immediately news director, to gather, write and air local news. Above average starting salary and advancement opportunities. Send resume to WTIM, Taylorville, Ill.

Production—Programing, Others

Airman/production/music librarian wanted immediately by successful 50,000 watt stereo station (group owned). Located in industrial city of approximately 100,000 in Ohio River area. Quality music format. Starting salary $150 wk. plus benefits & chance for advancement to management. Rush tape, resume and reference to Box A-72, BROADCASTING.

Creative copywriter for 50,000 watt independent. High production standards. Excellent working conditions. New studios. Cooperative and top level staff. Opening because of promotion. Send resume, picture, copy samples to KEEL, Shreveport, Louisiana.

Situations Wanted Management

Seeking one of the Top Sales Management or Operations Management positions in the country. Record and recommendations deserving of lifetime company. Box A-29, BROADCASTING.

Station manager, increase revenue with strong personal sales, aggressive sales direction. Increase acceptance thru 20 years uninterrupted experience. Broadcaster to station managerships. Box A-32, BROADCASTING.

Announcers

DJ, tight board, solid news, commercials, third phone. Box M-183, BROADCASTING.

Top-40 jock available—city, 20,000 or larger, Box M-301, BROADCASTING.

Announcers—(Cont'd)

Young, experienced, versatile, dependable, DJ, salesman, tight board operation, third endorsed, all styles. Box A-37, BROADCASTING.

MOR announcer, 5 years experience. All military completed. 3rd phone. Want to settle in Florida. No snow bird, my relatives live there too. Box A-42, BROADCASTING.

Attention Chicago, Miami, Houston or comparable market! Experienced announcer, radio and television for nineteen years. Presently employed in one of the nation's top ten markets. Experience includes all phases of broadcasting. Would like to make a change in '68. Box A-44, BROADCASTING.

Negro announcer. Personality format oriented, with news and program leadership. Ten year man. Major markets only. Box A-46, BROADCASTING.

Hi, NAB Members. Announcer-exper. with good conduct medal, single, over 21, draft exempt, hard worker, versatile. Box A-47, BROADCASTING.

Exper. Gal-anncr-gal Fri. Continuity, traffic, production. Box A-48, BROADCASTING.

Mature (37) versatile announcer, presently in top ten market seeking permanent position doing MOR, news or talk shows. Offering talent, craftsmanship, true communication. Am also writer. Excellent recommendation. I'll ignore form letters. Write Box A-52, BROADCASTING.

1st phone combo—tight production—good air sell and news delivery. Excellent references. Prefer mid-west. Box A-55, BROADCASTING.

Radio/TV announcer, performer and producer with wide commercial experience in top Rocky Mountain market and national TV show, desires to move for greater opportunity. Married, non-drinker, with children. Excellent references. Tape available. Box A-56, BROADCASTING.

Australian DJ, 27, 4 years radio, married, looking for metropolitan market. DA station. Box A-57, BROADCASTING.

Like jock—news combo, top 40 only. First phone, major market experience, available immediately. Box A-63, BROADCASTING.

Announcer—presently program director of good music station in metropolitan southwestern market. Desire change due to limited potential present station. Married, looking for stable organization with future. Also have heavy news experience. Consider program director, announcing or news position with potential. South or southwest. Box A-65, BROADCASTING.

Negro non floater wants a start, trained on tight board, married, dependable, will relocate. Box A-77, BROADCASTING.

North or south. Third ticket, solid sales and news sound. Good asset to your station. Box A-76, BROADCASTING.

Experienced soul, R'n'B, Top 40, DJ, authoritative newscaster. Third ticket. Box A-75, BROADCASTING.

First phone, married. Top 40, Straight five years experience. Medium, metro, market only. Excellent references. Bill. 218-722-8886. 741-2251.

Blind D-J seeks imaginative program director who sees that talented experienced MOR air personality with college degree and RCA training is real asset. My tremendous repertoire of voice imitations and characterizations presented in bright commercial copy is great sales tool. Third phone, accomplished jazz pianist organist, operate all station equipment without modification, type logs. Sounds impossible? Seeing is believing! Joe Paul 212-347-0174. 84-52 247th St., Bellerose, N.Y. 11426.

Beginner, Broadcasting Institute grad., 3rd phone seeking first opportunity in Louisiana. Will work hard to succeed. Norman Jacobs, 228 30th Street, New Orleans, La. 70124.

Experienced 3rd MOR and C&W announcer—past 3 years known as Georgie Porgie of Melody Mountain—Tri-State area. Interested in New York and suburban only. Evenings and/or weekends. Would try play-by-play—call 201-796-5636 after 6:00 p.m.

Announcers—(Cont'd)

Top deejay—mature voice, 3rd ticket—24 years experience. Go anywhere. Ed "Beetlebrow" Black, 640 West North Temple, Salt Lake, Utah, phone 355-7588.

Married first phone—good production—good news, mature voice, tight board, limited sales. Three years experience. Desires small to medium market in south. Presently employed at WNDR in Syracuse, New York. Write—Norman Davis; 401 Smith Street, Apt. C7, Syracuse, New York.

Bright aggressive announcer seeking permanent position. 8 years experience in all areas of radio including early morning wake up show with a bright adult approach. Writes good copy, strong on production, does solid play-by-play, both high school and college. Married with a family needs $150 per week. Good background no bad habits, call 305-522-2360 or write Wayne David, 376 Bannock, Sterling, Colo.

Technical

Chief eng. 15 years plus exp. AM-FM-TV seeks comparable position. Box A-25, BROADCASTING.

Director of eng. Major mkt. seeks comparable position, or as director of chain. Min. Sal. $12,500. All replies confidential. Box A-26, BROADCASTING.

Separating from service in February. First phone, some engineering and announcing experience. Desire engineer position northeast. William Root, Box 355, MAFB, Valdosta, Georgia, 31601.

Experienced 1st phone—Balto.-Wash. area David Wise, (301) 358-2814. Eves.

NEWS

Professional experienced newscaster—sportscaster, who will devote equal time and energy to both seeks to move to outstanding station. Authoritative news delivery, network sound on football basketball and baseball. 27, college education, married. East of Mississippi. No limit to energy or enthusiasm. Box A-43, BROADCASTING.

Production—Programing, Others

Program director. Eight years experience in programing, announcing, production, sales. Best references. Contemporary format my specialty. Medium to major market. Box M-256, BROADCASTING.

Program—News director strong on sports play-by-play and commentary now in medium Southeast market wants to move up. Prefer heavy sports schedule. Good knowledge MOR music and news delivery. 14 years experience. No floater. Sober. $175 weekly minimum. Box A-51, BROADCASTING.

TELEVISION—Help Wanted

Sales

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.

Salesmanager (local) and salesmen needed now for northern California independent station. If you have what it takes to produce, we want to talk to you. Rush complete resume to Box A-53, BROADCASTING.

Announcers

Looking for the big break from radio to TV? Interested in living in a fine college town? KOMU-TV, Columbia, Missouri has opening for announcer, conservative, eager to learn and seeking permanent affiliation. If this sounds like you contact Program Director with full information. Prefer someone close enough so we can talk in person.

Immediate opening at full color WOAI-Television, San Antonio, Texas for experienced announcer with good voice and some directing experience. Good starting salary and excellent fringe benefits. Send complete confidential resume to Mr. Ray Laube, Production Manager, WOAI-TV, San Antonio. An equal opportunity employer.

