

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Radio, TV meet the challenge of a national crisis. p23

TV networks' profits in 1967 drop 14.2%. p32

But BAR estimates network TV up 4% for first quarter. p36

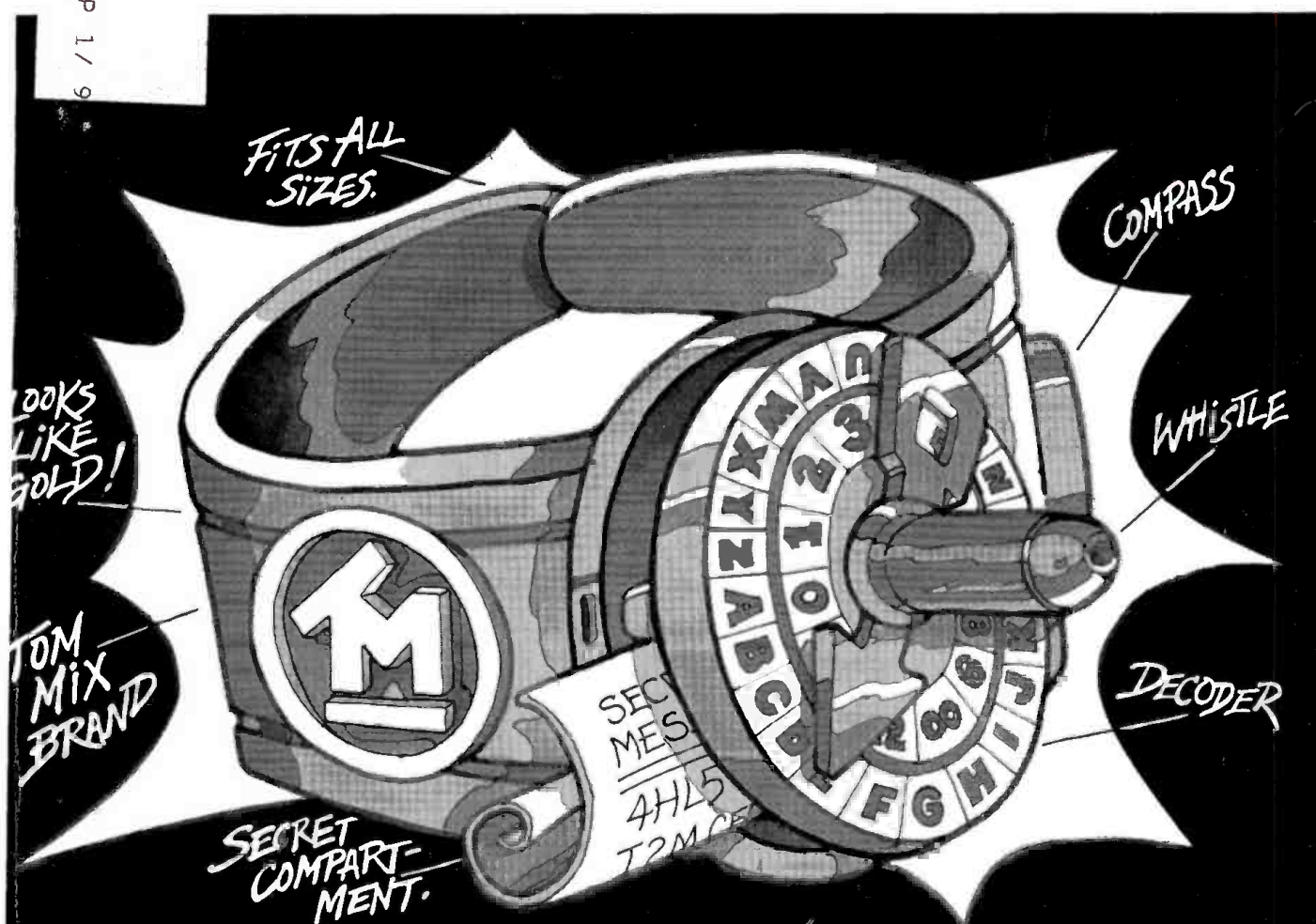
Special Report: New broadcasting equipment for 1968. p55

COMPLETE INDEX PAGE 7

SERIAL ACG SEC
AIR UNIT LIB
BLDG 1405
MAXWELL AFB

NEWSPAPER

WK EXP 1 / 9
AL 36112



Any kid who owns a Tom Mix ring today, is pushing forty.

Warren Bahr remembers those good old radio days. Yet he'd rather buy time on radio's new programs. He knows that 180,000,000 listeners are spending billions of dollars on products which commercials sell on modern day radio. So to any smart advertiser pushing forty, Tom Mix is just a good memory.

Edward Petry & Co.

Banker,
broker,
railroad man,

grocer,
builder,
librarian,

fireman,
mayor,
nurse,
police,

doctor,
lawyer,



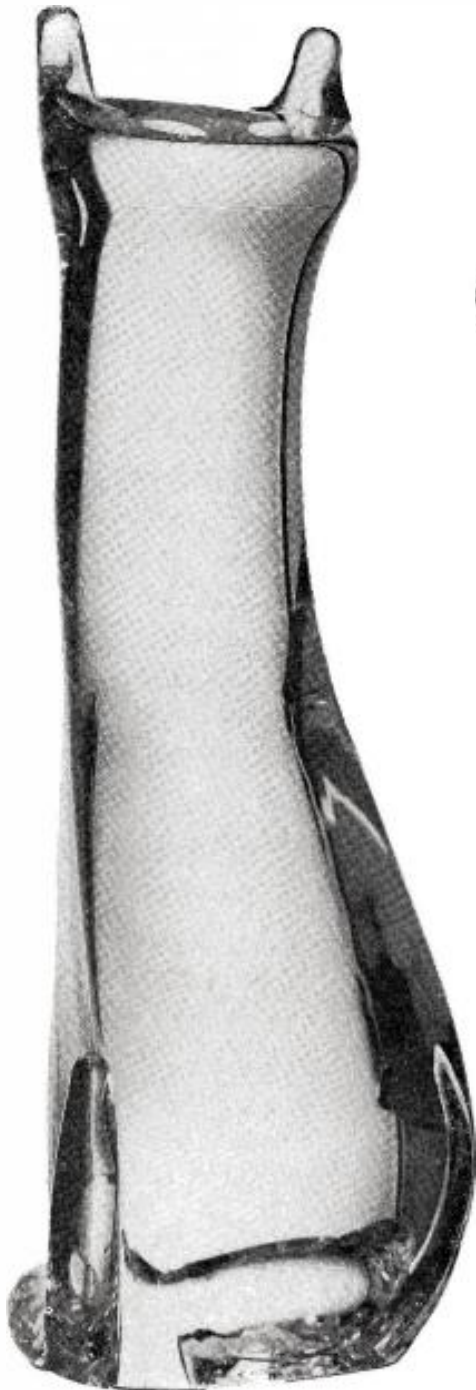
No matter what your business, it involves moving information. Voice. Video. Or data. And nobody knows more about moving information than the people who run the largest information network in the world.

The Bell System.

That's why we keep a man on our payroll who specializes in your business. The Bell System Communications Consultant. He knows how to help your company plug into the world's largest information network.

Call him in soon. Let him show you how!





*A*vailabilities !

*B*lair!

*C*apital Cities !

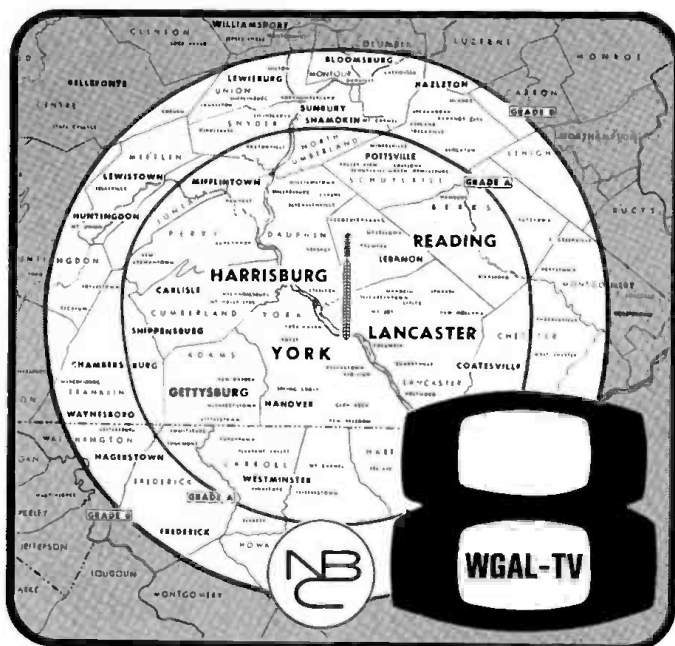
KTRK ~ TV
Houston

The Right combination !



Wheatland, home of President James Buchanan, is one of the important historic landmarks of Pennsylvania, located in Lancaster. President Buchanan purchased the home in 1848 and lived there until 1857. After his term as president, he returned to Wheatland where he lived until his death. The mansion, in its approximate original condition, with authentic pre-Civil War furniture, receives many thousands of visitors yearly.

Both have helped make Pennsylvania famous



Just as this stately landmark brings distinction to Pennsylvania, WGAL-TV also attracts attention to the Commonwealth. WGAL-TV was the first television station to be founded in its great, multi-city region. Channel 8 was also first to bring full-color to its area. Today, with a high-ranking 30% color penetration*, advertisers can depend upon WGAL-TV for consistent and rewarding results.

WGAL-TV

Channel 8 • Lancaster, Pa.

*Based on Nov. 1967 ARB estimates for both metro area and ADI; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, 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.

Summit meeting

Organized effort to resist broadcast-spectrum raid is developing in wake of Chicago convention of National Association of Broadcasters. Next week it's expected that emergency committee, headed by NAB President Vincent T. Wasilewski, and Association of Maximum Service Telecasters President Jack Harris, KPRC-AM-TV Houston, will call on heads of networks seeking their participation in all-industry joint effort. Others tentatively in delegation are Willard E. Walbridge, Capital Cities vice president and general manager of KTRK-TV Houston, and Lester W. Lindow, executive director of AMST.

With NAB committed to contribution of \$100,000 and AMST to raise possibly half that amount through special assessment voted at Chicago meetings, group is expected to ask three TV networks to contribute at least equal amount. This fund presumably would be supplemented by assessments from other trade groups identified with station ownerships and therefore having stake in preservation of entire broadcast spectrum range. Also to be considered will be setting up of Emergency Council, including all segments of broadcasting, to direct counterattack on encroachments as well as to resist regulatory thrusts such as FCC's proposed duopoly (one-to-a-customer) rule.

Think tank

FCC is on verge of taking major—and, it's believed, unprecedented—step of engaging private research firms to help solve spectrum-allocation problems. It will soon invite bids on two-part project: (1) study of ways to relieve congestion in land-mobile frequencies and (2) analysis of mass of comments already filed in FCC's inquiry into future regulation of computer networks.

Word last week was that FCC has put off long-promised study into overall demands on spectrum that may be created by sophisticated communications techniques that will require broad bands of frequencies. Last July commission proposed wide-ranging study. Now officials say that more specific problems must come first.

Organization men

Far from being discouraged about syndication prospects, producers and distributors of TV programing soon

will consider formation of their own trade association, using Television Film Exhibit (TFE) as springboard. About half of 44 companies in field now are TFE members, and hope is to have all entities in field actively participate in project which would have fulltime instead of voluntary executive group working from NAB convention to convention.

Al Unger of Independent Television Corp., TFE's incumbent executive-committee chairman, queried all companies last week on convenient time for meeting in New York to post-mortem convention activity and consider permanent organization. While traffic at Chicago TFE show was down, substantial business was sold and most syndicators are now following up with generally good results. Traffic drop-off was attributed largely to virtual elimination of giveaways and consequent flight of "freeloaders."

Image overseas

There's rebuilding to be done abroad as well as at home in wake of Martin Luther King assassination and civil disorders. United States Information Agency, which has made progress during past two years under direction of former broadcast attorney, Leonard Marks, has monumental task of retrieving American prestige even in western world. Communistic front has seized opportunity to blacken U. S. as "jungle" and reportedly has incited vandalism at USIA and other U. S. installations abroad.

Top of the line

There seems no question as to what will be most expensive series on network prime-time schedule in 1968-69 season. *Name of the Game*, 90-minute weekly series from Universal TV for NBC-TV has budget of \$10 million allocated for total of 24 shows. This works out to more than \$400,000 per show, figure believed to be considerably above what network is paying for series. According to Universal officials, some shows could cost as much as \$1 million, others \$400,000 or less but minimum of \$10 million will be spent for 24 to be made, with three separate production units set up to make eight each.

Half price

Land-mobile radio users are fuming. They've just been told it'll cost them about \$5 million to modify transmitters and receivers to meet FCC deadline of June 1 for narrow-banding urban systems. What makes them irate, it's said, is feeling that expense may be for naught if they finally get additional spectrum space from UHF area of TV, or sharing rights with TV in some of those bands.

Broadcasters are, of course, adamantly opposed to giving up any of their spectrum space, although position on sharing is unsettled at moment. Last February, FCC ordered mobile services to cut circuits in half, from 50 kc width to 25 kc (BROADCASTING, Feb. 12).

Back again

Lincoln-Mercury Division of Ford Motor Co., Dearborn, Mich., which had fully sponsored Olympic coverage on NBC Radio last February, reportedly has signed for summer Olympic coverage on same network (Oct. 12-17 from Mexico City). For Grenoble winter events, NBC Radio scheduled 65 five-minute reports that originated in France. Kenyon & Eckhardt, Detroit-New York, is Lincoln-Mercury's agency.

Offshore deal

Soon to be announced will be all-inclusive contract covering construction, operation and training of personnel for Bahamas' first television services. Contract has been awarded to Bah-Tel Corp., subsidiary of Cimarron TV Corp., which owns KOCO-TV Oklahoma City. Contract, to run \$2.5-\$3 million, covers installations at Nassau (ch. 13) and Freeport (ch. 8) along with translators, plus operation of two AM stations and one FM now in existence on islands. New TV stations are expected to be on air by January 1969.

Negotiating contract for Cimarron was Ben K. West, executive vice president and general manager, who becomes president of Bah-Tel. Transaction was handled with Geoffrey Thompson, minister of internal affairs of native Pindling government, and Dr. George White, chairman of Bahamian Broadcast Commission.

THE PART THAT IS GREATER THAN THE WHOLE.

According to RADAR,
if you buy a one-quarter sponsorship of
NBC Radio's NEWS ON THE HOUR,
you'll reach more different people
than if you buy the entire
Monday through Friday
programming schedule of our
principal competitor.

In fact, NEWS ON THE HOUR can
take anyone—no wholes barred.



Source: Audience data are based on RADAR estimates, Spring 1967, a 4-Network Study, and are subject to the qualifications of this study which are available on request.

WEEK IN BRIEF

TV-radio win wide acclaim for riot coverage, hailed as important element in keeping violence from getting further out of hand. Explosive 10 days costs \$5.65 million in pre-emptions plus \$1 million for added personnel. See . . .

CRISIS MATURITY . . . 23

FCC data, usually out in late summer, show three TV networks and their 15 O&O's had 4.3% rise in total revenues last year, but 14.2% slump in profits before taxes to \$160.2 million from \$186.8 million in 1966. See . . .

NETWORK PROFITS DIP . . . 32

Broadcast Advertisers Reports estimates 1968's first-quarter levels will show six of top-10 TV network advertisers increasing their network investment over 1967. P&G, Bristol-Myers are down, however. See . . .

TOP 2 SPEND LESS . . . 36

MacManus, John & Adams Inc. set to merge with West, Weir & Bartel. Acquisition would put MJ&A billings at more than \$130 million annually, moving it into top-15 advertising agencies in the country. See . . .

MJ&A TO ACQUIRE WW&B . . . 42

FCC approves first \$1-million FM sale. Modern music WDBN(FM) Medina, Ohio changes hands from Theodore Niarhos and associates to Robert McBride Miller and group. See . . .

\$1 MILLION FM SALE . . . 46

There wasn't a lot of new product at NAB convention this year, but equipment exhibits were biggest and splashiest yet. Good sales reported as increased attention was given to automated and other AM-FM gear. See . . .

BACK IN SPOTLIGHT . . . 55

Public Broadcast Laboratory, which took a good deal of flak its first season, may move into closer relationship with National Educational Television as they undertake joint coverage of this year's political events. See . . .

ETV POLITICAL SHOWS . . . 98

Two day delay in presenting two-and-a-half hour Academy Awards show costs ABC-TV estimated 13-million viewers. Hectic and tragic events of last 10 days cast slight pall over award ceremonies. See . . .

SHIFT HURTS OSCAR . . . 98

FCC tackles its first equal-time problem involving CATV system, but adroitly manages to resolve it without saying whether or not it has authority over CATV's in such cases, says system simply had been fair. See . . .

EQUAL TIME ON CATV'S . . . 99

Two TV's, two radio stations face total \$6,000 in fines for airing contests declared lotteries. One cited is Pepsi-Cola contest which may be carried by number of other stations. FCC decision may have far-reaching effects. See . . .

FCC DRAWS LINE . . . 104

DEPARTMENTS

AT DEADLINE	9	MONDAY MEMO	20
BROADCAST ADVERTISING	32	OPEN MIKE	18
CHANGING HANDS	48	PROGRAMING	98
CLOSED CIRCUIT	5	WEEK'S HEADLINERS	10
DATEBOOK	12	WEEK'S PROFILE	123
EDITORIAL PAGE	124		
EQUIPMENT & ENGINEERING	51		
FANFARE	104		
FATES & FORTUNES	109		
FINANCIAL REPORTS	106		
FOR THE RECORD	111		
INTERNATIONAL	53		
LEAD STORY	23		
THE MEDIA	44		



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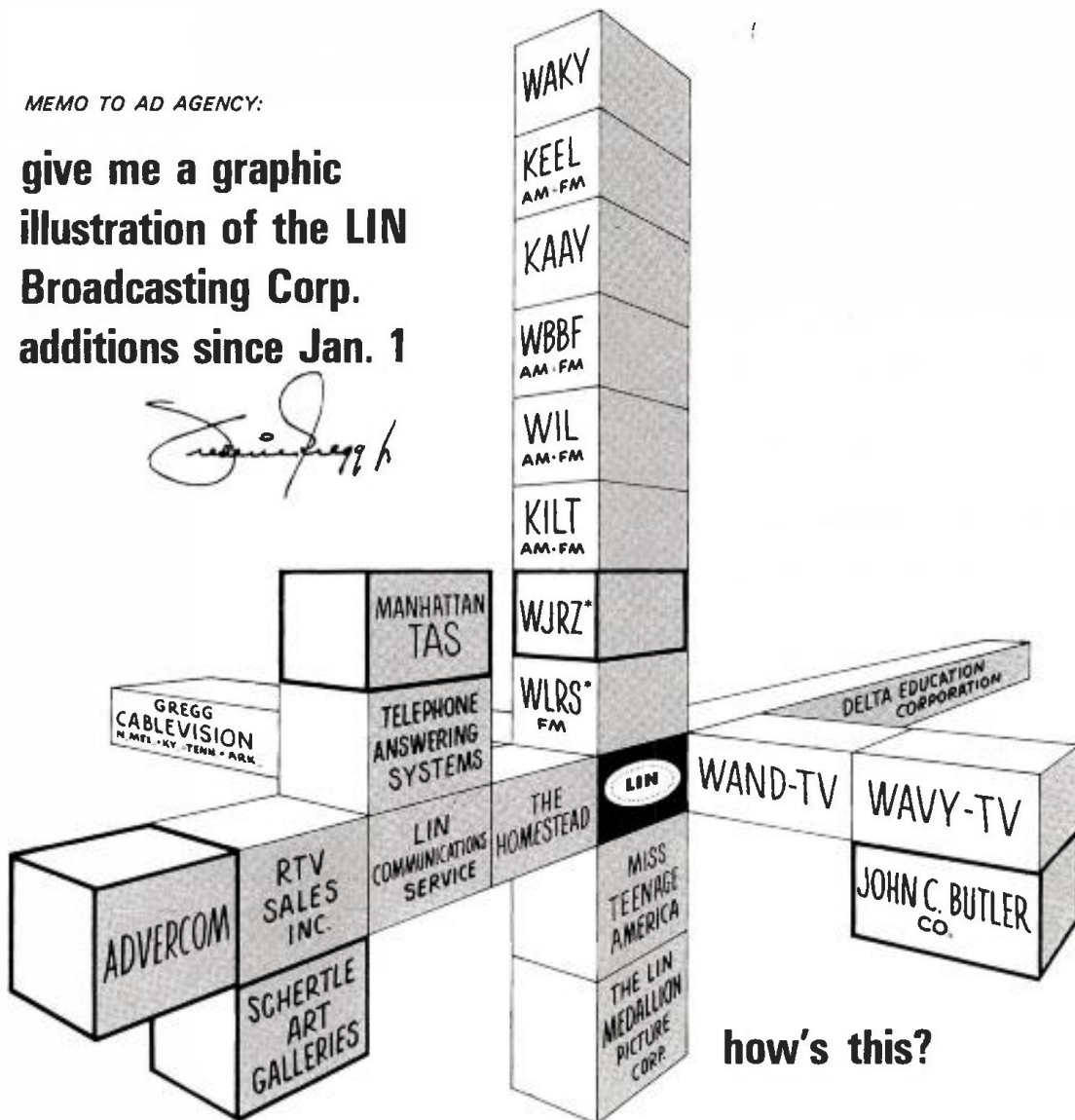
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MEMO TO AD AGENCY:

give me a graphic
illustration of the LIN
Broadcasting Corp.
additions since Jan. 1

Frederick H. [Signature]



how's this?

You can illustrate a broadcast-based complex of communications related companies with building blocks. But, you can't demonstrate **dynamic synergism** graphically. The LIN Broadcasting Corporation has grown spectacularly. Starting in 1961 with a single radio station, LIN has closed 1967 with aggregate sales in excess of \$12,000,000, and projected sales for 1968 in excess of \$25,000,000. Responsibility to communities — to clients — to co-workers — to stockholders — to suppliers. That's LIN. If you would like a copy of our annual report, write us. Box 2701, Nashville, Tennessee.



LIN BROADCASTING CORPORATION

EXECUTIVE OFFICES, NASHVILLE, TENNESSEE

* pending FCC approval

Cox, Johnson polling 59 Oklahoma stations

UNOFFICIAL LETTER ASKS ABOUT NEWS, PUBLIC AFFAIRS

FCC Commissioners Kenneth A. Cox and Nicholas Johnson on Friday (April 12) initiated study of how selected group of Oklahoma radio and television stations are serving their public, particularly in area of news and public affairs programming (CLOSED CIRCUIT, April 8, BROADCASTING, March 18).

Survey is part of what Commissioner Cox says is effort to get colleagues to take license-renewal process "more seriously." Oklahoma stations' licenses are due for renewal by June 1.

Project includes letters to ABC, CBS, and NBC. Commissioners asked them to list news and public affairs programs they carried since Dec. 1, 1967, and to report on record of their Oklahoma television affiliates in clearing for them.

In addition, commissioners are making analysis of information already filed by stations in their license-renewal applications. They have indicated interest in stations' policies on commercials, programming, and staffing.

Letters went to licensees of all 13 TV stations in state, including three educational stations, and to 28 AM's and 18 FM's.

Commissioners Cox and Johnson have frequently been at odds with colleagues on renewal matters, generally on question of whether stations proposing relatively small amounts of news and public affairs should be queried further or their applications designated for hearing.

Commissioner Cox feels that information that staff is now instructed to provide is inadequate. He said last week that he and Commissioner Johnson hope to develop picture of state of service in Oklahoma, then will prepare memorandum for commission on kind of license-renewal procedures they feel are indicated.

Don't Have to Reply ■ Commission officials noted that survey is independent project of two commissioners, and not official action. Consequently, there is no legal obligation on part of stations to respond.

There was also question as to whether law requiring Bureau of Budget to pass on questionnaires issued by federal agency to more than 10 individuals applies to commissioners' letters. In view of Bureau's continuing review of agencies' activities, it seemed that com-

missioners' letters could trigger Budget inquiry into whether spirit of law is being violated.

Letters to stations referred to report of President's commission on civil disorders, and asked what programming had been presented to deal with problems on race relations discussed in report. President's commission referred to media's "failure" to report adequately on race relations and ghetto conditions,

ETV's to be Negro voice?

Methods to get educational TV stations to become the voice of "black community" were explored in top-level government, industry and ETV meeting in Washington Friday (April 12) (see page 29). Suggestions, which ranged from shows starring local Negro talent, programs on black community problems and African culture, employment services and legal aid, will be presented to four-hour ETV workshop in New York Sunday (April 21).

and to bring Negroes in journalism.

Commissioners asked stations whether they are considering changes in news and programming policy bearing on those issues, particularly as they relate to local minority groups.

Letters also asked how many representatives of minority groups stations employ, and in what positions.

Both radio and television stations were also asked to list five "most important local problems or issues" in their communities in 1967, and to state "specifically and in detail," programming they carried to deal with them.

Letters to radio stations contained two additional questions on programming. Both request information on programs that are neither sports nor entertainment. One deals specifically with recorded programs.

Bass Bros. get KAUZ-TV on 4-to-3 FCC vote

Bass Brothers Enterprises got its fifth TV station Friday (April 12) when FCC announced approval of \$3.1 mil-

lion purchase of KAUZ-TV Wichita Falls, Tex.

KAUZ-TV was bought from Paul Harron, who owns WKTV(TV) Utica, N. Y., and recently bought WMTW-FM-TV Poland Spring-Portland, Me., from entertainer Jack Paar for \$5 million. Mr. Harron bought channel 6 Wichita Falls station from Sydney A. Grayson group in 1963 for \$2.36 million.

Bass group, with Perry R. Bass as president, already owns KFDA-TV Amarillo, Tex.; and its two satellites, KFDW-TV Clovis, N. M., and KFDO-TV Sayre, Okla. All are VHF. Group bought KCST (TV) San Diego (ch. 39) last year for \$1.1 million.

Commission approval was on 4 to 3 vote, with Commissioners Kenneth A. Cox, Nicholas Johnson and Robert T. Bartley dissenting. Latter said in statement: "... This is clearly a classic example of the continued concentration of control of this medium into fewer and fewer hands."

Time's first newspaper purchase falls through

Plans for Time Inc.'s acquisition of *Newark Evening News* have been "terminated" because the principals were unable to conclude a final purchase agreement," officials of both companies announced Friday (April 12).

Deal would have paid Evening News Publishing Co. owners, Edward W. and Richard B. Scudder, about 325,000 shares of Time Inc. stock, valued at slightly more than \$29 million when plan was announced two months ago, and Time also would have assumed \$5 million mortgage (BROADCASTING, Feb. 19).

New York Stock Exchange was not open Friday but Time Inc. stock closed Thursday at 100%, which would put value of 325,000 shares close to \$32.8 million—appreciation of more than \$3.6 million since acquisition plan was announced.

Scudder's ownership of WVNJ-AM-FM Newark was never involved in deal.

Termination was announced in brief joint statement by Scudder Brothers and Time Inc. President James A. Linen. Spokesman noted acquisition had always been contingent on reaching final agreement and said failure to reach one was sole cause of breakdown. They said it was not related to reports of Justice Department investigation or to contingency on favorable tax rulings.

Acquisition would have marked Time

WEEK'S HEADLINERS



Mr. Shawn



Mr. Sugg

Fred P. Shawn, VP and general manager of WJKS-TV Jacksonville, Fla., named executive VP of U. S. Communications Corp. (group owner), Philadelphia, effective April 29. **P. A. (Buddy) Sugg**, former executive VP of NBC in charge of owned and operated stations, who came out of retirement to become consultant to USCC, (CLOSED CIRCUIT, March 11) elected to company's board and head of its executive committee. **Robert F. Doty**, operations manager of WTVT(TV) Tampa-St. Petersburg, Fla., appointed general manager of U. S. Communications Corp.'s WPHL-TV Philadelphia. Mr. Shawn, at one time an executive of NBC, was general manager of WSUN-AM-TV St. Petersburg, Fla., before putting WJKS-TV on air in 1966. Mr.

Sugg joined NBC in 1958 as VP in charge of network's owned stations and later that year was named executive VP. He was manager of WTVT and of WKY-AM-FM-TV Oklahoma City, and was also executive VP of WKY-TV. Mr. Doty entered broadcasting at WKY-TV in 1949, later transferred to WSFA-TV Montgomery, Ala. In 1957 he became program manager of WTVT.



Mr. Dow

responsible for supervising, guiding and coordinating planning and execution of all phases of Chrysler, Imperial and Plymouth car line advertising. Mr. Dow joined Campbell-Ewald Co., Detroit, on Chevrolet account in 1958 and moved to Y&R on Plymouth account in June 1966.

Peter A. Dow, executive on Plymouth advertising account at Young & Rubicam, Detroit, appointed advertising manager of Chrysler - Plymouth Division of Chrysler Corp., that city. Mr. Dow will be re-

Ky. CATV told to stop duplicating stations

FCC hearing examiner has found CATV system in Winchester, Ky., in violation of commission's nonduplication rules, and has ordered it to comply.

Examiner David L. Kraushaar, in initial decision issued Friday (April 12), said Tele-Ception of Winchester Inc.'s violation of nonduplication rules have been repetitive and have impeded commission's efforts to protect local UHF stations against effects of importation of distant signals.

Stations involved are WKYT-TV and WLEX-TV, both Lexington, Ky., which serve Winchester. They have since 1966 sought protection against duplication by network signals of stations in Cincinnati and Louisville.

Examiner said that stations had given system "proper and adequate notifications, in accordance with the applicable rule provisions," and that Tele-Ception "is continuing in violation of the rules." He said system has not provided any justification for withholding cease and desist order.

Dixon, Turner on tap at Senate hearing

Windup of hearing on "failing newspaper" bill, featuring testimony from Paul Rand Dixon, chairman, Federal Trade Commission, and Donald Turner, antitrust chief at Justice Department, is scheduled for Tuesday (April 16).

In preceeding sessions, Senate Monopoly Subcommittee members, under chairmanship of Senator Philip A. Hart (D-Mich.), probed deeply into newspaper ownership of broadcasting properties (BROADCASTING, April 1). Messrs. Turner and Dixon are expected to discuss media concentration implications of bill and current FCC policies.

NBC gets NCAA tourney

NBC-TV has purchased TV rights to National Collegiate Athletic Association basketball championship tournament for next two years at estimated cost of more than \$1 million.

Other bidders included ABC-TV, CBS-TV and Sports Network Inc., which has televised contest for last six years. SNI still plans to cover regional leagues during regular season and East-West all-star game.

NBC-TV is discarding past policy of running all games at night, has scheduled three rounds of tournament in 1969 on Saturday afternoons—March 8, 15 and 22, with semi-final round in prime time on Thursday, March 20.

For other personnel changes of the week see FATES & FORTUNES

Inc.'s expansion from magazine and group-station operation into newspaper publishing. Spokesman said Friday Time was still interested in getting into newspaper business and hoped eventually to have several newspapers.

another reason for broadcasters and CATV's "to recognize their common interests, to work together toward their mutual objectives."

PKL's net is down; cancels dividend

Papert, Koenig, Lois, New York, in interim report to stockholders made available Friday (April 12) said it will not pay dividend for first quarter 1968, and that net income for three months ended Feb. 29 was down by almost 20%.

Past months have been tough for PKL: It lost Xerox, Quaker Oats accounts, among others. Last week, however PKL was confirmed to handle political campaign of Senator Robert F. Kennedy (D-N. Y.) (BROADCASTING, April 1). Also, PKL said it added Philadelphia National Bank and Prince Matchabelli during quarter.

For three months ended Feb. 29:

	1968	1967
Earned per share	\$0.10	\$0.11
Gross billings	9,865,200	9,442,744
Net income	73,974	91,395
Commission and service fee income	1,544,664	1,424,481

FCC proposal puts CATV stations in same boat

Broadcasters opposing FCC's stiff "one-to-a-customer" limit on broadcast ownership (see page 44) have found unusual ally in National Cable Television Association. In letter to membership NCTA President Frederick W. Ford warned that this proposal is "danger to our industry."

"What is to keep the commission from saying tomorrow that you can't own a TV, FM or full-time AM station in the same market where you also own a cable television system?" he said. Restriction would also hinder "well-qualified individuals who risked their money" to develop TV from investing in cable.

Mr. Ford noted that proposal is

**Why WFAA-TV, Dallas/Ft. Worth
Bought Warner Bros.-Seven Arts'
VOLUME 13
30 Extraordinary Motion Pictures
(22 in Color)
All First Run Off-Network**

"With the phenomenal audience reaction to movies on television, it becomes increasingly important for the station operator to evaluate his movie product under contract and examine all new features available. In our considered opinion, Warner Bros.-Seven Arts' Volume 13 will maintain the quality programming image built up by WFAA-TV over the years. This new Volume affords scheduling in any time period, be it prime time or otherwise."

Mike Shapiro
General Manager,
WFAA-AM-FM-TV

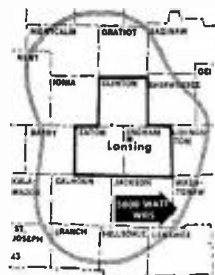


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DATEBOOK

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

indicates first or revised listing.

APRIL

April 15—Deadline for filing comments on FCC's proposed rulemaking that would permit type-approval of AM modulation monitors that do not incorporate indicating meters.

April 15-16—Foreign policy conference held by Department of State for editors and broadcasters. Speakers will include Secretary of State Dean Rusk. Interested parties may request invitations from: Office of Media Services, Department of State, Washington, D.C. 20520.

April 15-18—Communications conference sponsored by Bishops' National Catholic Office for Radio and Television. Speakers will include: Lionel Baxter, vice president for radio, Storer Broadcasting Co.; Roy Danish, director, Television Information Office; Ralph Renick, vice president for news, WTVJ(TV) Miami; Frank J. Shakespeare Jr., president, CBS Television Services; John Bergin, chairman of creative plans board and associate creative director, BBDO; Michael Donovan, VP and media director, Papert, Koenig & Lois; Kalman B. Druck, president, Harshe-Rotman & Druck; James F. Fox, president, James F. Fox; John F. Moynahan, president, John Moynahan & Co., and Warren Schwed, president, Grey Public Relations. Marco Polo hotel, Hollywood, Fla.

April 16—Announcements of nominees for 1967-68 Television Academy Awards of National Academy of Television Arts and Sciences. New York and Hollywood.

April 16—Chicago chapter of The National Academy of Television Arts and Sciences' "Salute to Canadian Television," featuring Canadian Consul General Stanley Allen. WMAQ-TV Chicago.

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

April 16—Luncheon meeting of the New York chapter, International Advertising Association. Speakers will be Murray Barnes, director of advertising, Pan American World Airways. Biltmore hotel, New York.

April 16-18—18th annual broadcast industry conference sponsored by San Francisco State College. Broadcast media awards are voted to entries of unusual merit in both radio and television. San Francisco State College. San Francisco. Inquiries about entry details should be addressed to Professor Benjamin Draper, radio-TV-film department, San Francisco State College, San Francisco 94132.

April 17—Annual shareholders' meeting of American Telephone and Telegraph Co. to elect directors and auditors and to act upon other matters. Boston.

April 17—Annual stockholders' meeting of General Telephone & Electronics Corp., to determine number of and elect directors; to consider and act upon proposal to amend certificate of incorporation and upon proposal concerning cumulative voting and pre-emptive rights. Conrad Hilton, Chicago.

April 18—Luncheon meeting of Chicago chapter of The National Academy of Television Arts and Sciences, featuring as guest speaker David Susskind on "What's Good About Television." Continental Plaza, Chicago.

April 18—Annual stockholders meeting. Time Inc., to elect directors, to eliminate limitations on number of directors and to transact other business. Time & Life Bldg., New York.

April 18—Special luncheon celebrating the 20th anniversary of the Broadcasting Executives Club of New England. The luncheon

1968 RAB REGIONAL SALES CLINICS

April 25—Minneapolis, Holiday Inn—airport.
May 21—Kansas City, Mo., Sheraton Motor Inn.
May 23—Chicago, Sheraton Chicago.
June 4—Boston, Somerset hotel.
June 6—Philadelphia, Sheraton Philadelphia.
June 14—Little Rock, Ark., Marion hotel.

is in honor of CBS-TV's Ed Sullivan, in his 20th year in the television industry. Sheraton-Plaza hotel, Boston.

April 18-19—Seventh annual college conference held by the International Radio and Television Society; IRTS first faculty conference to be held concurrently on the second morning. Speakers include Walter A. Schwartz, president, ABC Radio; Richard S. Salant, president, CBS News and Don Durgin, president, NBC-TV. Roosevelt hotel, New York.

April 18-20—Annual spring convention of Oregon Association of Broadcasters. Speakers include Douglas Anello, NAB general counsel. Thunderbird motel, Eugene.

April 18-25—Seventeenth Cine-Meeting, held by International Film, TV film and Documentary Market (MIFED) for producers, renters and distributors of feature and documentary films for cinema and TV presentation. For information contact: Largo Domodossola 1, 20145-Milan, Italy.

April 19—Eighth annual Western Heritage Awards Presentation, sponsored by National Cowboy Hall of Fame and Western Heritage Center. Civic Center Music Hall, Oklahoma City.

April 19-21—Spring convention of Louisiana Association of Broadcasters. Holiday Inn, Monroe.

April 21—National Association of Educational Broadcasters Educational Television Stations Division meeting. Statler Hilton, New York.

April 22—Radio workshop and luncheon, sponsored by Advertising Club of Metropolitan Washington. Shoreham hotel, Washington.

April 22—Annual luncheon of the Associated Press, preceded by annual business meeting of AP members. Clark M. Clifford, secretary of defense, is speaker. Waldorf-Astoria, New York.

April 22—Radio workshop sponsored by the Advertising Club of Metropolitan Washington. Shoreham hotel, Washington.

April 22-26—Eighth annual TV newsfilm workshop co-sponsored by National Press Photographers Assn., U. S. Defense Dept. and University of Oklahoma, Center for continuing education, Norman, Okla. Contact: Ernie Crisp. WFBM-TV Indianapolis.

April 23—Annual stockholders meeting. General Precision Equipment Corp., to elect directors, approve appointment of independent public accountants, and other business. Biltmore hotel, New York.

April 23—Annual stockholders meeting of Zenith Radio Corp. Chicago.

April 23—Annual stockholders meeting of Foote, Cone & Belding Inc., to elect directors, approve new class of 100,000 shares preferred stock, increase common stock to 4,000,000 and transact other business. Continental Plaza, Chicago.

April 23-25—Annual conference, Petroleum Industry Electrical Association. Among speakers is Frederick W. Ford, president of the National Cable TV Association, who will speak on "Tomorrow's Technology Today." Galveston, Tex.

April 24-27—National convention of Alpha Epsilon Rho, national honorary radio-tele-

029UPR

THIRD WORLD NEWS ROUNDUP

-0-

(SUMMARY)

SOMETHING NEW ON THE FACE OF THE WORLD TODAY . . . THERE REALLY IS LAND ACROSS THE WESTERN WATER.

THAT STORY -- PLUS REPORTS ON THE FLOGGING SCANDAL IN FALONICA AND THE RUG CRISIS IN PERSIA -- FROM UNITED PRESS INTERNATIONAL.

-0-

(NEW LAND)

FROM ACROSS THE WESTERN OCEANS . . . A REPORT THAT THE SPANISH NAVIGATOR CHRISTOPHER COLUMBUS HAS DISCOVERED LAND.

THE THREE SHIPS COMMANDED BY COLUMBUS SENT A LANDING PARTY ASHORE ON AN ISLAND THIS MORNING. U-P-I CORRESPONDENT DOC QUIGG WAS WITH THE SAILORS AND REPORTS COLUMBUS PLANTED THE FLAG OF SPAIN ON A BEACH AND CLAIMED THE ISLAND IN THE NAME OF THE SPANISH CROWN.

THE ISLAND IS POPULATED, BUT QUIGG REPORTS THE INHABITANTS DO NOT APPEAR ORIENTAL. HE SAYS THE ISLAND DOESN'T SEEM TO BE PART OF THE CHINESE EMPIRE.

THE SPANISH ARE HOPING TO FIND A NEW TRADE ROUTE TO THE ORIENT IN ORDER TO BREAK THE PORTUGUESE MONOPOLY.

THIS MORNING'S LANDING -- MADE AT DAWN -- CLIMAXED A HARROWING, MONTHS-LONG VOYAGE ACROSS MORE THAN FOUR THOUSAND MILES OF UNCHARTED OCEAN. THE THREE SHIPS EMBARKED FROM PALOS, SPAIN, ON AUGUST 3RD.

THE INHABITANTS OF THE NEW LAND REPORTEDLY ARE FRIENDLY -- THOUGH QUIGG REPORTS THERE WAS SOME FEAR AT FIRST THAT THE INVADING SPANISH MIGHT BE CANNIBALS. THE ISLANDERS SAY THEY HAVE A CONSIDERABLE CANNIBAL PROBLEM.

THE NEW LAND IS CALLED GUANAHANI (GWAH-NAH-HAH'-NEE) BY THE PEOPLE LIVING THERE -- BUT THE SPANISH HAVE NAMED IT SAN SALVADOR.

-0-

(MORE) EC955ACS 10/12

ANTWERP 6 STOCKHOLM 0

CALEDONIA 3 ATHENS 0

MSR GA FLAX

NXR AUDIO

LO MSR

NXR GA

NXR4T

SECOND AUDIO ROUNDUP

- 25. :21 A-CARPINTHIA, FALONICA (AUGUSTUS TIBA) DESCRIBES FLOGGING (XXX ME AGAIN, SOBBING FADED).
- 26. :42 V/A GUANAHANI ISLAND IN NEW WORLD (DOC QUIGG W/NAVIGATOR CHRISTOPHER COLUMBUS) SPANISH DISCOVER NEW LAND, CLAIM FOR CROWN.
- 27. :40 V/A-GUANAHANI IS. (QUIGG W/SOUNDS OF LANDING PARTY ROWING ASHORE, NATIVE DRUMS) DESCRIPTION OF SPANISH LANDING AND ISLAND.
- 28. :50 A/GUANAHANI IS. (RAW SOUND FOR MIXING) SOUND OF SPANISH ROWING ASHORE, DRUMS, NATIVE CHANT (X X X CHANTING FADED).
- 29. :25 A-GUANAHANI (NUKO KOOWA, LOCAL RESIDENT) EXPLAINS APPREHENSIONS OF LOCAL POPULATION (X X X TO EAT 'EM).
- 30. :19 A-GUANAHANI (COLUMBUS) DESCRIBES LANDING (X X X FEET WET).
- 31. :43 V/A-LONDON (GEORGE LINDSAY W/PRINCE OF WALES) BRITISH COURT IN UPROAR OVER NEWS OF SPANISH DISCOVERY.
- 32. :41 V/A-ATHENS (ED INGLES W/GREGORIUS PAPINDOU) PAPINDOU DESCRIBES HOW WILL WIN MIDDLEWEIGHT TITLE TONIGHT.

-0-

REFLECTION. . . 3:30 . . . V/A-GUANAHANI IS., MADRID, LONDON, LISBON (DON MACKAY W/DOC QUIGG, COLUMBUS, FOREIGN NEWS ANALYST PHIL NEWSOM AND DIPLOMATIC CORRESPONDENT KAROL THALER) HAS SPAIN FOUND A NEW ROUTE TO THE ORIENT AND WHAT DOES THIS DO TO THE BALANCE OF POWER?

CD1101AES 10/12

Looking for a new world in reporting and writing?

In 1968, more than 6,500 subscribers around-the-world count on that kind of reporting of history in the making now, from UPI.

If you're not a UPI subscriber, perhaps you should be.

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NEXT MONTH IN

TELEVISION



NETWORK SALES PRACTICES: the myth and the facts. Is the sponsor getting what he pays for?

WHAT IS HAPPENING IN THE SMALL MARKET? Indications are spot is down more seriously than it is in the larger markets. Can turning to local advertisers take up the slack? What do the reps suggest?

WHY GOLF? The cost per thousand is slightly higher than for other types of programming yet some sponsors buy golf shows year after year.

CAN LARGE AGENCIES ALSO BE CREATIVE? The current rash of small agencies, established on the premise that it takes a small agency to do a creative campaign, has several of the largest agencies attempting to prove otherwise.

WHAT'S HAPPENING ON DAYTIME TELEVISION? A few years ago the daytime schedule was pretty dull going but it's a different story today.

OTHER FEATURES will include Focus on Finance, Focus on Commercials . . . and the monthly Television Encounter—"Are Television Censors Overly Active?"

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David J. Bailey

HOLLYWOOD
1680 N. Vine Street 90028 213-463-3148
Bill Merritt

Circulation: 12,000

Deadline: April 22

Rates

	1 time	6 times	12 times
Full page	\$670	\$620	\$545
2/3 page	490	460	415
1/2 page	375	350	315
1/3 page	275	265	235
1/6 page	150	140	125
Color \$150 (AAAA)			

TVB REGIONAL SALES CLINICS

- April 16—Omaha, Sheraton Fountenelle.
- April 18—Houston, Kings Inn.
- April 29—Jacksonville, Fla., Downtown Holiday Inn.
- April 29—Minneapolis, Sheraton Ritz.
- April 30—St. Louis, Sheraton Jefferson.
- May 1—Charlotte, N.C., Holiday Inn #2.
- May 2—Chicago, Continental Plaza.
- May 3—Washington, Sheraton Park.
- May 8—Detroit, Sheraton Motor Inn.
- May 9—Columbus, Ohio, Sheraton Columbus.
- May 10—Pittsburgh, Hospitality Motor Inn.
- May 14—Oklahoma City, Downtown Holiday Inn.
- May 15—New Orleans, Sheraton Charles.
- May 17—Memphis, Sheraton Peabody.
- May 24—Boston, Sheraton Plaza.
- May 27—Buffalo, N.Y., Sheraton Motor Inn.
- June 17—Los Angeles, Sheraton Wilshire Motor Inn.
- June 18—San Francisco, Sheraton Palace.
- June 19—Portland, Ore., Sheraton Motor Inn.
- June 20—Denver, Sheraton Mailibu.

vision fraternity. Tulsa, Okla.

■April 25-27—Annual meeting of American Association of Advertising Agencies. The Greenbrier, White Sulphur Springs, W. Va.

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

April 25-May 2—The Golden Rose of Montreux eighth annual TV competition held by the Swiss Broadcasting Corp. and the town of Montreux under auspices of the European Broadcasting Union. Open to programs in color and in black and white.

April 26—Institute of Broadcasting Financial Management board of directors meeting. WGN Chicago.

April 26-28—Meeting of Pennsylvania AP Broadcasters. George Washington Motor Lodge, Allentown.

April 28-29—Annual spring convention of Texas Association of Broadcasters. Flagship hotel, Galveston.

April 28-30—William Allen White Centennial symposium on theme "Mass Media in a Free Society." Speakers will be: Theodore F. Koop, CBS vice president; Carl Rowan, syndicated columnist and former director of USIA; Bill Moyers, publisher of *Newsday* and former Presidential news secretary; Stan Freberg, advertising consultant and head of own agency; Bosley Crowther, *New York Times* movie editor, and Ben Bagdikian, news analyst. University of Kansas, Lawrence.

April 28-30—Annual meeting of affiliates of ABC-TV. Los Angeles.

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

■April 29—Annual stockholders meeting. Wometco Enterprises Inc. to elect directors, act on qualified stock option plan, appoint independent public auditors and transact other business. Twin Theaters, Miami.

April 30—Deadline for filing reply comments on FCC proposed rulemaking to permit type-approval of AM modulation moni-

■Indicates first or revised listing.

"I'm in a telephone booth...



my wife is a diabetic...



I don't even have shoes...



and I want a goddamn job!"



The story is true. The real man's name was Don. After months of welfare hand-outs, he'd reached the end of his rope. In one last act of desperation he made a phone call. To Les Crane, on KLAC Two-Way Radio.

Thousands heard Don's heart-rending story. And the response was immediate. They came to Don's house that night with clothes and food. He was offered a job and reported for work the next day. Don's new boss says he's a good worker and already has suggestions for improving the company's product.

Today Don's future is brighter. "It's nice to know somebody cares," he said later. Two-Way Radio involves people. It gives them a chance to voice their own opinions. Without you, there wouldn't be Two-Way Radio. And Don would still be jobless.

KLAC/57

Metromedia Two-Way Radio in Los Angeles/Represented by Metro Radio Sales

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tors that do not incorporate indicating meters.

MAY

May 1-5—17th annual national convention of American Women in Radio and Television, under theme of "Century of Communications." Speakers include: Ronald Reagan, governor of California; John Guedel, John Guedel Productions; Irving Stone, novelist; Leonard Marks, director of USIA. Panelists include: Thomas Sarnoff, vice president, NBC; Dr. Fred Adler, vice president, Hughes Aircraft Co.; F. G. Rogers, president, IBM's data processing division; John Paul Goodwin, chairman of board, Goodwin, Dannenbaum, Littman and Wingfield Inc.; William Dozier, president, Greenway Productions; Dr. Lee du Bridge, president, California Institute of Technology; Arch Madsen, chairman of board, Bonneville Broadcasting Corp.; Norman Felton, president, Arena Productions; Daniel S. Parker, chairman of board, Parker Pen Co. Century Plaza hotel, Los Angeles.

■May 2—General membership meeting of the New York chapter of The National Academy of Television Arts and Sciences. Overseas Press Club, New York.

■May 2—Annual stockholders meeting, Scripps-Howard Broadcasting Co., 500 Central Ave., Cincinnati.

May 2-4—18th annual convention of Kansas Association of Radio Broadcasters. Speakers

include Vincent Wasilewski, NAB president; Senator James Pearson, member of Senate Commerce Committee's Communications Subcommittee; Grover Cobb, NAB chairman of joint boards, and E. G. Faust, president of Iowa Broadcasters Association. Holiday Inn Midtown, Wichita.

May 2-4—22d annual spring convention of Alabama Broadcasters Association. Speakers include: Jack Harris, president and general manager, KPRC-TV Houston; and Robert Cahill, legislative assistant to chairman, FCC. Admiral Semmes hotel, Mobile.

May 3—20th anniversary ball of Bedside Network of Veterans Hospital Radio and Television Guild, featuring Allen Ludden and Betty White. New York Hilton, New York.

■May 5-10—Annual meeting of the affiliates advisory committee of MBS. Flamingo hotel, Las Vegas.

May 5-10—103d technical conference of Society of Motion Picture and Television Engineers. Papers will be presented on following topics: Instrumentation and high-speed photography; laboratory practices and color-quality control; photographic and allied science; photosensitive materials for motion pictures and television; theater presentation and projection; small-format films; studio practices; sound; education, and medicine. Century Plaza hotel, Los Angeles.

■Indicates first or revised listing.

OPEN MIKE®

McLendon's contribution

EDITOR: I am a bit perplexed after reading your editorial in the April 1 issue entitled "No Game for Amateurs." The first paragraph starts out: "The conversion of KFWB Los Angeles from a top-40 format to all-news may very well mark the beginning of a significant trend in radio. If the KFWB format works, all-news formats are certain to be introduced in many major markets."

Then the editorial goes on to mention McLendon's XTRA news out of Tijuana (Mexico) and WNUS Chicago.

I fail to see how KFWB's conversion to all-news deserves the editorial plaudits of your fine publication. Gordon McLendon blazed the trail for KFWB and all other all-news stations back in 1961 when he and I served as consultants in designing the world's first all-news format. In those days, it was an extremely gutsy move and many broadcasters regarded us as having lost control of our senses. . . .

Now that I've left the McLendon corporation after some 15 years, I can write you this note from a completely unbiased position. Let the industry note that when the final chapters are written in modern broadcasting the name Gordon McLendon must be written in letters of gold on every page. To do less would be to ignore the most dynamic force in radio in the past 20 years.—Donald C. Keyes, president and general manager, WNYN-AM-FM Canton, Ohio.

(The point of the editorial was that the type of news service that Mr. McLendon pioneered—minimum original reporting, maximum reliance on wire-service reports—had been superseded by the more compre-

hensive journalistic services now provided by Westinghouse and CBS outlets in New York and Los Angeles. Mr. Keyes failed to mention that the McLendon operations in Tijuana and Chicago have abandoned all-news.)

Talk, but no action

EDITOR: Once again manpower needs were discussed at the National Association of Broadcasters convention and once again nothing was said or done to alleviate the problem except recommendations that "something" be done to encourage communications courses in colleges and "radio clubs" in high schools. . . .

I had hoped some positive steps would be taken at this year's convention but I was sadly disappointed. After the small-market radio workshop conference I was told in effect that small stations can't afford to hire summer help. I wonder if they can afford not to hire students, especially when there are so many talented and qualified young people in college. . . .—Paul E. Schmidt, 610 14th Street, S.E., Minneapolis (student at University of Minnesota).

KAND on fulltime

EDITOR: We respectfully call your attention to an error in your "Changing Hands" column in the April 1 issue. KAND Corsicana, Tex., is a fulltime facility operating on 1340 kc with 1 kw daytime and 250 w nighttime. . . . It is extremely important to us for all agencies to know that KAND is not a daytimer.—Richard C. Parker, general manager, KAND Corsicana, Tex.

SHOW PICKING MADE EASY

	I SPY	Program B starring Robert Vaughn	Program C starring Ben Gazzara	Program D starring Richard Basehart
SHARE OF AUDIENCE NTI First Performances to Feb. '68	1	2	3	4
YOUNG ADULTS (18-49) NTI/NAC First Performances to Jan. '68	1	4	3	2
YOUNG WOMEN (18-49) NTI/NAC First Performances to Jan. '68	1	3	2	4
POPULARITY Total TV Q Score First Performances to Feb. '68	1	2	3	4
POPULARITY AMONG YOUNG ADULTS (18-49) TV Q Score First Performances to Feb. '68	1	2 (tie)	2 (tie)	4
NEW PRODUCT BUYERS Brand Rating Index '67 Latest available report	1	3	2	4

I SPY

82 HOURS IN COLOR / AVAILABLE / FALL '68



30 ROCKEFELLER PLAZA
NEW YORK CITY 10020
Circle 7-8300

Note: Audience and related data are based on estimates provided by the rating services indicated and are subject to qualifications issued by these services. Copies of such qualifications available on request.

Forest Lawn radio commercials try to take the death out of driving

One morning while driving to work bumper-to-bumper on the crowded Pasadena Freeway, I was jarred out of my semi-coma, early-morning alertness by the sound of wildly screeching brakes. This seemed improbable since we were only driving at about 10 miles an hour for a few yards and then stopping. But with every stop there came the sound of what I was sure was a car badly in need of a brake job.

Finally, my lane caught up to the brake screecher, and I was shocked to see that the cause of it was a young man in a yellow convertible with the top down. He had a paperback book precariously held on his steering wheel and he was nonchalantly reading and driving in a tough stop-and-go situation. The brake squeals were the result of his need to slam on his brakes at the last second because his eyes were glued to the book.

It really annoyed me to think that this idiot reader-driver could be the cause of a painful whiplash to the driver of the car in front of him. My annoyance grew to real indignation a moment later when a highway patrolman drove between our slowly moving lanes of traffic, looked at our reading driver in the convertible, and didn't so much as waggle a finger at him. Then it suddenly struck me that we have become so blasé driving automobiles that we are actually inviting accidents.

From that day on I kept my eyes open and looked for other freeway fanatics. They were easy to spot. Men do shave while driving down the freeway at 60 mph. . . . Men and women do drink from cups of steaming coffee while trying to negotiate curves at breakneck speeds.

Jealously, I must report that some men have their ear lobes nibbled and the backs of their necks kissed by demonstratively amorous females while hurtling down the slender and twisting concrete raceway.

While I was pondering the contemporary attitudes that would encourage us to flirt so madly with potential disaster, I was faced with the rather practical necessity of trying to increase public awareness of the fact that our client Forest Lawn was not only the world's best-known cemetery, but had, in fact, mortuary services to offer.

Now, next to the sex life of an amoeba, mortuary services are about the last thing that anyone wants to hear about. And we had an even tougher problem: Forest Lawn is so

well known as a cemetery that mention of the name almost blocks out any further opportunity to talk about mortuary services.

While struggling with this rather unique problem, it dawned on me that here was an opportunity to do our client a service; give our client the chance to make a significant public-service contribution; and, at the same time, possibly prevent that guy in the yellow convertible from rear-ending me some day on the Pasadena Freeway. So copy chief Norman Lenzer and I proceeded to try to formulate a radio campaign to accomplish these tasks.

The radio campaign that emerged was a series of six one-minute spots hitting directly at the dumb driving that could cause death on the freeways. The client message in each case was a suggestion on how to break the habit. We did commercials on drunk driving, drinking coffee while driving, and shaving while driving. My personal favorite is the lovers' commercial (announcer, as recorded):

"Every evening here in Southern California, lovers court tragedy on our freeways. In the beginning they have the look of love. Warm young love. But in the end they only look dead. They're the young lovers snuggling together behind the steering wheel. They laugh. They kiss. And very often they kill themselves, blinded by a love that can't possibly survive on a crowded freeway. If you're one of these collision-bound romancers, we have a suggestion for you—one that can save your life. Right now, write a check for two hundred forty-five dollars. This two hundred forty-five dollars will cover the cost of undertaking at the finest mortuary in the world—Forest Lawn Undertaking

—for you. Put your check in an envelope. On the front write 'Forest Lawn Mortuaries.' Don't worry about an address. Forest Lawn Mortuaries serve all of Southern California. Now put the envelope above your dashboard—where it'll help you think twice before using the car seat for a love seat. Good. Everyone loves a lover—alive."

The results by all measures have been startling and positive. And we, as well as our client, are currently basking in the warm glow of a successful campaign. By the client's admission it has never—in 20 years—had such extraordinary public response to an advertising campaign. Including the fact that mortuary cases are up. Which is not to say we knocked 'em dead, but we did influence the choice of undertakers!

And perhaps the single most tangible proof that these spots may, in fact, have saved at least one life occurred a few weeks ago at the Cypress Mortuary of Forest Lawn. At approximately 9:30 p.m. the night mortician answered the doorbell and was greeted by a well-dressed, middle-aged man who announced that he was very drunk, had heard our commercials, and since he didn't want to be brought in feet first, he wanted Forest Lawn to help him. The mortician brought him in and fed him coffee for a couple of hours before sending him on his way.

Could we have gotten the same impact on another medium? I think not to the degree of radio because we really needed the listeners' imagination to "smooth out the edges" in this very touchy area. Death is tough to talk about. Tougher to show. Forest Lawn's first foray into this area needed the "gentling" of this medium.



Robert J. Colombatto is founding partner and creative director of Davis, Johnson, Mogul & Colombatto Inc., reportedly the fourth largest independent advertising agency in Los Angeles. The agency was founded in January 1959. Among its accounts, besides Forest Lawn Memorial Parks, are McDonald's drive-in restaurants, Glendale Federal Savings & Loan and Plymouth Dealers of Southern California. DJM&C billed about \$5 million last year.

25,077 busy signals on one subject

A single subject, involving just one of the area's 7 counties, rang up 25,077 telephone busy signals for our person-to-person Open Forum programming. Washington's only 50,000 watt news, information and sports station turns on people, turns on sales. Want more proof? Call collect: (code 202) 244-5678 . . . let our Mr. Dobra turn you on.

***Wtop
turns
on
people***

A POST-NEWSWEEK RADIO STATION IN WASHINGTON, D.C. / *Represented by
CBS Spot Sales*

The HI-RISE MARKETS

South Bend - Elkhart
and Fort Wayne

Hi-Rise in Effective Buying Income

HI-RISE IN AUTOMOTIVE SALES! Hop into the Hi-Rise markets where our viewers spend over \$400 million* annually! Auto sales need a boost? Just give a honk to the boys at Blair.

*Source: Sales Management "Survey of Buying Power", June 1967.

The Communicana Group

THE COMMUNICANA GROUP
INDIANA COMMUNICATORS

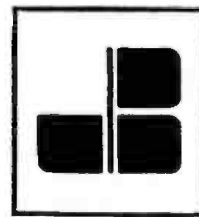


WSJV-TV
SOUTH BEND-
ELKHART **28** ABC

WKJG-TV
FORT WAYNE **33** NBC

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

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



BLAIR TELEVISION

Crisis proves TV-radio maturity

Broadcasters win wide acclaim; explosive 10 days costs \$5.65 million in pre-emptions plus \$1 million for added personnel; spot business recovers quickly

Television and radio emerged with new esteem last week from what may have been the stormiest 10 days of news coverage in their history.

It started with a major peace move and far-reaching political developments and quickly exploded into violence with rioting in scores of cities following the assassination of the Rev. Dr. Martin Luther King Jr.

Broadcast coverage of the riots and of the slain civil-rights leader's funeral was widely hailed as an important element in keeping the violence from getting further out of hand and in gradually restoring calm.

The consensus late last week was that television and radio had acquitted themselves well—as well as they did in the other turbulent national stories of the decade, the assassination of President Kennedy in 1963 and the Arab-Israeli war last year.

While broadcasters won plaudits, however, they were losing money.

Complete figures won't be known for weeks or months, but the best estimates available last week indicated that broadcast news coverage pre-empted approximately \$5.65 million in network, national-spot and local time sales—much of which may be recovered through make-goods—and that, in addition, the network news organizations alone ran up out-of-pocket costs totaling approximately \$1.3 million in providing coverage.

There was no way to estimate the total spent by individual stations and group broadcasters on extra staff, overtime and general production of their own special coverage in the tumultuous 10 days.

Hectic Period • The \$5.65-million estimate spanned the period from President Johnson's March 31 speech announcing a move to de-escalate the war in Vietnam—and his decision not to seek or accept renomination—through the funeral for Dr. King on Tuesday and wrap-up programs that night.

Special television coverage during the

period totaled more than 55 hours on the TV networks alone. Special radio-network coverage passed the 33-hour mark.

Authorities estimated the \$5.65-million pre-emption figure as follows:

\$1,300,000 in network TV time pre-emptions.

\$100,000 in network radio time pre-emptions.

\$1,750,000 million in TV spot sales.

\$750,000 in radio spot sales.

\$750,000 in local TV sales.

\$1,000,000 in local radio sales.

The national business covered by these estimates would represent a loss of more than \$500,000 in agency commissions if none of it were recouped through make-goods.

The slow-down in national-spot business was described by one station representative this way: "Business had been strong in March and April. At 11 o'clock Friday morning [April 5, the day after Dr. King was killed], it all stopped." He said there was "only a

Soul brother gives the word in Washington

To help calm down the youths who were running in packs through business sections of the city, Washington officials on April 6 turned to a 34-year-old Negro singer whose ability to work up an audience had been long established. Before TV cameras and radio microphones James Brown poured his soul into a message urging an end to the disorders in the city.

"Don't terrorize. Organize," he implored. "Don't burn. Give the kids a chance to learn. Go home. Look at TV. Listen to the radio. Listen to some James Brown records."

Then he defined his interpretation of black power. "When I was a boy I used to shine shoes in front of a radio station in Augusta, Ga. Today I own that station. That's black power."

Mr. Brown was referring to WRDW Augusta which he intends to purchase for \$377,500. The sales contract was filed with the FCC last week and an application for transfer is due to be filed shortly. Sellers of



the 5-kw ABC affiliate on 1480 kc are George C. Nicholson and family.

This will not be James Brown's first station. In December the FCC approved the purchase of WGW (now WJBE) Knoxville, Tenn., a bankrupt 1-kw daytimer on 1430 kc, from the receiver for J. Olin Tice for \$75,000.

Licensee of WJBE and purchaser of WRDW is J. B. Broadcasting Ltd. Mr. Brown owns 90% of J. B. Broadcasting and the other 10% is owned by Gregory H. Moses Jr., Mr. Brown's business manager.



trickle" of sales on Monday and Tuesday (April 8-9) but that business began to pick up last Wednesday and was approaching normal last Thursday.

By way of comparison, the networks provided 456 hours of radio and TV coverage during the events surrounding the assassination of President John F. Kennedy in November 1963. Total out-of-pocket cost to the networks to cover that event was estimated at \$3.1 million (BROADCASTING, Dec. 2, 1963). Last June's crisis in the Middle East and the subsequent visit to the U. S. by Soviet Premier Aleksei Kosygin cost the networks about \$10 million, including estimated pre-emption losses, for 155 hours of special coverage (BROADCASTING, July 17, 1967).

Network Breakdown ■ During the recent 10-day period, ABC News devoted 12 hours and 55 minutes of television programming to Dr. King's assassination and funeral, beginning with the first reports of his death on April 4. Three hours of special TV coverage were devoted to the President's de-escalation and noncandidacy address and related developments such as Senator Robert Kennedy's (D-N. Y.) news conference, the initial response from Hanoi, etc. (BROADCASTING, April 8). ABC Radio provided four hours and eight minutes.

CBS-TV carried a total of 19 hours and 46 minutes of special news programming during the fateful 10 days. Fifteen hours and 15 minutes were devoted to events surrounding Dr. King's death, and four hours and 32 minutes to the President's announcement and related developments. CBS Radio provided 11½ hours of special coverage.

During the same 10-day period, NBC

News presented 19 hours and 55 minutes of special television coverage of the major events. Of this, more than 14 hours were devoted to Dr. King's death, and the rest was devoted to the domestic and international ramifications of the President's speech. In addition, NBC News prepared two two-hour *Today* shows—one devoted entirely to Dr. King, the other to President Johnson's decision. NBC Radio presented nine hours and 38 minutes of special coverage during the period.

In addition to special news bulletins, Mutual provided about eight hours of special coverage (one-and-a-half hours on the President's speech and related developments and six-and-a-half hours on Dr. King's death and his funeral). Regularly scheduled newscasts during the weekend contained live reports from Memphis, where Dr. King was killed April 4, and Atlanta, where his funeral was held April 9.

The UPI Audio Network fed to its more than 300 radio-station clients coverage on both the President's speech and the events surrounding Dr. King's death, as well as complete coverage of the funeral. UPI Audio also moved the tape of a sermon by Dr. King during which he told his congregation what he wanted to be remembered for at his funeral—not as a Nobel Prize winner, he said, but as a committed man. It was taped Feb. 4.

Public Broadcast Laboratory on Sunday, April 7, devoted the entire two hours of its weekly program to Dr. King. *PBL* presented what was called an "unfinished documentary" on the civil-rights leader from film gathered in preparation for a special program originally planned for April 21, the eve

of a scheduled march in Washington. Following Dr. King's murder, *PBL* decided to present the footage. A number of ETV stations have since repeated the *PBL* program, among them WETA-TV Washington which presented it in local classrooms at the request of the District of Columbia school system last week.

Troubled Times ■ Throughout the days following Dr. King's death, network newsmen covered rioting and civil disturbances in large cities throughout the nation.

Coverage of the violence, however, was generally carried in regularly scheduled newscasts in an effort not to exacerbate already tense situations in numerous ghetto areas. Network news crews, like their counterparts from local affiliates, abstained from using bright lights and other conspicuous pieces of equipment.

Activities of the eventful period reached a climax on Tuesday (April 9) as the radio and TV networks devoted virtually all of their daytime operations to covering Dr. King's funeral in Atlanta. ABC-TV, CBS-TV and NBC-TV began coverage at 10 a.m. at the Ebenezer Baptist Church, continued with the march to Morehouse College, the outdoor service on the college campus, and finally, burial in South View Cemetery. Each TV network presented about seven and-a-half hours of color coverage from Atlanta.

Still later in the week, on Thursday (April 11), the networks went live from the White House as President Johnson signed the 1968 civil rights bill. TV and radio transmissions lasted about 15 minutes.

Network-TV coverage in Atlanta was on a pool arrangement under the overall supervision of CBS-TV. Decision to provide pool coverage for the majority of the events in Atlanta was made by network news chiefs late Friday afternoon (April 5). On Saturday men and equipment began converging on the city in order to set up and make connections with New York through the Southern Bell Telephone Co. All networks, faced with so little time, drew support from affiliates in the general area: CBS went as far as KRLD-TV Dallas-Fort Worth for six color cameras and switching devices.

A total of 20 cameras were deployed at strategic locations: four NBC cameras were placed at the Ebenezer Baptist Church; three three-camera units were located along the 4.2-mile route from the church to Morehouse College; and six cameras were located at the college, which served as the main switching point and as the location of each network's anchor camera.

Coverage of the cortege was augmented, thanks to ABC-TV, by a hastily built, but expedient, color flash unit consisting of a color camera and a



microwave dish mounted on a rented truck (all three TV networks are readying more sophisticated so-called color flash units for coverage of this summer's political convention). Coverage at the grave site was provided by the four NBC cameras which were located earlier at the church.

Network personnel in Atlanta numbered about 150, 80 of whom were assigned to the pool. An additional 50 or so local men were hired as runners, drivers, etc. Robert Wussler, director of special events, CBS-TV News, supervised pool coverage. Robert Rogow of ABC and Karl Hoffenberg of NBC headed the crews of their respective networks.

Coverage the Key ■ Regular formats were dumped, commercials were put aside, newsmen came in (they didn't have to be called), planes were chartered, overtime was prevalent and what it might cost was passed over as individual stations found themselves seeking the right thing to put on the air in the aftermath of the April 4 assassination of Dr. King and as civil disorders erupted in more than 100 cities.

For the Negro-programed radio stations the switch from pounding soul music or roaring rhythm and blues to sacreds, gospel, religious music and in some cases recordings of Dr. King's speeches was a natural move. It was on those stations that the commercials were dropped like hot potatoes from Thursday night through Sunday.

The mass-audience stations carried news bulletins and news specials on Dr. King's death. Many sent their own personnel to Atlanta for coverage of the funeral. Requests for calm by civic officials, show business and sports per-

sonalities were widespread.

Then both radio and TV stations in many markets found themselves with a new ball game, one they had not expected to play until the middle of summer.

In cities scattered all over the country violence flared up as gangs of Negro youths moved through ghetto business sections, looting stores and setting fire to some.

The situation varied from city to city although Washington, Baltimore and Chicago were acknowledged as among the hardest hit. But stations in all the affected markets had learned lessons from the Chicago, Newark and Detroit riots of 1967 and the Watts riot of 1965.

A spot survey by BROADCASTING of some stations in several of the major markets where civil disorders occurred showed that at the local level the theme was "restraint." As Irwin Margolis, news director of WRC-AM-TV Washington, a veteran of the Watts and Cleveland riots, put it: "We put forth the most conscientious effort ever to use restraint. What we have learned is to be totally unemotional and restrained."

TV stations shot countless rolls of film—from on foot, by car and from helicopters. One lesson from past riots paid off. The camera crews went into the heart of the disturbances without special lighting. For the most part they went in unmarked cars and used only available light for their color film. To make the film airable they came back to the stations and pushed it through the processors.

In Washington stations had been readying their news crews for Dr. King's planned "poor people's march"

on the capital later this month. (It has now been postponed to May.) Most stations had already established the guidelines they would live by and the rash of looting and arson that struck the city on April 5 and continued through the weekend gave them a chance to use the guidelines.

At WAVA Arlington, Va., an all-news station programming to Washington, guidelines had been established in June 1967 and had undergone periodic updating. Last week John Burgreen, general manager, said he was "amazed at how well the guidelines stood up." The only difficulty he had was "to get the newsmen out of the station and to bed" so they could start fresh the next day. "They wanted to stay on."

Some 6,000 persons were arrested in Washington, 12,000 army troops were in the city in support of police and national guard forces, the city was under curfew beginning April 5, but officials never referred to the outbreak there as a riot. As a result none of the stations used the term.

TV Coverage ■ Shortly after the outbreak began, a communications center was set up in police headquarters and WTOP-TV moved in a camera, which ultimately became the video feed to the city's TV stations. And with some regularity Mayor Walter Washington and Cyrus Vance, presidential troubleshooter, turned up around the 6 p.m. and 11 p.m. news times with reports to the people.

The mayor later found time to give the media a pat on the back. "Never in my public life, never in my experience," he said, "have I seen a more responsive media. . . . I am appreciative for the press, radio and TV that

has reported, and reported accurately and reported well and fast. . . ."

WMAL-TV Washington stayed on all night Friday and Saturday (April 5-6) by programing movies. On Saturday night it was joined in the all-night vigil by WRC-TV and WTOP-TV. The outbreaks caught WTOP-TV in the process of "un-marking" its news cars and rushing out for gas masks.

WTTG(TV) Washington had sent a newsmen to Memphis following the assassination, flew him back to Washington on Friday and then shuttled him via helicopter to Baltimore when that city's ghetto erupted.

In Baltimore ■ Baltimore's civil disturbance began about 5 p.m. April 6 and officials had praise for the radio-TV reporters who worked among the gangs trying to get them to "cool it."

The stations generally seemed satisfied with the guidelines they operated under, but WJZ-TV said it would later reassess its news coverage to see if their plans were adequate.

WJZ-TV also began its televised baseball season a few days early when the Maryland adjutant general suggested such a telecast might help calm the populace. The opening game originally scheduled for Tuesday (April 9) was rescheduled for Wednesday (April 10). WJZ-TV got permission from the Orioles and National Brewing Co., which owns broadcast rights to the games, to make the pickup. The game was carried without commercials. In their stead between innings were short newscasts and appeals from the Baltimore players ("Baltimore's my home too; let's not burn it down.") to keep the city quiet.

WBAL-TV got its camera into the Baltimore Armory national guard headquarters first on Saturday and provided pool coverage that day.

As an example of trying to avoid inflammatory comments or film, Bob Matthews, news director, said films of police firing on snipers, white men with guns in the trouble area and black militants making inflammatory statements weren't used. The station ran all-night movies Saturday, Sunday and Monday and checked the titles beforehand. One feature that was scratched: "Black Widow."

Stations in Pittsburgh experienced difficulties in the lack of a central location for official statements. The disturbances there caught WHIC-TV with enough personnel but without the proper equipment. David Kelly, news director, said the station rushed to rent unmarked cars and radio equipment where it was available.

While most TV stations said they did not have live coverage of looting and arson because to move remote gear into those areas might have incited the gangs to further action, KDKA-TV Pitts-

burgh got live fire coverage from a camera on the roof of its studios.

Careful Handling ■ Station officials in the New York area generally avoided the bulletin news story in favor of a well-balanced presentation at a later time. They said they checked and double-checked all reports and rumors that could have been interpreted as inflammatory.

Several news directors said they had minimized reporting of fires and civil unrest on the theory that this approach would not set off a chain reaction of additional fires and disorder.

Stations in their actuality reports concentrated on the reactions and views of civil rights officials who were not

Network from Atlanta

An untold number of stations sent personnel to Atlanta for localized coverage of the funeral last week of Dr. Martin Luther King Jr. But for some 60 Negro-programed stations in the U. S. plus stations in Mexico and Canada the feed came from the American Freedom Network.

Put together by WAOK Atlanta, the network also fed WERD and WIGO Atlanta as well as other stations across the country. The WAOK line into the Ebenezer Baptist Church was the only audio line into the church and was used as the pool line for all audio pickup for that part of the ceremonies.

A possible outgrowth of the funeral coverage is creation of a formal network to feed news and special events among Negro stations.

likely to incite an aroused Negro populace. They emphasized that views of the militants were reported but not generally as voiced by them.

Stations indicated that the cost of commercial pre-emptions was substantial but felt that most of this expense would be recouped through make-goods.

On television, WABC-TV, WCBS-TV and WNBC-TV presented virtually all the coverage provided by the networks and supplemented this with on-the-scene reports by their local newsmen. The independent TV stations — WOR-TV, WNEW-TV WPIX(TV) and noncommercial WNDT(TV)—covered the assassination and ensuing developments on regular newscasts, and, in some instances, with special reports and documentaries.

On radio, the rule was to expand the number and length of newscasts. Stations with rock 'n' roll formats generally tempered the tone of their music, concentrating on spirituals or what they called "calm music."

WLIB New York, a Negro-programed daytimer and WLIB-FM, normally a jazz station, went to simulcasting Friday through Sunday with an all-news format and "hot line" telephone to various city officials. WLIB was asked to stay on the air past its normal 7:15 p.m. sign-off on Friday and Sunday, and continued to broadcast until midnight. WLIB-FM and WRVR(FM) New York originated a 32-station multicity telephone question show on Tuesday night for listeners to talk to civil rights leaders. The special hookup was called the Nonviolence Network.

WWRL New York and WDIA-AM-FM Memphis, both Negro-programed stations of the Sonderling Broadcasting Group, announced establishment of college scholarships totaling \$10,000 in memory of Dr. King. WWRL carried an editorial the night of the assassination, urging restraint, and also fed it to other Sonderling stations.

Brown Concert ■ "The turning point" in Boston's crisis of nonviolence following the murder of Dr. King, according to a spokesman for Mayor Kevin White was the presentation Friday (April 5) on noncommercial WGBH-TV of a two-hour concert by singer James Brown (see page 23).

TV presentation of the sell-out event, which had been scheduled for months prior at the Boston Garden, was widely credited by Negro leaders, city officials and broadcasters with keeping more than 12,000 of the anticipated audience of 15,000 — predominantly young Negroes—at home the night after the assassination.

The request for concert coverage was made to WGBH-TV because the mayor's office felt "the noncommercial station was the only one geared up and flexible enough to handle the job at that late hour."

WGBH-TV was also the only station that was able to put a mobile unit manned entirely by black staff members into the ghetto, according to Hartford Gunn, its manager.

The Boston stations appeared to have achieved a generally smooth integration with city government on one hand and the black community on the other, but largely at the initiative of their news sources. Mayor White met reporters in city hall throughout the crisis, and, according to Bob Caulfield, WHDH-TV news director, "police liaison was a complete improvement over the last crisis."

Chicago coverage appeared to be more restrained this time around but so were police and there were fewer bloody confrontations. Burning and



Target: teenagers [mamas, too]

Among Carolina teenagers no other personality has such a following as does WSOC-TV's Jimmy Kilgo. Swinging vehicle is "Kilgo's Kanteen", Saturday dance and party show now in its tenth successful year.

Natural outgrowth has been Kilgo's solid endorsement among women. His "Midday" show, five days weekly, is the number one interview-variety program in this area.

Ask us or H-R to give you advertiser success stories on both of these business producers. Then let's pick the slot that will do a big job for you in the important Charlotte market.

NBC / Represented by H-R

Charlotte's
WSOC-TV



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

Boycotts urged as means to improve Negro's TV image

Members of the New York chapter of the National Academy of Television Arts and Sciences were confronted with a wide range of militant Negro opinion—and threats of boycotts—Thursday evening (April 11) at an NATAS forum on "Through the Looking-Glass — a Black Man's View of Television."

Negro leaders ranging from William Booth, chairman of the New York Commission on Human Rights, to Charles Kenyatta, leader of Harlem's Mau-Mau society, agreed on a shift from the appeal to white consciences to what one called "pressure on advertisers—organize a boycott" as the means of redressing racial imbalance in media employment and the presentation of a distorted image of minority groups on

television.

The talk of boycott was for the most part general, although Mrs. Florynce Kennedy, an attorney and head of the Media Workshop of New York, did suggest that Procter & Gamble, television's biggest customer, would be "a good place to start."

From the audience, Andre Baruch, well known announcer, during a question-and-answer session, supported the idea of a boycott on the theory that big business, not advertising or television, is primarily responsible for discrimination against minority groups.

P. Jay Sidney, a commercial actor, said that "any change must come from the efforts of black people. We spend \$28 billion every year

and we don't have to beg favors. Boycotts are the leverage needed for change."