Announcers—(Cont'd)

Midwest CBS affiliate seeking announcer capable of airing mid-day TV news show, plus other on-air work. Plenty chance for TV exposure and experience. Contact Program Director, AC-712-277-3554.

Technical

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.

Broadcast technicians for major full color TV station in Northeast. Opportunities in either operations or maintenance. Excellent salary and benefits. Send resume to Box A-36, BROADCASTING.

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.

Permanent salaried position open for right man. Supervision and maintenance of transmitter plant including microwave system. Please send resume or call collect. Dave Chumley, Chief engineer, KTHI-TV, Fargo, North Dakota. 701-237-5211.

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/WMVT, 1015 North Sixth St., Milwaukee, Wisconsin.

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 WNYP-TV.

Studio engineer with first phone—permanent position. Contact Ray Krueger, Chief Engineer, WQAD-TV, 3003 Park 16th, Moline, Illinois 61265.

Engineers—studio, transmitter or both. Beginners considered. Dave Bethke, WQOW-TV, Wausau, Wisconsin.

General Electric, technicians for WRGB, union scale to $12,000, exceptional additional benefits; TV schooling and/or experience required. Write or call Charles B. King, 518-377-2261, Schenectady, N. Y.

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. Radzvickas, University of Michigan, 142 Administration Bldg., Ann Arbor, Michigan. An equal opportunity employer.

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—(cont'd)

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.

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.

Progressive full color NBC TV station in medium market in upper midwest is seeking anchor man to write and deliver early and late news programs. Emphasis on filmed coverage of local and area events. Group operation. Box A-4, BROADCASTING.

'68 can be your year. If you can produce and host major newscast in a large market. Now is your time to move. The position is available to the right man. Send video tape and resume to Box A-59. BROADCASTING.

Live, energetic reporter with experience in trade paper field to report on matters of interest in TV, advertising and motion pictures in Hollywood for leading trade weekly. Must be member of press. Box A-67, BROADCASTING.

Leading trade weekly now reorganizing field coverage seeks correspondents in key markets to report on matters of interest in TV, advertising and motion pictures. Must be active members of press. Box A-68, BROADCASTING.

Washington correspondent to report on matters of interest in TV, advertising and motion pictures for leading trade weekly. Must be active member of press. Box A-69, BROADCASTING.

Wanted for Miami Television station and experienced reporter-photographers. Journalism background. Write or call Gene Strul, News Director, WCKT or phone area code 305-Plaza 1-6692.

Production—Programing, Others

Producer/director—N. J. Instructional TV. Position at large N. J. ed. inst. for experienced individual to report to Director Division of Inst. TV. To be responsible for program content, concept and method of presentation. Also, responsible for all production aspects of TV program. Excellent benefit program. Interested applicants should send resume indicating experience and salary requirements to Box A-17, 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.

Immediate opening for qualified director. Must have creative production ability and cooperative attitude. Send resume and picture to Al Rowe, Production Director, WRBL-TV, Columbus, Georgia.

Man with directing and production experience to develop commercials for retail accounts. Not a sales job. Fine midwest medium TV market. Excellent working conditions. Phone collect. Bob Morrison, 608-784-7430.

TELEVISION

Situations Wanted

Management

Sales oriented-general manager. Columbia University graduate—14 years broadcasting experience—9½ years managerial experience and 4 years general manager of UHF TV indie operations. I have excellent in depth experience in all areas of television operations. Highly interested in relocating with an aggressive-sales oriented TV station, only in major markets. Box A-15, BROADCASTING.

Management—(Cont'd)

Available Immediately—Small to medium market television station manager. Art Christ. 605-225-6353.

Production—Programing, Others

News photographer—Approximately two years experience in photography and editing in top seventeen market of country. Age twenty-four, Married. Box A-50, BROADCASTING.

Artist with limited TV graphics seeks opportunity to gain further experience. Box A-54, BROADCASTING.

Producer-director. Presently cameraman, N.Y.C. Seeks to return to production, large/medium market. Extensive commercial-ETV production experience. References. Family, B. A. Box A-61, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted—Used 5 kw AM broadcast transmitter in good candition. 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.

Wanted—300 foot self supporting tower. Send description and price to Chief Engineer, WPOS-FM, Holland, Ohio 43528.

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.

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.

Mobile video tape truck, monochrome. 1966 Chevrolet, RCA-TRR-5 video tape recorder, sync gen, etc. For details, write Vaun J. McArthur, C. E., KMVT, P. O. Box 547, Twin Falls, Idaho 83301.

For sales . . . A TMB 3500, McMartin modulation monitor, 1½ years old, perfect condition. Radio station WKEU, P. O. Box 1001, Griffin, Ga. 30223.

For sale: three G.E. 4PE4C1—3" IO portable camera chains; new IO tubes 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.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, $5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa. Calif. 95338.

Looking for employment in radio or TV? 1,000 resumes, prepared, printed and mailed to specially selected stations. If you desire we can keep your name confidential and have replies addressed to us and forewarded to you. We are not an employment agency. Your cost only $10.00. Specify area where you wish distribution. Information Please Inc., P. O. Box 6091, Providence, R. I. 02904.

MISCELLANEOUS—(Con't.)

Why pay high Chicagoland and NYC prices for visual sales aids when we put 15 years experience behind effective, attention-compelling layouts on best paper-stocks for 30% their cost . . . service to 2,986 radio stations since 1952 . . . write for our free presentation. Allied, Drawer 1991, Prescott, Arizona 86301.

Custom designed station sales aids. Market/station image brochures. Rate cards, promotional material, all types of graphics to enhance station's professional image. Individually created for broadcasters by the leader in the field. Noyes, Moran & Company, Inc. Box 606, Downers Grove, Ill., 60515 (312) 696-5553.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses: resident classes. Schools located in Hollywood, Calif., and Washington, D. C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis. 4119 East Lake Street. Minneapolis, Minnesota 55406.

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, newscasting, 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 Feb. 5, Mar. 11, April 15. 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 thet First Class Radio Telephone License in only (5) weeks. Total tuition $350.00. Job placement free. Rooms & apartments $10-$15 per week. Classes begin Feb. 5, Mar. 11 April 15. 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.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

INSTRUCTIONS—(Cont'd)

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.

RADIO—Help Wanted

WOHO TOLEDO
offers fantastic opportunity in one of America's great radio markets. Call or send photo and resume to:
WOHO Broadcast House
Toledo, Ohio 43616

Management

MIDWEST 50,000 WATTER
is looking for an experienced manager. Excellent opportunity for the right man. Salary and override plus important fringe benefits. Send complete details immediately to:
Box A-35, Broadcasting.

Sales

Sell business booster promotions to radio stations. Send resume. Excellent salary + commission + car allowance + all expenses paid.
MERIT INDUSTRIES, INC.
51 Stanton St.
Newark, N. J. 07114

Announcers

Here's a rare opportunity for a mature morning drive personality. Our man is being moved into an executive position elsewhere in this major chain. We need a bright, cheery sounding guy who is also sharp on production. We are a modern formatted, middle of the road operation in a large Southeastern market, and part of an aggressive group of stations. If this sounds like the kind of position you've been looking for, rush an air check and a resume to
Box M-156, Broadcasting.

DEE JAYS
We need the sharpest, slickest Dee Jay's in the U.S. Morning drive and all night show, early evening show. Major chain, top market, five figure salaries. No matter what time slot you are now filling, please send a short tape and brief resume to
Box A-58, Broadcasting.
Our employees know of this ad.