Panel members also agreed on the importance of the problems being discussed. Mr. Kenyatta said: "Communications is the power structure of any country. The media, especially television, could change the country overnight."

Percy Sutton, Manhattan borough president, was moderator for the session. Panelists in addition to Mrs. Kennedy and Messrs. Booth, Kenyatta and Sidney were Lincoln Lynch, chairman of the United Black Anti-Poverty Front; Benjamin H. Wright, manager of the marketing division of Clairol, and James Farmer, former national director of the Congress of Racial Equality.

looting were serious but most stations covered it past tense and factually without emotional overtones. Many Chicago stations adhere to a voluntary code that they will not report a disorder presently going on and pinpoint where it might be. Westinghouse WIND Chicago however adheres to no such code and reports news as it happens.

Detroit and Cincinnati did not suffer the extensive disruptions of some other cities but they still had their incidents and stations in those cities covered them generally in past tense although not always. Mood again was restrained, learned from previous disturbances.

WLW and WLWT(TV) Cincinnati reported their coverage was best described as "restrained" and said they were criticized by a few listeners for downplaying the Monday night disturbances. Tuesday night WLWT editorialized on why it did so and said favorable comments followed later in the week.

WLWT Negro cameraman Walter Scarsborough was able to film a six-hour pray-in Monday in Avondale where only Negroes were allowed to take part, including only Negro police.

The assassination had far-reaching effects on the broadcast industry even on the West Coast, whose cities, for the most part, remained calm throughout the crisis. The most publicized reaction to the assassination was the postponement of the Academy Awards from Monday to Wednesday (see page 98).

KLAC Los Angeles announced that it would co-sponsor and broadcast live a charity event in honor of Dr. King. The so-called "Friendship Rally," to be held on Easter Sunday at the Holly-

wood Bowl (April 14), also listed the Southern Christian Leadership Conference Foundation and the Urban League as sponsors. The event was to be attended by civic leaders, clergymen, celebrities and such performers as Steve Allen, Oscar Brown, Dean Jones and Eartha Kitt, who were to put on a two-hour show at which funds to carry on Dr. King's work would be solicited. The broadcast on KLAC was scheduled to be sponsored by First Western Bank as a public service.

Westinghouse's new all-news operation, KFWB Los Angeles, bought space in the *Los Angeles Times*, to publish an on-air editorial delivered by its general manager James R. Lightfoot. The editorial—headed "We give credit where credit is due . . ."—applauded the black operational unity committee for keeping peace in the city. "It's the committee, it's each individual with the committee that makes us proud to be a part of Los Angeles. Most people will take the peace in our city for granted—that is our shame," the editorial concluded.

KBHK-TV San Francisco, Kaiser's new UHF, was forced to cancel the first two of its scheduled telecasts of Oakland Athletics baseball. An April 11 game with Baltimore in that city was changed from a night to a day game because of civil disorders. The change made the broadcast time inconvenient to Northern California viewers and KBHK-TV cancelled its telecast. A Sunday telecast (April 14) of a game with, and in, Washington also was cancelled because the station decided that recent events have made an Easter morning baseball telecast seem inappropriate. The two

cancelled games will be replaced in the schedule by two others yet to be announced, keeping the station's total of telecast games at 25 for the season.

Meeting on disorder lessons considered

A national conference of all media representatives to go over the "lessons learned" in the racial rioting that swept the nation last week is under consideration by various federal government leaders, but no decision has been made yet to hold such a meeting.

Originally, it was thought that the President's Commission on Civil Disorders, which only last month issued its report on the 1967 riots (BROADCASTING, March 4), might be thinking of sponsoring such a meeting, but this assumption was dashed when on Thursday (April 11), Illinois Governor Otto Kerner, chairman of the commission, denied that he had called an emergency session.

Governor Kerner's office said that he had always intended to reconvene the commission, but that the time had never been set. There are supplemental commission reports to be approved, it was pointed out by commission sources. It was also noted that the commission's assignment was to investigate the 1967 disorders, and that with the issuance of its reports its job was completed.

The only other possible sponsor of such a conference, it's believed, would be the Department of Justice, whose

Community Relations Service has been holding a series of such meeting since last year (BROADCASTING, July 10, Oct. 23, 1967). Even on the eve of the disorders that followed the assassination of Dr. Martin Luther King Jr., the CRS had been host at a March 31, April 1-2 meeting at Syracuse University, for New York state radio, TV, newspaper and magazine editors (except those in New York City). And less than a week before the Syracuse conference, CRS had sponsored a similar meeting of Iowa and Nebraska media representatives at Creighton University, Omaha.

Conferences similar to those in Syracuse and Omaha had already been scheduled for the remainder of this spring; they are to be held in Los Angeles, San Francisco, Seattle, Kansas City, Houston, San Antonio, Miami and Washington.

Educational broadcasters reschedule meeting

Educational broadcasting's role in civil disorders was to be charted in a meeting of government, industry and noncommercial - station representatives last Friday. Guidelines to help prevent urban chaos and to define ETV stations activities during riots were to be the major topics.

Originally scheduled for last Monday (April 8), the high-level meeting was postponed because of national civil disorders following the assassination of Dr. Martin Luther King Jr.

Sponsored by the Educational Television Stations Division of the National Association of Educational Broadcasters, the meeting will develop material to be presented at the ETS managers' conference in New York on April 21.

Among participants at last Friday's meeting, held at the Brookings Institution in Washington, was Ben Holman, assistant director of media, Justice Department. Mr. Holman addressed a session on urban problems at the NAEB convention last November.

Other government and industry participants were Julius Cahn, an assistant to Vice President Hubert Humphrey; Winthrop Griffith from the President's council on youth opportunity; Herbert Kramer, Office of Economic Opportunity; John Leslie, Department of Labor, and Norman Varner, vice president, J. Walter Thompson, New York.

Representatives from seven ETV stations, an instructional TV system, and Robert Squier, National Educational Television, were to join the NAEB group headed by Chalmers Marquis, executive director, ETS, and Jerrold Sandler, executive director, National Educational Radio, at the meeting.

"Report on ETV in the Ghetto," a

compilation of noncommercial programming on urban conditions, was sent by NAEB's TV division to Vice President Humphrey at his request.

TV handling of minority plight studied by NATAS

The National Academy of Television Arts and Sciences trustees met in Washington April 5 and 6, after the murder of Dr. Martin Luther King and during the civil disorders that followed, and passed several resolutions concerning what a spokesman described as "tele-

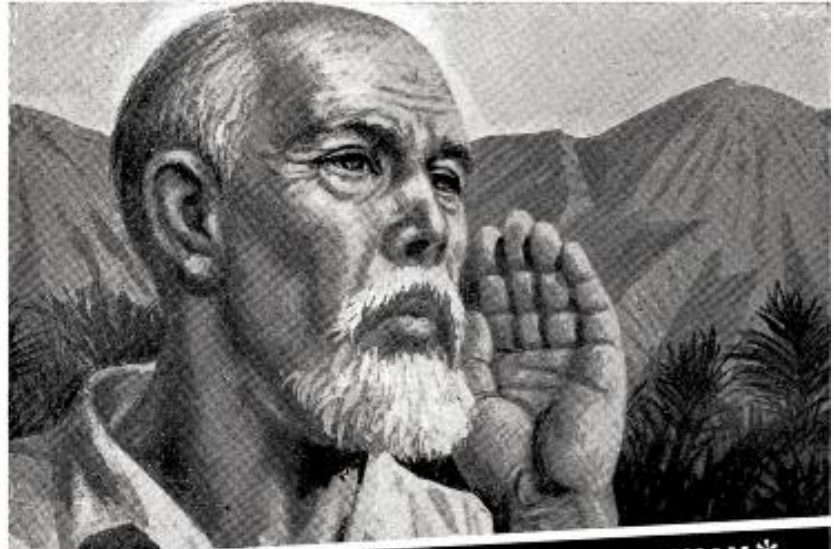
vision's handling of the plight of disadvantaged minorities."

The NATAS trustees called on "the entire industry" to:

- "Exert a far greater effort to report on all facets of the lives of minority groups.

- "Expand vastly its efforts to seek out minority group members, especially the hard-core unemployed, and to provide programs of training and employment in TV and related industries.

- "Exercise even greater awareness of television's impact during civil disorders and use reasonable restraint in coverage."



YOU MAY NEVER BE HEARD 5 MILES AWAY*—

BUT...WKZO Radio Talks to More Auto Buyers and Dealers in Greater Western Michigan!

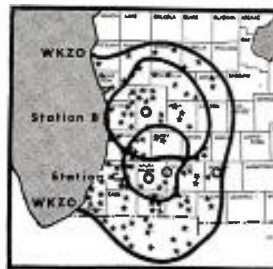
If you want the ear of people who sell—and buy—cars, WKZO Radio will pass the word farther and better

than any other radio station in Greater Western Michigan.

The map tells it like it is. There are 156 Ford, Chevrolet, and Plymouth dealers in WKZO Radio's primary service area—102 more than the next station covers. And our stronger voice works for *all* kinds of retailers—not just auto dealers.

Why whistle around in the market, when you can shout it from the rooftops over WKZO? Let your Avery-Knodel man help your selling message carry throughout Greater Western Michigan!

**The whistled language of La Gomera, Canary Islands, can be.*



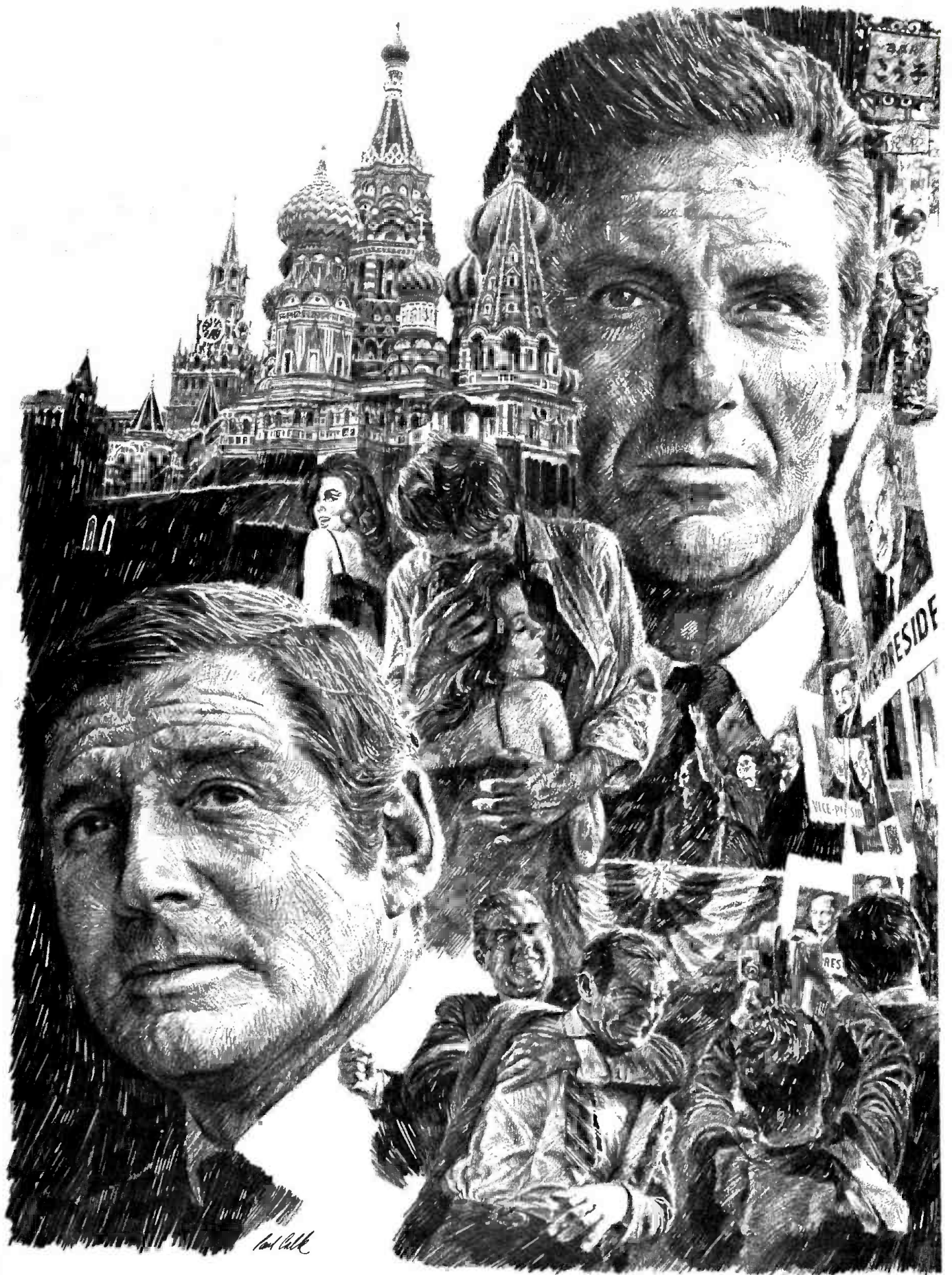
WKZO's primary service area covers virtually three times as many Ford, Chevrolet, and Plymouth dealers as the next-largest station.

WKZO
CBS RADIO FOR KALAMAZOO
AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

The Folger Stations

RADIO
WKZO KALAMAZOO-BATTLE CREEK
WFTZ GRAND RAPIDS
WTHM GRAND RAPIDS-KALAMAZOO
WTHM FM CANTON

TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WTHM-TV CANTON-TRAVERSE CITY
WTHM-TV SAGINAW
WTHM-TV SAGINAW
WTHM-TV GRAND ISLAND, ILL.



One Reason We Can Hardly Wait For Next Season

"NAME OF THE GAME"

The series is "Name of the Game," and it represents a brand-new television concept.

Each Friday night's drama will be a 90-minute "World Premiere" film invested with maximum Hollywood production values.

Yet, these films—the highest-budgeted ever produced regularly for television—will also be part of a continuing dramatic series, with continuing stars and interrelated backgrounds.

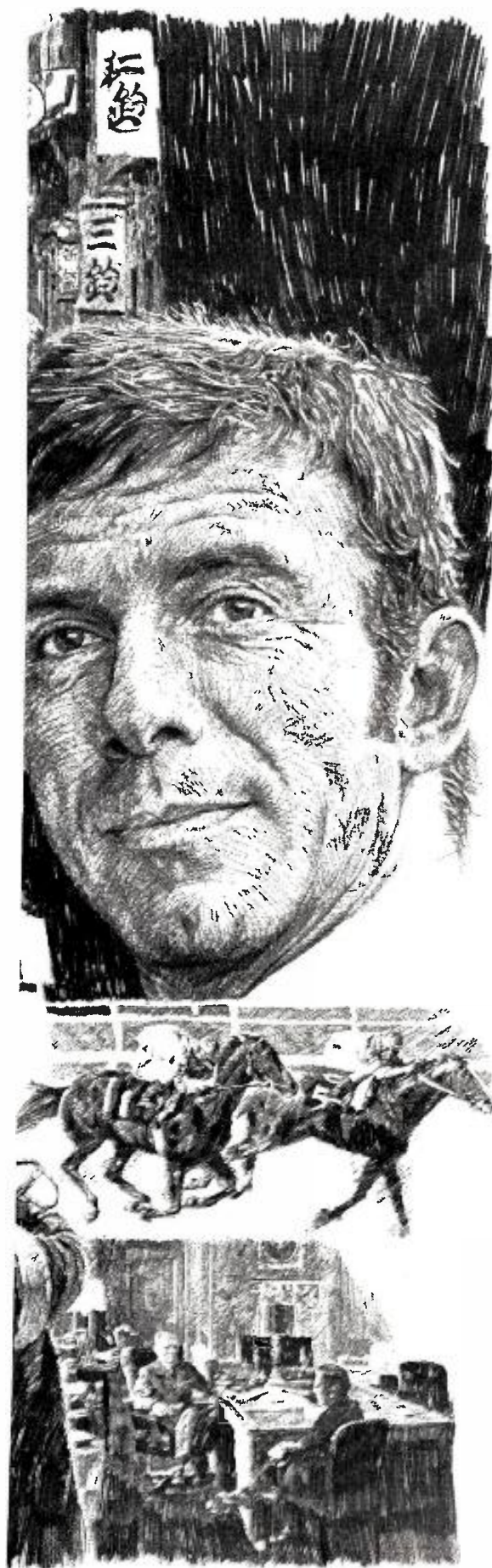
An individual production unit will be assigned to each of the three stars—another series "first"—to insure the top-drawer film values of each drama.

The stars—Gene Barry, Tony Franciosa and Robert Stack—will be playing important figures in a high-powered magazine complex. Their world is an adventure-filled arena of high and low-level exposés, and the intrigues of nations and people.

"Name of the Game."

There's never been a series like it.

NBC TELEVISION NETWORK



TV network profits dip in '67

FCC data, usually out in late summer, cover networks and owned stations only; 4.3% rise in total revenues last year fails to offset pretax losses

The three television networks and their 15 owned stations had total revenues of \$1,216.7 million in 1967, up 4.3% over 1966's \$1,166.3 million—but profits before taxes slumped by 14.2% to \$160.2 million in 1967 from \$186.8 million in 1966.

The 1967 financial data for the TV networks and their owned stations were released last week in a surprise move by the FCC. This is the first time the

commission has issued a partial report on the broadcast industry's financial position.

The commission reported that from network operations alone, the networks earned revenues of \$953.4 million, up 5.5% over 1966's \$903.9 million, but that pre-tax net income was \$55.9 million, down a hefty 29% from 1966's \$78.7 million. Total revenues of the networks' 15 owned stations reached

\$263.3 million, up merely 0.3% over 1966's \$262.4 million. Income before federal income taxes totaled \$104.3 million, down 3.5% from 1966's \$108.1 million.

Earlier this year, Television Bureau of Advertising estimated that total network billings in 1967 reached \$1.5 billion, although it's clear that this figure, compiled for TVB by Leading National Advertisers, is not strictly

BROADCAST FINANCIAL DATA OF THREE NATIONAL TV NETWORKS AND THEIR 15 OWNED AND OPERATED STATIONS, 1967
(In millions of dollars)

Item	Total		Networks		15 owned & operated TV stations	
	Amount	% Change from previous year	Amount	% Change from previous year	Amount	% Change from previous year
A. Revenues from the sale of time:						
1. Network time sales to advertisers			606.9	(1.2)		
2. Deductions from network revenue from sale of time to advertisers:						
a. Paid to owned and operated stations			40.7	0.2		
b. Paid to affiliated stations			202.5	0.7		
Total participation by others (excluding commissions) in revenue from sale of network time			243.2	0.7		
3. Total retentions from sale of network time	404.4	(2.1)	363.7	(2.4)	40.7	0.2
4. Non-network time sales:						
a. National and regional advertisers	228.8	(0.9)			228.8	(0.9)
b. Local advertisers	37.4	7.8			37.4	7.8
Total non-network time sales	266.2	0.2			266.2	0.2
5. Total time sales	670.6	(1.2)	363.7	(2.4)	306.9	0.2
6. Deduct—Commissions to agencies, representatives, etc.	141.2	(0.6)	90.9	(0.9)	50.3	(0.2)
7. Net time sales	529.4	(1.3)	272.8	(2.8)	256.6	0.3
B. Revenues from incidental broadcast activities:						
a. Talent and programs	638.1	9.3	637.0	9.3	1.1	0.0
b. Sundry broadcast revenues	49.1	7.2	43.4	7.7	5.7	3.6
Total from incidental broadcast activities	687.2	9.1	680.4	9.2	6.8	3.0
C. TOTAL BROADCAST REVENUES	1,216.7	4.3	953.4	5.5	263.3	0.3
D. TOTAL BROADCAST EXPENSES	1,056.5	7.9	897.5	8.8	159.0	3.0
E. BROADCAST INCOME (before Federal income tax)	160.2	(14.2)	55.9	(29.0)	104.3	(3.5)

comparable to the FCC's data. Aside from the fact that the TVB estimate is just that, an estimate, it contains in addition to revenues from gross network time sales to advertisers, and revenues to networks from the sale of talent and programs (also listed in the FCC report), other items expended by advertisers for network programs which do not accrue to the networks (productions costs, for example, that are paid to independent producers).

Early Break-Out ■ Ordinarily, the FCC issues the complete TV financial figures in August of each year for the previous year. A commission source said last week that a number of requests had been received for the 1967 network data, and that it was decided to make a public release of this information.

It was also noted that network data usually is filed not only by the deadline, but also is properly executed—making the computation fairly simple.

The deadline for filing financial information to the FCC by all broadcasters is April 1 of each year.

Commission economists also observed that this year for the first time, all broadcast industry financial data is being fed into a computer. This could mean, it was said, that industry-wide 1967 financial results might be reported earlier than usual. Radio financial figures are normally issued in October of each year for the preceding year.

The FCC's announcement last week showed that 1967 network time sales to advertisers slumped by 1.2% from 1966, and that net time sales of the networks and their owned stations was down 1.3%. Revenues from other broadcast activities (talent, program and sundry) was, however, up 9.1%.

Calif. bill would tax commercial TV for ETV

A bill that would encourage educational television and radio at the expense of commercial stations has been introduced in the California legislature. Assembly bill 100, sponsored by Patrick D. McGee (R-Los Angeles), would establish a six-member California radio and television commission and also would impose a license fee on all commercial stations of 4% of the gross receipts derived from the sale of advertising in the state. Three-fourths of the taxes would be used to promote the growth and development of educational TV and radio stations and for experimentation by such stations to improve the programs of commercial stations. The remaining 25% would be used for instructional television in the state's school system. A hearing on the

BROADCASTING, April 15, 1968



COMMERCIAL PREVIEW: the Queen's new scene

The Haboush Co. thinks big when it comes to props. The Hollywood commercial film production house recently made use of what may just be the world's largest prop for a filmed commercial: The 1,020-foot-long, 81,237-ton liner, the Queen Mary. The huge ship, now docked at Long Beach, Calif., is seen as the backdrop in a new 60-second color spot for Jantzen Inc., Portland, Ore.,

produced through J. Walter Thompson, New York. Appearing in the commercial on behalf of Jantzen's sweaters for men are basketball's Jerry West, football-star Don Meredith and Dave Marr, a leading professional golfer. All of the sports stars are under contract to Jantzen. Agency producer for the spot was Henry Kuryla, while Victor Haboush directed for The Haboush Co.

bill is scheduled for this week (April 16) in Sacramento.

Assemblyman McGee is vice chairman of the committee on government organization, which will conduct the hearing. Last year he tried unsuccessfully to impose a similar tax. The American Advertising Federation is urging advertisers, agencies, advertising clubs and broadcasters to "fight this threat to the freedom of advertising." The bill, if passed, would become effective in January 1969.

Business briefly . . .

Bristol-Myers Co., through Young & Rubicam, both New York, will begin extensive radio campaigns for Excedrin and No-Doz on ABC's American Information, Contemporary and Entertainment Networks. No-Doz commercials are to start May 20; Excedrin is set for June 17 start.

MEM Co., Northvale, N. J., (men's toiletries) will use network television

and radio for first time in 1968 Father's Day and graduation campaigns. Through Al Paul Lefton, company will place commercials on NBC-TV, while Space & Archer will place MEM's commercials on the four ABC Radio networks.

Agency appointments . . .

■ Mr. Christmas Inc. and Christmas Creations, manufacturers of holiday decorations, have appointed E. A. Korchnoy Ltd. for advertising and public relations. There was no previous agency. A campaign is planned for all media.

■ National Nugrape Co., Atlanta, has assigned its Nugrape, Sun Crest and Kickapoo Joy Juice advertising to Jerry Della Femina and Partners, New York. Previous agency was Chuck Shields Advertising, Atlanta. National Nugrape was recently acquired by the Moxie Co., a Della Femina client.

HE'S GOT *Purse-onality*

Bob Braun opens up thousands of purses daily on his noontime 50-50 CLUB. Recent Sales successes include—pulling a quarter of a million entries in three weeks for a Nu-Maid contest, breaking a midwestern bakery's sales record for two consecutive months, keeping a regional dairy's four switchboard operators swamped with orders an hour after each show, selling out Sears "Chatty Cathy" stock in two days.

Let Bob Braun show you what he can do for your product. Join such knowledgeable sponsors as Procter and Gamble, Bristol-Myers, Colgate, GE, Gillette, Kellogg's, Drackett, Standard Brands, American Can, Nabisco and Culligan.

For facts on the Midwest's best noontime buy, call your Avco Radio Television Sales Representative today.



BROADCASTING CORPORATION

TELEVISION: WLWT Cincinnati/WLWD Dayton/WLWC Columbus/WLWI Indianapolis
WOAI-TV San Antonio/**RADIO:** WLW Cincinnati/WOAI San Antonio/**WWDC** Washington, D. C.
KYA & KOIT San Francisco/Above represented by Avco Radio Television Sales, Inc.
WWDC-FM Washington, D. C./Represented by QMI.





Network TV's top 2 spend less

FIRST-QUARTER SHOWS P&G, BRISTOL-MYERS DOWN, SIX OF TOP 10 UP

Six of the top-10 TV-network advertisers in the first quarter of 1968 increased their network investment over 1967's first-quarter levels, according to estimates being released today (April 15) by Broadcast Advertisers Reports.

The number-one and number-two advertisers in network TV for the period spent less, however, in this year's first quarter. Procter & Gamble was down from \$32,055,600 in the first three months of 1967 to \$30,870,400 in January-March 1968, while Bristol-Myers was down from \$18,181,100 to \$15,007,200.

Ten of the top-20 advertisers spent

more during this year's first quarter, as did 28 of the top 50.

Six of the top-10 brands, 10 of the top-20 and 34 of the top-50 increased their network spending in the first three months of 1968. Anacin was number one with \$4,618,500 as compared to \$4,373,800 in the first quarter of 1967. Alka-Seltzer was number two with \$3,993,400 as against \$3,524,800 in the first quarter of 1967.

BAR estimated total TV-network billings for the three months at \$416,935,000, a gain of 4% over the same period a year ago (BROADCASTING, April 8).

BAR said 1,382 different brands and

services were advertised on network TV during the three months, and that the top 50 accounted for \$94,096,100 or 22.5% of the total. Fifteen cigarette brands among the top 50 accounted for \$28,853,300 while eight cold remedies and related pain relievers added up to \$22,342,300.

Rep. appointments . . .

■ WAPA San Juan, P. R.: Edward Petry & Co. Inc., New York.

■ WHYN-TV Springfield, Mass.: Edward Petry & Co., New York.

BAR ESTIMATES OF NETWORK TELEVISION ADVERTISING EXPENDITURES (Net time and talent in thousands of dollars)

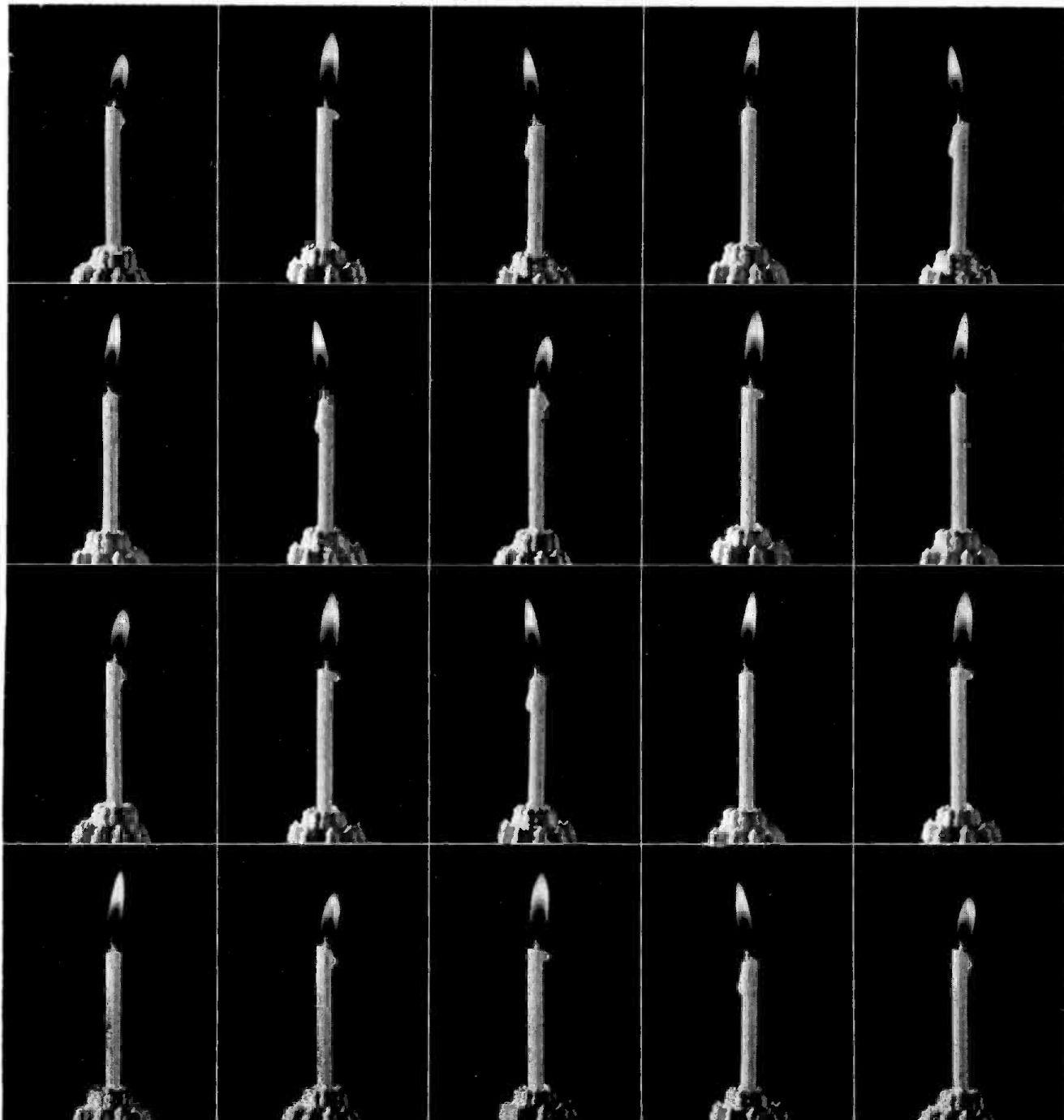
The top-50 network parent companies ranked for the first quarter 1968 with comparative first quarter 1967 expenditure estimates shown.

Company	1st quarter 1968	1st quarter 1967
1. Procter & Gamble	\$30,870.4	\$32,055.6
2. Bristol-Myers	15,007.2	18,181.1
3. American Home Products	14,386.6	13,954.3
4. R. J. Reynolds	13,113.3	11,469.2
5. General Motors	11,709.2	8,898.2
6. Colgate Palmolive	10,929.7	8,168.3
7. Sterling Drug	10,837.8	9,798.8
8. General Foods	10,424.4	12,945.2
9. American Tobacco	8,250.5	9,614.6
10. Philip Morris	7,995.9	7,871.3
11. Lever Brothers	7,984.4	8,236.9
12. Ford Motor	7,846.7	7,714.6
13. Warner Lambert	7,601.5	8,457.2
14. Gillette	7,414.0	7,433.2
15. P. Lorillard	7,024.7	6,753.9
16. General Mills	6,829.4	7,542.7
17. Chrysler Corp.	6,565.7	7,438.9
18. Miles Laboratories	6,447.5	5,689.5
19. Brown & Williamson	6,368.7	6,454.1
20. S. C. Johnson & Son	6,308.7	4,169.3
21. Liggett & Myers	6,254.7	6,966.9
22. Kellogg	6,065.2	6,083.4
23. J. B. Williams	5,344.0	4,134.3
24. Carnation	4,852.0	3,632.7
25. National Dairy Products	3,994.7	4,654.4
26. Block Drug	3,928.9	3,912.1
27. National Biscuit	3,782.1	3,117.7
28. Richardson Merrell	3,518.2	2,935.7
29. Stanley Warner	3,507.0	3,906.3
30. AT&T	3,475.0	2,170.8
31. Quaker Oats	3,372.4	3,577.7
32. Alberto-Culver	3,125.9	2,649.1
33. Coca-Cola	2,866.1	870.3
34. Campbell Soup	2,761.4	2,538.4
35. Noxell	2,735.3	2,279.1
36. Armour & Co.	2,571.6	1,738.4
37. Shell Oil	2,512.6	1,963.0
38. Pepsico	2,469.6	3,453.1
39. Beatrice Foods	2,448.2	803.4
40. Norwich Pharmacal	2,339.5	1,666.6
41. Ralston Purina	2,336.2	2,097.5
42. Pillsbury	2,335.5	2,529.0
43. Gulf Oil	2,331.3	225.7
44. Smith, Kline & French	2,243.0	2,239.4
45. Beecham Group	2,000.8	2,549.0
46. Standard Brands	1,970.8	2,010.8
47. Andrew Jergens	1,923.3	2,430.2
48. Chas. Pfizer	1,883.8	3,038.8
49. American Cyanamid	1,873.8	2,117.1
50. Hunt Foods & Industries	1,769.0	1,632.8

BAR ESTIMATES OF NETWORK TELEVISION ADVERTISING EXPENDITURES (Net time and talent in thousands of dollars)

The top-50 network TV brand/products ranked for the first quarter 1968 with comparative first quarter 1967 expenditure estimates shown.

Brand/product	1st quarter 1968	1st quarter 1967
1. Anacin tablets	\$4,618.5	\$4,373.8
2. Alka-Seltzer	3,993.4	3,524.8
3. Salem menthol filters	3,552.7	3,822.0
4. Winston filters	3,321.6	4,151.9
5. AT&T general promotion	3,295.2	1,958.8
6. Bayer regular aspirin	3,110.5	2,965.5
7. Bufferin tablets	2,929.5	2,249.3
8. Listerine antiseptic	2,410.1	2,723.7
9. Miracle White cleaner	2,273.8	640.2
10. Kool menthol filters	2,103.0	2,489.0
11. Tareyton filters	2,029.8	2,346.6
12. Viceroy filters	1,994.1	1,217.3
13. Colgate Dental Cream	1,993.8	2,356.7
14. Vanquish remedy	1,992.8	2,125.2
15. Chesterfield 101 filters	1,936.0	—
16. Dristan tablets	1,923.4	1,543.5
17. Contac cold capsules	1,906.6	2,107.5
18. Excedrin pain reliever	1,867.6	2,202.5
19. Pall Mall Gold filters	1,825.7	3,645.1
20. Tide powder detergent	1,782.6	1,765.3
21. Pall Mall menthol filters	1,764.6	—
22. Parliament filters	1,703.9	—
23. American Gas Association gas promotion	1,655.4	1,628.6
24. Winston Super king size filters	1,651.7	—
25. Volkswagen	1,621.5	1,327.6
26. Marlboro Extra Long 100's	1,614.1	—
27. Newport menthol filters	1,536.7	1,356.9
28. McDonalds Drive-Ins	1,507.8	494.8
29. Head & Shoulders, shampoo cream/liquid	1,496.2	1,311.2
30. Cheerios cereal	1,496.0	1,613.8
31. Cinch spray cleaner	1,496.0	—
32. Crest mint toothpaste	1,488.5	—
33. Crest regular toothpaste	1,488.5	2,611.7
34. Pan American air travel	1,473.1	—
35. International coffee promotion	1,469.3	1,521.9
36. Ford Mustang	1,447.1	1,117.4
37. Arrid spray deodorant	1,429.1	577.4
38. United Air Lines air travel	1,415.7	1,217.3
39. Coca-Cola	1,392.4	188.0
40. Carnation Instant breakfast	1,332.1	1,041.1
41. Trans World Air travel	1,317.9	1,120.6
42. Ultra Brite toothpaste	1,311.5	—
43. Kent filters	1,296.1	2,951.2
44. L & M Golden 100's	1,289.0	—
45. Ivory liquid detergent	1,277.3	1,129.5
46. STP oil additive	1,276.8	—
47. Goodyear Polyglas tires	1,265.0	—
48. Vote toothpaste	1,248.3	—
49. Bold laundry detergent	1,239.5	2,034.1
50. Marlboro filters	1,234.3	2,560.6



...and one to grow on!



It is singularly gratifying in this, the Twentieth Anniversary year of TV10's service to the Philadelphia community, that The National Academy of Television Arts and Sciences has bestowed on WCAU-TV The 1967-1968 Station Award* for community service programming.

This highly-coveted national Emmy—the only one given to a local station each year—is welcome recognition of TV10's close union with its community. For two decades we have addressed ourselves wholeheartedly to the exposition of community problems, with a view to stimulating public interest and action.

In accepting this honor, we dedicate ourselves anew to ever-growing effort in the cause of the Greater Philadelphia community. **WCAU-TV10**

CBS Owned/Philadelphia

*For "Now Is the Time," an hour-long anthology, starring Ossie Davis and Ruby Dee, of the American Negro's attitude toward himself and the society in which he lives.

Retailers use more TV, HF-TV says

STORES, MANUFACTURERS USE ITS SERVICE AS AD AID

Local retailers' growing interest in and use of color TV as their advertising medium is being reflected in the expanding business of HF-TV Inc., New York, according to sales manager, Louis Sirota.

HF-TV, a subsidiary of Alderman Studios Inc., High Point, N. C., provides a color-commercial library service to furniture and department stores and to TV stations.

In an interview last week, Mr. Sirota said 415 retailers now use the service compared to 273 last November, more than a 50% increase, while 51 manufacturers across the country now underwrite the production of the commercials for their individual product lines.

The TV service, a counterpart to the newspaper matte services that have kept local retailers wedded traditionally to newspaper advertising, was introduced in Chicago nearly a year ago to retailers attending the National Summer Furniture Show (BROADCASTING, June 26, 1967). The underwriter manufacturers are in the fields of home furniture, carpeting, lighting and home entertainment (TV sets, phonographs, etc.). Their commercials are distributed by HF-TV at a cost of \$50 per kit, including suggested scripts and storyboards.

TVB Backing — The color-commercial kit concept has had the blessings of the Television Bureau of Advertising since its inception. Mr. Sirota, a former retailing expert on TVB's staff in New

York, said the bureau will be showing several of the commercials during TVB's regional sales clinics this spring.

While retailers are being educated and sold on local color TV both as to cost (comparisons of costs for fringe-time one-minute commercials with the price of a full page, black-and-white newspaper ad are used) and as a sales tool, HF-TV also is concentrating on stations — "they are our best salesmen," Mr. Sirota said. He noted that a sampling of 20 stations (one outlet in each of 20 states) brought a response of 10 stations reporting new business from existing retail clients and six stations detailing business from new accounts.

Stations now are being sent monthly mailings giving them leads for new business (pinpointed to markets where retailers have indicated interest in color TV) and station salesmen are being offered "minikits," cut-down versions of what's sent to retailers and to station management. As part of its campaign in educating the retailer on the advantages of color TV in local selling, HF-TV will be represented at the Southern Furniture Market in High Point, N. C., April 19-26.

Alderman has been a major supplier of graphic and sales promotion materials to the home furnishings industry, including newspaper matte services. In recent years it has developed extensive color film and picture facilities.

Alderman's entry into TV—via HF-TV—is getting the attention of the

home furnishings industry. One publication in the field (*NRFA Reports*) interviewed home furniture dealers in depth as to the color-television medium.

In its February issue, the publication said its studies indicate that "generally speaking, a retailer can buy time for at least five 60-second color commercials for the same cost as one full-page black-and-white newspaper ad." The publication cited HF-TV as a color commercial service in the field and presented stories of retailers using the service with sales success.

Sampling — HF-TV for its part has sampled 200 markets and found the comparison of costs to be closer to eight to 12 one-minute (non prime) commercials for each black-and-white page of advertising in newspapers. *NRFA Reports* gave these dealer examples found in its surveying:

"One large southern retailer, for example, actually decreased his total advertising expenditure because of going into television (the 16 one-minute spots he used cost him less than the one three-quarter-page newspaper ad that was dropped from the store's advertising schedule).