Announcers—(Cont'd)

EXCELLENT OPPORTUNITY FOR PROFESSIONAL TV ANNOUNCER READY TO MOVE UP

Nashville's oldest television station is expanding and looking for a young announcer (25-35). Position requires on-air work in news, weather and sports, along with staff booth work. Applicant must possess experience in all phases of on-air television broadcasting. For the right man this is a chance to grow with an outstanding major market in the Central South.

WSM-TV
Nashville Market
Send VTR and resume to
AL VOECKS, Box 100,
Nashville, Tennessee 37202

Technical

MORNING MAN

We need a character who can work with MOR. Write and tell us about yourself and your gimmicks. If interested, we will get back to you for audition and interview. Major market, South, $200 week to start.

Box A-28, Broadcasting.

Situations Wanted

Production—Programing, Others

TOP DIRECTOR
'I am presently one of the top contemporary music directors in the country. For the past few months I have been watching several key markets and have noticed the kind of music & promotions that are making number one stations now and will be for the next ten years. This is the station with the best demographics, ratings, and sales potential. I am very interested in programming a station or station group with this type of radio. If you are interested contact me as soon as possible for more details.'
Box A-41, Broadcasting.

Production—Programing, Others

COMMUNICATIONS STAFF ASSISTANT

ARB is seeking a writer/analyst to add to its Communications staff. The man we seek will already be familiar with how broadcast audience research is used in station programming, sales and promotion and/or agency media planning and buying. We will expose him to all the facets of audience research, including the complex procedures involved in obtaining reliable audience estimates. With this combined knowledge he will build a solid future for himself at ARB in planning and writing client service newsletters, service brochures and sales presentations which enhance the usefulness of audience research to our station and agency clients.

This is a job for a doer as well as a thinker, a man who can work with a limited amount of direction, see what needs to be done and do it. He won't start at the top of his salary potential, but he'll get there as rapidly as his own ambition and dedication to his job permits. He'll like working and living in suburban Washington, D. C., but have the faculty to keep aware of what's going on throughout the broadcast advertising industry from Madison Avenue to Wilshire Boulevard.

ARB ARB ARB

If there is such a man and you think you are it, write (don't call) and tell us why. Include your minimum salary requirements.

AMERICAN RESEARCH BUREAU
A C-E-I-R SUBSIDIARY OF CONTROL DATA CORPORATION
Ammendale Road, Beltsville, Maryland 20705
Attention: Gene Thompson, Manager/Corporate Communications

COMPASS WEST PRODUCTIONS, INC.

Presents

MOR-68

A QUALITY RADIO JINGLE PACKAGE

- DESIGNED—for MOR and Modern Formats
- PRICED—for small and medium market stations

PACKAGE CONTAINS 26 ITEMS—ID's, Intros & Special features

Send for free sample tape today
P.O. BOX 1125, Little River Station, Miami, Fla. 33138

COPY GAL—Chicago

Unique broadcast time agency seeks experienced retail radio copywriter who can do a volume job while maintaining creativity. Must carry responsibilities well. Starting salary $8,000, plus benefits. Our rapid growth makes this a superb opportunity for the right career minded gal.
L. J. Gutter, Pres., Chicagoland Broadcasters, Ind., 2540 W. Peterson Ave., Chicago, Ill. 60645 (312) 761-1800

TELEVISION

Help Wanted—Technical

CHIEF ENGINEER

UHF Group with four eastern CP'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.

TWO ENGINEERS FOR MAINTENANCE OF VHF NETWORK

Equipment with top stations in Southwest. Send resume and salary requirements.
Box A-60, Broadcasting.

TELEVISION

Situations Wanted

Production—Programing, Others

Television Program Manager
available soon

Twenty years experience in television station operations. Including programing, production, network film buying, sales, ad agency management, and Coordinator of College television department. For resume and/or personal interview in Los Angeles or San Francisco, wire
Box A-78, Broadcasting.

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

B

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Situations Wanted Management

OUR "EXECUTIVE SEARCH" DIVISION PROVIDES MANY GROUP BROADCASTERS WITH THEIR TOP EXECUTIVES

(References upon request)

NATIONWIDE BROADCAST CONSULTANTS
645 North Michigan Avenue
Chicago, Illinois 60611
312-337-5318

FOR SALE—Stations

FOR SALE

Local station in 65,000 population two-station market in Puerto Rico. Adjacent to major federal installation. $200,000 terms. Address replies to
Box A-45, Broadcasting.

FULLTIME AM

Long established single fulltime AM station in Texas gulf coast city with metropolitan population of 20M and growing rapidly. $170,000 including building and land. Deal direct with winner. 29% down to qualified buyer. Wishful thinkers without finances do not inquire.
Box A-40, Broadcasting.

West	single	fulltime	$ 85M	terms
Fla.	small	fulltime	100M	nego
Ore.	medium	daytime	55M	20M
East	medium	fulltime	221M	60M
M.W.	UHF	80%	157M	terms
Gulf	metro	daytime	175M	terms
M.W.	metro	AM&FM	200M	29%
East	major	profitable	600M	29%

CHAPMAN ASSOCIATES
2045 PEACHTREE, ATLANTA, GA. 30309

(Continued from page 71)

1967, initial decision proposing grant of application of WIKI Radio Inc., for new FM on ch. 221 (92.1 mHz), with ERP of 3 kw and ant. height of 225 feet in Chester, Va. (Doc. 17494, BHP-5202) became effective Dec. 20, 1967, pursuant to Sec. 1.276 of commission's rules. Dec. 28, 1967.

OTHER ACTION

■ Review board in Leesburg, Fla., FM broadcast proceeding, Docs. 17730-31, granted joint petition for approval of agreement filed Nov. 16, 1967, by Heard Broadcasting Inc., and Norfolk Broadcasting Corp.; approved agreement; dismissed with prejudice application of Norfolk Broadcasting Corp. Action Jan. 2.

ACTION ON MOTION

■ Hearing Examiner Charles J. Frederick on Dec. 27, 1967 in Fort Wayne, Ind. (Gospel Broadcasting Co. of Fort Wayne Inc., and Fort Wayne Broadcasting Co.) FM proceeding. On examiner's own motion, scheduled further hearing for 10 a.m., Jan. 9 (Docs. 17594-5).

CALL LETTER APPLICATIONS

■ BGS Broadcasting Inc. Rochester, Ind. Requests WROI(FM).

■ *Waterford Township School District, Drayton Plains, Mich. Requests WTSD(FM).

■ *Ozark Bible College, Joplin, Mo. Requests KINU(FM).

■ Scott Broadcasting Inc. of Pennsylvania, Ellwood, Pa. Requests WFEM(FM).

■ *Middlebury College, Middlebury, Vt. Requests WRMC-FM.

■ WIGM Inc., Medford, Wis. Requests WIGM-FM.

CALL LETTER ACTIONS

■ Abbeville Radio Inc., Abbeville, Ala. Granted WARI-FM.

■ Lee Enterprises Inc., Moline, Ill. Granted WMDR(FM).

■ Dover Broadcasting Inc., Dover, Ohio, Granted WJER-FM.

■ Montrose Broadcasting Corp., Danville, Pa. Granted WPGM-FM.

■ Midland National Life Insurance Co., Watertown, S. D. Granted KWAT-FM.

■ Albert W. Brown, McKinney, Tex. Granted, KAWB(FM).

■ Island Teleradio Service Inc., Charlotte Amalie, V. I. Granted WBNB-FM.

Existing FM stations

FINAL ACTIONS

KAMB(FM) Merced, Calif.—Broadcast Bureau granted license covering new FM broadcast; specify type trans. Action Dec. 26, 1967.

KBOS(FM) Tulare, Calif.—Broadcast Bureau granted license covering change in ant.-trans. location, installation of dual ant., change in ERP and ant. height. Action Dec. 26, 1967.

KFMF(FM) Ft. Collins, Colo.—Broadcast Bureau granted license covering change in ant.-trans. location, ERP, and ant. height. Action Dec. 26, 1967.

WLPO-FM La Salle, Ill.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. at main trans. location. Action Dec. 26, 1967.

KMRC-FM Morgan City, La.—Broadcast Bureau granted license covering new FM. Action Dec. 26, 1967.

KRXL(FM) Kirksville, Mo.—Broadcast Bureau rescinded grant of license covering new FM, specify type trans. Action Dec. 26, 1967.

KSRN(FM) Reno, Nev.—Broadcast Bureau granted license covering change in trans. line. Action Dec. 26, 1967.

WYDD(FM) Pittsburgh—Broadcast Bureau granted license covering installation of dual ant. Action Dec. 26, 1967.

WSPA-FM Spartanburg, S. C.—Broadcast Bureau granted CP to install new circular polarized ant. Action Dec. 26, 1967.

KELO-FM Sioux Falls, S. D.—Broadcast Bureau granted license covering change in ant.-trans. and studio location, installation of new trans. and ant., and increase in ERP and ant. height. Action Dec. 26, 1967.

WLWM(FM) Nashville—Broadcast Bureau granted mod. of CPs to change ant.-trans. and studio location to 5700 Knob Road, Nashville, changes type trans. and type ant., and ant. height to 1,410 ft. Action Dec. 26, 1967.

***KVOF-FM El Paso, Tex.**—Broadcast Bureau granted license covering change in name, ant.-trans. and studio location. Action Dec. 26, 1967.

KBGH-FM Memphis, Tex.—Broadcast Bureau granted license covering new FM, specify type trans. Action Dec. 26, 1967.

KPUL-FM Pullman, Wash.—Broadcast Bureau granted mod. of CP to change ant.-trans. location (same site 600 ft., east). ERP to 1.70 kw, and ant. height to 57 ft. Action Dec. 26, 1967.

KCFA-FM Spokane, Wash.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to at top of Mica Peak Washington, Spokane, type trans. type ant., ERP to 31 kw, and ant., height 2,380 ft. Action Dec. 26, 1967.

WKWK-FM Wheeling, W. Va.—Broadcast Bureau granted license covering installation of new ant. and change in ant. height. Action Dec. 26, 1967.

CALL LETTER APPLICATION

■ *KVOF-FM, The University of Texas, El Paso. Requests *KTEP(FM).

CALL LETTER ACTIONS

■ WFEM(FM), Scott Broadcasting Corp., Georgetown, Del. Granted WJWL-FM.

■ WJNC-FM, Onslow Broadcasting Corp., Jacksonville, N. C. Granted WRCM(FM).

RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: WGRT Chicago; WVIC Battle Creek, Mich.; WOOD-AM-FM-TV Grand Rapids, Mich.; WWJ-AM-FM-TV Detroit, and WXYZ-AM-FM-TV Detroit. Actions Dec. 26, 1967.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: WJFC Jefferson City, Tenn., and WKRS Waukegan, Ill. Action Dec. 28, 1967.

Translators

ACTIONS

■ Hearing Examiner Charles J. Frederick on Jan. 2 in Lewistown, Mont. (The Montana Network and Crain-Snyder Television Inc.) TV translator proceeding, granted with some modification in dates, motion of Crain-Snyder Television Inc., and received in evidence Crain-Snyder exhibit No. 4; set Jan. 10, as date for filing of findings and conclusions and Jan. 22, 1968, as date for filing replies; dismissed as moot motion by Crain-Snyder for extension of time, and closed record in proceeding (Doc. 17656-7).

K09BJ Entiat and Farming Community northwest of Entiat, Wash.—Broadcast Bureau granted license covering changes in VHF TV translator. Action Dec. 26, 1967.

■ Broadcast Bureau granted licenses covering following new VHF TV translators: W08BA Beaver Dam Creek Valley, Elk Mountain, Woodfin and Pine Burr, N. C., and W09AR Weaverville, N. C. Action Dec. 27, 1967.

CATV

OTHER ACTIONS

■ Commission, by its CATV Task Force, on Dec. 29, 1967, granted application filed by Wentronics Inc, for CP for community antenna relay station, KZO-20, to provide signal of KWGN-TV Denver to its CATV system at Casper, Wyo.

■ Commission has denied request of WTVK-TV Knoxville, Tenn., for reconsideration of grant of rule waiver permitting carriage of distant television signals on proposed CATV system in Kingston. Action Dec. 29, 1967.

ACTION ON MOTION

■ Hearing Examiner Chester F. Naumowicz Jr. on Dec. 27, 1967 in Van Buren, Solvay, East Syracuse, Camillus, N. Y. (General Electric Cablevision Corp., and New-Channels Corporation), denied petition of General Electric and NewChannels Corp. for reconsideration of ruling by Examiner placing no limitation on testimony of Ernest H. Clay, broadcast research consultant, in support of opinion of Horace Gross, economic consultant, on basis of evidence Mr. Gross considered, or on subject of testimony of Thornton C. Seiler, official of American Research Bureau, on basis of evidence Mr. Seiler considered (Docs. 17131-6; 17273-8).

Ownership changes

APPLICATIONS

WRMA Montgomery, Ala.—Seeks transfer of control from **OK Realty and Investment Co.** to **Tri-Cities Broadcasting Co.** Principals: **E. O. Roden**, president et al. Mr. Roden is officer, director and 71.59% owner of consumer financing concern and director of bank. Mr. Roden has interests **WBIP Booneville, WTUP Tupelo and WGCM Gulfport**, all Mississippi; **WBOP Pensacola, Fla., WTUG Tuscaloosa, Ala.**, and **WOPI-AM-FM Bristol, Tenn.** Consideration $225,000. Ann. Dec. 29, 1967.

KLOA Ridgecrest, Calif.—Seeks assignment of license from **Norval H. Dorman** d/b as **Sandwindsun Broadcasting Co.** to **Glenn E. Shoblom** for $26,000. Principals: Mr. Shoblom is career counselor of **Bill Wade School of Radio and Television**, which trains announcers and engineers for broadcasting in San Diego. Ann. Dec. 28, 1967.

WMMW Meriden and WICH-AM-FM Norwich, both **Connecticut; WNBH-AM-FM New Bedford, Mass.**, and **WBVP-AM-FM Beaver Falls, Pa.**—Seeks transfer of control from **Hall Communications Inc.**, a New York corporation, to **Hall Communications Inc.**, a Connecticut corporation. Principals: **Robert M. Hall**, president, **Donald Laufer**, vice president and **Milford Fenster**, secretary. Ann. Dec. 29, 1967.

WLRS(FM) Louisville, Ky.—Seeks assignment of license from **Kentucky Technical Institute Inc.** to **WAKY Inc.** for $140,000. Principals: **Fred Gregg Jr.**, president and **Clyde W. Clifford**, vice president. Buyer is wholly owned subsidiary of Lin Broadcasting Co., group broadcaster. Ann. Dec. 29, 1967.