"After concentrating on newspaper advertising, a midwest store in business just 16 months now devotes 95% of its ad budget to color TV." Still other results were reported as to reach and selling power of color TV ads used by the dealers interviewed.

Among the manufacturers underwriting the commercials are American of Martinsville, Basett, Broyhill, Cabin Crafts, Daystrom, Drexel, Heritage. Henredon, Johnson/Carper, Kroehler, Lees Carpets, Stanley, Thomasville, Williams, Wunda Weve, General Electric (portable color-TV sets), Kodel

BAR network-TV billing report for week ended March 31

Broadcast Advertisers Reports' network-TV dollar revenue estimates—week ended March 31, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended	Total dollars week ended	1968 total minutes	1968 total dollars
	Week ended March 31	Cume Jan. 1-March 31	Week ended March 31	Cume Jan. 1-March 31	Week ended March 31	Cume Jan. 1-March 31	March 31	March 31		
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 145.8	\$ 84.2	\$ 1,100.5	\$ 359.9	\$ 4,461.5	73	\$ 444.1	930	\$ 5,707.8
Monday-Friday 10 a.m.-6 p.m.	1,306.3	16,184.0	3,112.2	42,350.3	2,451.3	31,320.1	973	6,869.8	11,803	89,854.4
Saturday-Sunday Sign-on-6 p.m.	1,349.0	16,452.5	853.8	14,161.7	289.3	6,099.4	262	2,492.1	3,151	36,713.6
Monday-Saturday 6 p.m.-7:30 p.m.	326.2	4,396.8	659.5	8,182.3	591.6	8,955.0	90	1,577.3	1,078	21,534.1
Sunday 6 p.m.-7:30 p.m.	182.0	2,072.9	240.9	3,319.4	204.6	2,696.5	25	627.5	284	8,088.8
Monday-Sunday 7:30 p.m.-11 p.m.	5,211.7	71,657.0	6,572.0	88,025.1	6,099.0	85,359.8	431	17,882.7	5,537	245,041.9
Monday-Sunday 11 p.m.-Sign-off	411.7	4,207.0	35.4	524.9	425.0	5,262.5	79	872.1	910	9,994.4
Total	\$8,786.9	\$115,116.0	\$11,558.0	\$157,664.2	\$10,420.7	\$144,154.8	1,933	\$30,765.6	23,693	\$416,935.0
March Totals	\$39,144.1		\$52,156.4		48,501.0		Total minutes 8,181			\$139,801.5



Drop in, anytime

...morning, noon, night, 7 days a week, 24 hours a day, 365 days a year, weekends, holidays and any other time you can think of. Greyhound Package Express is always wide awake and ready to accept and ship your packages. GPX carries your shipment aboard regular Greyhound buses running on fast fre-

quent passenger schedules. Your shipment goes wherever Greyhound goes. And Greyhound goes just about everywhere in the U.S.A. Sleep is for puppies, pussycats and people. GPX never sleeps. Got a package or a complete shipment you want to get someplace in a hurry? Remember GPX! You'll save time and

money. Choice of C.O.D., Collect, Prepaid, or open a Greyhound Package Express Charge Account. For additional information about service, rates, schedules and routes, call Greyhound or write: Greyhound Package Express, Dept. 8-D, 10 South Riverside Plaza, Chicago, Illinois 60606.

It's there in hours and costs you less

For Example	Buses Daily	Running Time	20 lbs.	30 lbs.	40 lbs.*
NEW YORK— PHILADELPHIA	32	2 hrs.	\$1.75	\$2.05	\$2.30
LOS ANGELES— SAN DIEGO	33	2 hrs. 15 mins.	1.50	1.70	1.95
CHICAGO— MILWAUKEE	28	1 hr. 50 mins.	1.75	2.00	2.20
RICHMOND— NORFOLK	19	1 hr. 45 mins.	1.85	2.10	2.40

Rates subject to change. *Other low rates up to 100 lbs. Lot shipments, too.



It's another service of diversified Greyhound Corporation.

and Simmons.

Among HF-TV clients are some of the biggest and best known retailers in the U. S., including such stores as Breuners in Sacramento, Calif.; Burdines in Miami; Polk Brothers and The John M. Smyth Co. in Chicago; Carrico Furniture and L. S. Ayres in Indianapolis; Stewart Dry Goods in Louisville, Ky.; Kornmeyer Furniture in Baton Rouge; D. H. Holmes in New Orleans, and Bewley's Furniture in Shreveport, La.

Also, Barbo's Inc. in Stoneham, Mass.; Englander Futurniture Shops in Detroit; Steketee's in Grand Rapids, Mich.; Kents Interiors in St. Louis; Miller & Paine in Lincoln, Neb.; Brandeis in Omaha; F & R Lazarus in Columbus, Ohio; Strouss-Hirshberg's in Youngstown, Ohio; Strawbridge & Clothier in Philadelphia; Fowler, Dick & Walker in Wilkes-Barre, Pa.; Cain-Sloan Co. in Nashville; Sanger-Harris in Dallas; Fingers Furniture in Fort Worth; Thalhimier Brothers in Richmond, Va., and Boston Store in Milwaukee.

Airlines increased radio-TV ads in '67

Network and spot broadcasting received the most benefits from an increase in airline advertising expenditures in 1967, according to an annual report by Travel Research International Inc., New York.

Out of a total \$121 million spent by domestic and international airlines, TRI figures show television with more than \$36 million, a 25% increase over 1966. Network and spot radio carried around

\$19 million, a gain of 22% over the previous year. Magazines and newspapers showed lesser gains.

Proportionately, television has 30% of the total expenditures, up 2%, and radio has 16%, up 1%, according to TRI. Newspapers are down 1% with 34% and magazines are down 2% to 20% from 1966.

The 1967 report continues a trend toward increased broadcast advertising by the airlines, the research firm said. Robert A. Peattie Jr., TRI president, predicted that television's share will "soon overtake and pass newspapers."

New ad agency grows with broadcast accounts

An advertising agency subsidiary. Project 68, New York, is expanding its accounts in the broadcast field. Its newest client is Mark Century Corp., New York, a radio-program service company (also in TV production), for which it will handle advertising and promotion for three of the firm's national radio packages. Billings come to some \$100,000.

One of the first clients of Project 68, a subsidiary of Doremus & Co., New York, was ABC Radio, which now operates a four-network service. ABC's billing comes to approximately \$450,000.

The new Doremus unit was formed only last February. Lee W. Baer, who resigned as president of Emerson Foote Inc., New York, last December, is chairman and chief executive officer of Project 68; Robert W. Plyer, a Doremus vice president, serves as its president, and Robert M. Lehman, formerly a vice president of Tatham-Laird & Kudner, is its senior vice president. It has offices at 555 Madison Avenue.

SNI signs sponsors for golf tournament

Five advertisers have signed for Sports Network Inc.'s telecast of the final two rounds of the New Orleans Golf Tournament May 11-12.

Eastern Air Lines (Young & Rubicam) has bought six minutes both days, General Electric (BBDO) has five minutes both days, Uniroyal golf balls (Doyle Dane Bernbach) has two minutes Saturday and one Sunday. Humble Oil (McCann-Erickson) has one Saturday and two Sunday, and Dodge Division of Chrysler Motor Corp. (BBDO) has two minutes on Sunday.

Saturday's broadcast will be 5-6 p.m. EDT and Sunday's 4:30-6 p.m. EDT. Announcers are John Derr, Jim McArthur, Bob Toski and Ray Scott.

No more room at the 'Laugh-In' for '68-69

NBC-TV's *Rowan and Martin's Laugh-In* (Mondays, 8-9 p.m. EST) is sold out for the 1968-69 season.

Participating sponsors and agencies are Miles Laboratories Inc. (Jack Tinker), Colgate-Palmolive Co. (Ted Bates), Vick Chemical Co. (Leo Burnett), General Mills (Dancer-Fitzgerald-Sample), Ford Motor Co. (J. Walter Thompson), John H. Breck Inc. (Young & Rubicam), American Tobacco Co. (BBDO) and Brown & Williamson Tobacco Co. (Post-Keyes-Gardner).

The program is coproduced by George Schlatter-Ed Friendly Productions and Romart Inc., with Mr. Schlatter producing and Gordon Wiles directing.

Pfizer's Pacquin shifts agencies

Charles Pfizer & Co.'s Leeming/Pacquin division will shift its Pacquin brands from MacManus, John and Adams to LaRoche, McCaffrey & McCall on July 1.

MJ&A will keep Visine eye drops, Thermodont toothpaste, Barbasol shaving cream and new products. La Roche currently handles Ben-Gay, Desitin baby products and Hai Karate men's toiletries.

The Pacquin brands bill an estimated \$2.5 million, according to an agency spokesman. The products have been advertised heavily on radio and television in the past, a company spokesman said, and plans will probably change very little.

Pfizer & Co. spent over \$2 million in television and about \$300,000 in radio last year for Pacquins, according to Television Bureau of Advertising and Radio Advertising Bureau figures.

Quaal hits 'climate of distrust' in NAM speech

Mounting evidence of government intrusion into business activities, through attacks on advertising, and a "climate of distrust" encouraged in the name of consumerism have prompted Ward Quaal, president of WGN Continental Broadcasting Co., Chicago, to call on businessmen to engage in consumer programs of their own.

Speaking during an April 10 symposium on industry, government and

Xerox limits sell time

Xerox Corp., Rochester, N. Y., will use only three minutes of the nine minutes of commercial time to which it is entitled to present an anti-war feature film, "Paths of Glory," on ABC-TV on May 1 (9:30-11 p.m.) without commercial interruptions, it was announced last week. A Xerox spokesman said there will be single 90-second commercials before and after the film. Xerox announced several weeks ago it had decided to sponsor the film on a network basis even though it has had repeated showings on stations since it went into syndication in 1961. The sponsor said the film "has never enjoyed the audience it deserves" (BROADCASTING, April 1).

When it is vital to reach and influence America's largest Negro community

Manhattan Borough President Percy Sutton, during a day-long talkathon with Negroes and whites over radio station WLIB, appealed for racial peace and for a non-violent approach to civil rights demonstrations.

When a white woman telephoned WLIB, which is based in Harlem, and said she would like to kill the slayer of Dr. King, Mr. Sutton replied:

"I don't think that would please the Prince of Peace. Violence begets violence, so we should have no violence."

King's Philosophy Stressed

He reminded the listeners, about a third of whom are white according to station officials, that Dr. King was "an advocate that all people of all backgrounds could live in peace together."

The New York Times, Saturday, April 6, 1968

By JACK GOULD

WLIB had an open line to Memphis for on-the-scene reports. The specific nature of many of its reports reflected a more intimate familiarity with Negro communities in different cities than was generally evidenced on other outlets.

One significant development was the number of telephone calls received by the Negro-oriented stations from persons living in white suburbia. A Westchester County housewife asked WLIB whether Harlem should not welcome large numbers of white visitors as one way of breaking down ghetto walls.

Percy E. Sutton, Borough President of Manhattan, who answered many telephone calls to WLIB during the day, expressed appreciation of their concern, but suggested it might be wise to allow Harlem's outrage over Dr. King's assassination to subside first.

The New York Times, Saturday, April 6, 1968

Lindsay Praises Negroes Here After Walking Tour of Slums

By RICHARD REEVES

Mayor Lindsay walked through streets lined with smashed windows and crumpled iron window gratings yesterday afternoon, then praised Negroes in New York for calming the violence that hit the city Thursday night.

Stops at Radio Station

During the tour, Mr. Lindsay appeared on WLIB, a Negro-oriented radio station at 310 Lenox Avenue, between 125th and 126th Streets, taking calls and answering questions. He was on the air from 4 P.M. until almost 4:45.

The station's studios are above an insurance office that was damaged in the disorders Thursday night. WLIB normally ends its daily AM broadcasts at 7:15 P.M., but it has stayed on the air the last few days until midnight with programs designed to ease tensions.

The New York Times, Sunday, April 7, 1968

WLIB is the direct line.

WLIB Plays Key Role in Harlem

For the first time in its 26-year history, Harlem-based WLIB, by staying on the air 4¾ hours past its 7:15 p.m. sign-off last Friday (5) and Sunday (7), did so at the behest of Mayor John V. Lindsay and Manhattan Borough President Percy Sutton, who saw the Negro-oriented station as a prime outlet for cooling area passions after the slaying of the Rev. Dr. Martin Luther King.

Additionally, Lindsay wired the FCC of his role in causing WLIB to continue on the air and he asked for its approval after the fact.

WLIB, which won a Peabody Award last year for community service, risked Commission censure and fine and in extending its time span, horned in on clear channel WOWO, Ft. Wayne. Its AM and FM facilities dropped their r&b and commercials and when not covering memorial tribute they simulcast phone-ins manned by Lindsay, Sutton, State Human Rights Commissioner Robert J. Mangum and other Negro leaders.

The WLIB stations are operated by New Broadcasting Co.

Variety, Wednesday, April 10, 1968

By JACK GOULD

But in all the broadcasting in the last few days, of which one listener or viewer can hope to hear only a very small part, a special accolade is due to WLIB, the radio station in Harlem at 1190 kilocycles.

WLIB has done what still eludes most of the larger broadcasters and networks: to get away from the familiar officials in the civil rights movement and plumb the opinions of ordinary laymen. City officials, including Mayor Lindsay, have recognized this service of answering telephone calls from individual listeners. To its credit, WLIB does not hesitate to cover facts that may distress the black community, such as that there are individuals who are more headliners in news media than they are real Negro leaders. As a Negro-orientated station, WLIB shows more genuine candor as a friend of the black people than other stations who are hesitant to raise touchy matters.

WRVR, at 106.7 on FM radios, owned by the Riverside Church, plans at 8 P.M. tomorrow to link together more than 10 radio stations to break through the crust that separates what officials may say and what average people may think. WLIB and WRVR have found that on difficult social issues the average listener may be far less hesitant than the professional journalist to explore some of the difficulties and promises confronting the black community.

Judged by recent broadcasts, such efforts deserve both commercial and non-commercial support because, based on WLIB's broadcasts and WRVR's earlier call-in on the draft situation, they may have found a tentative bridge over the racial barrier and could start fruitful dialogue between blacks and whites. There is a compelling power in listening to troubled people speak from their hearts and their own personal experience.

The New York Times, Monday, April 8, 1968

WLIB
Harlem Radio Center
10,000 WATTS/1190 310 Lenox Avenue at 125th St., New York, N. Y. 10027

consumer interaction sponsored by the marketing committee of the National Association of Manufacturers, in New York, Mr. Quaal urged all three forces in the marketplace to rebuild bridges of "mutual trust, understanding and respect."

Mr. Quaal, chairman of the board of governors of the Association of Better Business Bureaus International, praised that group's program to establish consumer-affairs councils in major cities as "grass-roots sounding boards."

In his plea that businessmen head off "meddlesome" government intervention, Mr. Quaal said: "Government should limit its regulation of industry to the greatest extent possible, and business thus bears concomitant responsibility to assume greater moral burdens."

Also in advertising . . .

New address ■ Rockwell, Quinn & Wall Advertising has moved from 717 Fifth Avenue to larger quarters at 555 Fifth Avenue, New York 10017, telephone (212) 697-6565.

Major clients added ■ Universal Commercial-Industrial Films, North Hollywood, a division of Universal City Studios, has been retained by the Coca-Cola Co. and the Firestone Tire & Rubber Co. to produce a series of commercial and industrial films. Both of the new projects will be produced and directed by William N. Burch, using multiple location sites as well as studio sound stages. Portions of the Coke work will be filmed in Atlanta, while portions of the Firestone project will be shot in Indianapolis.

Traffic cop ■ Sara Jane Fritz, traffic sales and service technician, has announced establishment of a consultancy

to TV stations for establishment of new sales-service procedures. Miss Fritz will visit stations for four to six weeks while establishing operating techniques, and maintain out-of-market communication with clients for one-year period. Address: 168 Clayton Avenue, Battle Creek, Mich.

Negro marketing ■ Greener, Hiken, Sears, New York, radio station representative specializing in the Negro market, has developed a "response evaluation" report series with Media Innovation Inc. and is distributing the re-

search to 500 brand managers and marketing executives. The data profiles the importance of the Negro consumer to individual brands; size and distribution of the market, and value of Negro radio to the seller of goods and services.

Avco moves ■ Avco Radio Television Sales Inc., in its latest expansion move, has established new headquarters at 380 Madison Avenue, New York 10017, telephone (212) 697-4747. The company previously announced the opening of an Atlanta office and staff increases in Los Angeles and Chicago.

MJ&A to acquire West, Weir & Bartel

PROPOSED MERGER WOULD MOVE AGENCY INTO TOP 15

MacManus, John & Adams Inc. expects to be billing at more than a \$130-million annual rate by the middle of this year. This new billing level for the agency, which handles substantial General Motors advertising, would move it up to a position among the top-15 agencies in the country.

The raised sights of MJ&A spring from a proposed merger disclosed last week by MJ&A and West, Weir & Bartel. Under the merger (already approved by MacManus stockholders but requiring similar action by WW&B's shareholders) MJ&A in effect would add the WW&B operation to its own.

MacManus, John & Adams currently bills about \$100 million in the U. S. and another \$10 million overseas, while West, Weir & Bartel bills approximately \$20 million. According to MJ&A officials, the agency now is about 19th in billings size among all U. S. advertising agencies. In terms of radio and television business, the merger would put MJ&A in the \$36-million billing

class. (MJ&A handles about \$30 million in broadcast, WW&B some \$6 million.)

A majority of the officers and personnel of West, Weir & Bartel (it currently employs 152 people) will be added to the New York and Hollywood offices of MJ&A. The MacManus agency has a large new eastern regional office in New York (BROADCASTING, Feb. 12), and in addition to its Hollywood office has headquarters in Bloomfield Hills, Mich. (Detroit), and has other offices in Chicago, St. Paul, Toronto, London and Zurich. MJ&A employs 800 people.

Weir to Vice Chairman ■ Under terms of the proposal, Walter Weir, president of WW&B, will join MJ&A as vice chairman and member of the board. Ernest A. Jones is chairman; Charles F. Adams is president, and Donald E. Jones is executive vice president of MJ&A.

The agencies' principals said a merger between the two was "first broached

Commercial preview: Hawaii's natural candy store

Aloha, wahinis and kahunas. C and H, "the pure cane sugar from Hawaii," welcomes you to the land with "miles and miles of outdoor candy stores."



Using charming Hawaiian children, the natural beauty of the islands and waving cane fields, C and H, Coronado, Calif., will appear in a series of 60-second spots in more



than 50 cities west of Chicago. The campaign began April 1.

One spot shows Lehua, a 6-year-old Hawaiian beauty, who announces proudly: "I bet more than a hundred people come here every year just to see what we got here." She then presents her island home, its orchids, beaches and cane fields.

The commercials, created by Honig-Cooper & Harrington, San Francisco, were filmed in color on location in Hawaii by the Haboush Co. They will be supplemented by radio spots, trade ads and promotional programs for retailers.

Ho Chi Minh said he was ready to talk peace.

And too many people had to wait 20 minutes to find out.

The biggest story of the year broke and most of the world's news services didn't have it.

Not for a minute or two. But for 20 minutes!

And these days, that could be a lifetime.

At 9:52 a.m., Wednesday, April 3, Reuters News Wire and The Reuter-Ultronic Report, the financial news wire, carried the following item:

"SINGAPORE — HANOI SAID TONIGHT NORTH VIETNAM WAS READY TO MEET AMERICAN REP-

RESENTATIVES TO CONSIDER AN END TO FIGHTING."

At that moment, other news services were sending reports stating Hanoi's antagonism to President Johnson's offer.

It took a full 20 minutes before the other services sent up-to-date reports.

If you were a Reuter subscriber, you know how important this was.

If you weren't a Reuter subscriber, you don't have to be reminded.

When minutes—or even seconds—can make the difference, you want the fastest, most astute news service there is.

Give us a call and let us put you where it's at.

Reuters, 1212 Avenue of the Americas, New York, N.Y. 10036 (212) 582-4035, and The Reuter-Ultronic Report, 44 Wall Street, New York, N.Y. 10005 (212) HA 5-1470.

REUTERS

several years ago when Ernest Jones and Walter Weir visited Australia as guest lecturers before the Australian Marketing Association and that discussions continued from time to time with a decision made recently because "the time was right." They said the agencies are "compatible in creative philosophy" and are "without serious product conflict" in the clients they handle.

Some \$35 million of the MJ&A billing is represented by GM (the agency also handles GM's Pontiac and Cadillac accounts). Other major clients are Dow Chemical, 3M Co., Chas. Pfizer, Bendix, Standard Oil (Indiana), American Oil, General Time Corp. and the U. S. Air Force. West, Weir & Bartell accounts number, among others, Arnold Bakers, Celanese Corp., International Telephone & Telegraph, Litton Industries, Sterling, U. S. Tobacco and Renuzit Home Products.

JWT's Strouse puts emphasis on basics

The some 275 media executives who attended the monthly Advertising Club of Los Angeles luncheon at the Sheraton West hotel last week were surprised. They came to hear Norman H. Strouse, chairman of J. Walter Thompson Co., New York, reveal his insights of a 40-year career. Instead Mr. Strouse

summed up all that he learned in a single statement: "Good advertising is the product of concentrated thought, working with tested methods and full-blooded organization for the accomplishment of profit-making results. Neither haphazard nor novel theories . . . has any place in a modern advertising campaign."

The words were written by Mr. J. Walter Thompson in 1906 and, throughout his talk, Mr. Strouse pointed out that the "fundamentals of advertising have not changed materially" in the ensuing 62 years.

The ad maker's role remains the same, the function of advertising is unchanged and the only conspicuous changes are the details of advertising and the continual refinement of techniques.

Having affirmed his conviction that "there has been no real change in the rationale" of advertising (risking, he acknowledged, being labeled the "voice of tradition"), Mr. Strouse went on to offer some random observations about the business of advertising and advertising agencies. He sees continual growth for advertising as a whole and for J. Walter Thompson, in particular. He expects new services to be developed and new uses of advertising to be discovered, pointing out that more than \$40 million of JWT's domestic billings in 1967 came from service instead of product accounts.

Fight Against Poverty ■ According

to Mr. Strouse, advertising deserves credit "for bringing into being a society of abundance," but must also accept responsibility for having generated "enormous dissatisfactions among those who cannot buy the products it dangles before them." He urged that the fight against poverty be carried on by the advertising community but cautioned against allowing "the headline news of poverty" to change or throw over the system that has brought about unprecedented material wealth and social advances.

Mr. Strouse also indicated that the gross national product "must and will continue to increase," which will mean that advertising will be involved with bigger markets, media, clients and agencies. He believes there's "no foreseeable limit to size" of an agency "provided the unit of the organization is maintained."

He asked agencies to use "restraint and discretion" in recruiting talented people from their competitors. "If the practice of drawing from the outside is the rule rather than the exception," he explained, "the organization becomes an anthology rather than a unity."

The "most radical change" that Mr. Strouse sees "is the ephemeral nature" of the advertising products and the selling ideas and forms. Today, he pointed out, no campaign has the life expectancy of a few years ago.

Mr. Strouse also noted the troublesome phenomenon of fragmentation in

THE MEDIA

One-per-market under attack

First petition opposing FCC's station-ownership limitation is filed

The first formal opposition to the FCC's proposed one-to-a-customer rulemaking was filed with the commission last week. It was in the form of a petition for reconsideration of the interim policy that is in effect pending conclusion of the rulemaking, but the arguments used provide a foretaste of what the commission can expect when comments on the proposed rule are submitted by June 26, the filing deadline.

The petition was filed on behalf of KCIL Inc., licensee of KJIN and KCIL-FM Houma, La.; Dixie Radio Inc., licensee of WDLP-AM-FM Panama City, Fla.; John W. Spottswood, licensee of

wkWF Key West, Fla.; and Woofum Inc., licensee of wFOM Marietta, Ga.

The controversial proposal under consideration would limit station acquisitions to one per market as a means of fostering diversification of ownership. The only exception would permit licensees of a daytime AM outlet to acquire an FM or TV station.

The commission is processing applications currently on file, but it is delaying action on those coming within the scope of the proposed rule that were filed after the rulemaking was issued, on March 28.

Harsh Policy ■ The petitioners called this interim policy "sweeping and extremely harsh," and asked the commission to abandon it. At the most, they said, the commission should substitute for it a case-by-case approach.

Such an approach, they said, would "permit the commission to protect the integrity of its diversification policies without retarding broadcast services" in instances where an interim application of the proposed rules can be shown to be against the public interest.

Two of the licensees filing the petition—KCIL Inc. and Dixie Radio—had

executed contracts to sell their stations, but had not filed the applications before the rulemaking was issued. A third licensee on the petition, Spottswood, had been preparing to apply for construction permit for an FM station in Key West.

The petitioners said the commission was "grossly unfair" in exempting from the interim policy applications already on file while refusing even to consider on an ad hoc basis applications which had been prepared under existing rules.

In urging reconsideration of the interim policy, they focused their attention on the small markets; they predicted that the comments filed in the rulemaking would show "to the commission's satisfaction" that blanket application of the rules would severely retard the growth of broadcast services in such markets.

Agree With Goal ■ They said they agree with the goal of diversification of ownership, but added that "the public interest cannot be deemed to have been served by achieving that goal through the elimination of multiple ownership in small markets, where without the vital economies available only to multiple-

the market place. The benefits of advertising pressure are sometimes eroded, he feels, by the need to meet short-range and unrealistic sales objectives in a turbulent marketplace where brand jostles brand for shelf space.

In his concluding remarks, J. Walter Thompson's chairman gave a cautious endorsement to agency diversification. "I believe that a degree of diversification outside the advertising-agency field would be healthy in modifying some of the natural risks of our particular kind of enterprise," he said.

Top advertisers switch to radio

NBC Radio's Labunski reports highest sales in 10 years for network

If Colgate-Palmolive can be "a turned-on network radio advertiser, spending about \$2,450,000 for network radio in 1967," why can't Procter & Gamble and Lever make it the big-three soap companies in the medium?

The reference to Colgate being in and Lever and P&G out was made in an address last week to the Broadcast Advertising Club in Chicago by Stephen

B. Labunski, president of the NBC Radio division.

A theme of Mr. Labunski's speech was the rediscovery of network radio by some of the biggest U. S. advertisers—he named Kellogg, Morton Salt, Abbott Laboratories, Armour Meat Packing, Benrus, Citgo, Madison Laboratories, Stuckey's Inc., "and even Shakey's Pizza Parlors"—and noted, too, the increase in network radio budgets by such advertisers as duPont, Nabisco, Chrysler, Plough, American Express—and Colgate.

Cautioned Mr. Labunski: "By the time P&G and Lever complete their reassessments, they may find they are too late—because network radio is operating at record, near sell-out levels."

Sales Booming ■ Mr. Labunski said NBC Radio had its highest level of sales in 10 years in the first quarter 1968, a period in which he said virtually all other media fell well below "year-before figures."

With only two weeks gone in the second quarter, Mr. Labunski said, NBC Radio had already broken the 10-year record, and for the third quarter the network's sales were already 23% ahead of last year's at this time.

In his speech, Mr. Labunski combined basic findings of Radio's All-Dimension Audience Research (RADAR) study financed by the four networks with the upbeat radio spending habits of national advertisers, as

reported by the Radio Advertising Bureau, to emphasize radio's vitality.

He said there's an accelerating trend among advertisers to discard old media myths and to increase their radio budgets. These moves, he indicated, were basic to a comeback of network radio, which he said was "once regarded as the stepchild of the [radio] medium."

New Products ■ The employment of radio to introduce new products was cited by Mr. Labunski who said the advertiser was using this medium "not just because it is inexpensive, but mostly because of radio's new-found ability to reach so many different consumers, so quickly." Radio, he said, is being used in the new-product introduction by General Foods for Maxim coffee—"a direct 'violation' of orthodoxy in new-product launching by multibrand companies of the General Foods type."

Mr. Labunski said that "long ago, the Lord and Procter & Gamble ordained that the way to introduce a new product was in television and full-page newspaper ads. Now radio is beginning to be used, and that's good news indeed because so high a proportion of today's advertising is devoted to new products." Among the other advertisers using radio heavily for new-product launching, he said, are the Breck Division of American Cyanamid on behalf of its Go Go Light, and Bristol-Myers on behalf of Vote toothpaste.

ownership operations, the growth of services to such markets is not possible." The petitioners referred to the economies available through utilizing a single studio building and transmitter site and through combining administrative, operational and sales staffs.

The petitioners also warned that, in barring the sale of AM-FM combinations, the rules would probably lead to the surrender of FM licenses in small markets. They said that, in general, a party cannot be expected to operate an FM facility without the advantages of joint operation. Loss of the FM service, which may flow from application of the rules, "cannot reasonably be justified in the name of diversification."

CATV argument delayed

The FCC as postponed oral argument in the San Diego, Calif., CATV case until April 26. The argument, before the full commission had been scheduled for April 8, but was rescheduled because of "the press of other matters."

CPB schedules its first meeting

The Corp. for Public Broadcasting will hold its first formal meeting on April 26 in the Washington law offices of Steptoe and Johnson. Stephen Ailes, former secretary of the Army, who is acting as CPB's legal aide, will provide space for the business meeting in his office.

In announcing the meeting, Charles H. Brown, public relations director of the International Executive Service Corps whose president, Frank Pace, is CPB's chairman, said that the selection of president for the grant-making corporation and the location of its permanent office will be discussed. Bylaws and CPB's organization will also be on the agenda.

Mr. Brown reported that Mr. Pace is presently vacationing in the Caribbean while recuperating from his kidney-stone operation. He is expected to return to New York by Sunday, April 21. It is hoped that all 15 CPB board

members will attend the meeting.

Meanwhile, progress on CPB's federal money bill was delayed by higher-priority civil-rights measures and by the congressional Easter recess. Action, however, is expected next week, after the House returns from its Easter vacation. House leadership last week indicated its interest in the CPB bill by scheduling floor debate on or after April 24, pending prior clearance by the Rules Committee.

The bill, an administration measure, would move CPB's authorization for a \$9 million "seed money" appropriation from the 1968 fiscal year, ending June 30, to fiscal 1969.

Ryan enters bill on hiring practices

A bill to prohibit discrimination in employment practices by broadcasting stations has been introduced by Representative William F. Ryan (D-N. Y.). The measure would amend the Communications Act to require stations to

New ABC Radio network concept endorsed

The affiliates advisory boards of ABC's four radio-network services have gone on record with a resolution hailing the four-network concept as "the most important step in radio broadcasting in recent years."

The action was taken, ABC Radio spokesmen said last week, at a joint meeting of the four advisory boards following their election by affiliates at a meeting in Chicago during the National Association of Broadcasters convention (BROADCASTING, April 8). The joint meeting was also held in Chicago.

ABC quoted a spokesman for the advisory boards as saying that "the multi-radio-network concept has revitalized the industry and has established a blueprint for radio for years to come." The spokesman was also quoted as saying the boards have complete confidence not only in the concept but also in the individual ABC Radio networks.

The advisory boards will meet with other affiliates of their respective networks from time to time, and will also meet jointly on matters in which they have common interests. The

next joint meeting was set for June 3-4 in New York.

The four boards also elected their respective chairmen: George Hatch, KALL Salt Lake City, was named chairman of the affiliates advisory board for the American Information Radio Network; Ben Laird, WDUZ Green Bay, Wis., for the American Contemporary Radio Network; Dick James, WBBW Youngstown, Ohio, for the American Entertainment Radio Network, and Craig Bowers, KMYR (FM) Denver, for the American FM Radio Network.



Some of the members of the advisory boards of ABC's four network radio services are shown with the networks' officials (l to r): R. E. Lee Glasgow, WACO Waco, Tex.; Pat Nugent, WIVC(FM) Peoria, Ill.; Dee Coe, WWCA Gary, Ind.; John Shepard, WLAV Grand Rapids, Mich.; Ed Allen Jr., WDOR Sturgeon Bay, Wis.; Walter Schwartz, ABC Radio president; Charles Blackley, WTON

Staunton, Va.; Ben Laird, WDUZ Green Bay, Wis.; John Lee Davenport WISE Asheville, N. C.; John Behnke, KOMO Seattle; Craig Bowers, KMYR(FM) Denver; Dick James, WBBW Youngstown, Ohio; Earl Mullin, ABC vice president in charge of radio station relations; George Kravis, KRAV(FM) Tulsa, Okla., and Si Goldman, WJTN Jamestown, N. Y.

file such employment data as the FCC deems necessary to enforce nondiscrimination.

The congressman's office indicated that the timing of the bill's submission involved no specific connection with the racial disturbances that followed the assassination of Martin Luther King Jr. The matter had been under study for some time, an aide said, and followed explorations by the congressman, in conjunction with the United Church of Christ, of possible steps the FCC could take to eliminate hiring discrimination by stations, especially in the South.

The bill would add controls to those already administered by the Equal Employment Opportunities Commission, but would give the FCC direct authority in the area and enable the commission to act without waiting for a specific complaint, as is now required of the EEOC. In addition, smaller stations not now covered by EEOC procedures would come under FCC regulation on hiring practices. The EEOC deals with companies that employ 25

or more persons.

The Ryan bill would add a new section to the Communications Act: "Sec. 331. No broadcasting station shall engage in discrimination in employment practices on the basis of race, color, religion, sex, or national origin. Each broadcasting station shall furnish to the commission with each application for a broadcasting station license and annually during the term of such license such data on its employees as the commission may require to carry out the purposes of this section."

\$1-million FM sale sets new high

The first \$1-million FM sale was approved by the FCC last week. It's modern music WDBN(FM) Medina, Ohio, and it was sold by Theodore Niarhos and associates to Robert McBride Miller and group. Medina is about 30 miles south of Cleveland, and 10

miles northwest of Akron.

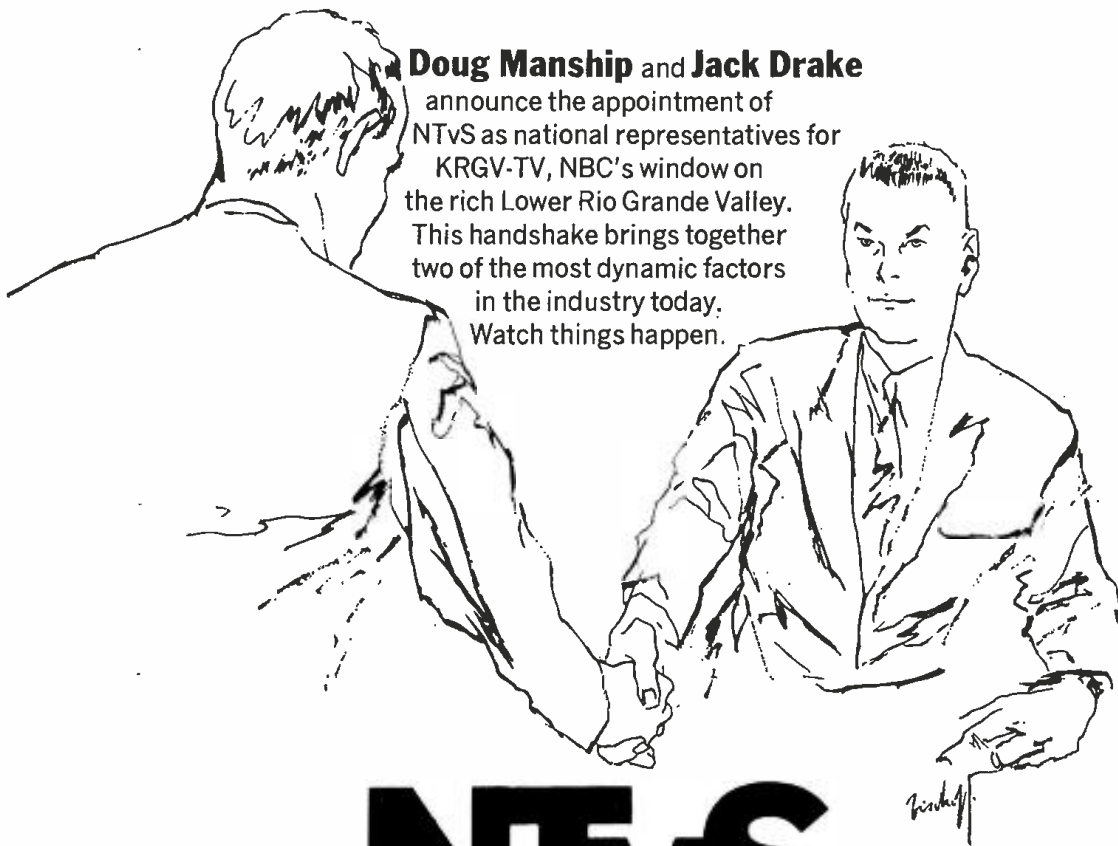
Included in the \$1-million price is \$300,000 for an agreement not to compete on the part of Mr. Niarhos and his associates, as well as \$50,000 for the station's library of taped programs.

The purchase was made by WDBN Inc., which is composed of 15 stockholders. Mr. Miller owns 46.5% of WDBN Inc.; he and his family own 34% ("de facto control," the FCC said) of group broadcaster Cleveland Broadcasting Inc., which owns among other stations, WERE-AM-FM Cleveland. Mr. Miller personally owns 1.3% of Cleveland Broadcasting.

Because there is a 20% overlap of the 1 microvolt per meter contours of the Medina and Cleveland FM stations, which would involve a violation of the FCC's duopoly rule, Mr. Miller has resigned as an officer and director of Cleveland Broadcasting, and has placed his personal stock interest in that group in an irrevocable trust—the trustee being a financial institution.

Cleveland Broadcasting (of which Richard Miller is president; founder

Another station shakes hands with **Salesmanship**



Doug Manship and **Jack Drake**

announce the appointment of
NTvS as national representatives for
KRGV-TV, NBC's window on
the rich Lower Rio Grande Valley.
This handshake brings together
two of the most dynamic factors
in the industry today.
Watch things happen.

NTvS

National Television Sales, Inc.

Fastest-growing Television Sales Firm in the Country.

New York—Chicago—Los Angeles
San Francisco—Atlanta—Dallas

Ray T. Miller Jr. died last year) came into broadcasting in 1949 when it put WERE on the air. WERE-FM was founded a few months later. In 1960, the Millers' bought WLEC-AM-FM Sandusky, Ohio, for \$420,000, and in 1962, KFAC-AM-FM Los Angeles for \$2 million.

UHF Applicant ■ Cleveland Broadcasting is also one of two applicants for TV channel 19 in Cleveland, and was recommended for the grant in an initial decision by an FCC hearing examiner, and later by the commission's review board. Its opponent, Community Telecasters of Cleveland Inc., appealed these decisions to the full commission. While the appeal was pending, the two applicants came to an agreement that provided for Cleveland Broadcasting to withdraw its application, receiving less than \$50,000 for out of pocket expenses and leaving Community Telecasters as the remaining applicant.

Following a survey by the buying group, the new WDBN owners decided that the best method of integrating the station's activities with the community was to create a community advisory board to meet with management and ownership twice a year. Chairman of the board will be the mayor of Medina, who will also recommend two other members. The Miller group proposes

to establish similar advisory boards in Cleveland and Akron.

The ownership transfer was approved by the commission with only Commissioner Kenneth A. Cox dissenting. Commissioner Nicholas Johnson abstained from voting.

FCC moves toward new budgetary system

FCC Chairman Rosel H. Hyde and an even dozen commission staff members briefed a House Government Operations Subcommittee last week on the agency's progress in applying the latest wrinkle in federal management techniques — a planning-programming-budgeting system.

Mr. Hyde noted that the commission is already organized into mission-oriented bureaus in line with PPBS concepts as a result of legislation passed by Congress in 1952, but that steps are underway to recast the commission's internal budgeting system and categories to conform with procedures now being widely adopted by government agencies.

Such changes, it was explained, would have more effect on record keeping than on the FCC's organization

chart. Subcommittee response to the commission's presentation was favorable: Subcommittee Chairman Jack Brooks (D.-Tex.) said he felt the FCC was making good progress toward complying with congressional PPBS goals for agencies.

Chairman Hyde said that commission budget processes until fiscal-year 1970 would follow category breakdowns presently in force, but a redesign of the categories is being proposed for fiscal 1970 and thereafter.

The new budgeting system would operate under four major headings: Research and planning in communications technology; mass communications by wire and radio (including commercial and noncommercial broadcast and cable television); intercommunications by wire and radio (the common carriers), and commission and support activities (such as legal, accounting and engineering services, as well as functions of hearing examiners, whose services would be prorated among the various appropriate categories).

Changing hands . . .

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

■ **KKIS Pittsburg, Calif.:** Sold by Duane Wadsworth and associates to Don Johnston and group for \$350,000. Mr. Johnston is an electronics distributor. To be retained as station manager by the new owners, following FCC approval, is William Exline. KKIS is full-time station on 990 kc with 5 kw. Broker: Hogan-Feldmann Inc.

■ **WWPB(FM) Miami:** Sold by Paul A. Brake to Dynamic Broadcasting Co. for \$244,000. Dynamic, which is headed by Leonard Walk, president, owns WAMO-AM-FM Pittsburgh, WILD Boston; WUFO Buffalo, N. Y., and WAOH Miami. WWPB, founded in 1948, is on 101.5 mc with 31 kw. Broker: Blackburn and Co.

■ **WYSI Ypsilanti, Mich.:** Sold by Craig Davids and group to Robert Koch for \$135,000. Mr. Koch is from Bloomfield Hills, Mich. Mr. Davids also owns KCKY Coolidge, Ariz. WYSI is 500 w daytimer on 1480 kc. Broker: J. B. Stebbins Co.

APPROVED ■ The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 111).

■ **WDBN(FM) Medina, Ohio:** Sold by Theodore Niarhos and associates to Robert McBride Miller and group for \$1 million (see page 46).

■ **WTOS(FM) Wauwatosa, Wis.:** Sold by Robert H. Perthel and others to Career Academy Inc., Milwaukee (Wes-

Outstanding Values in Radio-TV Properties

exclusives

Northeast

\$75,000

This daytimer in single-station market offers rare opportunity for owner-operator. Over 10,000 population in this industrial city with more than 135,000 in 0.5 MVM coverage area. Outstanding recreation nearby makes for great living. Absentee owner had small loss last year because of special circumstances, but station has previous profitable history. Only \$20,000 down and extended payout.

Middle South

\$250,000

Full-timer in attractive market with excellent track record. Owner wants to retire. Liberal terms to right buyer. 29% down with liberal payout at 6% interest.

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ley D. Pavalon, president) for \$84,000. WTOS, founded in 1961, is on 103.7 mc with 20 kw. Broker: J. B. Stebbins Co.

Colorado Springs CATV gets nod from FCC

A lengthy study that questioned the effectiveness of the FCC's CATV rules in protecting small-market TV stations failed to impress the commission last week. The import of the decision rejecting that study is that the commission expects a more persuasive showing from small-market TV's before it will designate below-top-100 market CATV proposals for hearing.

By a 4-to-2 vote the commission permitted Vumore Video Corp. to begin cable operations in Colorado Springs. That community is in the Colorado Springs-Pueblo market, ranked 138th.

The study was prepared by Robert L. Coe and James G. Saunders of Ohio University's Center for Research on Broadcast Management and Economics (BROADCASTING, March 18 et seq.). Mr. Coe is a former executive with ABC. The study was designed to bolster opposition to the cable proposals by KRDO-TV Colorado Springs and KOAA-TV Pueblo. The stations called for a hearing, contending that Vumore's carriage of four Denver commercial stations would have an adverse economic impact upon their operations.

The commission disagreed, saying the stations failed to make a basic showing of economic impact. It also said that there was no need for a hearing on the proposal since no applications have been filed for vacant UHF channels assigned to the market, the existing stations in the market have reported increased profits and the market has had rapid growth.

The study purported to show that the commission's assumption in requiring evidentiary hearings for CATV's proposing to import distant signals into the top-100 markets, and not the smaller ones, is a false one, at least as it applies to this market. The commission contended when it formulated its CATV rules that small-market stations would usually be able to affiliate with a network—and thereby benefit from carriage and nonduplication protection—since most of those markets are served by less than three stations.

But the study claimed that in the Colorado Springs-Pueblo market, where each network is affiliated with a VHF, the several UHF's that may be activated won't have a chance for network affiliation. If further claimed that the non-duplication rules wouldn't protect the nonnetwork programing of a fourth, in-



There's Noah biz like radio biz

Few broadcasters can claim the luxury of a station-by-the-sea, but the staffers at WATR Pawtucket, R. I., have the oars to prove it.

Flood waters from the nearby Blackstone River last month engulfed

the station's offices and studios causing minor power and transportation problems. But with the help of an emergency antenna system and a borrowed rowboat to ferry in the staff, operations went on as usual.

dependent station.

The commission said the study didn't supply "adequate support" for those allegations, although that decision reportedly was reached after some dispute

among staff members. And it said that "without a special showing," no evidentiary hearing was required before CATV service could begin in below-top-100 TV markets.

EXCLUSIVE BROADCAST LISTINGS!

EAST —Daytimer in County Seat, single station market located close to metropolitan city. Absentee owned. Station has a "break even" history, but could be profitable to owner-manager operation. Good equipment, good potential. Priced at \$85,000, slightly over 1½ times billings. Terms 29% down, balance negotiable.

Contact John F. Meagher in our Washington, D. C. office.

TEXAS —Daytimer in growing market and the No. 1 station of the area. Current monthly billings average \$8,500. Retail sales in city limits \$46,000,000 offering excellent potential. New equipment—strong signal—fine staff and can be operated by absentee owner. Price \$165,000, \$48,000 down, balance 8 years to qualified buyer.

Contact George W. Moore in our Dallas office.

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New Mexico broadcasters in political races

Broadcasters in New Mexico have been heavily involved in mayoralty races—and in several communities, as candidates. One race resulted in a clear-cut victory, but another was a cliffhanger that ended with a broadcaster-mayor being unseated.

Newly elected mayor of Santa Fe is George Gonzales, manager of KDCE Espanola. Campaigning in the face of local newspaper opposition, Mr. Gonzales nevertheless ran first in a field of four, with 4,780 votes. Incumbent Pat Hollis ran second with 4,518.

In Belen, incumbent Mayor Carter Waid, general manager and news director of KARS Belen, narrowly lost an election so close that, because of ballots allegedly cast by unqualified voters, another election was held last week. In the first election Mr. Waid trailed his opponent by nine votes on the first count, and a recount narrowed

the gap to six. More than 30 ballots favoring his opponent were subsequently challenged as invalid.

But in the subsequent rebaloting, held Tuesday (April 9), Mr. Waid lost by a margin of 136.

Hearing set in WNOR lawsuit

Argument on a motion to dismiss a lawsuit against the former owners of WNOR-AM-FM Norfolk, Va., is to be held today (April 15) in federal court there. The motion claims the lawsuit should have been filed in state court.

Texas State Network filed the lawsuit against Louis H. Peterson and others and is seeking \$2 million in damages. The suit claims the Peterson group failed to live up to warranties in its contract to sell the stations. Among the charges are that the cash flow and net income figures were incorrectly stated, that certain equipment used in the operation of WNOR-FM did not meet FCC

standards, and that the stations' chief accountant left suddenly "under circumstances that would cast doubt upon the accuracy of the accounts."

The Norfolk stations were sold by the Peterson group to Arnold Malkan and associates last year for \$1,233,750.

Vaden leaves Triangle to start new firm

H. Taylor (Bud) Vaden has resigned as assistant to the vice president at Triangle Stations after working for the station group for six years. Mr. Vaden resigned at Triangle to open a new firm specializing in group meetings, conventions and trade show participation for broadcasters.



Mr. Vaden

The new company, known as Lewis, Scott &

Frederick Inc., is located in the Philadelphia suburb of St. Davids and will provide a complete range of meeting services, including the handling of travel and facilities and development of displays exhibits and presentations.

Fast action returns WJJA-TV to the air

Million-dollar fires have a way of putting people out of business, but at WJJA-TV Miami, where flames gutted studios and destroyed equipment, some quick help from the outside enabled the station to return to the air after losing only eight hours.

Through the combined cooperation of Scantlin Electronics, which rerouted part of its Chicago-bound NAB exhibit to re-equip the station; National Airlines, which made the

rerouting possible; Visual Electronics, which shipped a color vidicon camera and an engineer to install it; and WIOD and WRIZ, both Miami, which offered their studios for the UHF's audio productions, results of the March 23d blaze were hardly recognizable to viewers the following day.

As general manager Jud Holstein described it: "Everytime I turned around someone else had performed a miracle."



Three cameras destroyed in the blaze

Media reports . . .

New home ■ WJNY-AM-TV General Manager James W. Higgins has announced that work will get under way in October on the new building for the stations' offices and studios in downtown Watertown, N. Y. The modern structure will house the complete operations of both the radio and TV stations.

Move ■ Fisher, Wayland, Duvall and Southmayd, Washington law firm, has moved to 1100 Connecticut Avenue N.W. New phone number: 659-3494.

WABC-TV changes ■ WABC-TV New York has moved its account from deGarmo, McCaffrey Inc. to The Lampert Agency, both New York. Billings are estimated at approximately \$1 million.

ETV comes to Long Island ■ Construction is expected to begin soon on transmitting facilities for the first noncommercial educational station on Long Island, to be established at Nassau Community College in Hempstead. The Nassau county board of supervisors has allocated \$250,000 toward establishing the station, with matching funds to come from the State Education Department in New York. The UHF station, which will operate on ch. 21, is expected to begin operations on Oct. 1.

O'Konski introduces all-or-nothing bill

All radio receivers able to tune in the AM broadcast band—even the tiniest transistor models—would be required to have FM capability under the terms of a bill introduced last week by Representative Alvin E. O'Konski (R-Wis.). The bill had been scheduled for introduction in late March (CLOSED CIRCUIT, March 25) but technical changes in legislative language forced a delay, Mr. O'Konski's office said.

The bill (H.R. 16523) generally follows the format of the All-Channel (TV) Receiver Act, passed in 1964, which requires all television sets to be capable of receiving both VHF and UHF stations. Mr. O'Konski cited the all-channel TV law when he explained to BROADCASTING that providing a similar stimulus for FM had long been one of his goals.

Representative O'Konski is a long-time broadcaster who established his first station—an FM outlet in Merrill, Wis.—in 1946. "I lost my shirt," he observed candidly. Since then, he added, he has sought ways to make FM more accessible to listeners. Currently Mr. O'Konski is licensee of WAEQ-TV ch. 12 Rhinelander, Wis. (his home town), but declares he doesn't plan to seek an FM license. Rhinelander has an FM allocation but it is occupied by WOBT-FM. Oneida Broadcasting Co. is the licensee.

Mr. O'Konski's bill would empower the FCC to require AM-FM capability and performance standards for all broadcast receivers shipped in interstate commerce or imported for sale to the public. Under the terms of the bill, FM-only receivers and tuners would also be required to provide AM-band reception.

Dates set for Dingell's spectrum-shortage probe

Spectrum-shortage data hunters on Capitol Hill will go to Detroit and Newark, N. J., in early June, seeking ammunition for the fight to provide relief for land-mobile services. The House Small Business Subcommittee on Regulatory Agencies, headed by Representative John Dingell (D-Mich.), has chosen those two cities for on-location hearings in order to investigate effects of spectrum scarcity during civil disorders.

June 7 is the date set for the Newark probe. The subcommittee is to hear witnesses in Detroit on June 10. Both

NASA says TV camera still set for Apollo

Reports that live TV cameras would not fly with the first manned Apollo space flight, scheduled for earth orbit this fall, were termed erroneous last week by officials at National Aeronautics and Space Administration in Washington.

"No decision has been made to delete the live TV cameras," a NASA spokesman said. "At the present time, the plan remains as originally established: to have two live TV cameras in the command module."

Word that television cameras

might be removed from the spacecraft to lighten the load came from the Manned Spacecraft Center in Houston earlier last week.

The first manned Apollo flight—in preparation for a journey to the moon next year or in 1970—remains scheduled for the third quarter this year. Some doubts have been expressed, however, that this schedule will hold, following the unsuccessful Saturn 1-B launch from Cape Kennedy earlier this month.

cities were the scene of widespread disturbances last year, and enough time has now elapsed, subcommittee counsel noted, that a fairly complete record can be developed on those disorders. But he did not rule out the possibility of the subcommittee's taking additional testimony on the situation that developed after the assassination of Martin Luther King (see page 23), both in Detroit and Washington.

The Detroit and Newark hearings are a continuation of a hearing held in Washington (BROADCASTING, Feb. 26) that took the form of panel discussions between broadcasting and land-mobile interests. After compilation of a full hearing record the subcommittee plans further sessions with the FCC looking toward solution of spectrum problems.

U.S. electronic exports top imports

Importation of foreign-made television receivers in 1967 climbed 8.4% to \$126 million, and radio imports were up 23% to \$198 million, the marketing services department of the Electronic Industries Association reported last week.

Imports of selected consumer electronic products last year totaled \$397 million, up 17.5% from 1966's \$338 million.

U. S. consumer electronic exports in 1967 reached \$46.6 million, up nearly 1% from the \$46.3 million exported in 1966. Exports of auto radios were up 43.3% to \$5.1 million, and radio-phonograph combinations were up 14% to \$2.6 million.

During 1967, American electronics exports reached \$1.7 billion, while imports totaled \$806.4 million. Consumer electronic imports ranked first, at \$396.8 million, while military-industrial electronic exports topped that category with \$1.2 billion.

How Comsat customers saved \$20 million

The FCC's resolution of the question of who should be authorized to deal directly with the Communications Satellite Corp. for service has resulted in savings of more than \$20 million annually for international users.

FCC Chairman Rosel H. Hyde reported this last week in a panel session of the second conference of the American Institute of Aeronautics and Astronautics in San Francisco.

The chairman discussed the so-called authorized-user controversy in reviewing the unique problems the commission has faced in regulating Comsat.

He noted that the 1962 act creating the corporation provided for a company in which up to 50% of the stock is owned by international carriers, which are authorized to elect six of the 15 directors. Thus, while the carriers, as stock owners and electors of Comsat directors, have a financial stake in the success of the company, as owners of other means of communications, they are competitors of it. The carriers are also Comsat's customers, since Comsat has a monopoly on providing international satellite communications service.

Authorized-User Controversy ■ The authorized-user controversy developed when Comsat sought authority not only to provide satellite circuits to carriers but to serve customers wishing to lease circuits directly from it. Among those involved were the TV networks. Comsat was opposed on this by carriers fearing a loss of revenues. And the pressures, to which the executive branch of the government contributed by throwing its weight behind Comsat's position, were considerable.

The commission eventually decided that, as a matter of policy, Comsat should be barred from providing service directly, except in unusual circum-

stances, thus leaving the door open to service to the government (BROADCASTING, July 25, 1966).

But in protecting the carriers against competition from Comsat, the commission felt that the carriers should provide service on the basis of a composite rate that "would be designed to reflect the economies of satellite communications to all users."

This led the terrestrial carriers to introduce "massive rate reductions, ranging from 25% to 40%, in their previous charges for leased circuit facilities," and to reduce "many message telephone charges by some 25%," the chairman said.

Savings ■ "In all . . . all users of international communications services have realized rate reductions well in excess of \$20 million per annum, with

further reductions to be forthcoming as new and more efficient satellite and cable facilities are added."

The chairman also noted that a commission approach to the ground-station-ownership problem has silenced concerns about earth-station matters that the carriers had been expressing.

Originally, Comsat was given ownership of the first three earth stations, as an interim policy. Later, that policy was amended to provide for 50% ownership of earth stations by Comsat, with the remaining 50% divided among terrestrial carriers on basis of expected use.

This policy will be reviewed next year. But in the meantime, the chairman said, "It is interesting to note that a whole series of claims and contentions about interference, which the proposed earth stations might cause to

the terrestrial facilities of the other carriers, were quickly resolved. . . ."

It's also worth noting, he said, that the other carriers, who as Comsat's customers objected to the 12½% return Comsat had sought, "are now not only silent on this but have adopted it as a figure reasonably applicable to their investment in the earth stations."

Technical topics . . .

High-powered speakers ■ Senator Mark O. Hatfield (R-Ore.) and Dr. Alfred Eggers of the National Aeronautics and Space Administration will head the list of speakers at the Region Six Institute of Electrical and Electronics Engineers Conference, May 20-22 at the Sheraton Motor Inn in Portland, Ore. Sen. Hatfield will address the May 21

New Garden's design doesn't solve all color-TV problems

Broadcast facilities at New York's new Madison Square Garden have received mixed reactions since its official opening Feb. 12.

In the 20,000-capacity arena eight camera platforms have been constructed above exit ramps on both sides and at one end, and a potential broadcasting-press section has been built below the mezzanine. Lighting was designed to meet the technical requirements of color cameras. Outlets at various points around the arena connect TV cameras to interior feed lines leading to a truck dock at street level, where mobile transmitter units will be able to establish connection. There is a ramp inside the building enabling equipment trucks to pull inside to load and unload.

Handy Interviews ■ Additional space has been provided for half-

time features at sports events. Announcers have a choice of nearby empty dressing rooms for interviews in contrast to rooms located far from the press box in the old garden.

Another feature is the Felt Forum, a 5,000-seat theater, which has three camera locations besides the stage itself. Color-TV pickup is also possible from the 48-lane bowling alley. Closed-circuit television facilities eventually will be installed in the major areas of the garden, which also includes the unfinished cinema, hall of fame, art gallery and exhibition rotunda.

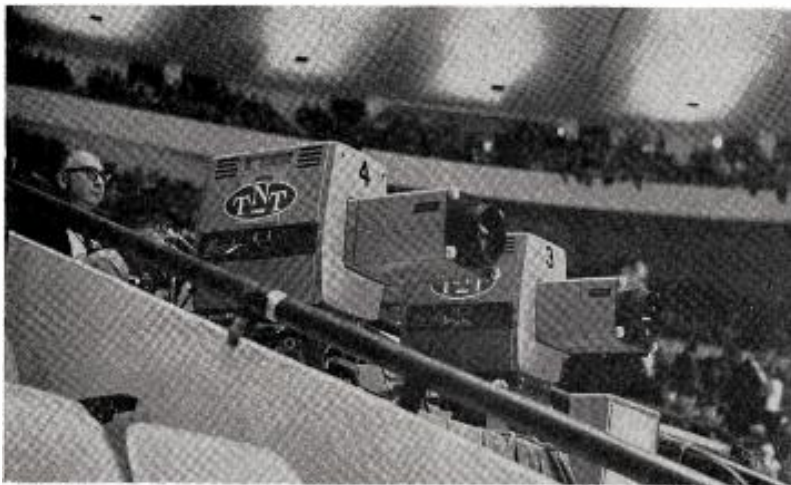
Some of the events already broadcast from the arena include New York Ranger hockey games and New York Knickerbocker basketball games on WOR-TV and WHN locally, a New York Athletic Club track

meet on ABC-TV and CBS-TV National Hockey League games of the week. The Bob Hope USO special on NBC-TV formally opened the arena Feb. 12. The heavyweight and middleweight championships last winter were transmitted to theaters live by Theater Network Television.

Different technical problems accompanied the different events, however. ABC-TV found that although the center camera position was excellent for most of the finishes in the track meet, there was no facility at the finish line of the hurdling event, and the network had to build its own camera platform. A spokesman also complained that the angle of light was a problem and lighting wasn't adequate in the corners, so 16 spotlights were used to supplement the lighting.

Ticket Buyers Lose ■ A CBS-TV spokesman praised the internal cabling and lighting, but found that it was difficult to get cameras in position for the hockey game without obstructing the spectators' views. NBC-TV's relatively static Bob Hope program enabled the cameramen to sit down and thus not block the spectators' line of vision, but it required much more light than that provided by the garden. NBC officials said overhead lighting was good, but for their purposes more "front light" was needed, which the Garden couldn't supply.

WHN and WOR-TV were generally satisfied with the broadcasting facilities, although announcers for both felt that the press box in the old garden couldn't be equaled for the view of hockey action.



Theater Network Television cameras catch boxing at the new Madison Square Garden from a platform over an exit ramp.

son Square Garden from a platform over an exit ramp.

conference banquet, while Dr. Eggers, assistant administrator for policy at NASA, will discuss "Aerospace Technology and Society" at the May 22 conference luncheon. There will be 10 technical sessions with scientists presenting papers on aerospace, biosciences, communications, computers, education, energy sources, lasers, oceanography, simulation and transportation. Theme of this year's conference is "Electronics Serving Mankind."

New zoom and focus ■ Zolomatics Corp. of Hollywood has developed a combined zoom and focus drive for the Angenieux 12-120 mm. zoom lens used in shooting motion pictures. Priced at \$750 the zoom and focus motors are mounted on the same bracket and operated from a hand-held battery pack.

Whither goes Webcor ■ Consolidated Merchandising Corp., New York, distributor of a consumer electronics equipment line under the name of Viscount, has announced purchase of the Webcor name, patents and goodwill from International Fasteners Research of Los Angeles. Consolidated plans to use the name Webcor on a new

line of products ranging from cassette tape recorders to color TV produced by firm's Japanese facilities.

New Mini-Lites ■ Berkey-ColorTran Inc. (a division of Berkey Photo Inc.), Burbank, Calif., has introduced Mini-Lite models "6" and "10" featuring an improved reflector design which increases light output by more than 30%. The lights, which weigh less than 5 lbs. and measure less than 3 inches deep, are designed to serve as "fill" lights for motion picture, TV and still photographic applications requiring continuous duty operation. Prices for the Mini-Lite "6" and "10" range from \$38.95 to \$53.

Sues National Video

A suit has been filed by General Telephone & Electronics Corp., New York, against National Video Corp., Chicago, charging patent infringement in the production of color television picture tubes. The action was filed in U. S. District Court for Northern Illinois asking the court to issue the injunction by National Video and to

assess an unspecified amount as damages.

New UHF drive unit offered by Marconi

Marconi Co. Ltd., major British manufacturer of broadcast equipment, has developed a new solid-state UHF drive unit, which is currently being sold in Britain and elsewhere and eventually is expected to be made available in the U.S.

Marconi's sales representative in the U.S., English Electric Corp., New York, said last week that units have been ordered as part of 31 transmitters being sold in Britain and in Europe and once this backlog has been handled, the unit would be introduced for sale in the U.S.

The drive unit, Marconi said, provides "an output of 5 w vision and 10 w frequency-modulated sound." Color-correction circuits and other circuits are included in the unit for quality performance on various standards, according to Marconi.

INTERNATIONAL

P-R International gets German affiliate

Parker-Rumrill International, worldwide agency network established last November by Rumrill-Hoyt Inc., New York, and H. T. Parker's agencies in London, has affiliated with a German agency, Ruhr Studio, and its public relations affiliate, GTI, mbH.

The new company, Parker-Rumrill GTI, mbH, will be based in Essen, with an office in Dusseldorf.

Other affiliations are Parker-Rumrill Europe SA in Brussels, and Parker-Rumrill-Calding AB, Stockholm, with plans being negotiated for joint companies in France, Italy, Canada and Latin America.

Canadian sales push ITC to record high

Independent Television Corp. will gross more than \$1.4 million in Canada for the month of March 1968, setting a sales record there for fiscal 1967-68, it was announced last week by Abe Mandell, ITC president.

The record-breaking year in Canada will be achieved, he said, through the purchase by the CTV network for all

English-speaking markets of the *Man in a Suitcase*, *Captain Scarlet* and the *Mysterons*, *The Champions* and new productions in *The Saint* series; by the CBC network of *The Baron*; by all French-language stations of *The Champions*, *Man in a Suitcase* and *Captain Scarlet* series, and by the CBC-owned stations of three ITC feature-film packages, "The Magnificent 15", "The Deluxe 20", and "The Exploitable 13".

Mr. Mandell said that for the 1967-68 fiscal year, which ends April 30, ITC will gross in excess of 40% more than the previous fiscal year, which also had set a record.

Abroad in brief . . .

Radio-Quebec ■ The Quebec provincial government has set aside \$5 million in credits for Radio-Quebec in its 1968-69 budget. Radio-Quebec was created to provide educational radio and TV programs (BROADCASTING, March 4).

Suitcase series ■ The CTV television network will present the series premiere of *Man in a Suitcase* on Thursday, May 2, 10-11 p.m. EST. The producer of the new series is Sidney Cole, known for his work on the *Danger Man* series.

Feminine focus ■ The CTV network will present a special one-hour documentary on the woman in contemporary

society, *The New Woman*, on Tuesday, April 23 at 8:30 p.m. EST. The program will look at the "new woman" through the lives of four representative Canadian women.

Jampro in Mexico ■ Jampro Antenna Co. of Sacramento, Calif., has formed a new subsidiary in Mexico City. Jampro de Mexico will design and manufacture television and FM broadcasting antennas as well as vestigial sideband filters, harmonic filters and duplexers. Marketing and sales of products manufactured by the new firm will be handled by Visual Electronics S.A., Genova 20, Mexico City.

Vancouver sale ■ Don Macdonald, assistant manager of CFUN Vancouver, B. C., has announced the sale of CFUN to Radio Futura Ltd. of Verdun, Que. He said the sale agreement was for about \$1 million and is subject to approval by the Canadian Radio-Television Commission. Radio Futura Ltd. operates CKVL-AM-FM Verdun. CFUN has been operated by Burmond Holdings Ltd. of Welland, Ont.

Compton's Dutch partner ■ Compton Advertising Inc., New York, reports it has purchased an interest in Reclame Adviesbureau van den Biggelaar N.V., Amsterdam, Holland, which billed almost \$2.2 million in 1967. Compton's international group of agencies are located in 22 countries.

Don't drop this amplifier into your coffee.

It may look like a sugar cube, but it tastes like an amplifier.

An operational amplifier to be specific. One of the many at Harvey's. And despite its tiny size, it's a no-compromise piece of equipment with low noise and low distortion.

The audio field, in general, will probably be seeing a lot of these sugar cube amplifiers in months and years to come. But Harvey's customers have had a taste of them for some time already.

The product specialists at Harvey's have been recommending and using these operational amplifiers as a matter of course lately.

And Harvey's has been making available and recommending a lot of other fantastic products of miniaturization too.

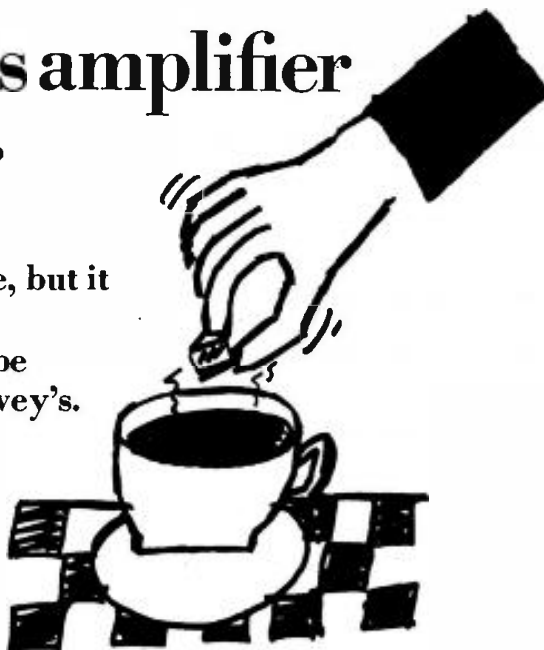
The new FET limiters, for example. In addition to being ultra-compact, they're also ultra-fast with ultra-low distortion. And although they're not exactly ultra-cheap, we bet they cost a lot less money than you're probably afraid you'd have to spend.

And we've got the new FET condenser microphones. And all the new tape recording equipment you've been reading about.

(Harvey's is prepared to supply you with complete 24-track tape set-ups, high-speed duplicators, and packaging equipment for cassettes and cartridges faster than you can decide where you're going to put them.)

Call Harvey's often. And if you're not already on our mailing list, get on it.

Harvey's can keep you in touch with products so new, you may find some of them a bit hard to swallow.



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Radio gear back in spotlight

While color cameras and other TV refinements were plentiful observers agree automated and other AM-FM equipment won increased attention this year

The 1968 equipment exhibit at the National Association of Broadcasters convention in Chicago may not have set record sales for all time. But without reservation it was the biggest and splashiest—and sales for the most part were good.

Color-television cameras, video-tape recorders and monitors once again were clearly the top attractions of the show and, as usual, there were pretty girls in ample numbers to demonstrate technical proficiencies. A battle of the camera makers for the light weight portable market is obviously taking shape.

In total, most observers at the technical display agreed, there was not a lot of new product this year. Much of what was seen represented further refinements on existing product lines. Especially evident was the growing use of integrated circuitry in equipment components, largely in TV-switching and signal-processing systems, but also in some radio product.

The NAB exhibit is no longer strictly a broadcasters' event, based on the continuing expansion of the cable television exhibits and associated product. The educational and industrial market also is becoming a key show factor for the makers of such items as monochrome TV cameras and helical scan 1-inch video-tape recorders.

Expansion of control systems for the automation of transmitting and studio equipment was a distinct trend at the show. Gates Radio Co., for example, had a completely automated radio station in actual operation at its exhibit. The automation trend is making advances in the television field and competition among suppliers for this type of equipment is growing.

The trend is for automated logging and billing as well as equipment control.

Radio Comeback ■ Color television has dominated the NAB exhibit for many years, partly because of its arresting visual ability on the display floor. Radio equipment this year, however, scored a new high in total display space occupied.

Byron Fincher, manager, radio sta-



Ampex Corp's new lightweight two-tube BC-200 color camera (above) is opened up by John Reinke for benefit of Thomas Keller, chief engineer of WGBH-TV Boston. The BC-200 is a studio version of hand-held BC-100 that was also featured at this year's show.



Tiny color TV camera (below) displayed by CBS Laboratories commands attention of Jess Mitchell (l), chief studio engineer of KTRK-TV Houston and Jay Crane (r) of CBS Labs. Leo Murray of CBS holds camera which can function completely wireless by remote control.

Norelco's experimental color TV camera weighing 6-1/2 pounds less lens receives close scrutiny from R. G. Streeter (l) of CBS-TV, New York, and Walter Wolthers of Norelco.





Going to the top for details about RCA's new TK-44A color camera, James Sharman (r), chief engineer of KOAT-TV Albuquerque, N. M., listens

to explanation by Edwin C. Tracy, division vice president-sales, Broadcast Systems Department, RCA, Commercial Electronics Systems Division.



Starr Knight, the lovely model who posed for Shibaden Corp. of America's color-TV camera, shows the unit to Rea B. Bowman, consulting engineer, Broadcast Maintenance Service, during her break.



Latest version of the Norelco PC-70 Plumbicon color camera is given inside-out look for Frank Wheeler (l), KHON-TV Honolulu, by Abe Jacobowitz, broadcast sales manager, Philips Broadcast Equipment Corp.



Intricacies of General Electric's new PE-350 color TV camera are being clarified for Charles F. Robison (r),

chief engineer, WOOD - AM - FM - TV Grand Rapids, Mich., by GE's district sales manager Earl Platt.

tion equipment, RCA, for example, observed that this year's exhibit in AM-FM gear was the most extensive in recent years. As a result the broadcasters' response was greater than in memory, he said, particularly to the new automation gear, which RCA showed for the first time.

Similarly officials at Collins Radio Co., a major basic supplier in the AM-FM field, noted that although visitor traffic may have been off a little this year the actual off-the-floor sales of products were excellent.

The choice of quality cameras for color TV continues to broaden. Most of the cameras now use the Philips line of Plumbicon pick-up tubes, including the new RCA TK-44A three-tube camera. With the use of IC's in the color cameras, the size and weight are being reduced considerably, contributing to their operating reliability and mobility.

Apart from RCA, new further refined color cameras were shown by General Electric Co., Norelco, Marconi, Sarkes Tarzian, Cohu and Shibaden. Ampex introduced a new 50-pound studio color camera that works with but two pick-up tubes. Norelco also displayed a new super-sensitive Plumbicon tube that more accurately reproduces red tones.

Tiny Color ■ In the midget color-camera field there were no holds barred as the manufacturers jockeyed for attention during the show. Ampex stood pat on its new BC-100 live color portable by frequently reminding that it is already in network use. So did Norelco with its "Little Shaver" PCP-70 model which now is in commercial production after its debut last fall.

But Norelco also popped up with an even smaller experimental color rig, a three-tube unit weighing but six and-a-half pounds for camera head. It uses experimental five-eighths inch Plumbicon tubes too.

Meanwhile nearby CBS Labs exhibited but did not operate its tiny new color portable that will function completely wireless and remote controlled from a base station. A digital multiplex system is involved for all camera functions.

High-band video-tape-recording machines continued to command the attention of those in the market for color. But top interest in this field went to the new lines of automatic electronic editing and production control equipment shown by several manufacturers, including Ampex and RCA. Instant replay disk recorders also drew wide notice.

3M Co. exhibited its new electron-beam film printer which makes 16mm monochrome prints directly from video-tape masters. It may make color film prints in about two years.

Stronger Transmitters — Among transmitters, higher powers in UHF as well as expansion of the twin-transmitter concept for extra protection against off-air breaks were highlighted. Many improved AM and FM transmitter features also were noted.

The expansion and refinement of test equipment and similar specialized product was apparent in Chicago. Increasingly stringent requirements for color-TV quality are partly responsible for the growing market in sophisticated units to test station equipment all along the line. But the market also is growing as a result of the growth of FM stereo and SCA multiplex broadcasting as well as the general trend to automation. When equipment functions unattended it must maintain high reliability, especially in TV.

How long can the Conrad Hilton continue to hold the NAB equipment exhibit? The question began to pop up again as the product exhibits swelled out beyond the traditional exhibit halls

onto the balconies of the hotel's main entrance lobby. Ampex, the only major firm in the outside area, seemed more than pleased with the traffic flow there. It checked off over 22,000 for the four-day run.

Foreign broadcast product continues to grow at the show. So does equipment from new U.S. exhibitors, all of whom seemed very pleased with broadcaster reaction.

Some of the smaller exhibitors reported unusually good sales activity this year. Addressograph, for example, said its new automatic printing systems produced leads 10 times faster this year than last. Most tape-cartridge-equipment suppliers said they had brisk sales this year although in a few cases the action was off slightly from last year's show.

The postconvention technical seminar by Visual Electronics Corp. continues highly popular. Some 125 engineers stayed over to hear Visual experts tell of the latest developments.

Lighter, better color cameras out this year

New three-tube design is featured; studio gear improved, field equipment more compact

The switch to virtually all color cameras for broadcast use was so subtle at the NAB exhibits this year that it was almost missed. Color has been so strong for so long now.

Not that there were not many monochrome cameras still on display. There were. All the major firms had them.

But the black-and-white cameras seemed more and more to be aiming for the educational and industrial markets or the strictly budget broadcast operations. Another growing monochrome camera market: cable television systems.

The battle among the color-camera makers now appears moving in the direction of lighter weight and greater reliability for the studio models and the ultimate of compactness and portability for the field camera.

Both CBS Laboratories and Norelco came in with new tiny color cameras: the CBS Labs model capable of remote wireless operation and the experimental Norelco model much smaller than its present PCP-70 back-pack portable. Ampex also showed its new small live, color camera now in use.

Trend: Three-tube (Plumbicons) seems

to be the preferred camera design this year although both RCA and Sarnes Tarzian offer gear with four-tube pickup systems for those wishing them. Ampex also showed a new two-tube color camera.

RCA introduced the new TK-44A three-tube color camera (\$74,800) which incorporates considerable integrated circuitry. Deliveries will begin in January 1969. The TK-44A weighs 98 pounds exclusive of lens, uses Plumbicon pickup tubes, has 10:1 zoom lens and features simplified optics. In field use it will function with cable lengths up to 3,000 feet.

RCA also displayed a revised version of its TK-42 four-tube color camera (\$65,000). The TK-42 uses a fourth tube, a 4½-inch image orthicon, to produce extra picture detail for the three color channels. There now are more than 400 TK-42's in station use since the camera was introduced in 1962.

Those who stopped by RCA's exhibit to see the new Man-Pack color portable produced for NBC-TV's 1968 political convention use were disappointed. It wasn't on display, although



Richard Petermichel (l), Sarnes Tarzian's field engineer, explains the details of the new Polychrome color camera to Vernon L. Dillaplain, chief engineer, KETS(TV) Little Rock, Ark.



Packard Bell's new color camera is closely examined by Norman Vogel (l), Mohanic Systems Laboratory, IBM, as Howard Slider, PB project engineer explains its functions.



New three-tube color camera by Shibaden is examined by Ogden L. Prestholdt (l) of CBS Radio, New York, with help of Saito Shigeyuki of Tokyo Broadcasting System, Japan.



The Schneider line of zoom lenses and diascope attachments is demonstrated on a Norelco camera for Allan Potter (r) of WGBH-TV Boston by Don Collins of Tele Cine Inc.



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MONEY IN THE BANK

modulation	power
0%	82 kw
30%	92 kw
100%	120 kw

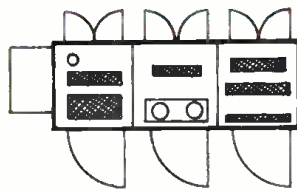
These average power consumption figures show how economically you can operate Continental's Type 317C 50,000 watt AM broadcast transmitter. The low power consumption at 100% modulation takes on more significance as your station's average modulation climbs toward 100% because of high limiting and speech clipping.

JUST THREE CABINETS



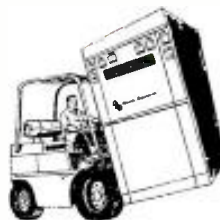
Continental's 317C is completely self-contained, including a 5 hp, 2,000 cfm blower housed inside the transmitter cabinets. Plate transformer is in a separate, self-contained enclosure next to transmitter.

COMPACT



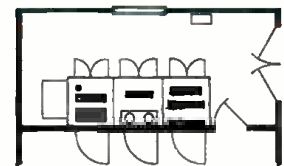
Entire transmitter is 144" wide, 78" high, 54" deep and uses 54 sq. ft. of floor space. External plate transformer is 24" wide, 61" high, 38" deep. Wide doors give easy access to all cabinets, with walk-in access to driver and power distribution cabinet.

LOW SHIPPING COSTS



More money in the bank: Continental's Type 317C has a net weight of approximately 6,600 lbs.; three-cabinet configuration ships easily and inexpensively via truck, rail, ship or plane; standard fork lift equipment will do the job on-site.

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How's this for helping your profit picture? Minimum installation costs with Continental's 317C. Simple air intake and exhaust duct, main power panel and you're in business. One Continental customer was on the air 36 hours after receiving shipment. Right. On the air 36 hours after the transmitter cabinets were delivered to his station site. And he did it himself, reading our instruction book.