WCBC(FM) Catonsville, Md.—Seeks assignment of license from **Christian Broadcasting Co.** to **Key Broadcasting Corp.** for $300,000. Christian owns **WHRN Herndon, Va.** and its stockholders **J. Stewart Brinsfield Sr.** and **J. Stewart Brinsfield Jr.**, own new AM application in Catonsville, and **WCIR Beckley, W. Va.** and are applicants for new AM in Naples, Fla. Principals of Key: **Carl G. Brenner**, president, **George E. Hull**, chairman of board. Key is licensee of **WBMD Baltimore**. Ann. Jan. 2.

KPTC-TV Kansas City, Mo.—Seeks assignment of CP from **Pershing Television Corp.** to **TVue Associates Inc.** for $21,500. Principals: **Charles F. Macy**, vice president and general manager, **Roy O. Beach Jr.**, president et al. Mr. Beach is in import-export corporation. TVue Associates is permittee of **KVVV-TV Galveston, Tex.** Pershing is owned by **Richard Bailey**, who is 95% owner of **Sports Network Inc.**, New York. Ann. Jan. 2.

WHBC-AM-FM Canton, Ohio—Seeks assignment of license from The Ohio Broadcasting Co. to WHBC Inc, for $2.8 million (BROADCASTING, Dec. 4, 1967). Ann. Dec. 29, 1967.

WCIT Lima, Ohio—Seeks transfer of control from James E. Howenstine to Richard H. Riggs and H. Paul Bussard (each 50% after transfer). Principals: Mr. Riggs is 24.2% stockholder of WCIT, and 40% owner of ice cream store. Mr. Bussard is also 24.2% stockholder of WCIT. Consideration $103,-225.60. Ann. Dec. 29. 1967.

WOXR(FM) Oxford, Ohio.—Seeks assignment of license from Mid American Broadcasting to BGS Broadcasting for $32,000. Principals: James L. Gregg, president. Assignee is applicant for new FM at Rochester, Ind. Ann. Dec. 29, 1967.

WHLM-AM-FM Bloomsburg, Pa.—Seeks assignment of license from Harry L. Magee to Magee Industrial Enterprises Inc. Principals: Harry L. and James A. Magee et al. Ann. Dec. 29, 1967.

WFIS Fountain Inn, S. C.—Seeks transfer of control from D. L. Bramlett Jr., A. E. Greene, Melvin K. Younts, Joe Thomason and S. W. Hiott Jr., to Leroy A. Hamilton. Principal: Mr. Hamilton is vice president and general manager of WFIS, and is stockholder in research corporation. Mr. Hamilton will pay each stockholder $4,300 for stock. Ann. Jan. 2.

WMOC Chattanooga—Seeks assignment of license from Dick Broadcasting Co. Inc. of Chattanooga to Dick Broadcasting Co. Inc. of Tennessee. Principals: James A. and Marilyn M. Dick. Ann. Dec. 29, 1967.

KZZN Littlefield, Tex.—Seeks assignment of license from Gerald H. Sanders to E. J. Harpole, James G. Vandenberg and T. H. Harrell d/b as Littlefield Broadcasting Co. for $105,000. Principals: Mr. Harrell (33⅓%) owns 50% of KVOZ Laredo, 25% of KEPS Eagle Pass and 20% of KBJ cattle ranch, Uvalde, all Texas. Mr. Vandenberg (33⅓%) is station manager of KVOZ. Mr. Harpole owns 99.8% of KVOU Uvalde, 50% of KVOZ, 50% of KEPS and 40% of KBJ cattle ranch. Ann. Dec. 29, 1967.

ACTIONS

KGUS(FM) Hot Springs, Ark.—Broadcast Bureau granted assignment from C. J. Dickson, Guy R. Beckham and James M. Alexander d/b as Radio Hot Springs Co., to Radio Hot Springs Co. Inc. Messrs. Beckham and Alexander, each 25% partner, no longer wish to participate. Consideration is to assume full responsibilities. Action Dec. 26, 1967.

KCIB(FM) Fresno, Calif.—Broadcast Bureau granted assignment of license from Egon A. and David L. Hofer Jr. d/b as American Family Broadcasters to Universal Broadcasting Co. for $60,000. Principals: George M. Mardikian, president, B. Floyd Farr, vice president and George D. Snell, secretary-treasurer (each 33⅓%). Messrs. Farr, Mardikian and Snell own KEEN and KBAY(FM) San Jose and KCVR-AM-FM Lodi, both California; KVEG-AM-FM Las Vegas, and KAHU Waipahu and KFOA(FM) Honolulu, both Hawaii. Mr. Mardikian also owns restaurant in San Francisco. Action Dec. 26, 1967.

KGUD-AM-FM Santa Barbara, Calif.—Broadcast Bureau granted assignment of license from Metropolitan Theatres Corp. to KGUD Inc. for $195,000. Principals: Richard W. (Dick) Clark (100%), as Dee Cee Productions Inc., Los Angeles. Mr. Clark is radio and television performer operating mainly through corporate entities. He is president and director of KPRO Riverside, Calif. and consultant to WRUN-AM-FM Utica, N. Y. Action Dec. 22, 1967.

KTGM(FM) Denver—Broadcast Bureau granted assignment of license from William Colin Kirk tr/as Good Music Associates to Sound Corp. of Colorado for $85,000. Principals: Gordon S. Rosenblum, vice president, secretary and treasurer (95%) et al. Mr. Rosenblum is director of development corporation and owner of investment company. Action Dec. 26, 1967.

WALT Tampa, Fla.—Broadcast Bureau granted assignment of license from Universal Broadcasting Inc. to Daytona Broadcasting Inc. for $260,000. Principals: James W. Walter (100%) Daytona Broadcasting is licensee of WMFJ and permittee of WMFJ (FM), both Daytona Beach, and WJNO, and applicant for new FM, West Palm Beach, all Florida. Action Dec. 22, 1967.

WNEX Macon, Ga.—Broadcast Bureau granted transfer of control from J. Ellsworth Hall Jr., Macon Telegraph Publishing Co., Ellsworth Hall Jr. and First National Bank as executors of estate of E. M. Lowe, to Mr. and Mrs. Alfred Lowe Sr. and Mr. Alfred Lowe Jr. Estate of E. M. Lowe owns 120 shares, 50.2%. Action Dec. 22, 1967.

WKOX-AM-FM Framingham, Mass. — Broadcast Bureau granted 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. Action Dec. 26, 1967.

KWFM(FM) Minneapolis—Broadcast Bureau granted assignment of license from Fidelity Broadcasting Co. to Hennepin Broadcasting Associates Inc. for $81,507.85. Principals: Albert Tedesco, president (85%) and Patricia Tedesco, vice president (15%). Mr. Tedesco is 75% owner of KDUZ Hutchinson and 85% owner of KTCR Minneapolis, both Minnesota; 85% owner of WIXX Oakland Park, Fla.; 100% owner of WWCM Brazil, Ind., and 85% owner of WFLM(FM) Fort Lauderdale, Fla. Mrs. Tedesco is 15% owner in all above stations with exception of WWCM. Applicants also have application for new FM in Hutchinson, Minn. KWFM is to be affiliated with KTCR Minneapolis also licensed to Hennepin. Action Dec. 22, 1967.

WCMP Pine City, Minn.—Broadcast Bureau granted transfer of control from Robert P. Schuller to Gerald H. Robbins. Mr. Robbins is general manager of KXGN-AM-TV Glendive, Mont. Consideration $70,-000. Action Dec. 22, 1967.