27 317C INSTALLATIONS

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WCCO CHQM YVLL YVMR
WLAC KOMA DWS(2) WOR
WNEW(2) XETRA AFRTS(4)
RAI KYW BURMA BROADCASTING SERVICE RADIO
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Verne Milton (r), chief engineer of WSAI Cincinnati, and Mrs. Milton try out Quick-Set Inc.'s model 6475 Gi-

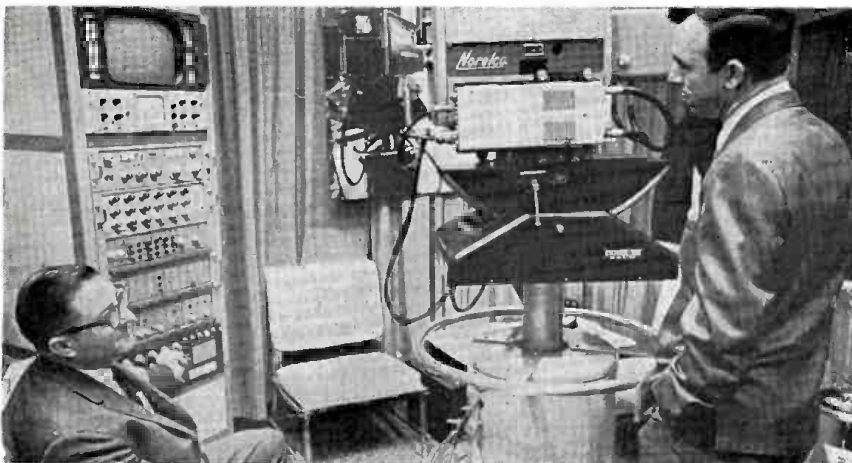
braltar crab TV pedestal with help of Anthony Briglia, a member of the Quick-Set staff.



Features of the Vinten television camera mounting systems are shown to Dale F. Carls (l), Instructional TV Center, Fort Lauderdale, Fla., by Jack Littler of Listec TV Equipment Corp.



Lyle O. Keys (r), president, Telemation Inc., points out the interior design of the TMC-2100 vidicon camera for Claude Lambert, technical supervisor, Canadian Marconi Co.



Just touch control lightly and Power Optics Inc.'s Evershed remote controls for TV camera operation respond in-

stantly, explains Thomas Streeter (seated) for David Hendricks, chief engineer, KBMT(TV) Beaumont, Tex.

it had been demonstrated publicly last fall (BROADCASTING, April 1). RCA explained that since the firm's aerospace branch developed it, it wasn't included in the broadcast division exhibit.

New from GE ■ Incorporating engineering advances since the PE-250 was introduced two years ago, General Electric's new PE-350 color TV camera (\$75,600) has new preamplifiers and improved video processing amplifiers. Like its predecessor, the new camera uses four lead-oxide pickup tubes, but of the more advanced separate-mesh types for improved performance. It weighs under 160 pounds with viewfinder and 10:1 zoom lens.

A cable adapter box and a remote video panel are accessories to the PE-350. The adapter box permits the new camera to be used with existing cable for older three-tube cameras. The remote video control panel keeps all cameras color-matched during a performance.

Commenting on the current controversy over three-tube vs. four-tube color cameras, William Gaither, marketing manager of the Visual Communications Department, said that GE has built one-tube, two-tube and three-tube cameras and finds none that is equal to "our separate luminance four-tube camera."

To bring the over 200 PE-250 cameras up to PE-350 performance standards, GE offered retrofit kits (\$7,000 complete) for camera modifications by station personnel. As would be expected, great interest was shown in the improvement kits.

Philips Broadcast Equipment Corp. showed the latest Norelco line of PC-70 three-tube color cameras (about \$74,000), the original user of the Plumbicon pickup tube produced by the corporate parent, N. V. Philips of The Netherlands. Philips claims more than 600 PC-70's now are in use around the world with over 400 operating in the U.S.

PC-70's to be delivered this coming fall also will feature a Philips' breakthrough in new design of the Plumbicon tube that gives extra-sensitive reproduction of the color red, a highlight of the PC-70 demonstrations this year at the show. Campbell Soup cans or Pall Mall cigarettes, for example, come through on the screen in precisely the same hues using the new tube. Earlier they tended more to brownish reds.

Smaller Plumbicon ■ Still another tube breakthrough, although still developmental, was disclosed by Philips. It was a new miniature 5/8-inch Plumbicon tube which was featured in Norelco's new experimental 6 1/2-pound tiny color camera. Both attracted wide attention even though the picture quality still must be considerably improved be-

fore commercial application.

Philips also displayed production models of its PCP-70 "Little Shaver" back-pack live color camera (\$100,000) and sold about a dozen of them. The prototype was shown last November in Denver before the National Association of Educational Broadcasters.

Although Ampex continued to demonstrate and sell the Marconi Mark VII color camera (\$75,500) in its space this year, Ampex unveiled its own new line of two-tube Plumbicon color cameras, the BC-200 (\$50,000), a simple-to-operate 50-pound camera. It is a studio version of the small Ampex BC-100 hand-held live-color camera that already is in network use for sports coverage. The BC-100 (\$100,000) also was on display.

Two-tube Color — The BC-200 captures full color using circuitry based partly on the field sequential-type circuits developed for the CBS color system of the late 1940's, it was explained. The BC-200 also uses a new lightweight cable that weighs two ounces per foot and will function with up to 3,000 foot lengths. The BC-200 needs only 15 minutes warmup, Ampex said, and will run 12 hours without adjustment.

Ampex also displayed production models of its tiny portable BC-300 monochrome live camera which feeds the battery-powered back-pack VR-3000 high-band Videotape recorder, both first displayed last year. Deliveries of the system (\$65,000) begin in May.

Another significant breakthrough in the tiny color camera art—wireless operation—was claimed by CBS Labs which displayed, but did not operate, its new hand-held three-tube Plumbicon color system. Demonstrations are being given in the laboratory, however, CBS Labs said. Even when the camera is operated "on cable," it was added, the system requires but a standard RG59U single-strand coaxial cable of ¼-inch diameter for full remote controlled functioning.

Called the Minicam Mark VI, the CBS Labs camera head weighs 18 pounds including viewfinder and lens. Heart of the system is a new digital control design that permits one base station to control up to six cameras. When cable powered the camera will work up to two miles away, CBS Labs said.

The back-pack unit for wireless colorcasting has enough batteries to give 90 minutes of operation and it weighs 30 pounds. The camera-head viewfinder system, besides picture display, includes display of a full waveform monitor and the field strength of the NTSC signal reception at the base station. CBS Labs presently is building a prototype plus four production models for use by CBS-TV.

Sarkes Tarzian's studio color camera,

the Polychrome 88D, introduced at last year's NAB convention, was redesigned and improved for this year's show. The camera's optics provide three-channel efficiency with a four-channel split. A five-position neutral density wheel was also incorporated. The four lead-oxide Plumbicon camera (\$70,000) weighs 85 pounds without viewfinder and lens or 140 pounds complete, with average delivery in 30 days.

Shibaden Corp. of America displayed for the first time its three-Plumbicon color TV camera that features CBS Labs image enhancer, which is incorporated into the camera control console. The PMZ12C-3 camera (\$50,000) is built with silicon transistorized circuits and integrated circuits are fully employed for longer life. The Japanese-made camera can be used for either studio or field work.

Cohu's 1000 series color-TV camera (\$15,000) contains an optical system basically of two Petzval lens. The three-vidicon tube camera is said to meet the requirements of broadcast studios.

Sony completed its Videocorder system with introduction of its VCK-2100 TV camera with optional viewfinder. It also showed its new battery-powered video recorder and hand-held TV camera, which as a package weighs about 16 pounds. The hand-held camera is simple to operate and a dynamic microphone mounted on top of the camera picks up the audio. The entire system sells for \$1,250.

D. B. Milliken introduced its micro-eye TV camera, the KXO 606, (\$4,000 to \$5,000 depending on the lens) and its new KXO 605 industrial microeye. These cameras can be combined with any standard TV monitor to form a closed-circuit system. The KXO 605 also comes with a self-contained transmitter for remote operation.

Sylvania's camera for educational TV, the SC-9A broadcast vidicon, has been updated and sells for \$3,700 to \$5,000.

Packard Bell introduced its new PB-940 vidicon TV camera (\$1,365) as an economical answer in such uses as microscope work, document reading, data transfer and banking applications. The camera comes in two models: the 525 or 875 scan rate.

Telemation Inc. also displayed an inexpensive vidicon camera, the TMC-2100. As a random interlace camera, it may be used in industrial and other closed-circuit TV applications where broadcast quality pictures are not essential. By incorporating Telemation's 2:1 digital sync generator, the TMC-2100 can operate with 2:1 industrial sync, providing additional quality.

For compact storage in remote trucks plus color-camera stability, TV Zoomar introduced its model HOB color-camera pedestal with removeable legs (\$800).



Edward Resk (r), sales engineer, Davis & Sanford, shows the smoothness of movement of the company's new cradle head to George Zavales, director of engineering, Public Broadcasting Laboratory, New York.



David Kingsley (l) of Cleveland Electronics Inc. shows newest deflection assembly for vidicon camera tubes to Robert Paasch, chief engineer, WCKT (TV) Miami.



Wade Douglass (l) of Ball Brothers Research Corp. shows new solid-state color TV monitor of firm's Miratel Division to FCC Chairman Rosel H. Hyde.



Another British entry into U.S. market is Rank Cintel's Mark VIII color slide flying spot scanner. Rank's Neil Burton Shaw (r) punches up another picture for Walt Bundy Jr., Shenandoah Valley ETV, Harrisonburg, Va.

Camera to transmitter gear better

Chicago meeting sees integrated circuits that cut costs for both radio and television stations

Automation of the entire system between color-TV camera and the transmitter that sends the signal to viewers sprouted plentifully at this spring's engineering exhibit in Chicago.

Integrated circuits that greatly reduce equipment costs and increase reliability made their first thrust into both radio and TV components. The trend to solid-state plug-in modular construction was evident at all exhibits, a factor in the move to complete automation.

Visual Electronics' new Videograph display system and its accessories attracted crowds throughout the four-day engineer exhibit. The model 990 display control unit generates alphanumeric characters with three memory devices available for magnetic storage. Coded data is prepared on a display composer, which consists of a keyboard and editing monitor, for either instantaneous use or for storage for later use such as weather, sports scores and election returns.

Visual's Readyfile memory device, a tape cartridge system, can store up to 1,000 rows of prepared information. For the extensive needs of election returns, the Masterfile allows storage of 11,500 information rows that are available as either a row or as a complete frame. The Pagefile memory system, a magnetic disk with up to 72 separate recording tracks, stores one frame of the video signal at a time. Special effects such as crawl, roll and blinking of words are standard features included with the display control. Visual reported that 16 display systems have been sold.

Alma Engineering featured its 6500-series video switching system with a new sync lock on the vertical interval pulse which causes the picture always to change at the same line during the vertical blanking period. The custom switchers (priced at \$8,500 plus effects) are designed for nine input channels and five output. Alma also introduced its 9000 series pulse-controlled video switching system.

AMP Inc. added a new member to its line of switching and control systems—the line-preset type video/audio switcher, human engineered for operating ease. The basic system—a video switcher, transition rate and machine controls—is operated manually. But with the preset programmer, the equipment runs semi-automatically. Thirty commands can be stored in the programmer's memory. The automatic broad-

cast programmer, a digital computer, can be added to the system and store many hours of switching and control commands, providing completely automated operation.

AMP's automatic broadcast programmer bridges the man vs. machine struggle with a "English-like" language that is almost identical to normal station jargon. The systems input is by paper tape or punched cards, with editing instructions entered in the 8,192 word computer memory by typing them on the alphanumeric keyboard. The PDP-8 computer can control up to 150 sequential "scenes" and the events are logged on a teleprinter output as they occur. A monitor displays the status of on-air and upcoming scenes in the same language. The system offers control of all video and audio switching as well as all machine operations.

A new video signal multiplexer, the Mark 81, was introduced by Ball Brothers Research Corp. The Mark 81 (under \$400) is designed to add EIA TV synchronization pulses to the output of video sweeping oscillators.

CBS Laboratories displayed its new image enhancer that is designed to increase the sharpness and detail of color images on home viewing sets. The technique is particularly effective in televising football games and other fast-action sporting events. The device examines coded color signals and automatically adjusts vertical and horizontal details to eliminate color softness.

Central Dynamics' automatic program control sets up commercial and stations break sequences for automatic operation of video and audio switching, mix-effects transitions and all machine control functions. The control system, which is priced at approximately \$80,000 complete, has been sold to WRGB (tv) Schenectady, N. Y.

Chrono-log Corp. again showed its answer to the panic periods of TV station breaks and spots with the solid-state STEP system (\$13,000) of switching automation.

Cohu Electronics introduced its new 9300 series switcher (\$28,000) that accepts composite or noncomposite, color or monochrome, synchronous or nonsynchronous signals. The switcher has integrated circuits and modular construction, has 21 inputs and seven outputs, and has a double re-entry vertical interval switching system. Cohu also displayed its 2600 series video multiplexer (\$795). Four video sources and



William Moreland (l), vice president, Conrac Corp., shows a new color-TV monitor to Dick Hance, director of news, WFLD-TV Chicago.



Telepro's model 6000 rear-screen projection system gets once over closely from Ken Martin (l), KIFI-TV Idaho Falls, with help of Robert Keen, Telepro Industries Inc.



Commander Jug Varner (r), director, U.S. Navy public affairs office in Chicago, views a demonstration of Q-TV's prompting system by George Andros, Q-TV's vice president.



Scantlin Electronics Inc.'s new Alphabetic visual writing machine is demonstrated for William Enloe (l), chief engineer, KFDX-TV Wichita Falls, Tex., by Lew P. Dickey of Scantlin.

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TV Zoomar's prototype colorgard meter is demonstrated for LaRue S. Curd (l), chief engineer, King Broadcasting,

Seattle, by David A. Newbrech, technical engineer, TV Zoomar, at the NAB engineering exhibit.



Sylvania Electric Products new mobile TV studio is displayed for Ivo Facca (l), chief engineer, channel 4, Montevideo, Uruguay, by Sylvania sales engineer Jack Ellicott.



Telesync Corp.'s color crawl system is described by firm's Trig Lund (r) for Gerald M. Fry, Armed Forces Radio-Television Service, Canal Zone, Panama.



John McClimont, marketing manager, Front Projection System, demonstrates the new "Studio 90" system that was

the company's standard bearer at this year's NAB convention engineering show in Chicago.

line video can be selected by pushbutton control for display on a scope or monitor. Plug-in circuit cards provide rapid access to facilitate maintenance.

Cooke Engineering Co. showed its complete line coaxial switching and patching equipment. Prices for the jacks ranged from \$18 to \$23, and the firm offers patch cords, panels, test probes and terminating plugs. New is the AD-2A audio distribution amplifier which contains five active plug-in printed circuit amplifier assemblies and one spare.

To compensate for high-frequency losses in cable transmission in studio-to-transmitter links, Dynair Electronics introduced its long-line Equa-Dyn system, which will transmit video for distances of up to 25,000 feet over 124-ohm balanced cable (\$4,505) or with the same cable at 15,000 feet (\$3,375).

Dynair also showed its VS-121B switcher-fader (\$1,750) with preview buss, primarily for use in small broadcast stations, for remotes and for educational and instructional purposes. The switcher-fader has provisions for 12 inputs (six are designed for use with noncomposite video, the others are switch selected and four outputs).

Among new equipment is a simulated "on location" device of Front Projection Corp. The device involves a TV camera, front projection beam splitter and dual slide projectors with fade, dissolve, pop-on capabilities. The Front Projection Studio 90 system (\$21,500) includes camera, pedestal unit, background projection unit and 10 by 12 inch screen. The first six units already purchased are scheduled to be delivered in a month.

The Grass Valley Group displayed the 1400 series video switching systems with solid-state modular construction. The 1400-1 switching system has 12 input and four output busses (\$9,000). The 1400-2 systems features 12 input and six output busses with provisions for two additional outputs (\$19,335). Twenty input and seven output busses are built into the 1400-3 switching system (\$28,600). The three video switchers have a series of factory options available.

Amid the diverse explosion of switching and processing gear seen at the show, another new major entry was made by Norelco as the Philips Broadcast Equipment Corp. continued its drive to be a total supplier to the broadcast field. The Norelco exhibit was jammed with an array of solid state switching systems and other related products.

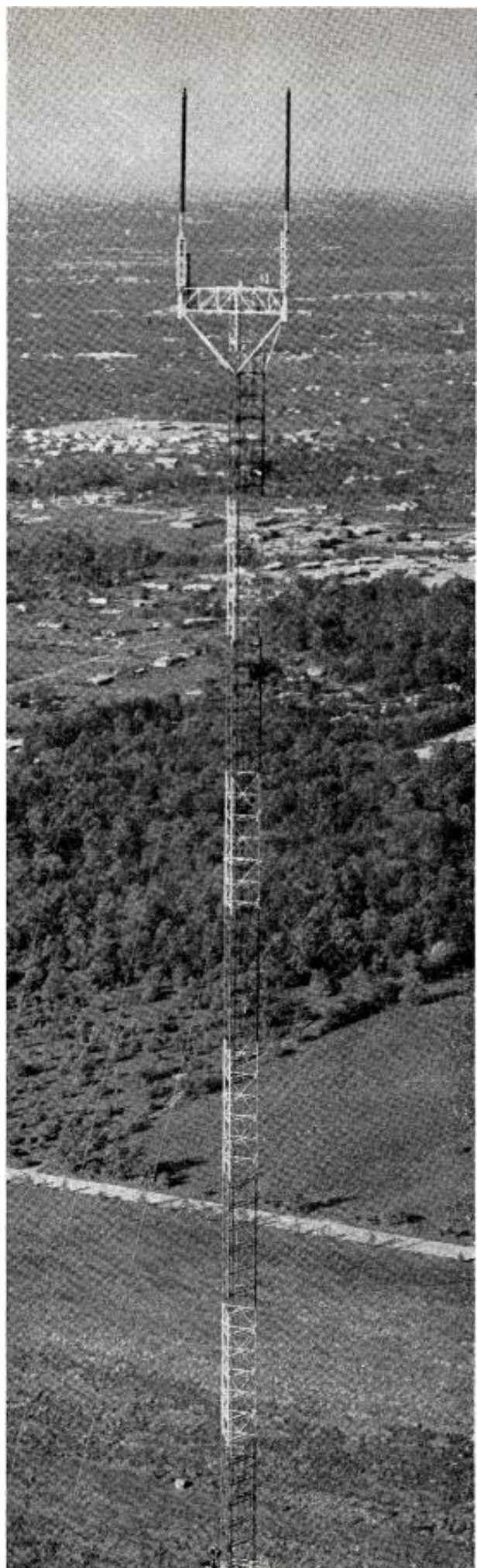
New gear in Q-TV Sales & Distributing Corp.'s line of teleprompting devices and systems is a cartridge-loaded model that eliminates the need to disconnect cables. Also shown was the new "duo" Q dispatcher system that has both horizontal and vertical applications. The

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Brand Rex cable for new Ampex BC-200 color camera weighs but one-tenth usual cable, Paul Valliere (l) of Brand Rex assures Barry Coetsee of Ampex who helped design lightweight BC-200.



Andrew Corp.'s new line of 8-inch heliax transmission cable gives Carl Fosmark (r) of Gates Radio Co. plenty to talk about with Bill Kuhn of Andrew.



Robert Fanning (l), product sales manager, Boston Insulated Wire & Cable Co., indicates a design feature of a color-TV connector to Michael Cook, supervising engineer, closed-circuit TV, New York Telephone Co.



ITT Electron Tube Division's high power transmitter tube line is shown by J. W. Alsop (l) to George Merchant of Western Electronics, Calgary, Alberta.

system weighs six pounds and sells for \$2,660.

Richmond Hill Division of Riker Video Industries displayed its broad line of solid-state gear, including, switching gear, special effects generators and switching and production consoles.

A new mobile van (\$44,500), built primarily for educational TV use, was the highlight Sylvania Electric Products' exhibit this year. The mobile self-contained studio control room is divided into two sections: the front is the operating and control section, the rear contains the generator plant.

Sarkes Tarzian highlighted its new custom-built Digilogic line master control system for video production techniques. It includes the Metrik system, an integrated system of video mixing, effects and keying, a digital sync generator, the Compulse system of sync generator signal encoding/decoding, a three channel comparison of composite sync signals, and Dataproc, a video processing amplifier that clamps and reconstitutes the sync intervals of incoming composite video signals, thus removing disturbances.

More than 145 different effects are incorporated in ST's new video logic generator (\$9,000) that performs additive and nonadditive mix and special effects. The unit's basic design is a four channel system having A-B and C-D controls each feeding a master channel.

ST also displayed a redesigned solid-state switching system (\$15,000) that includes a three-channel automatic sync comparator, sync sensor, and new automatic output electronics that regenerates the signal.

Telesync Corp. demonstrated its horizontal-vertical color effects crawl system (\$1,690) which mattes easily over normal program picture and is produced on normal typewriter keyboard. Telesync also showed its regular line of TV studio prompting equipment that is available both for sale and lease.

Visual Electronics displayed its new CSG-1 color sync generator (\$2,650) that features digital design and integrated-circuit construction. The unit is equipped with a high-frequency clock that, Visual claimed, greatly reduces time-base instability that results from the jitter inherent in any oscillator circuit. The design permits going in and out of genlock while on air with negligible disruption of viewers' reception.

Telemet Co., another broad line supplier, featured its new Telechrome SS-140 vertical interval switcher (\$40,000) a solid-state modular system to provide full color flexibility. The special effects systems can be used with all cameras.

Vital Industries displayed its new VIX-108 high-performance switching system and vertical interval production switcher which make extensive use of integrated circuits. The units were

hooked in tandem to demonstrate how a color signal can be passed through 240 switchpoints without any loss of quality. Vital also showed its lines of processing amplifiers and other related equipment.

Ward Electronic Industries introduced its new TS-211 video/audio switcher with A-B cutbar and mix (\$10,000). The switcher is designed for master control and small applications. It features all solid-state components, video inputs that may be all composite or all noncomposite, and is available with input clamping amplifiers. Ward reported that interest was high for its entire series of TS-2000 series vertical interval video switcher. The unit that was on display was sold off the floor. Its price: \$30,000.

Monitors Galore — Ball Brothers Research Corp. showed the new 14-inch color broadcast monitor, the TCB-14R (\$1,925), which is designed to provide easy access of controls.

Conrac Corp. introduced its KNA9 solid-state 9-inch monitor designed for closed-circuit use. Prices begin at \$185 in the chassis-only model, with cabinet (\$225) and dual-rack mount versions (\$405) also available. Offering switch selection of any of the four principal TV line standards, Conrac's CUJ14 monitor is priced just under \$1,100.

Cooke Engineering Co. and Trompeter Electronics Inc. exhibited their broad ranges of patch panels, jacks, plugs, switches and matrices for both radio and TV.

Hewlett Packard displayed its line of new solid-state monochrome TV monitors. A 14-inch version is \$900.

Rank Cintel introduced to the U.S. market its line of signal processing equipment, engineered especially for color. Rank Cintel also displayed its new 19-inch color monitor (\$2,000) and its NTSC decoder (\$850).

Cable is plentiful in spite of strike

Cablemakers were out in force and well supplied at this year's engineering exhibit despite the lengthy copper strike. Adequate stockpiling enabled the manufacturers to meet the market demand and take new orders without delay in delivery.

Andrew Corp. featured its new 8-inch diameter flexible Heliac coaxial cable which carries the TV signal from the transmitter to the antenna. It costs \$24 per foot and extends the advantages of flexible cable to very low attenuation or very high power applications that formerly required rigid transmission line. Andrew also introduced two new

antennas designed specifically for instructional TV fixed service use.

Boston Insulated Wire & Cable Co. showed its complete line of TV camera cables for both European and U. S. markets. BIW's line features color-coated boots and dust caps for ease in determining TV-cable lengths. Color and monochrome TV connectors, terminated assemblies, wall boxes, panel mounts and adaptor assemblies were

also displayed.

Brand Rex, a major supplier of cable for connecting TV cameras in the studio, included the new lightweight cable it is supplying for the new BC-200 two-tube Ampex color camera. This new rubber covered cable, BR1207, weighs two ounces per foot and has an outside diameter of approximately $\frac{3}{8}$ inch. Inside it contains two coaxials plus 14 other wires.

Higher power UHF transmitters shown

Business is good for every type of upgraded AM, FM and TV station transmitting equipment

Brisk business was reported by most manufacturers of AM, FM and TV transmitters and related gear at this year's National Association of Broadcasters engineering exhibit.

Higher power—especially in UHF equipment—and compact, solid-state construction featured the new transmitters that broadcasters considered for replacement or upgrading of their facilities.

RCA, which last year introduced its new 110 kw double klystron UHF transmitter (\$425,000) and now is shipping them, this year introduced the new polygon 60-gain UHF antenna (\$175,000) that will produce a full 5 mw of effective radiated power in all directions. The new antenna when coupled with the TTU-110A transmitter is described as the RCA Omni-Max transmission system. The new transmitter has already been shipped to WPHL-TV Philadelphia and the unit shown at the NAB is going to WECO-TV Pittsburgh. The TTU-110A uses two vapor-cooled 55 kw klystrons to produce 110 kw output.

In the area of VHF TV transmission, RCA showed its new system for parallel operation of two VHF transmitters to insure on-air time when a single unit fails. The working standby system provides for each transmitter to contribute half power to the normal signal. In event of failure, either unit provides enough to keep the station on the air with only a minor loss in signal strength. For NAB display this year RCA exhibited two 5 kw transmitters (\$189,500). Several years ago RCA began offering twin FM transmitter combos and a number are now in use.

Ampex Corp. featured the 55 kw UHF klystron transmitter of Town-

send Associates which it has absorbed. The unit has transistorized drive circuits as well as built-in test and monitoring facilities.

Solid-state drivers for both UHF and VHF transmitters were shown with the new 15 kw VHF transmitter, a first for General Electric in this power class. Rated at 1 kw for VHF and 100 w for UHF, the new drivers have solid-state circuits to improve reliability. GE said transistors replaced 57 tubes in the VHF model and 34 tubes in the UHF driver. The drivers are priced from \$23,600 for high channel VHF to \$28,500 for UHF.

Deep inside the Philips Broadcast Equipment Corp. exhibit was the Nor-elco 55 kw UHF klystron transmitter. It is made by Pye Ltd. of England, now a Philips subsidiary, and also comes in 10 kw and 30 kw power ratings. It features silicon solid-state circuits and power supply units and is designed for unattended operation as a single unit or in parallel mode.

Visual Electronics showed its new 55 kw UHF transmitter, VTU-55 (\$285,000), which features a solid-state heterodyne driver. Twin high-gain power amplifiers use a five-cavity klystron with vapor cooling. The integrated design incorporates all functions—vestigial sideband filtering, linearity and phase adjustment, envelope delay pre-correction, etc.—in one package. James B. Tharpe, Visual president, reported that "several" VTU-55's were sold at the exhibit.

Electronics, Missiles and Communications displayed a new 1 kw translator. The translators range in price between \$28,000 and \$30,000. Emcee also showed its line of instructional-TV fixed-service transmitters and the 2500



John R. Quinn (l), marketing manager, Eimac Division, Varian Associates, shows Clifford Luke, chief engineer, WIBC-AM-FM Indianapolis, one of the firm's new vapor-cooled tetrodes.



American Electronic Laboratories' Bill Bornmann (l) exhibits power tube details of 20 kw FM transmitter for Ron Toller, WEAM Arlington, Va.



TV men must keep up with radio too. Chester Slaughter (r), WSPD-TV Toledo, Ohio, hears about new 250-w FM transmitter of Standard Electronics Corp. from Bill Stringfellow.



Ted Soskin (l), president-general manager, CHQR Calgary, Alberta, smiles as any proud owner should. He's just bought new Continental Electronics AM transmitter. CE's Ray Tucker reminds him of key features.



T. M. Raburn (l), president-general manager, KGYN Guymon, Okla., looks over new 10 kw AM transmitter he has just purchased from Claude Hill of

CCA Electronics Corp. Among the other new products that were shown by CCA was a new 20 kw FM transmitter.



Bill Rollins (r), vice president-general manager, WSVN Valdese, N. C., gets answers to his questions about new

10 kw transmitter of Technical Material Corp. from Joseph P. Sabatino. The unit sells for \$55,000.



Bauer Broadcast Division's 10 kw AM transmitter gets solid sell by Jack Sellmeyer (l) of Granger Associates in answer to questions put to him by consulting engineer, Fred

W. Volken, Sierra Madre, Calif. The new Bauer transmitter costs \$20,500 and features instant plug-in access for remote-control operation from the broadcasting studio.

mhz TV converter (model 25-201).

In the field of AM and FM transmitters, major manufacturers such as RCA, Collins and Gates displayed their latest products. There also was a broad array of AM and FM transmitters offered from a number of other firms.

American Electronic Laboratories unveiled its new 20 kw transmitter (\$21,500), which features solid-state exciter using direct FM concept on carrier frequency.

The Bauer Broadcast Products division of Granger Associates exhibited its new AM transmitter line that features instant plug-in access for full remote control operation. The 10 kw model costs \$20,500. Bauer also showed its new line of 3 kw and 5 kw FM transmitters (\$10,750 and \$11,500). These rigs have solid-state direct FM exciters and pushbutton stereo controls.

CCA Electronics Corp., which supplies a wide range of both AM and FM units for broadcasters, displayed its new 20 kw FM transmitter (\$22,500). It comes with either monaural or stereo exciters and will operate unattended.

Continental Electronics highlighted its type 317C kw AM transmitter (\$95,000) of which more than two dozen are now in use, plus its type 315C 5/10 kw AM transmitter (\$22,000) of which more than 50 are now in use. Both were first introduced in 1964.

For the third year Gates Radio showed its 50 kw AM transmitter (\$89,000) that features a vapor-cooled single triode PA tube and two triode modulator tubes. The VP-50 transmitter consists of three cabinets: one for high-voltage power supply, the amplifier cabinet and the RF cabinet. The transmitter has been installed at KDAY Santa Monica, Calif., and KXEL Waterloo, Iowa.

Standard Electronics Corp. featured its new 250 w FM multiplex transmitter (\$5,000) as well as the company's diverse line of both AM and FM transmitters and step-up transmitter amplifiers. Standard also showed its model 935 stereo FM generator (\$1,200) which has been modified for SCA broadcasting as well.

Technical Materiel Corp. showed its new 10 kw AM transmitter (\$55,000) that is all solid state except for final stage. It has single knob tuning.

Wilkinson Electronics Inc. showed a novel AM satellite transmitter (\$475) specifically designed for use within steel constructed arenas where AM station reception is poor. Its purpose: To re-broadcast within the arena the station coverage of the sports event the fans are watching and trying to also hear on their transistor radios there.

Program and Control Gear ■ CCA Electronics Corp. introduced its new Watchdog automatic transmitter pro-



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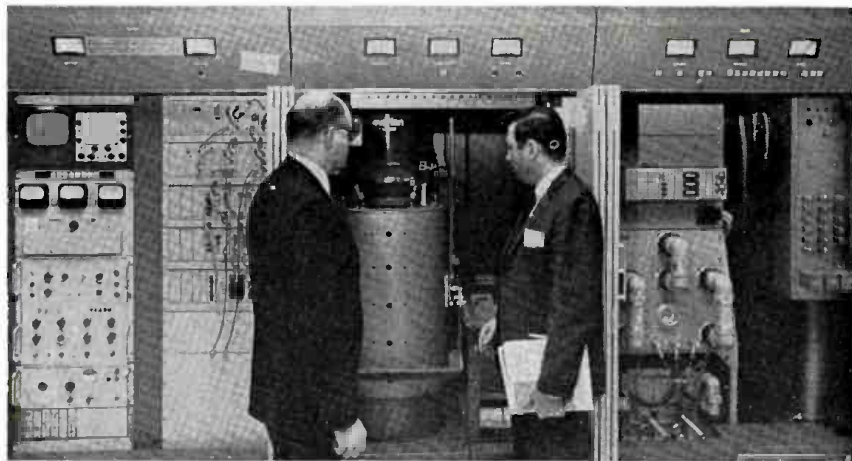
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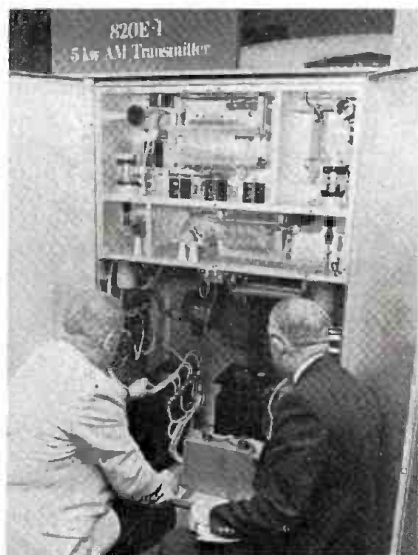
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Harold Rogers (r), KLNI-TV Lafayette, La., looks over new 55 kw UHF transmitter of Visual Electronics Corp. with help of Visual's George Wagner.



Collins Radio Co.'s 5 kw AM transmitter gets close examination by Bill Monroe (l) of Collins and Welton M. Roy, chief engineer, WHBQ-AM-FM-TV Memphis.



Towers and transmitter buildings are specialties of Advance Industries and P. J. O'Connor (r) points out structural features for Mort Henkin, president, KSOO-AM-TV Sioux Falls, S. D.



Map showing a typical Emcee translator system for extending TV coverage is studied by Gordon P. Brown (l), president-general manager, WSAY

Rochester, N. Y., with aid of Garr Johnson, vice president of the maker, Electronics, Missiles and Communications Inc.

gramer (\$1,295) for AM's. The system is designed to provide automatic switching of the transmitter and directional antenna patterns to their assigned licensed allocations as well as turning the transmitter on and off and setting critical hours power. The unit is prewired at the factory to the specific station license and will function unattended. No changes need be inserted until Feb. 28 of every fourth year.

Marti Electronics Inc. showed its RMC-2AX remote control and telemetry system for the control and metering of AM, FM and TV transmitters or a combination of transmitters. A 10-channel system is offered as well as an optional 24-channel system. Completely solid state with plug-in modules, the Marti system is control compatible with studio-transmitter link, schedule C phone line or schedule AAA phone line. It is metering compatible with AM carrier, FM subcarrier and DC metallic loop.

Moseley Associates Inc. again featured its solid-state ADP-101 digital automatic transmitter logger for AM and FM as well as TV. The system has an automatic typewriter printout to give continuous readings and it records up to 10 transmitter readings every 10 minutes. An out-of-tolerance condition causes that particular reading to be printed in red and the internal audible alarm is sounded. A contact closure enables the use of an external alarm as well.

Rust Corp. showed its new RC-1000 remote-control equipment (\$890) designed for a maximum of 22 control functions and a maximum of 10 metering positions. Each system consists of two units: the 1000T located at the transmitter site, and the 1000C installed at the station. The remote control equipment is designed to operate with the Rust automatic-transmitter logging equipment, the AL-400 Autolog.

ITT Electron Tube Division displayed the F-7007 high-vacuum tetrode for TV transmitters along with its line of power triode tubes.

The Machlett Laboratories Inc. division of Raytheon Co. exhibited its wide spread of power tubes for AM and FM as well as TV. The latest in both triodes and tetrodes models were featured.

Varian Associates, supplier of power transmission tubes for both radio and television, displayed its new 935A klystron (\$12,600) for UHF transmitters. The new klystron is a five cavity device which will produce 55 kw peak of sync pulse power with 46 db gain. The tube is vapor cooled and it can be driven by a solid-state driver. The tube also features a photosensitive arc detector circuit which automatically reduces drive power.

You're using our film? We're using your commercial!

Ah, the disadvantages of having a great commercial shot on Eastman color film. We can't think of any.

Eastman color shines beautifully on your product message. Your spot reflects brilliantly on our products' abilities.

But your commercial isn't merely moonlighting for us. It says a lot for the film

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And think of the convenience it brings the traffic expeditor, media people, account supervisor, and sponsor. Such as being able to screen the commercial in its original full-color quality anywhere, any time.

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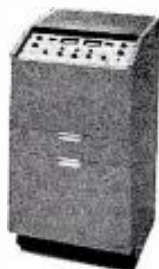


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AVERAGE COST—*microdiscs* for a year: \$179.40 . . . compare with *tape* (Documentor quality) for a year: \$1387.00 . . . or 1 1/2" per sec. *tape* (below Documentor quality) for a year: \$693.00.

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Richard Wallace (I), vice president, Harwald Co., shows a logging detail of the Media-tron system to Roch Demers, vice president, CJMS Montreal.



Tom Read (I) of KDTH, KFMD(FM) Dubuque, Iowa, listens while economies of the Seeburg automatic music system are explained by Sam Garvin, Seeburg Music Library Inc.



Joseph M. Burt (I), marketing manager, Moseley Associates, explains automatic read-out report that is feature of firm's automatic logging system. Listening is Bernie Holtman, WAVE-AM-TV Louisville.



Bill Mors (I) of Schafer Electronics describes latest VLR 332 logger-recorder system to Jerry Martin, chief engineer, WKNR Dearborn, Mich.

Radio is ready for automation

Exhibits draw interest
of managers anxious to
improve service, cut cost

Radio's rush to automation—now spreading to complete station operations from a list of available spots to the billing of advertisers—was the wave of the future at this year's show. With an estimated 1,000 stations already in some degree of automatic programming, many more are ready to move up to the sophisticated gear that reduces personnel costs and eliminates make-goods.

Pulling crowds and providing a conversation catalyst normally reserved for color-TV camera displays, Gates Radio's 1 kw AM station (\$44,500) was operated automatically to the extent permitted by FCC regulations.

Two Criterion 55 multiple cartridge reproducers handle the music. The 110 cartridges, each with a playing time of up to 10 1/2 minutes, provide music capacity of almost 20 hours. Three rotary multiple cartridge reproducers provide 24 spot announcements each. The format is controlled by the SP-10 systems programmer which stores all commands to operate the system. Network cue equipment permits the system to join a network for newscasts.

Automatic logging equipment prints out the time and event of each program element. This log, when combined with the station's master program log, is accepted by the FCC. Transmitter logging equipment converts analog readings into conventional log form that can be easily read. If operations deviate from the norm an alarm is sounded for transmitter adjustment or the system will automatically shut down.

Gates reported that several of the automated stations have been sold.

For stations desiring part-time automation, Gates introduced a monophonic system that allows from one to six hours of automation with two multiple cartridge transports providing basic program sources. Three Criterion cartridge decks supplying ID's and time announcements and the SC-48 programmer providing 48 events without repetition. The system includes provisions for addition of automatic logging. Prices for the system range from \$5,000 to \$10,000.

FM stereo program automation equipment, featuring a new tone sys-

BROADCASTING, April 15, 1968

tem for joining a network, was shown by Gates. Music is provided by two reel-to-reel tape transports; all spots are reproduced by the Criterion 55 multiple cartridge reproducer. The SP-10 programmer runs the entire system and can control up to 10 audio sources. The complete system costs \$19,415.

Prototype ■ Schafer Electronics highlighted its display with a prototype radio-station automation system using direct computer control, which it expects to have on the market in 10 months. The computer will operate the broadcast automation system, type program logs and calculate customer billing. Complete station automation will start at approximately \$40,000, the company estimated.

Schafer also showed its line of broadcast automated systems. The basic 800 system with random access spot locator (\$17,375 monaural, \$19,480 stereo) or with random select carousel and memory (\$11,940 monaural, \$12,875 stereo) continued to attract high interest. Schafer's all-Ampex 800-4 system with random access spot locator and audio clock (\$22,835 monaural, \$25,690 stereo) will provide up to eight hours of programing.

Disan Engineering Corp. used the latest computer technology in designing its new model random access selector. Each sequence is dialed in the memory, which can be automatically interrogated and the cartridge position read on the light bank. The memory holds up to 360 cartridge selections, and after setting, it is placed in the 490 reader, which starts the sequence. The new unit will combine with existing carousel units or with Disan random cartridge handlers.

Full or Partial ■ International Good Music demonstrated its model 600 audio control systems for fully automated broadcasting or semi-automated operation with live announcer. The 600 system uses NCR punched cards to program the system and provide automatic logging and it ties in with the station's traffic and accounting departments where the cards can be used on automatic accounting equipment. Each punched card represents a format feature such as spot, program, time check or intro. Changes can be made by substituting a card or manual operation.