WKIP-AM-FM Poughkeepsie, N. Y.—Broadcast Bureau granted assignment of license from Dutchess County Broadcasting Corp. to Star Broadcasting Corp. for $765,000. Principals: Gerald T. Arthur and Oliver Lazare. Mr. Arthur is president, treasurer and stockholder of WEEE Rensaelaer, and holds CP for WLEE-TV Albany, both New York; president of WBJA-TV Binghamton, N. Y. and holds CP for WEPA-TV Erie, Pa., and is president and stockholder of Mohawk Media Inc., which has recently entered into agreement to purchase WRNY Rome, N. Y. Mr. Lazare has same interests. Action Dec. 22, 1967.

KRMG-FM Tulsa, Okla.—Broadcast Bureau granted assignment of license to Texas Star Broadcasting Co. Assignee is licensee of KBAT San Antonio, Tex. Action Dec. 22, 1967.

WLWM(FM) Nashville—Broadcast Bureau granted assignment of license from Barlane Broadcasting Corp. to WSM Inc. for $108,-000 (2,250 shares of National Life and Accident Insurance Co. stock). John H. DeWitt Jr., president. Assignee is licensee of WSM-AM-TV Nashville. Action Dec. 26, 1967.

KMOO Mineola, Tex.—Broadcast Bureau granted assignment of license from KMOO Inc. to Dean Angel and Sammy J. Curry d/b as Mineola Radio for $49,000. Principals: Messrs. Angel and Curry are newsmen for WFAA-TV Dallas. Action Dec. 26, 1967.

K72BN, K79BF, K83BO, Uvalde (rural) and Knippa, Tex. — Broadcast Bureau granted transfer of control of UHF TV translators of Uvalde Television Cable Corp. from Gencoe Inc., to General Communications and Entertainment, Inc. (Wayne E. Swearingen, president). No cash is involved; stock exchange. Action Dec. 27, 1967.

WPRW-FM Manassas, Va.—Broadcast Bureau granted assignment of license from Prince William Broadcasting Corp. to Radio Fairfax-Prince William Inc. for $125,000. Principals: Arthur Kellar, president (50%), James L. Draper Jr., vice president (16.6%) et al. Mr. Kellar owns WEEL Fairfax, Va., and is director of bank. Mr. Draper is independent real estate broker, and is director and minority stockholder in orange groves in Florida. Action Dec. 22, 1967.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Jan. 3. 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.

■ Micanopy, Fla.—Micanopy Cable TV Inc. has been granted an exclusive 20-year franchise. Installation and monthly fees for the five-channel system will be $10 and $5, respectively. City will receive 3% of the firm's gross revenue for five years after the first year of operation. No fees will be paid during the first year and a new agreement will be negotiated after the sixth year of operation.

■ Tifton, Ga.—Empire Cablevision, Jacksonville, Fla., has been granted a franchise. Installation and monthly rates for the eight-channel system will be $19.95 and $5.95, respectively. City will receive $6,000 per year or 6.5% of annual gross revenues up to $80,000, whichever is greater.

Alton, Ill.—Madison County Cable Vision Co. has applied for an exclusive 25-year franchise. Installation and monthly fees would be $20 and $5, respectively. City would receive 2% of firm's annual gross revenues. A nine-channel system is proposed.

Boise, Idaho—Gencoe Inc., Austin, Tex. (multiple CATV owner), Idaho Cablevision (subsidiary of Jack Kent Cooke Inc., Los Angeles, multiple CATV owner), KTVB (TV)-KBOI-AM-FM-TV, both Boise, Valley Cable TV Corp. (multiple CATV owner) and Treasure Valley Cablevision have each applied for a franchise.

Preston, Idaho—Phil West, local automobile dealer, has applied for a franchise.

Biddeford, Me.—Casco Cable Television Inc. represented by Raoul Paradis of Biddeford, has applied for an exclusive franchise. Installation and monthly fees would be about $15 and $5, respectively.

Fairhaven, Mass.—Fairhaven Cablevision Inc. has applied for a franchise. Subscribers would pay $4 monthly without an installation fee. Firm would operate a 10-channel system.

■ Holyoke, Mass.—Pioneer Valley Broadcasting Co., Northampton, Mass. (affiliate of WHMP-AM-FM Northampton), has been granted a franchise.

■ Leominster, Mass.—Montachusett Cable TV has been granted a franchise. Installation and monthly fees would be $10 and $4.95, respectively. Firm operates CATV system in Fitchburg.

Stoneham, Mass.—Massachusetts Teleradio Broadcasting Corp. has applied for a franchise.

Philadelphia, Miss. — Five-channel cable service installed by Seemore TV Inc. is now operational. Monthly fee is $4.95, with no installation charge for early subscribers.

Cliffside Park, N. J.—Cable T. V. Corp. of Massachusetts, Boston, (multiple CATV owner) has applied for a 25-year franchise. Installation and monthly fees would be $14.95 and $5, respectively. City would receive 4% of system's gross annual revenue, with an escalator clause determining extra percentages according to the growth of the town and the use of the service.

Canandaigua, N. Y.—George M. Ewing, publisher of the *Canandaigua Daily Messenger*, has applied for a franchise.

■ Huntington, L. I., N. Y.—Huntington TV Cable Corp., subsidiary of Communications Systems Corp. (multiple CATV owner), has been granted a nonexclusive 20-year franchise. Installation and monthly fees for the 20-channel system will be about $15 and $5.75, respectively. City will receive 3% of the gross at the outset, 4% when subscribers reach 7,000 and 5% at 10,000.

■ Franklin twp., Pa.—Telephone Utilities of Pennsylvania has been granted a franchise. Installation charge and monthly fee will be $10 and $4.75, respectively. Town will receive 5% of the firm's gross annual income. (Corrected item; grant listed for Greensburg, Pa., in error [BROADCASTING, Jan. 1, 1968]).

■ Langhorne Manor, Pa.—Lower Bucks Cablevision Inc., Levittown, has been granted a franchise. Monthly fee will run between $3.95 and $4.95.

■ Odessa, Texas—Odess CATV Co., represented by attorney Ace Pickens, has been granted a franchise.

■ Chase City, Va.—Clear-View Cable TV Co. (multiple CATV owner) has been granted a franchise. System is due to be operational within a year's time.

Clarksville, Va.—Clear-View Cable TV Co. (multiple CATV owner) has applied for a franchise.

Spokane, Wash.—General Electric Cablevision Corp. (multiple CATV owner), Telecable Inc. (multiple CATV owner), King Videocable Co. (multiple CATV owner), GT&E Communications (multiple CATV owner), Power City Communications and TV Service have each applied for a franchise.

Durand, Wis.—Henry Niehoff a local TV sales and repairman has applied for a franchise. The proposed six-channel system would cost subscribers about $5 monthly.

Idea man moves to top spot at Schwimmer

MOXIE: (slang) . . . energy . . . pluck . . . nerve . . . backbone . . . guts. *Webster.*

However you slice it in your vocabulary, moxie is what Art Pickens has plenty of, TV syndication pioneer Walter Schwimmer says about the man named to succeed him as president of Walter Schwimmer Inc., Chicago, now a division of Cox Broadcasting Corp. Cox, a major group-station owner based in Atlanta, acquired Schwimmer a year ago. It also has CATV holdings and other interests such as Bing Crosby Productions.

Mr. Schwimmer, who should know something about pluck and guts from his own rough-and-tumble business experiences in the independent-program-packaging field, should know something about Mr. Pickens too. They have worked as a team for many years.