IGM also showed its series 500 audio control system using special 24-hour timing controls to automate program functions. Since the basic design of this system in 1961 over 200 units have been built. IGM continues to market its taped music library services with more than 18,500 hours of music available. IGM also is entering the TV automation market, concentrating on educational field first.

Macarta Inc. displayed its new Car-



Lawrence J. Cervone (l), general manager, Gates Radio Co., explains the complexities of the glass-enclosed automated radio station to Glenn F. Bir-

cher, president and general manager, WINU Highland, Ill., while his son Jon listens to the programing. The equipment sells for \$44,500.



Ed Z. Carrell (l), president, WGAD Gadsden, Ala., listens and watches to a demonstration of Schafer's automated system as Paul C. Schafer, president, explains and Charlotte Drake operates the system.



Time control panel for Tape-Athon Corp.'s radio automation system is conversation starter for Clair R. Tettleman (l), Northern Illinois University, DeKalb, and Wally Rubin of Tape-Athon.



Full-system automation or partial automation is possible with International Good Music Inc. components, Joe Toher (c) of IGM tells Ralph

Melanson (l), chief engineer, WEMJ Laconia, N. H., and Talbot Hood, station manager of WKBK Keene, N. H.



Clayton Brace (r), vice president-general manager, KOGO-AM-FM-TV San Diego, hears about Disan Engineering Corp.'s model 490 random-access selector for radio automation systems.



D. B. Milliken Co.'s model 64A video film recording camera holds attention of Bill Smith (l) of Milliken and Burckett Farquhar, WOSU-AM-FM-TV Columbus, Ohio.



The friction drive of Filmline's new FE-15 newsfilm processor is demonstrated by Jack Grady (l), sales representative, for Raymond Wilke, director, ITV, Villanova University.

ousel automated programing system (\$7,000) that is compatible with present cartridge equipment. With two Carousel units operating in sequence dead spots do not occur while cartridges are carried into position. A random selector for the Macarta Carousel (\$1,375) consists of a metal chip reader system and a photo electric readout to a decoder. A five-bit code is employed to give complete random access for one or up to five Carousel units. Program chips are loaded in the order the events are to occur into a quick-change magazine.

Nippon Columbia Co. Ltd. offered its type DN-150P automatic multiple-tape cartridge system. The unit can handle conventional tape and reels so special tapes need not be recorded, Nippon said.

Seeburg Music Library Inc. displayed its automatic record systems designed as economy units for the FM background music field as well as other sta-

tions. The automatic background music center unit (\$1,068) already is in station use. The new automated record player permits dialed record selection (\$795) and is now in FM stereo use, Seeburg said.

Tape-Athon Corp., which showed its diverse line of tape systems recorders/reproducers, loggers and playback systems, featured its model 5000 automation system, an economical package that costs \$5,000 for monaural applications and \$6,000 stereo. Heart of the system is the compact programing board that eliminates a myriad of rotary switches. This board has a series of 26-position sliding switches that are moved easily to a desired position for message interjection. One position on each switch may be used for shutdown and another for permitting live broadcasts or network cut-ins. A master time initiates cartridge plays and other functions. The whole system uses building block design for easy expansion of facilities.

Tape-to-film system introduced

3M Co. development features electron-beam recorder; new Japanese method produces color on B&W film

A highlight of the innovations in television film gear at the NAB this year was the introduction of 3M Co.'s new electron beam recorder that prints high-resolution 16 mm film directly from video tape masters.

The EBR-100 (\$64,000) already has been sold to the U.S. Information Agency in Washington. It presently prints only monochrome film but 3M hopes to have it turning out color prints within two years.

The EBR-100 will print motion picture film directly from a live TV camera as well as from a video tape. Heretofore electron beam exposure of film had been done only in laboratory or military setups, 3M explained.

"By directly exposing motion picture film to a beam from an electron gun assembly, an image representative of the original scene is traced on the film at a TV line rate," it was explained by R. F. Dubbe, 3M Co. Mincom division research manager.

The film, he said, is a fine-grain stock which is developed in a conventional manner and produces a picture with very low background noise."

Nippon Columbia Co. Ltd. exhibited parts of its new multiplex-filter film system for producing full color in TV using ordinary black-and-white motion picture film. It is especially suited for fast color news coverage, Nippon said, and is in use by one station in Japan although it is not yet ready for offering in the American market.

Called the Monocolor system, the

Nippon technique requires that special filters be placed in the film camera and a special Monocolor decoder be added to the broadcast film chain. Although monochrome film is used, processed chemically as such, etc., the end result off the film chain is an NTSC color signal, Nippon said. Operational principal is based on the frequency separation one-tube color camera filed for patent by Nippon in 1962.

To answer the need for a low-cost TV recording system capable of producing 16mm film from video display, D. B. Milliken showed its DBM-R1 recording system. The system's heart—the DBM-64A camera—uses compressed air to transport and stabilize film in less time than the standard TV vertical blanking period, thus eliminating the shutter-bar problem.

General Electric introduced its new four-input, two output color optical multiplexer, the PF-12-A (\$6,250), which permits the use of four projectors and two color cameras in any combination. The company claimed that four projectors could do the work of six on a single eight-by-eight-foot film island.

Projectors, Scanners, Chains • Allied Impex Corp. went to Germany to obtain the new Bauer 16mm telecine projector (\$15,000) which is designed for full TV automation systems.

Packard Bell introduced the new PB-100 color-TV camera for broadcast film chains (\$17,475). PB claims it has achieved four-channel standards of resolution, contrast and monochromatic

New Gates TV Audio Console



can be expanded as your station grows.

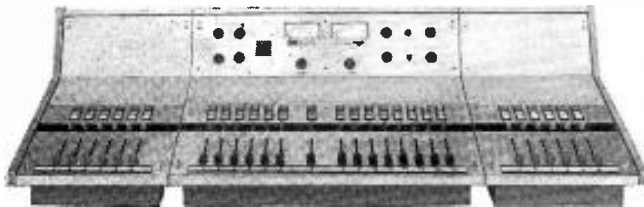
Gates new dual-channel TV-15 audio control console is a big-facility board in a space-saving size. Compact, yet capable of providing complete audio control with proven solid-state reliability for your entire television operation.

The TV-15 features 15 mixing channels – six studio microphone channels, an announce booth channel, and eight medium-level channels. Each channel has a four-station interlocked push-button selector to expand the total number of inputs to 60. All channels are provided with a jumper card or preamp board for hi or low level inputs.

Easy-to-operate vertical attenuators provide precise audio control – and a cue position on each feeds the inbuilt cue amplifier. Audio follow video may be added by plugging in the remote controlled relays.

As your station grows, the TV-15 can be expanded to 21 mixing channels, or 27, or more.

Write for complete information.



*Gates TV-15 with two TVS-6's added
for a total of 27 mixing channels and 108 inputs.*

GATES

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John Tetard (r) of Arriflex Corp. demonstrates flexibility of the firm's professional 16mm film camera for James Gundlach, chief engineer-television, State College, Oneonta, N. Y.



Houston Fearless' newsfilm processing equipment is demonstrated by Burt Rosenberg (l), manager, commercial marketing, and Wade Weaver (c), director of manufacturing, for William J. Karpisek, chief engineer, KCRA-TV Sacramento, Calif.



Kalart Co. Telebeam Division's big screen TV projector gets soft sell by Richard Zeitler (l) for benefit of Gordon Sechler, Instructional TV Center, Fort Lauderdale, Fla.

76 (EQUIPMENT '68: A SPECIAL REPORT)



Automatic features of the Spectrum 32 TV slide projector system are described to Mario Quintanilla y Garcia (r). XHX-TV Monterrey, Mexico, by Ward Redshaw of Spindler & Sauppe Inc.



Manfred Zillikens (l) of Allied Impex Corp. tells of automatic features of the new Bauer 16mm TV projector to Bruce H. Ratts, chief engineer of WINS New York.



3M Co.'s electron beam recorder development for making 16mm film prints directly from video tape masters is described by Jerrold A. Friedman (r), chief engineer, WVBR-FM Ithaca, N.Y., by John Reeds of 3M Co.

compatibility with only three vidicon channels. Optional sub-panel plug-in modules are available to provide EIA color standard sync generator and NTSC encoder.

Philips Broadcast Equipment Corp. displayed several new Norelco products for TV film handling. Among these was the new PCF-701 Plumbicon color-film camera (\$49,000), a three-tube system. Other items included a new 16mm telecine projector (\$8,900) designed especially for TV and a new PCM-800 prism multiplexer (\$2,100) which is not yet in production.

Rank Cintel introduced its new Mark VIII color slide scanner (\$60,000) to the U.S. market. It handles 60 slides sequentially or at random. The system includes monitors and all processing amplifiers.

RCA reported continued sales activity for its TK-27 color film chain (\$50,000), a four-tube system introduced four years ago. RCA said 341 stations now are using 560 of the units. The new TP-77 high capacity slide projector system (\$6,000) designed especially for TV automation use was also shown. The slide drum will hold 120 slides and deliveries will begin by the first of 1969. A developmental model was shown last year.

Top of the Spindler & Sauppe Selectroslide line this year was the two-by-two inch color slide projector (\$2,845 with mounting plate, but without lens). Color, intensity and polarization are balanced between the projector's two channels. Projected slide-change time is one-tenth of a second, allowing slides to be shown as fast as one every second.

Technical Materiel Corp. displayed its new color film chain (\$60,000) which is an outgrowth of the military TV gear it produced for flying transmitters in Vietnam. A monochrome film chain system also is available (\$35,000). TMC also offered its lines of slide film systems and 16mm projectors.

Tele-Beam division of the Kalart Co. displayed a full line of TV and standard 16mm film projectors as well as the firm's latest model large-screen TV projector that will produce a picture up to 9 by 12 feet in size. Kalart's new desktop 16 mm projector and screen system (\$595) for sales presentations also was shown.

On display at Telepro Industries Inc. were its 6000 rear screen projector and its model RA-500 random access slide projector as well as prompting devices, sequence selectors and control modules.

Television Equipment Corp. introduced the new automatic TV film projector for both color and monochrome (\$14,000) manufactured by Hokushin Electric Works Ltd., Tokyo. The Hokushin line of standard 16mm projectors also is available.

Circuit improvements made for

BROADCASTING, April 15, 1968

Sarkes Tarzian's color-TV camera were incorporated into its color-film camera (\$50,000). An improved servo neutral density disk eliminates the individual neutral density controls.

Processors ■ Filmline Corp. presented the new FE-15 color processor (\$10,000) for Ektachrome and reported that it sold one of the color-film processors off the floor to WJIM-TV Lansing, Mich. The FE-15 processes film at 15 feet per second. Sales for the FE-50 (\$22,500) and the FE-30 (\$16,400) color processors continued to be strong.

Compactness and simplicity, with a price tag just under \$10,000, have resulted in wide acceptance of Houston Fearless Corp.'s new mini-color film processor. HF reported that the first production run of the new mini is about sold out. The company's Colormaster (\$17,250), introduced two years ago, has had over 75 sales. The mini processes film at 15 feet per minute, with a dry-to-dry time of just over 27 minutes.

Harwald Co. introduced its new Mark IV S/S film-inspection-and-cleaning machine (\$6,600) that has been sold to about 20 stations. The Mark X film-inspection-cleaning-editing machine, introduced last year, is presently used by about 50 stations. The Mark X allows commercials to be inserted and removed easily, and films can be viewed at up to 400 feet a minute.

A hot, much talked about item of Arriflex Corp. was its new 16BL camera layout that is convertible for both single (\$6,000) and double system (\$8,000) magnetic sound. Other features include motor interchangeability and a choice of zoom lenses. Another camera, Arriflex 16 (\$3,000), was shown. It features variable-speed electric motor, three lens and mirror reflex viewing.

Signal improvement broadcaster concern

Greater transmitter power and new gear to deliver improved signals can be wasted if the tower and antenna just can't do the job. Although the tower makers can't get their gear into the exhibit halls, they were present to confer on upgrading AM, FM and TV stations. But insulators, tower lights and associated gear were displayed to advantage.

The Dresser Crane, Hoist and Tower division again featured the firm's experience in the design of antenna-tower systems as well as their fabrication and construction. Dresser emphasized its specialties in tall tower installations, some in the 2,000 feet category, as well as those bearing Candelabra antenna mountings serving multiple TV stations



Fred Abel (l) of Alford Mfg. Co. describes TV delta wing dipole antenna to S. E. Aguerrevere y Cadena of

Venezolano de TV, Caracas Venezuela, and Andres Serrano of Radio Rumbos, Caracas.



Utility Tower Co.'s type 4800 leg splice insulator raises a question by Jack Roth (l), president, KONO San Antonio, Tex., which is answered by Nate Sholar, Utility's division manager.

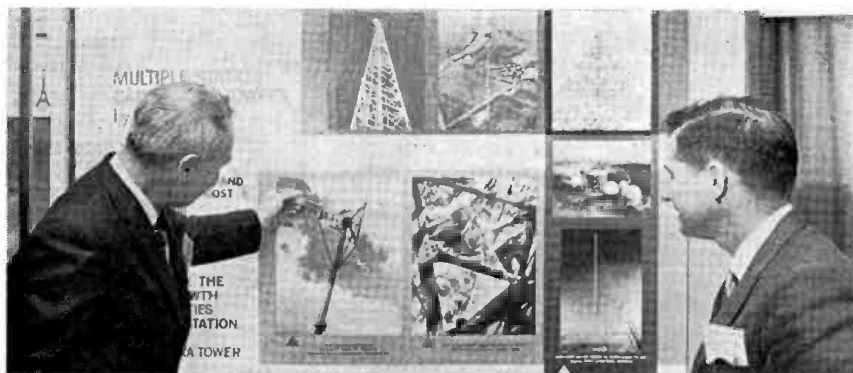


Jampro Antenna Co.'s VHF batwing antenna characteristics are described by Robert Sutton (l), chief transmitter engineer of KTRK-TV Houston, by George Groth of Jampro.



Recent radio tower jobs by Rohn Systems Inc. sparks chat by Byron Fincher (c), manager, radio station equip-

ment merchandising, RCA, with Dick Kleine (r) of Rohn as Grady Rooker of Rohn answers phone query.



Dresser Crane's tall TV towers with multiple-antenna Candelabra set-ups are featured by P. B. Irwin (l) for El-

mer Chancellor, chief engineer of WEHT(TV) Evansville, Ind.



Richard Rocamora (l) of RCA tells high-gain omni-directional features of the new UHF polygon antenna he is showing to Robert G. Englehardt, technical director, KMEG(TV) Sioux City, Iowa.



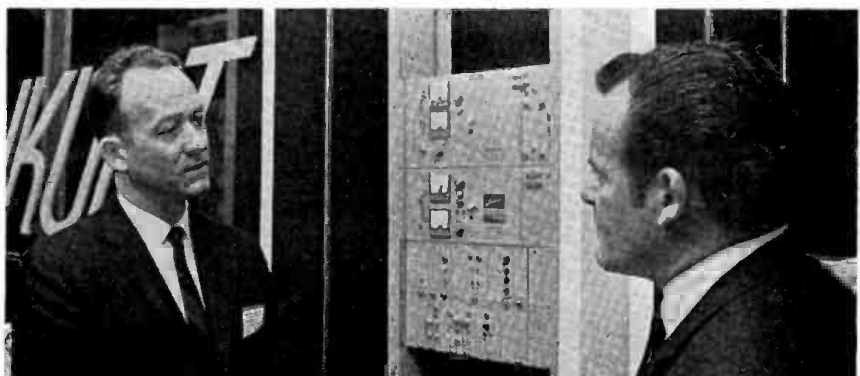
It's all in this little box, solid-state circuitry for special purpose microwave TV relays, says Jack Toropovsky (l) of Microwave Associates to Fern Bibeau, chief engineer, KOB-TV Albuquerque, N. M.



Marti Electronics, specialist in STL and intercity relay systems, has a new subcarrier generator too, being shown by Robert Richards (l) of Marti to Joe Rohrer Sr. (r), president-general manager, WLCX LaCrosse, Wis., and Joe J., WLCX chief engineer.



Jack Banister (l), sales manager, Raytheon Co., shows construction features of the KTR-2A dual-link transmit terminal to Tom Raburn, owner and general manager, KGYN Guymon, Okla.



Reliability of solid-state microwave relay systems are discussed by Bill

Green (r) of Lenkurt Electric Co. and Max Blain, East Coast Camera, N. Y.

on a single tower, Dresser handles both guyed and self-supporting towers.

Fort Worth Tower Co. stressed its world wide services in the tower field, covering structures for not only broadcasting stations but also those for CATV systems and microwave relay. Fort Worth Tower also is expanding into other related areas of product and services and now offers a wide line of factory fabricated communications buildings of custom design which provide dust free and temperature controlled environments for electronic gear such as transmitters.

Jampro Antenna Co. exhibited its varied lines of antennas for TV, AM and FM. Antennas for FM included circular polarized types with adjustable power gain ratios, dual polarized and straight horizontal types. Jampro has worldwide design and installation services.

Utility Towers exhibited a complete line of solid-based insulators, highlighted by its new type 4800 leg-slice insulators. The company offers complete construction and installation service. All hardware is hot-dipped galvanized to prevent rust and corrosion.

Alford Manufacturing Co. showed its new Delta dipole antenna for channels 2 through 13 along with its complete line of VHF, UHF and instructional TV antennas, RF measuring equipment, duplexers and coaxial switches.

For the VHF market RCA showed a new butterfly panel antenna which is available on a custom built basis. The antenna wings are positioned backward for optimum impedance and radiation characteristics. This new antenna was designed to meet an increasing demand for stacked arrays, face mounting antennas and directional radiation patterns.

Microwave linkage of increasing interest

Educational TV's interconnection of facilities and the trend to regional complexes of commercial TV stations are providing a growing market for microwave-relay manufacturers. More and more TV stations are tooling up for intercity links for specialized jobs beside their studio-to-transmitter links. CATV has also provided a new market for relay manufacturers to provide for importation of distant signals.

Microwave Associates reported brisk business in its compact portable microwave link for use with the new tiny portable color TV cameras offered this year. The firm said the first three units went to NBC-TV, the next two to ABC-TV and the next 11 to Illinois Bell Telephone Co. for use at the

Owning a Schafer Broadcast Automation System gives him time for the wild life!



African Safari in Kenya...

Sahara Safari in Vegas.

Since installing his reliable Schafer Broadcast Automation System, this station owner has time for that much needed vacation.

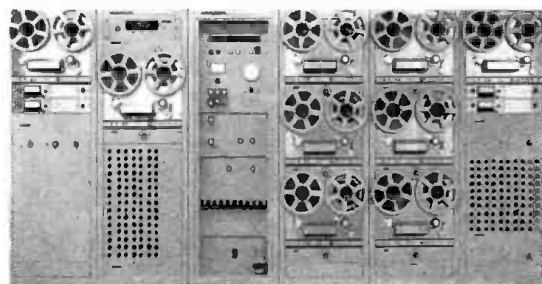
Even sickness or personnel changes won't interrupt his smooth running daily programming one bit.

And his system is ready for computer control... which means an investment in Schafer today is also an investment in the radio station of tomorrow.

That's the magic of Schafer-land.

Meanwhile Back at the Station

The Live Sound of Schafer Goes On... And on... And on..



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There can be little doubt about the lightness of Sony Corp. of America's DV 2400 video recorder the way Sony's Pat Dunn (l) handles it for Lee Gordon, program director, KRCG(TV) Jefferson City, Mo.



Memorex Corp.'s video tape product plays in beautiful color like this, John Studor (l) of Memorex claims, as he runs reel for Steve de Satnick, vice president-operations, WNDT(TV) Newark, N. J.-New York.



The integrated circuits that help this new RCA tape editing programmer do its tricks are shown by Len Laabs (l) of RCA to John Carroll, chief engineer, WNYS-TV Syracuse, N. Y.

Democratic convention in Chicago in August. The gear is all solid state.

Marti Electronics Inc. offered its solid-state studio-transmitter link system and intercity microwave relay system designed especially for FM use. The systems handle either monaural or stereo signals. Program quality equals class AAA telephone lines, Marti said. Systems function in the 950 mc band.

Moseley Associates Inc. showed its line of solid-state studio-transmitter links for AM and FM use as well as its STL remote control systems. The equipment will also handle intercity relay for TV aural and FM stereo.

Raytheon Co.'s standard dual link 2A microwave radio equipment, used for studio-to-transmitter links, provides automatic transmitter switching and duplicate receiver protection. The equipment is all solid-state, except for the klystron, and is capable of transmitting color or black-and-white signals with program audio at a minimum output power of 1 w (plus 30 dbm) in the 5.9 to 8.5 GHz or 10.7 to 13.25 GHz frequency bands.

Developments in color tape

Magnetic disk replay offers competition to recorders

High-band color video tape recorders, top attractions at the National Association of Broadcasters show for several years now, continued to draw the crowds at the 1968 Chicago event. But they found increasing competition from such new color recording production tools as the magnetic disk replay machine and the electronic tape editing system.

Trend: Broadcasters are looking hard at, and buying, some of the newer high-quality helical-scan tape machines using one-inch tape. They are cheaper and some even handle color quite well.

RCA introduced its new TR-70A high-band color tape recorder (\$87,500) and showed its new compact TR-50 high-band machine (\$54,800) (formerly the TR-4 but considerably refined) which was introduced in Denver last November at the National Association of Educational Broadcasters.

RCA claims the highest technical specifications possible in the art today for the TR-70A which enable it to produce multiple tape generations without degradations. The use of a chroma amplitude and velocity error corrector automatically corrects for variations be-

tween recording machines or between different recording heads.

RCA also introduced its new tape editing programmer (\$7,000), a unique system for electronically editing TV tape which enables the operator by remote control to pre-program and preview the splicing function frame by frame. The system works with any high-band recorder. It features the use of 250 plug-in integrated circuits which perform the work of 2,000 transistors if the older solid-state components were used.

Portable System ■ Ampex Corp., which reported its top-of-the-line VR-2000 series of high-band color videotape recorders continued to command plenty of action, also showed initial production units of its back-pack VR-3000 high-band color recorder system, its HS-100 slow motion disk recorder playback system and its new HS-200 computer-controlled disk record/editing system. The HS-200 is especially adapted to fast production editing of color commercials as well as programs and will be available in the fall.

As a remote portable unit, the compact VR-3000 operates by battery power but claims the same color capabilities as the high-band studio recorders. Deliveries of the VR-3000 begin next month, Ampex said, and the order backlog for the 55 pound system (\$65,000) which also includes a monochrome hand camera (15 pounds) now exceeds \$1 million. It was first shown last year and already has seen use in Vietnam.

The new HS-200 color disk recording and editing system (\$130,000) can record frame by frame color animation, Ampex said, and can do it faster than any previous method. Its computer controls permit the operator precise and almost immediate access to any recorded frame from a push-button editing console.

The HS-200 system, which works as a total production tool by itself or in conjunction with high-band tape recorders, will be available this fall. It is an outgrowth of the HS-100 disk recorder (\$110,000) which already is in use by the networks for sports telecasting. Existing HS-100's can be modified to HS-200 capabilities, Ampex said.

The rising popularity of the more economical helical scan one-inch videotape systems among broadcasters was noted by the separate Ampex exhibit devoted to this specialty line. Revised versions of these compact machines, such as the VR-7800 (\$16,500 in color) introduced at the NAEB in Denver, will give good NTSC color for as little as \$12,000. They also can be easily patched into the bigger VR-2000's for dubbing.

Sony Corp. of America displayed its entire line of video-tape recorders, which was highlighted this year by the

new EV-210 one-inch video recorder—\$3,750 for black and white, \$1,000 more for color. The new product is entirely interchangeable with the Sony EV-200 series. Sony also showed its PV-120U Videocorder with variable slow motion, stop motion and roto-coil.

Visual Electronics' new slow-motion video disk recorder, the VM-90 (\$90,000), features design techniques that use half of the critical components of dual-disk recorders. The recorder was field tested during NBC-TV's coverage of the Rose Bowl and American Football League all-star football games for instant color stop-action and slow-motion replays. The VM-90 is self-contained, including monitoring and operating controls, which allows it to be easily transported. Visual also introduced its own line of high-band broadcast tape.

Visual again displayed its high-band color Visual-Allen video-tape recorder (\$100,000) and reported continued high interest and traffic around the unit. Visual's recorder was first shown two years ago, and last year production models were on the floor. The recorder features a precision tape transport and head assembly. The more compact and economical VA-50 high-band color recorder was also displayed. Remote control gear is also available.

Edit and Control ■ Another new electronic tape editing and control system was shown by Electronic Engineering Co. of California. The "On Time" system (\$14,000) plugs directly into existing Ampex VR-2000 connections and will automatically locate scenes at high speed forward or reverse, stop or cue at any preselected time and electronically splice. It also will synchronize recorders.

Gauss Electrophysics Inc., a subsidiary of MCA Inc., exhibited its new G12 ultra high speed audio tape duplicator (\$10,000) and the new model 1260 endless-loop tape bin (\$10,000). The tape bin handles one-inch helical scan TV tapes but can be modified for regular two inch tapes. It operates at speeds in excess of 300 inches per second and through integrated circuit digital controls can locate any given spot within a few seconds. One possible application: an economical tape delay or replay device for sports programs.

Memorex Corp. displayed its 78V high-chroma color video tape. Prices ranged from \$62 for 18 mins (at 15 ips) to \$295 for 98 mins (at 15 ips).

3M Co. reported continued high interest in its color dropout compensator system. The device automatically corrects all minor signal defects during high-band and normal video tape recording.

BROADCASTING, April 15, 1968



O. S. Freeman, vice president-engineering, WPIX(TV) New York, chews on pencil pensively as John Baumann

of Electronic Engineering Co. reaches for control to demonstrate new On Time video tape automatic editing.



Highlighted in General Electric's display was its new three-by-four-foot color TV display capable of either front or rear projection. GE plans to market the display, priced at \$35,000, in the second quarter of 1969.



William T. Martin (l), KLNH-TV Lafayette, La., listens to John P. Myers explain the new ultra-high speed tape duplication systems of Gauss Electrophysics Inc. Digital controls make system an economical delay broadcaster.



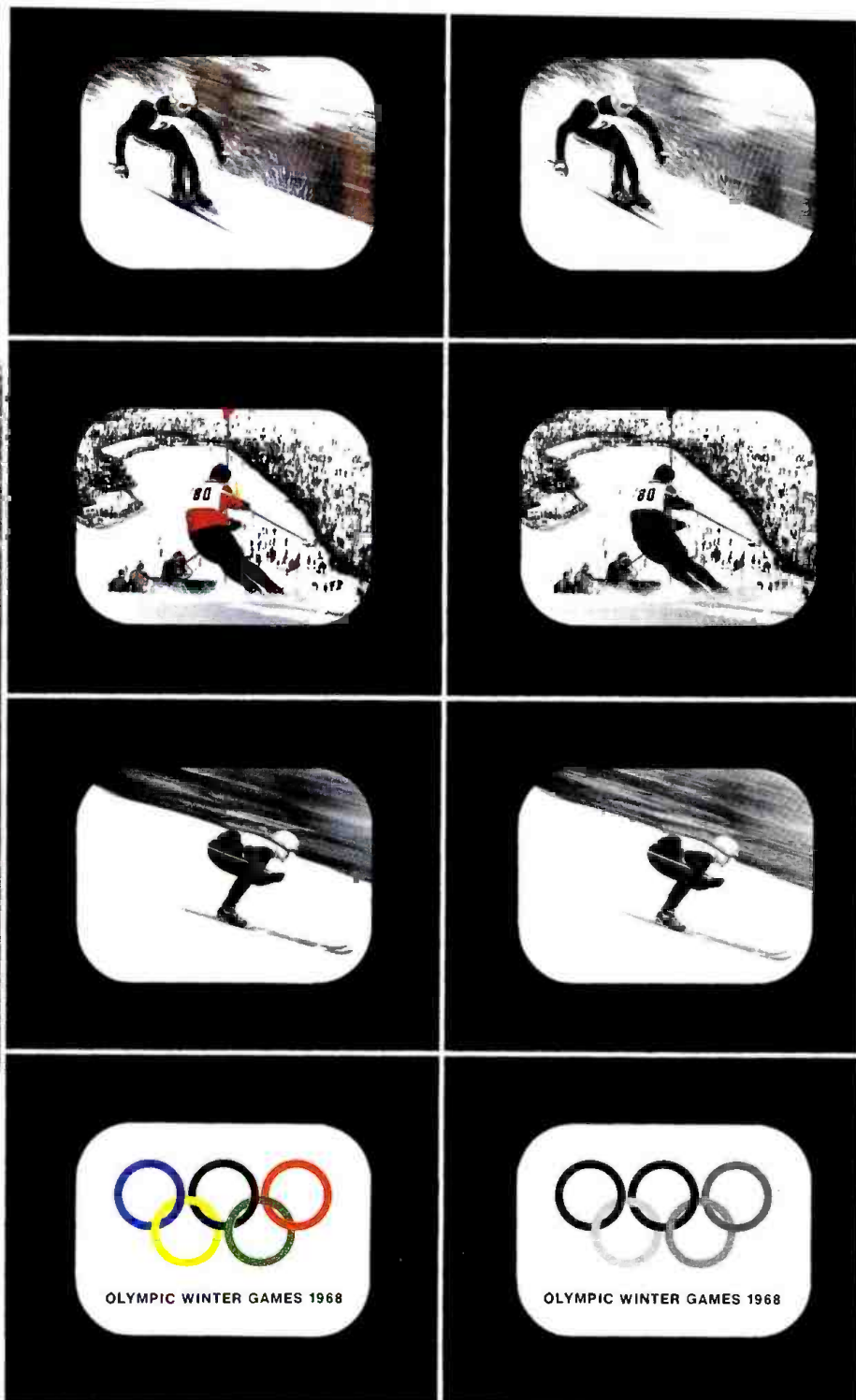
John Zebrauskas (seated), Chicago Board of Education's radio-TV department, works Dynair Electronic Inc.'s remote controlled VS-121-B TV switcher-fader with help of Dynair's George Bates.



Visual Electronic Corp.'s new color TV instant replay disk recorder is shown to a Wall Street representative, Barry Vogel (r) of Hardy & Co.'s institutional research department, by Visual president James Tharpe.



When the record's being broken,



Permission to use the word "Olympic" granted by the U.S. Olympic Committee.

the tape must not fail.

Some things don't happen twice. And if you don't record it the first time, you don't record it at all.

Take, for example, the Olympic games at Grenoble.

When a champion comes charging to the finish, he creates a dazzling moment that can never be recreated.

Except on something like tape.

Wouldn't it be a shame to miss it with tape that couldn't handle the video or the sound?

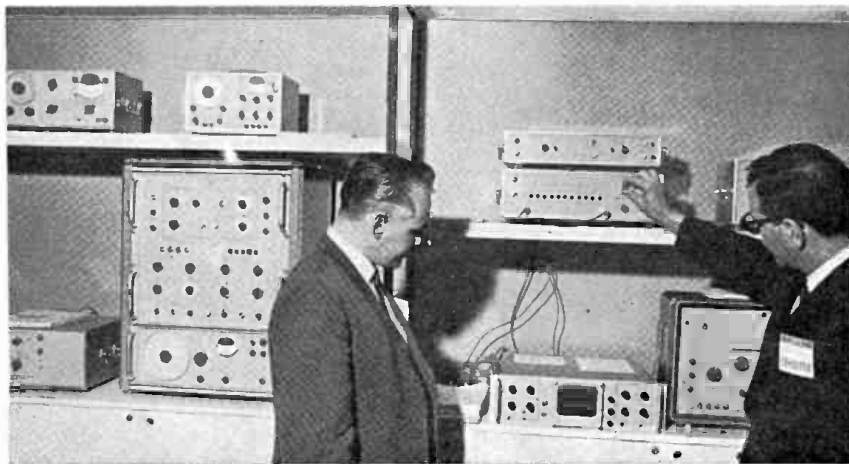
That's why we designed 78V as carefully as we did. It captures once-in-a-lifetime events the second they happen. Faithfully.

And that's why ABC chose 78V to tape the Winter Olympics at Grenoble.

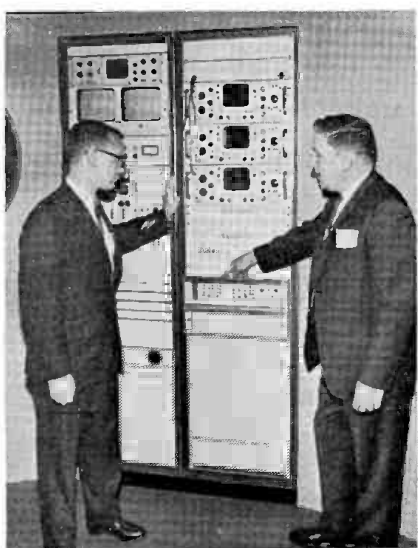
78V, the high-chroma tape for critical applications. The non-fail tape.

(For information, write us: Memorex Park, Santa Clara, Calif. 95050.)

MEMOREX



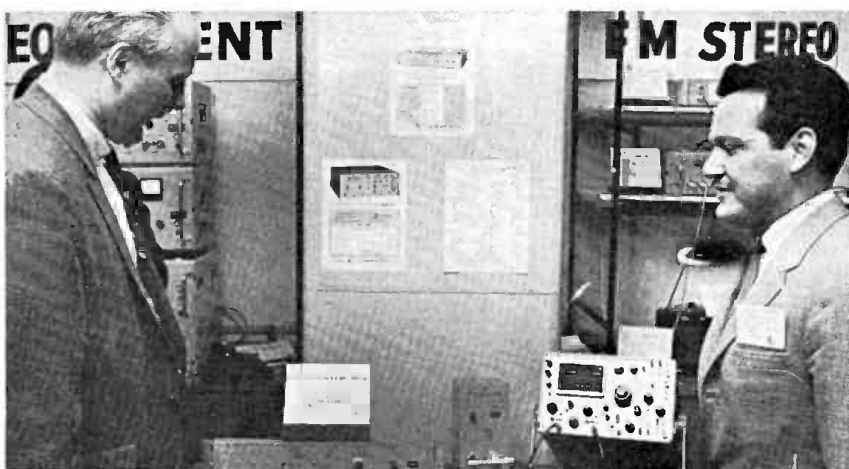
Lou Presutto (r), sales engineer, Marconi Instruments, adjusts the equipment in a demonstration for Ted Bruger, CKSO-TV Sudbury, Ont.



John Gutherie (r), manufacturing manager, Sarkes Tarzian Inc., indicates the Com Pulse system of pulse distribution to Eugene Cummings, chief engineer, WNMP Evanston, Ill.



New transistorized SCA multiplex receiver of Johnson Electronics Inc. is highlighted by firm's Ralph Weber (r) for John Stiehl of University of Wisconsin, Madison.



Rohde & Schwarz's new pulse and bar generator, the T/2T/20T, is shown to Arel Hernandez (l), technical assistant manager, channel 11, Mexico City, by R&S sales engineer Carroll E. Barlow.

Test equipment avoids errors

New techniques make unattended transmitters and switching gear safe

As automation moves forward to take human error out of radio and TV's technical arts, test equipment that blows the whistle at malfunctions keeps pace with more precise equipment such as that shown at the National Association of Broadcasters' engineering exhibit. Unattended transmitters and video switching gear require careful check to assure quality-control of the signal. This is especially true in TV and FM systems.

Ball Brothers Research Corp. displayed the Mark 10 video processing and AGC amplifier (\$4,600) that provides continuous monitoring and processing of video signals from a variety of originating sources. The unit is available in two models: the Mark 10-A is a video processing amplifier; the Mark 10-B adds AGC to the video processing capability.

Delta Electronics displayed its package of three test systems that enable monitoring of antenna efficiency and signal quality. The package includes an impedance bridge, a common point bridge and the RG-1 receiver-generator. The system is especially useful in checking directional arrays.

Dynair Electronics added a TV sync generator to its mini-series lines this year. The mini-sync incorporates silicon solid-state circuitry and is self-contained. Its price, \$650, Dynair claims, is the lowest on the market.

Hewlett Packard exhibited a broad line of television and radio signal test gear as well as a new fault locator for the cable television field. The fault locator is able to check cables up to 3,000 feet and gives direct calibration in feet and percent reflection. Optional accessories also are available. The system will detect opens, shorts, bad splices and troublesome tap-offs and locate them so fast repairs can be made. Hewlett Packard also showed new lines of oscillators, impulse sound level meters, distortion analyzers and electronic counters.

Marconi Instruments unveiled new TV test equipment. Its TF 2905/1 (\$1,750) sine-squared-pulse and bar generator provides two types of waveforms as well as oscilloscope trigger output and may be converted for color TV monitoring. Also shown was a blanking and sync mixer for use with

an external synchronizing-pulse generator and video-test-waveform source (\$680). Marconi also again showed its model 2360 TV transmitter sideband analyzer. The analyzer sells for \$2,795.

Rohde & Schwarz displayed its new pulse-and-bar signal generator (\$1,600) for monitoring and measuring transmission of monochromatic or color TV transmission systems. The fully transistorized unit is suitable for PAL, NTSC and SECAM systems.

The SPF standard video test generator has been improved, Rohde & Schwarz said. It features solid-state modular construction and sells for \$4,995.

Designed to measure luminance, hue and saturation of the NTSC composite color television signal, Tektronix's new type 520 vectorscope (\$1,850) is built with solid-state circuitry and features push-button operation. Dual inputs allow time-shared displays for comparison of input output signal phase and gain distortion.

Tektronix also introduced its new type 528 TV waveform monitor (\$800) for measuring signals from camera outputs, video-systems output lines, transmitter video input lines and closed-circuit and educational systems.

TV Zoomar showed its prototype Mark II TV colorgard meter for color receiver manufacturers. The meter standardizes color receiver balance between production lines to improve product uniformity.

Videometrics Inc. showed a test signal generator (\$5,800) which can be equipped to produce a wide range of test signals. To assure a minimum of source distortion, the various test signals are triggered so they do not occur during horizontal or vertical blanking periods. The unit features all-silicon solid-state and integrated circuits.

Visual Electronics displayed its VS-2088 video-tape processing amplifier (\$4,950) and the CSG-1 color sync generator (\$2,650).

Wilkinson Electronics Inc. reported good sales for its transistorized portable field meter for checking field intensities and other measurements. The 4N1 (\$950) was introduced at the NAB three years ago.

Problem of loudness has new solutions

The problem of controlling loudness as experienced by the listener has been attacked from two sides and is moving toward permanent solution. Equipment shown at this year's National Association of Broadcasters engineering exhibit also eliminates audible distortions that



Ed Maddox (r), chief engineer, Rust Corp., explains the design of the FM remote control to John Weiser, general

manager, KUMU Honolulu, and his former secretary, Sherot Walley, who now lives in Chicago.



Tektronix's new type 528 wave form monitor is shown to Dee Waymire (r), chief engineer, KHQ-AM-FM-TV Spokane, Wash., by Bill Demmerle, Tektronix field engineer.



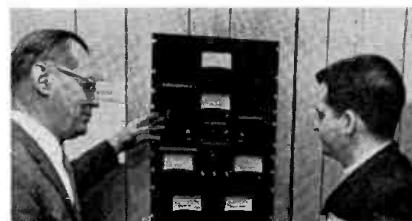
Don Dudley (r) of Videometrics Inc. points to component features of firm's test signal equipment for Harold Bartlett, chief engineer, KFDM-TV Beaumont, Tex.



Delta Electronics Inc.'s RG-1 receiver/generator is operated by Robert Foley (r) of Delta for John Huffaker, Central GEEIA Region USAF, Oklahoma City.



Yes, the subjective loudness of sound can be accurately measured on this test scope, Dave Rose (l) of Hewlett-Packard claims for new equipment. Putting questions are E. Leon Brady (r), WFMV-TV Greensboro, N. C., and Doyle Thompson, WFMV-TV chief engineer.