Mr. Schwimmer credits his successor with the original idea for doing a television program series on golf and from this was born *All Star Golf* of 1956. Schwimmer no longer owns this series but it still is in distribution, running in about 20 markets.

"His also was the original idea for the Nobel-awards program on ABC-TV that brought great distinction to Walter Schwimmer Inc. in 1964." Mr. Schwimmer notes, "and he collaborated on many other outstanding ideas that were most successful. Among these were *Championship Bowling*, the *World Series of Golf* on NBC-TV each fall, *Championship Bridge*, *Let's Go to the Races* and others."

Solid Sellers ▪ The bowling show has proved to be a real bread-and-butter favorite in the syndication market over the years, now is in its third year of color and is running on about 175 stations. The three bridge series, initially run on ABC-TV, continue in syndication as do the more recent racing programs that have enabled food stores and similar retail outlets to build great traffic records giving out the race playing cards. The racing show now has a new color series, *It's Racing Time*, and is playing in about 100 markets.

The team of Schwimmer and Pickens, however, has been shrewd enough to pick a winner in distributing someone else's product too, as well as making them to sell. In the last two years of ownership of the color series, *Cisco Kid*, originally produced by Fred Ziv in 1950, the Schwimmer firm has tallied sales of over $1.5 million. *Cisco Kid* today is still galloping across the screen in about 115 markets.

"Art Pickens is not afraid to pioneer in fields that other program packagers and networks would fear to touch," Mr. Schwimmer explains, "and he has a thorough understanding of the complex machinery of the television processes, a technical knowledge seldom possessed by an individual who specializes in the creative and sales end of the business."

Other associates of Mr. Pickens echo the comment about his unique combination of the talents of creative-idea man and salesman. They feel his enthusiasm for a new-show idea rubs off well on prospective agencies and clients.

Enthusiasm is one quality that Mr. Pickens enjoys in substantial measure. But he has his own quiet way of expressing it. He never overwhelms his target as some sales types do.

"We like to think of ourselves as innovators and masters of the obvious when creating a new television-program idea," Mr. Pickens explains. "It is my opinion that you have to put a yardstick against any of the creative ideas for television and say 'TV or not TV'," he adds, noting that "many shows are simply outgrowths of radio formats."

WEEK'S PROFILE

Arthur Edward Pickens Jr.—president, Walter Schwimmer Inc., Chicago, division of Cox Broadcasting Corp.; b. Peoria, Ill., April 12, 1922; attended University of Illinois nearly four years but interrupted by World War II in which he served as Army Air Force gunner in Italy; joined WTAD Quincy, Ill., in 1946 as continuity writer; producer-writer, ABC, 1947; producer-writer, WMBD Peoria, Ill., 1948; commercial writer, Schwimmer & Scott Advertising, Chicago, 1949, moving same year to W. B. Doner Advertising and Malcolm Howard Advertising, both Chicago, in similar capacities; joined Walter Schwimmer Productions Inc., Chicago, as producer in 1950, becoming program director in 1955, VP in 1962, executive VP in 1965 and president in December 1967; m. Meta Jane Miethe of Danville, Ill., Sept. 17, 1947; children—Theodore, 18, Scott, 17, Terry, 14, Thomas, 10, and Penny, 7; active in civic, school and church affairs; hobbies—16mm sports photography, fiction writing.

This would have been an easy route for Schwimmer to follow, he says, "but the visual impact of television is such that you have to give special consideration to what kind of total effect the program will have on the viewer. It has to be a single, simple concept that anybody can understand and it has to appeal to the emotions so the viewer feels personally involved."

The Schwimmer firm's goal, Mr. Pickens explains, "is not to be concerned with specific areas of concentration but to let the idea motivate the areas of concentration. We will ultimately cover all entertainment areas —the series program both for network and syndication, the so-called 'special' for both areas, the feature for both TV and theatrical use, plus game shows, some with game cards.

Also on the planning boards are new sports shows created specifically for TV, Mr. Pickens continues, "something akin to *World Series of Golf* and others which are simply coverage of an event that has been overlooked for TV."

Other areas for future involvement include Broadway shows that ultimately would go on TV and special concert presentation of artists in unusual new forms. Still another, he adds, includes "development of new systems of presenting television programing over existing CATV and closed-circuit lines. There is no area in communications in which we are not interested."

New Series ▪ Mr. Pickens states that the affiliation with Cox Broadcasting "now enables us to reach out in development both on the West Coast and in New York for the top professional creative talent in the business." Two major projects already are in the works, he says. One is the series starring Ernest Borgnine titled *Billy and the Kid* for which the pilot has been completed by Jack Chertok Television Inc. The other is a musical game show tentatively titled *Win with the Stars.*

"You never can lose sight of the fact that everything you produce must ultimately be sold to somebody," Mr. Pickens says. He feels the "best creative people are those who have had to get out in the market place and sell their product. There is no easy way to make sales. The minute you confront a sponsor, an agency head, a network official or even an exhibitor, you have to justify all of the ingredients you put into your particular entertainment project. It is a moment of truth that creative people should not be sheltered from."

Poisonous bait

THE ploy that Ogilvy & Mather has undertaken on behalf of Shell Oil Co. is ominous, to say the least. As disclosed in this magazine last week, O&M is offering five-minute sports films, complete with billboards and a middle commercial for Shell, in the obvious hopes that TV stations will carry them free or for a nominal sum. When an O&M executive was asked whether there was a tie-in between station acceptance of the films and the awarding of Shell spot-TV schedules, his reply was that "I'm not going to discuss it" (CLOSED CIRCUIT, Jan. 1).

Well, now, very little discussion seems necessary after that. Either (1) there is no connection but he would like stations to think there is, or (2) there is a connection but he'd rather not admit it.

An agency is, of course, obligated to get the best deal it can for its clients. But broadcasters are equally obligated—not only to themselves but to their other advertisers—to maintain the integrity of their rates as well as their program schedules. Films, free or not, should be chosen only for their program values, and if they contain advertising the time should be bought and paid for at card rates. If the O&M ploy succeeds it predictably will proliferate and stations will find themselves beset by other, perhaps more odious gimmicks until, in the long run, they may find that they have "saved" a few advertisers' schedules but in the process have lost control of their own.

New way to make law

THE collapse of the ABC-ITT merger gives the government a new tactical means of enforcing antitrust policies that may be fancied at the moment but are untested in the courts. In the outcome of this case the private cause of certain functionaries in the Justice Department and other governmental quarters has been served. Justice, in the larger meaning of the word, has not been.

The new tactics, as pioneered in this case, go as follows. The Justice Department takes a dislike to a given proposal for a broadcast transfer. It cannot find in it, however, the grounds for an antitrust suit that it is likely to win. It therefore intercedes with the FCC to prevent the transfer in the public interest—a standard that is, of course, infinitely vaguer than the antitrust laws.

If, as happened in ABC-ITT, a majority of the FCC rules against the Justice Department, the decision may be appealed—again not on the question of whether the antitrust laws may be violated but on the FCC's finding that the public interest would be served. If appeal fails in the appellate court, there is always the Supreme Court to turn to. There may never be a case that is taken all the way through that legal process. As Justice discovered in ABC-ITT, it is possible to queer a deal before courts act at all.

If legal maneuvering goes on long enough, businesses and business conditions are almost certain to change. ITT withdrew from its ABC contract last week because the package it had submitted to the FCC nearly two years ago was no longer as attractive to ITT stockholders. Over a similar period of delay in any future case, circumstances are also likely to alter. Thus simply by its intercession in a case Justice may impose the threat of delay that can discourage mergers and acquisitions.

This situation would be unjust enough if it involved only the Justice Department. The trouble is that the new tactics can be instigated by still other elements of government. Although Donald Turner, the Justice Department's antitrust chief, has firmly denied that his division acted in the ABC-ITT case in response to political pressure, there is no doubt that such pressure was applied.

As a story, never denied, in *Television* Magazine reported, the hard opposition to the ABC-ITT deal was originally stirred up by ingenious civil servants in the Congress. Indeed one economist on the staff of the Monopoly Subcommittee of Senate Small Business Committee took credit for provoking influential senators and congressmen to outbursts against the merger. The economist, Ben Gordon, admitted he had help from a few other staff employes on the Hill (see "The Great Washington Fumbling Match," *Television*, August 1967). But he did not minimize his own role. "One little staff guy, opposing those two corporations," he told the *Television* writer.

There will always be Ben Gordons in the government, as indeed there should be. Mr. Gordon's philosophy is clear and his sincerity unquestioned here. But by themselves they must not be allowed to make policy through political manipulation. If government is to be orderly, policy must be made by open legislative action and interpreted by expeditious consideration in the agencies and courts. In the ABC-ITT case policy has been made by bureaucratic connivance. The loss is as great to the democratic process as to the stockholders of ABC and ITT.

Time out for a tear

THE death of Paul Whiteman at the year's end went almost unnoticed on the national air. That was so, we suppose, because emotion has all but disappeared from the business of broadcasting.

"Pops" Whiteman was a giant in broadcasting, both professionally and physically, for nearly two generations.

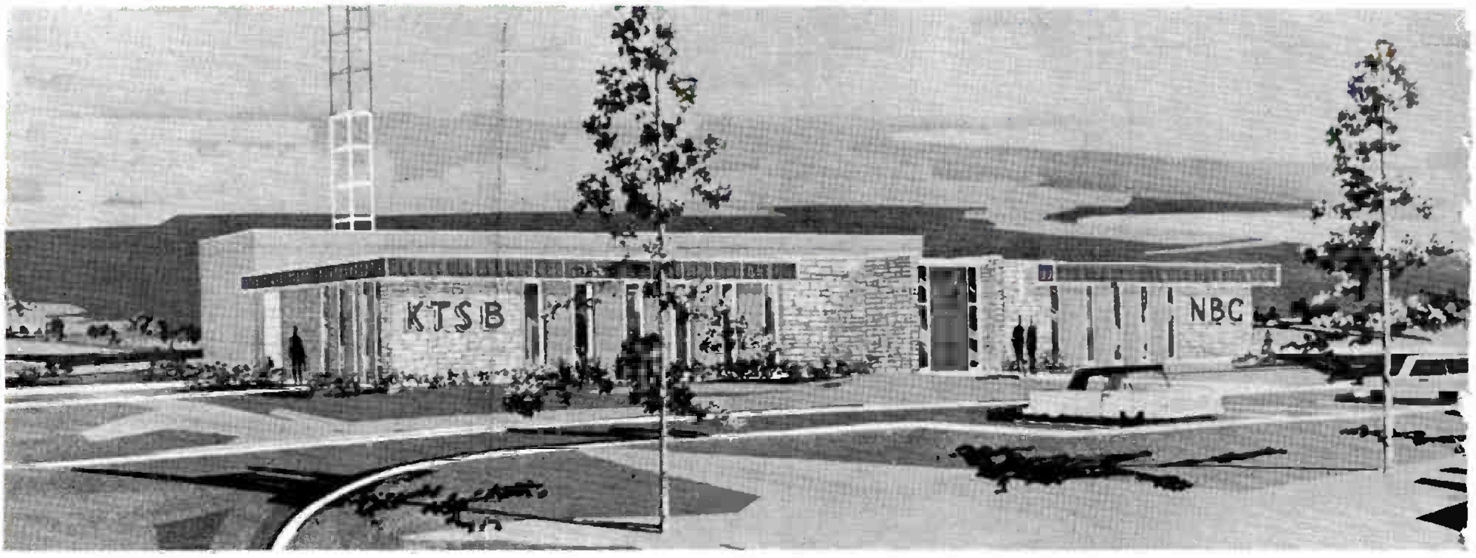
Mr. Whiteman brought his jazz to respectability and made it the contemporary American music. In the process he developed such stars as Bing Crosby, Benny Goodman, the Dorsey brothers, Dinah Shore, Mildred Bailey and Jack Teagarden.

Radio, to which he imparted needed tone and style in the coast-to-coast dance-band era, owes "Pops" a debt as well as a tear. There should be a fitting memorial—maybe an annual Paul Whiteman concert or an appropriate musical scholarship, or both.

Drawn for BROADCASTING by Sid Hix

It seems to me TV is a crime deterrent. . . . Everybody's still up watching the late, late show!"

At 5p.m., December 28 Topeka Television Became A Brand New Ball Game.



No longer is Topeka the nation's largest single commercial station market . . . KTSB is on the air . . . with all NBC and local programming in color and one of the Midwest's most complete and technically - sophisticated Teleproduction centers. KTSB's urban-orientated programming brings a new standard of TV excellence to its cosmopolitan 21 - county market of over one half-million Kansans in 140,000 TV homes. Why not call your Adam Young-VTM, Inc. representative for the details*?

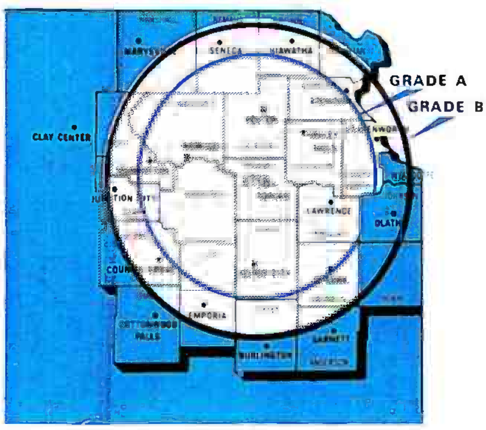
COVERAGE AREA

TOWER

1,149 Feet (Above Ground).

POWER

1,094,000 Watts (Effective Radiated Power).



PROGRAMMING?

A rich blend of all NBC network favorites and a strong local lineup of *twenty-nine local formats,* including news, documentaries, sports features, 3 prime and daytime movie packages (with over 500 first-run titles) and smash syndicated shows like "Combat" and "Outrageous Opinions".

COLOR?

Simply everything is produced in color from network to the most concise local news report . . . delivered to KTSB viewers with spectacular new clarity on Channel 27, transmitting with 1,094,000 Watts of effective radiated power.

PEOPLE?

A top-drawer crew of 53, including 7 full-time newsmen headed by David Dary, former Manager of Local News for NBC in Washington.

PRODUCTION?

Over 20,200 square feet of efficient floor space, including 2500 square feet of usable studio area, incorporating an acoustically designed studio, full 21' roof and 16' lighting grids.

EQUIPMENT?

3 Ampex High-Band Color Videotape recorders . . . RCA TK-42 Color Cameras . . . color film chains . . . Chroma-Key and Special Effects . . . 2 Fully-equipped Remote Film Units (with Arriflex and Bach Auricon Equipment) . . . Houston-Fearless Color Film Processor.

FORGET ANYTHING?

Probably. You can't summarize four years' preparation and a three-million dollar investment within a single ad. But we thought we ought to try.

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