Wilkinson Electronics Inc.'s new solid-state frequency and modulation monitors hold attention of Michael Yonkovig (l), director of engineering, WWNY-AM-TV Watertown, N. Y., and Wilkinson's Paul Moffitt.



Altec Lansing's new 250T3 audio control console is explained by Ed Stone (l) of Altec to Campbell Thompson,

vice president-general manager, WGNV Newburgh, N.Y., and James Clark (r), WFMO Fairmont, N. C.



John Quinn (l) of Belar Electronics Laboratory shows new FM frequency monitor to Angelo Cantalupo, Walter Reed Army Medical Center, Washington.



Engineering veteran Jack R. Poppele (l), president of WACE Chicopee, Mass., and WKOL Amsterdam, N. Y., talks about automatic tape cartridge features with Bill Muller of Marcarta.



Jack Lawson (l), sales vice president of Sparta Electronic Co., shows the completely new audio product line on

display at NAB exhibit in Chicago, to Gus Zaharis, president of WTIP Charleston, W. Va.

result from hard clipping.

CBS Laboratories automatic loudness controller (model 710), which was displayed last year as a prototype, again attracted attention this year. The controller works by the station's setting a maximum loudness level. When the preset limits are exceeded, the program level is inaudibly reduced until the offending passage is over. The 710 is priced at \$825 monaural, \$1,650 stereo.

How loud is loud? If you really want to measure the loudness of subjective loudness, Hewlett Packard will sell the sophisticated test gear it exhibited. The 8051A loudness analyzer (\$5,500) will freeze on an oscilloscope a wide range of sound measurements so that complex sound patterns may be carefully compared. The system is so devised that even the sound of a single typewriter stroke can be displayed and analyzed in fullest possible detail.

Gates Radio displayed its new M-6543 limiting amplifier (\$595) with a three to five microsecond attack time. The company claims that with the limiter even the most critical ear cannot detect audible distortions that are apparent with hard clipping. Asymmetrical limiting permits AM's to run positive peak modulation levels of 110% or 120% with negative peaks limited to 100%, which produces a louder sounding signal.

FM stereo shift boosts market

Improvements are noted in basic microphone and cartridge pickups

Changes seem to evolve slowly in the basic microphone and phono cartridge pickup markets but technical advances were evident in these product lines during the National Association of Broadcasters show. Bright spots: stereo records and the shift of FM stations to stereo operation are boosting product demand considerably.

Since so much of the long-play as well as popular disk recording is done on stereo records now, even AM's must install stereo phone pickups if they don't want to ruin the records after just a few plays. To help them, Shure Brothers, a major supplier in the microphone and pickup field, distributed a concise booklet explaining the conversion requirements.

Shure displayed its wide range of broadcast microphones, featured its new V-15 type high trackability phono cart-

Attention TV Stations:

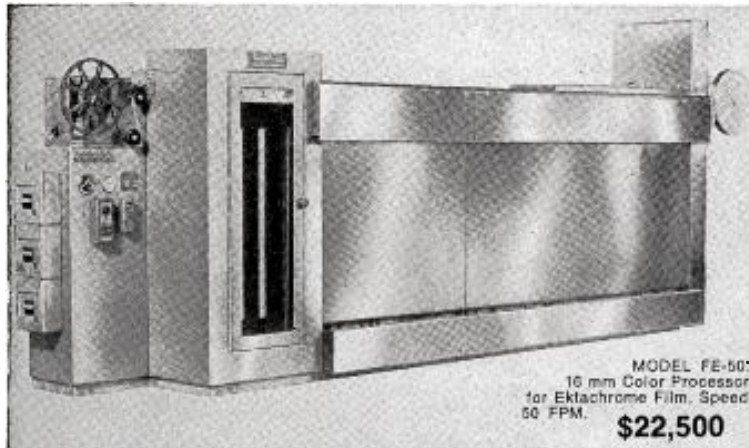
We've got news for you!

FILMLINE'S professional color film processors now available for TV NEWS

The FILMLINE Models FE-30 and FE-50 are exciting new color film processors designed specifically for use in television station news departments. The design is backed by Filmline's reputation as the world's leading manufacturer of professional film processors for the commercial motion picture laboratory industry.

Now for the first time the television industry can enjoy the benefits of professional caliber equipment incorporating exclusive FILMLINE features that have paced the state-of-the-art in commercial laboratories, at a cost lower than processors offering less.

After you check these exclusive Filmline features you'll want to install a Filmline processor in your news department NOW!



● "FILMLINE OVERDRIVE FILM TRANSPORT SYSTEM"

This marvel of engineering completely eliminates film breakage, pulled perforations, scratches and operator error. The film can be deliberately stalled in the machine without film breakage or significant change of film footage in solutions. The heart of any film processor is the drive system. No other film drive system such as sprocket drive, bottom drive or simple clutch drives with floating lower assemblies can give you the performance capability of the unique Filmline Overdrive Film Transport System.

● "TORQUE MOTOR TAKE-UP"

gives you constant film take-up and does not impose any stress or strain on the film itself. Completely independent of the film transport system. This FILMLINE feature is usually found in professional commercial processors but is incorporated on the FE-30 and

FE-50 models as standard equipment. Don't settle for less!

● "TEMP-GUARD"

positive temperature control system. Completely transistorized circuitry insures temperature control to well within processing tolerances. Temp-Guard controls temperatures accurately and without the problems of other systems of lesser sophistication.

● "TURBO-FLOW"

impingement dryer. Shortens dry-to-dry time, improves film results, and carefully controls humidity content of your valuable (and sometimes rare) originals. Immediate projection capability is assured because the film dries flat without the usual curl associated with other film processors.

● "ZERO DOWN TIME"

The reputation of any film processor is only as good as its reliability. The

combination of the exclusive and special added Filmline features guarantees trouble-free operation with absolute minimum down-time and without continual operator adjustments. Recapture your original investment in 2 years on maintenance savings alone. Filmline's "Push the button and walk-away processing" allows inexperienced operators to turn out highest quality film.

● "MATERIALS, CONSTRUCTION AND DESIGN"

All Filmline machines are constructed entirely of metal and tanks are type 316 stainless steel, heliarc welded to government specifications. The finest components available are used and rigid quality control standards are maintained. Compare Filmline features to other processors costing more money. Feature-by-feature, a careful evaluation will convince you that Filmline offers you more for your investment.

Additional Features included in price of machine (Not as extras).

Magazine load, daylight operation ■ Feed-in time delay elevator (completely accessible) ■ Take-up time delay elevator (completely accessible) ■ Red brass bleach tank, shafts, etc. Prehardener solution filter ■ Precision Filmline Venturi air squeegee prior to drybox entry ■ Air vent on prehardener ■ Solid state variable speed D.C. drive main motor ■ Bottom drains and valves on all tanks ■ Extended development time up to two additional camera stops at 50 FPM ■ Pump recirculation of all eight solutions thru spray bars ■ Temperature is sensed in the recirculation line ■ All solutions temperature controlled, no chilled water required ■ Built-in air compressor ■ Captive bottom assemblies assure you constant footage in each solution ■ Change over from standard developing to extended developing can be accomplished in a matter of seconds ■ Impingement dryer allows shorter put through time.

Partial listing of Filmline Color Installations:—NBC—New York, NBC—Washington, NBC—Cleveland, NBC—Chicago, CBS & ABC Networks, Eastman Kodak, Rochester.

Laboratories: De Luxe Labs, General Film Labs (Hollywood), Pathe-Labs, Precision Labs, Mecca Labs, Color Service Co., Capital Film Labs, Byron Film Labs, MGM, Movie Lab, Lab-TV, Technical Film Labs, Telecolor Film Labs, Guffanti Film Labs, A-One Labs, All-service Labs, NASA Cape Kennedy, Ford Motion Picture Labs.

TV Stations: WAPI-TV, WHP-TV, WMAL-TV, WXYZ-TV, WWL-TV, WMAR-TV, WJXT-TV, KETV-TV, WTOP-TV, WEAT-TV, WCKT-TV, WAVE-TV, WAVY-TV, KTVI-TV, WCPQ-TV, KTVR-TV, WSYR-TV.



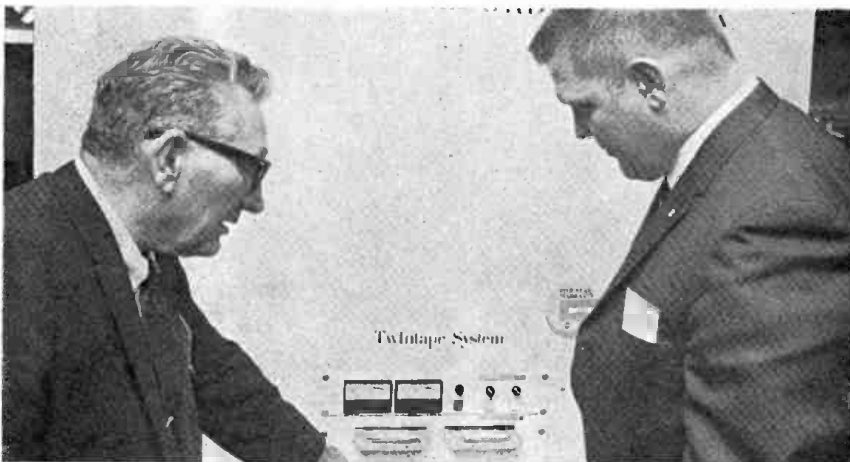
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"When you buy quality Filmline Costs Less"



Collins Radio Co.'s new Twin-Tape audio cartridge system gives Gene Riden (l), chief engineer, WIOD Miami,

chance to pop questions to Gart Bowling of Collins, at the annual NAB equipment exhibition.



Improved model A tape cartridge of Audio Devices Inc. is discussed by Carl Eihlers (r) of Zenith Radio Corp. and Jules Sack of Audiotape.



President Paul Shore (l), Tapecaster Electronics, discusses the company's line of equipment with Francis V. Lough, commercial manager, and Irving Cottrell, president, both from WLNA-AM-FM Peekskill, N. Y.



Hugh Allen Jr. (l) of Gotham Audio Corp. shows Studer A-62 tape recorder to Ron Eddy, Magnetic Service Corp., Columbus, Ohio, and Richard Wolfe (r), WBNS-TV Columbus.



Howard Bell (l), sales vice president, Mole-Richardson Co., shows inside features of huge flood light system to fellow professional, Sumner Packer, Capron Lighting Co., Needham Heights, Mass.



Listen to the total sound of the Magnecord 1028, says Paul Bunker (l) of Telex-Magnecord-Viking, as Robert G. Blow, president, WJAK Jackson, Tenn., gives it a go.

ridge (\$67.50) especially suited for FM stereo good-music stations and reported considerable interest in its new compact remote M67 mixer (\$147). The M67 has a tone oscillator feature so that VU meters can be precisely zero calibrated with the studio.

North American Philips Co. displayed its new lines of AKG condenser and dynamic microphone systems, including the 9 volt C-451E condenser microphone modular system to meet every possible origination requirement. The C-451E (\$179) features phantom feeding circuitry, eliminates use of power supplies and permits wide interchangeability of components and microphones on the same audio cable.

AKG also showed new two-way cardioid dynamic microphones, ranging in price from \$69 to \$185. Based on computer simulated acoustical research over the past two years, the two-way system automatically compensates for nearly all pickup situations and provides a flat response over the entire audio spectrum.

Altec Lansing introduced several new microphones, including its small size solid-state condenser microphone system (\$250) that will operate either by battery or AC power. Using internal mercury batteries the system will function up to 2,500 hours or a full year. Altec Lansing showed two new cardioid mikes designed for hand use by performers, the 650A (\$62.50) and the 651AH (\$75).

Gray Research & Development Co. exhibited its new lines of stereo tone arms which minimize "to the vanishing point" the effect of a tone arm on reproduced sound while maximizing the number of distortion-free plays that could be obtained from a disk recording.

Gray's new Micro-Trak 12-inch arm (\$72.50) is interchangeable with present equipment. Gray also showed its lines of broadcast equalizers and preamps, now solid state.

Gotham Audio Corp. exhibited the Neuman condenser microphones, including the new dual-cardioid microphone systems with AC power supply (\$585) and the three-pattern switchable studio mike system (\$753). Gotham is also marketing an FM stereo receiver (\$995).

Microwave Associates demonstrated its new wireless Portamike developed especially for CBS-TV. The subminiature system (\$7,000) will work within a quarter-mile range of the base receiving station and the Portamike's self-contained batteries provide six hours use.

Vega Electronics Corp. displayed its S-10 solid-state condenser microphone (\$260) that employs field effect transistor circuitry.

Audio consoles of new design

Improvements for AM, FM and TV draw interest during convention

Audio control consoles showed significant technical advances—with new designs for AM, FM and TV—at this year's National Association of Broadcasters engineering exhibit. Remote consoles for on-location pickup were feature items at many manufacturers' displays, while studio consoles reflected the demand for greater switching as automation moves in.

Altec Lansing displayed its new custom design 9200A audio console which is priced according to the particular installation. Altec also showed an updated version of its 250T3 stereo control console (\$4,000) which enables three-channel stereo production. The unit has 12 input positions.

Collins Radio Co. displayed two new products in the fields of TV and audio consoles. The new 212T-2 television audio system (\$9,950) is the second console of this TV product series. It uses photoconductive cell and lamp for noiseless switching and provides 32 inputs to 16 faders. The control panel is divided into two functional sections for complete assembly flexibility.

Collins' new 212J-1 production remote console (\$950) is a small multi-purpose portable audio control unit for spot production or as an emergency control room or remote pickup control point. The 212J-1 has four input channels and functions with either AC line power or on batteries.

Electrodyne Corp., a firm which has made audio consoles for the motion picture and recording industries, showed audio consoles for radio and TV this year for the first time. It shared the Riker booth.

Fairchild Recording Equipment Corp. displayed its new solid-state integrated control module (\$525) which functions as a building block to custom plan any audio console configuration desired. Fairchild also displayed a broad line of plug-in audio system components such as microphone amplifiers, slide-wire faders, master attenuators, equalizers, preamps and similar gear.

Gates Radio's new audio control console (TV-15), with its provisions for expanding facilities, was introduced for TV or large radio stations. The basic console (\$12,200) has 15 mixing channels with four inputs each for a capacity of 60 inputs. To increase ca-



Rugged construction of Gates Radio Co.'s Criterion cartridge playback unit is shown to Andrew Busch (l) of KEYZ Williston, N. D., by Larry Pfister of Gates.



Major new entry into the tape cartridge field, patented Marathon cartridge, is described by Terry Cole (l) of Effective Communications Systems Inc. to Thomas Brask, WGBH-FM-TV Boston.



Fairchild Recording Equipment Corp.'s new audio console featuring plug-in control modules is explained by Fairchild's George Alexandrovich (l) to Roland Desjardins, chief engineer, WCBB(TV) Augusta, Me.



Charles Smith (r), president-general manager, WDEC Americus, Ga., learns about McCurdy Radio Industries Inc.'s new 4475 audio control console from Ken MacKenzie of McCurdy.



Nortronics' new 9000-series tape head replacement is shown to Gordon W. Trout (r), chief engineer, WIRE Indianapolis, by Roger Czerniak, Nortronics' distribution sales manager.



Broadcast Electronics' president Ross Beville (l) points out the features of the Spotmaster tape cartridge recording equipment to William Hunt, technical director, TR Inc., and Charles Hartmeyer, chief engineer, WHIZ Zanesville, Ohio.



Robert R. Hilker (seated), president-general manager, WCGC Belmont, N. C., tries out new compact disk jockey control center being described by Nippon Columbia Corp. of America's executive vice president T. Kobayashi.



The panic comes out of TV program switching with use of AMP Inc.'s automatic switcher, the company claims.

AMP's Eric Vanderheyden (l) explains console configurations to Al Dalimonte of CBS-TV, New York.



Arthur Freilich (r), vice president, Chrono-Log Corp., explains the company's STEP system of TV automation to Jack Krouse, chief engineer, WAWA-AM-FM Milwaukee.



Claude Shouse (l) of Cohu Electronics Inc. demonstrates his firm's new television production switcher for Thorston Kock of CBS Laboratories.



William Barnhart, (center), senior engineer, Grass Valley Group, shows a feature of the 1400 series video switcher to a convention delegate

while to the right Ralph Voight (l) and Frank Maser, both of WBEN-AM-FM-TV Buffalo, N. Y., continue their discussion.

capacity, TVS-6 sub-mixer units (\$3,200) can be added. This unit has six channels with four inputs each. The basic console provides 15 channels and each has a four-station interlocked push-button selector allowing the same source to appear on two or more channels for cross-fading.

Granger Associates Bauer Broadcast division displayed its new audio console and production center package (\$3,750). It includes turntables and twin microphones for stereo as well as the audio console. Bauer also showed its line of audio consoles for varied needs.

McCurdy Radio Industries showed its new TV production audio console (\$30,000) that has up to 24 mixing channels and five submaster groups with two main program outputs. Any mixing channel can handle high-level or low-level signals. The console is completely solid state with all components fully modular.

McCurdy also displayed its improved television and film audio console (\$18,000) that has 12 mixing channels with three submaster groups and two main program outputs. A total of 37 program sources can be accommodated by the console.

Nippon Columbia Co. Ltd. exhibited a new disk jockey console package including turntables, mike and compact console. Pricing is not yet set.

Sparta Electronic Corp. unveiled its complete new line of audio console gear ranging through all possible applications from remote to studio use. Compact package systems making up whole program origination units range from \$2,100 to \$3,950. The AC-155 including turntables, console microphone and desk runs \$1,195 and functions either as remote unit or in the studio. Sparta's solid-state five-channel console is \$495.

Visual's line of audio consoles for AM, FM and TV showed new internal engineering techniques. The solid-state "8x1" model, an eight-mixer console for monaural, is priced at \$2,475. For stereo FM broadcasting, Visual offers its "8x2" console (\$3,495) with up to 12 stereo sources. The "4x1" four-mixer, single-output console was designed primarily for use in preparation of cartridge or reel tape and is priced around \$1,000. However, the unit's compact size allows the "4x1" mixer to be used as a sub-console for announce booth or sub-control room installation. Visual also claims the unit is effective for on-the-spot mobile programming. All Visual consoles include electrical clocks for ease in logging production time.

Wilkinson Electronics Inc. introduced its modified and fully transistorized model TAC-18 audio console (\$1,595). It provides 22 inputs and 7 mixer positions.



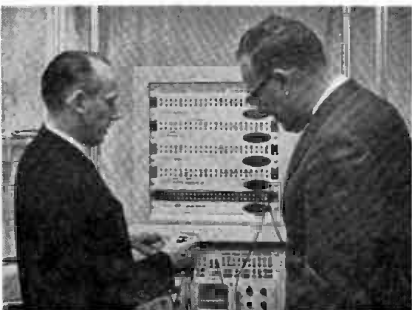
The all new solid-state color TV switching system of Telemet Co. is demonstrated for Bernard T. Wilkens (l), chief engineer of WKBN-TV Youngstown, Ohio, by Telemet's E. S. King.



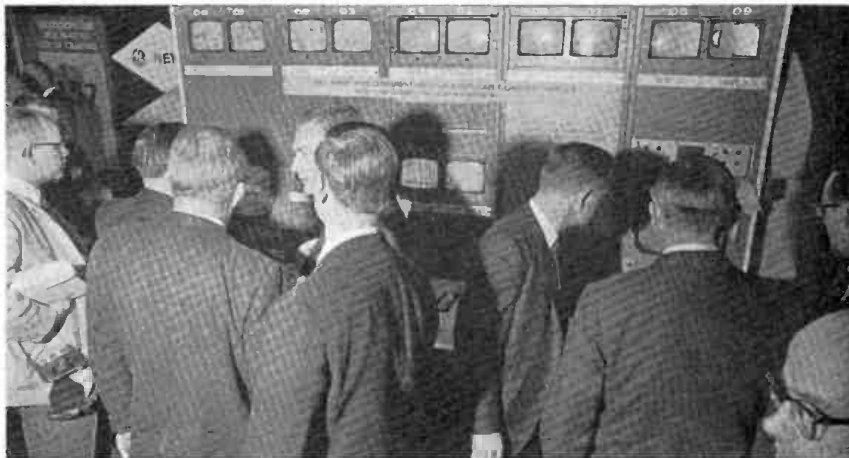
Alma Engineering's new model 6500 solid-state video switching system is explained by Woodford Peebles (l) for Edward Waz of Eastman Kodak, Rochester, N. Y.



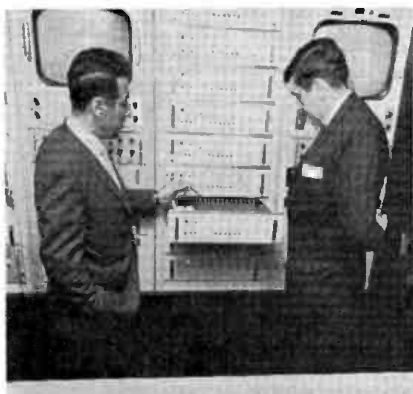
Dynair's mini-series closed-circuit TV equipment is held by Dwain Keller, Dynair sales manager, for inspection by George S. Merchant, manager systems engineering, Western Electronics, Calgary, Alberta.



Cooke Engineering Co.'s signal patching gear is described by R. B. Decker (l) for W. Bernard Marston of KHOF-TV San Bernardino, Calif.



Simply getting a close look at General Electric's modular control panels and switchers was difficult at NAB engineering exhibit in Chicago. This is just an indication of the crowd that passed through GE's exhibits.



Nubar Donoyan (l) of Vital Industries Inc. tells how IC's used in color TV switching systems helps maintain top signal quality through 240 crosspoints. Listening is W. E. Schettler, Walter Reed Army Medical Center, Wash.



Speaking quietly about Sarkes Tarzian's APT-1000 computer programing system are John Fergie, vice president, engineering, Springfield Television Broadcasting Corp., and Joe Ryan, ST's northeast regional manager.



The automatic TV program control capability of this new switching system by Central Dynamics Corp. is demonstrated for Max Berry (r) of ABC, New York, by Jim Landy of CDC.



Robert Lehtonen of Richmond Hill Division of Riker explains circuitry of new color video production switcher as Alan B. MacIntyre, University of North Carolina, Chapel Hill, takes close look underneath console.



Completely automatic features of Addressograph Multigraph Corp.'s new system for reproducing radio-TV logs and other station materials are discussed by (l-r): T. E. Marquette, Ad-

dressograph; C. J. Ulrich, Ulrich Advertising, Rockford, Ill.; Dr. John Logan, Aldersgate Foundation, Atlanta, Ga., and Harry Layman, KONG Visalia, Calif.



Automatic electronic logging, billing and other station functions now can be handled quickly by this system of Harwald Co., firm's Frank Schmidt (l) explains to Ron Born of WFLD(TV) Chicago.



Angela Cordova of Transface Process Co. tells Basil O'Hagan, station manager, WNDU-TV South Bend, Ind., he can save money using her firm's plastic master reproduction system to cut paperwork.



Harold Dorschug (r), director of engineering, WTIC-AM-FM-TV Hartford, Conn., looks over design features of the Borg-Warner Corp. Ingersoll Prod-

ucts Division's modular enclosures for technical gear. H. N. Bowen shows details of the division's equipment-housing line.



Hostess Anneliese Yount explains to Robin Mathis, president of WPCP Houston, Miss., that F & M Systems Co. provides systems design services for radio as well as TV.



The latest phono pickup arm developments are told to Leo Rymarz (r), WWJ Detroit, by Bill Stacy, general manager, Gray Research and Development Co.



Bob Miller (l) shows newest of the AKG condenser microphone line by North American Philips Co. to Dan Anco, Ohio University, Athens, Ohio.

Miscellaneous exhibits draw attention

GE DISPLAY SYSTEM, AUTOMATED TRAFFIC DEPARTMENTS, PULL CROWDS

One-of-a-kind systems and services—from General Electric's new TV display to an automated system for a station's traffic department—pulled large crowds seeking solutions to their specific problems.

General Electric unveiled its new three-by-four-foot color-TV system for rear- or front-projection display on any normal screen surface. The heart of the display system is a single-gun light-valve tube that can produce quality color-TV pictures as large as six-by-eight feet. The system will be priced at \$35,000 for the three-by-four projection unit with delivery in limited quantities starting in the spring of 1969. GE spokesmen reported high interest in the system from ETV and the military for instructional use as well as broadcasters and production houses.

The black-and-white version of the display system will cost two-thirds of the color model. Replacements for the light-value tube will run about \$12,000.

Advanced Industries featured the new transmitter house constructed of aluminum and steel. The pre-assembled building is specifically designed to house electronic equipment in a dust-free temperature-controlled atmosphere. Optional equipment includes offset doors, two-room buildings, heating and air conditioning systems, special wiring and general installation.

CBS Laboratories demonstrated its innovation for the educational market, an economical, compact slide-and-sound system called the Viewlex AVS-10 audio-visual system. Now in limited production, the system runs \$350 per unit and plays newly developed audio-visual disks. Each disk, costing \$12 to \$20 in limited production, contains a central microgroove recording containing the lesson while the outer clear plastic rim contains 52 color visual stills. Each disk plays for 18 minutes.

F & M Systems Co. representatives were available to confer with station management on how to switch to color TV. The company designs and installs complete studio and mobile systems. Facilities in the van used by ABC-TV at this year's Winter Olympics were created by the company. In radio last year, F & M installed Radio Free Asia's complex in the Philippines. It also designs and installs microwaves systems.

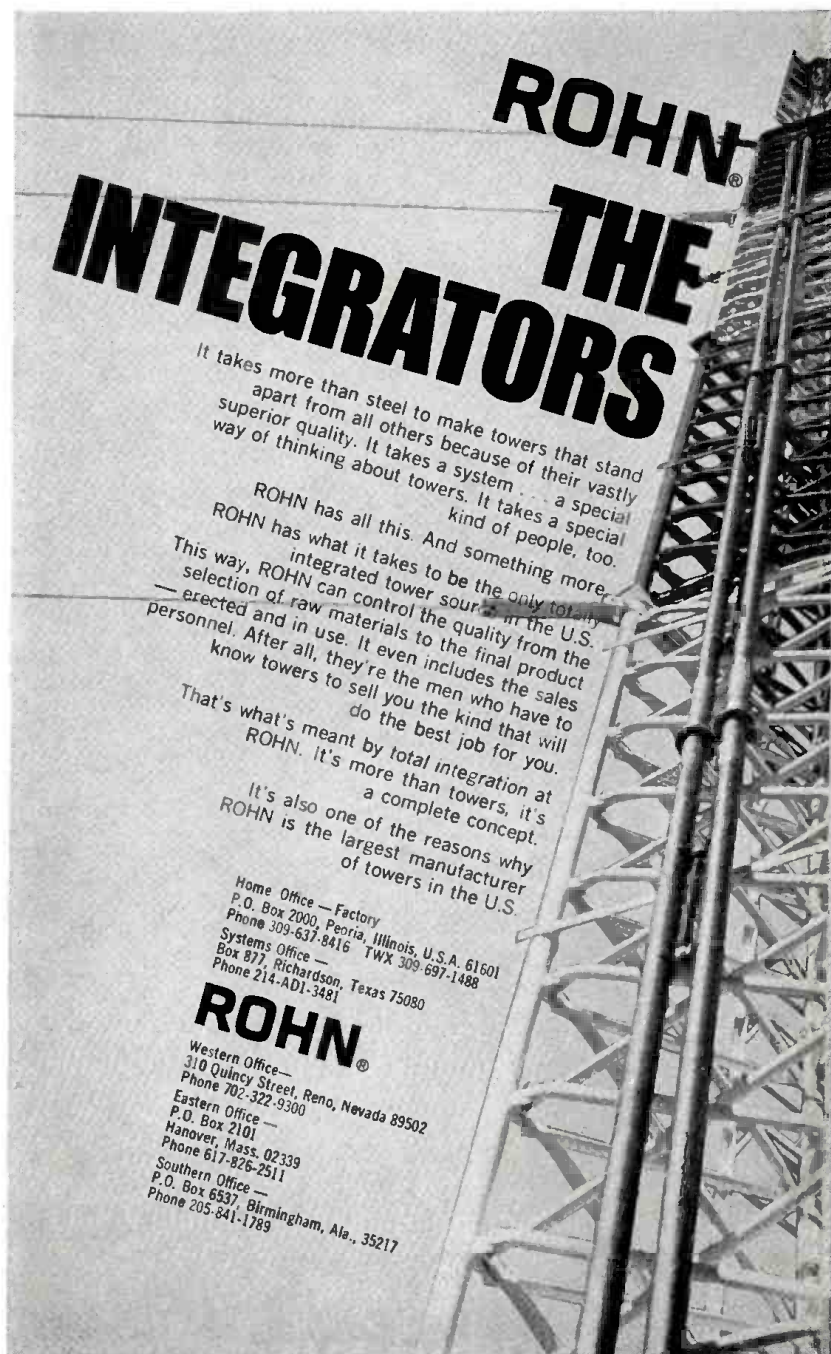
Johnson Electronics Inc. showed its solid-state line of SCA multiplex tuners and receivers for the FM market as well as its latest SCA multiplex educational

receiver. Integrated circuits are among some of the latest product features.

For computerizing a station's traffic department, Harwald Co. introduced the Mediatron system 570, a custom-designed operation. The system electronically selects availabilities, analyzes audience composition, yields cost-per-thousand information and permits com-

puter billing. Custom built prices range from \$12,000 to \$62,000.

Among its display of weather instruments Texas Electronics Inc. showed its Mark IV-C Weatherminder that shows wind velocity, wind direction, barometric pressure and outside temperature. Other separate weather indicators were priced from \$225.



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Vega Electronics new wireless microphone is held by Eugene Cummings (r), chief engineer, WNMP Evanston, Ill., as Phil Gundy, Vega's president, explains its operation.



Ken Dart (l) of Texas Electronics Inc. shows his firm's line of weather instruments to Ted Bruger of CKSO-TV Sudbury, Ont.



L. E. McBride (seated), CKCK-TV Regina, Sask., listens as Gil Jaeger of Ward Electronics Industries tells how double re-entry switches help make Ward's Type TS-206 console and switching system more effective.

Move to automation stirs interest in tape

The continuing move to radio program automation created a pressing market for tape cartridge and related equipment at the National Association of Broadcasters show. Many manufacturers reported excellent sales, often right off the floor, to stations switching to automation or semi-automation.

Broadcast Electronics Inc. displayed several multiple cartridge reproducing units including Spotmaster Five Spot (\$1,750) and Ten Spot (\$3,250). Each cartridge deck is removable from the front of the unit without affecting the operation of the remaining decks. Broadcast Electronics reported "a book full of orders" this year.

Collins Radio Co., which reported more off-the-floor sales this year at the show even though traffic seemed somewhat less, introduced its new Twintape cartridge system for the audio market. The Twintape system consists of two units: the 642E playback unit (\$1,650 stereo, \$1,440 mono) and the 216D record amplifier (\$650 stereo, \$450 mono). Combined into a system these units provide playback on both cartridges simultaneously, recording on one cartridge while playing on the other or dubbing from one cartridge to the other.

Effective Communications Systems Inc. displayed the new tape cartridge patented by Marathon and known as the Marathon differential pulley system. It is a continuous look cartridge, compatible to all tape players and provides from 40 seconds to 32 minutes of play at 7½ IPS. The differential pulley system permits full-forward winding up to six times operating speed without spew-out and eliminates pressure pads for most loads over 2½ minutes.

Effective Communications also displayed the Continental Electronic Wholesale Corp.'s Contel line of cartridge tape recording and playback machines, which features encapsulated and sealed components and plug-in modules. The new playback machine sells for \$380 and the record-reproducer sells for \$540.

Sparta Electronic Corp. showed its revised line of tape cartridge and reel tape system with solid-state design in both monaural and stereo systems. Apart from the single playback units (\$495) and the record-reproduce units (\$675), Sparta also featured its MC series of multiple cartridge players that rack mount either vertically or horizontally and handle both monaural and stereo.

Tapecaster Inc. showed several of its tape cartridge units featuring remote control, solid-state design and electron-

ic tone cueing. Its 700-RP, a combined record-playback unit, sells for \$450; a playback unit, for \$300, and a combined record-playback unit with delay function for talk shows sells for \$500. Nortronics Co. showed its new studio professional replacements for Ampex and Scully recorder heads, the 9000 series. Nortronics claimed 40% greater wear life, extremely smooth low-end response down to 20 CPS and excellent high-end response. For the Ampex 350, the replacement costs \$37.50; for the Scully 282-4, the price is \$124.

Telex-Magnecord-Viking exhibited several professional audio tape recorders as well as stereo earphones and other related gear. The Viking 230 recorder is available in multiple component configurations depending on needs (\$445 basic transport and up) while the Magnecord 1048 (\$1,200) is well suited for stereo recording.

AM and stereo FM monitors modified

Monitors for AM and FM stereo were prevalent, refined by latest production techniques and were in obvious demand in the equipment market this year.

Belar Electronics Laboratory introduced a new line of add-on monitors for FM use. It also produces monitors for AM and TV. The new FM group includes the FMM-1 frequency and modulation monitor (\$1,495), the FMS-1 stereo frequency and modulation monitor (\$1,250) and the SCM-1 SCA frequency and modulation monitor (\$795). Linking them all together gives a station full monitor check and control.

Collins Radio Co. introduced two new monitoring systems for monaural and stereo FM use, the 900C-3 modulation monitor (\$2,500) recently type approved by the FCC and the 54N-1 FM frequency monitor (\$1,410).

The 900C-3 may be used for both stereo and monaural monitoring and maintains internal crosstalk and noise levels within the FCC specified standards. It also provides demodulating circuitry required to measure total percent modulation of the carrier.

The new 54N-1 FM frequency monitor is a special purpose digital counter designed to monitor the carrier frequency of an FM transmitter. Of all solid-state design, the 54N-1 detects and indicates errors in 100-hz increments from zero through plus or minus 2kHz. Visual alarms and contact closures for operation of external interlocks or alarms are provided.

Gates Radio offered a complete line of FM monitors plus accessories for measuring stereo and SCA frequency

parameters. The GTM-88S stereo modulation monitor features solid-state circuitry with provisions for addition of an SCA adapter. The monophonic modulation monitor (\$1,495) incorporates the advances of the stereo model and can easily be converted to full stereo operation. The model GTM-88F frequency monitor (\$995) compares a crystal-controlled wide-band pulse signal with the FM transmitter center frequency.

Gotham Audio Corp. reported good orders for its new control room monitor speaker that incorporates two built-in 30 w solid-state amplifiers. The speaker has low, mid and high-frequency speakers and a reported frequency response from 40 cps to 16 kc. It sells for \$520.

McMartin Industries Inc. exhibited the latest of its broad lines of monitors, amplifiers, signal generators and related products. McMartin's new gear includes FM stereo monitors, frequency and modulation monitors, SCA multiplex monitors and stereo generator. The firm also has both tubed and solid-state FM multiplex receivers and audio amplifiers.

Wilkinson Electronics Inc. showed a new AM frequency monitor (\$895) and a new AM modulation monitor (\$550). Both are solid-state and will function by remote control.

CATV suppliers display wares

Traffic is heavy at NAB exhibit hall; some wait on court's decision

With half of the new CATV systems that began operation last year owned by broadcasters, community antenna manufacturers became full members of the equipment fraternity at this year's engineering exhibit. Although few orders were taken, traffic at CATV booths was heavy and the leads were excellent. Many felt that business would boom once the Supreme Court decides the CATV copyright and FCC jurisdiction case now before it. As a Jerrold spokesman said: "There was more enthusiasm at this show than all others."

New equipment on display from Ameco Inc. included a 12-channel solid-state heterodyne Channeleer head-end (\$990) plus solid-state line distribution gear. Ameco said sales for this equipment were brisk. Ameco also had on display a new CATV directional tap which sells for \$9.

Craftsman Electronic Products Inc.,

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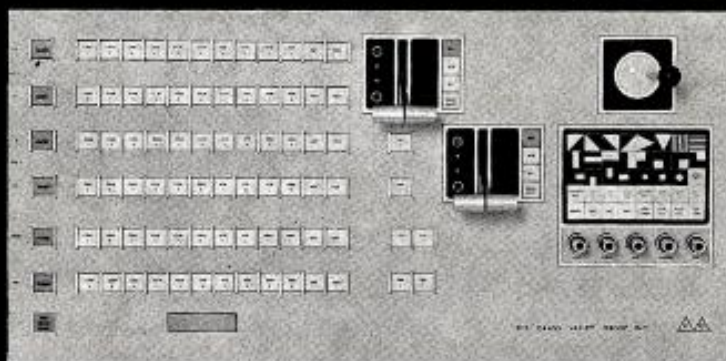


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George Barry of Kaiser CATV Corp., Phoenix, listens while Fort Worth Tower Co. hostesses D'Anna Ranklin (l) and Joan Preissinger assure him their firm's tower line includes CATV structures as well as those for radio-TV.



Plug-in modular construction of Vikoa Inc.'s CATV line amplifier gives Leo Cull (r) of Vikoa good talking point with system builder, Dick Jackson of Jackson Communication Corp., Brookville, Ohio.



Ken Reichel (l) of Shure Brothers demonstrates new compact M67 microphone mixer for Ralph Utter, chief engineer of WEFM(FM) Chicago.



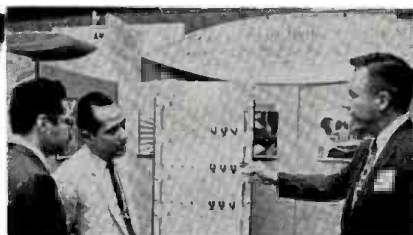
Matt Lysek (r) of Craftsman Electronic Products Inc. tells experience of his firm in manufacture of CATV directional taps, splitters and transformers to R. A. O'Connor, CBS-TV, New York.



Entron Inc.'s directional coupling component for CATV systems is shown by C. Edward Harmon (l) to Joseph Stern, vice president, engineering, CBS Television Services, New York.



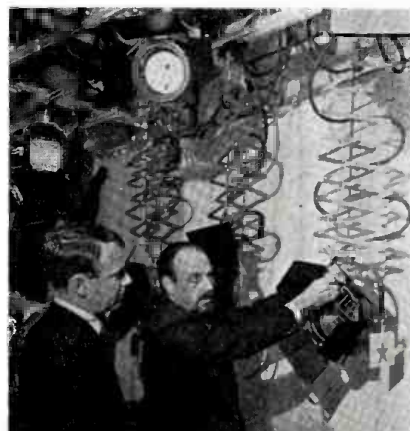
Kaiser CATV Corp.'s line extender amplifier gives Bill Winsett (l), chief engineer, WJAK Jackson, Tenn., chance to question Kaiser's Walter Baxter.



Ameco Inc.'s latest head-end receiving equipment for CATV systems is shown by Charles Maki (r) of Ameco to Solis Armando (l), TV del Norte S.A., Monterrey, Mexico, and Ruedo Rogelio, XET-TV Monterrey.



Jerrold Electronics Corp.'s CATV line and bridging amplifier prompts questions from a radio man, Tom Mapes (r), general manager, WJAK Jackson, Tenn. Jerrold's Mike Jeffers gives answers.



Richard Glickman (r), manager, research and development, Berkey-Colortran, pulls down a quartz light so that John Froome, vice president and program manager, KAKE-TV Wichita, Kan., can take a better look.



New portable lighting control system of Kliegl Bros. is given close examination by (l-r): Herbert More, Kliegl; Howard Lepple, director of engineering operations, Avco Broadcasting, and Vaun McArthur, chief engineer, KMVT(TV) Twin Falls, Idaho.

a specialty supplier to the CATV field, showed its line of directional taps, splitters, transformers and other passive devices. This was Craftsman's first year at the NAB and the firm reported reaction to be "enthusiastic."

Entron Inc. displayed its completely new lines of system components, including the new Mainline Amplifier introduced last year. The Entron line is all solid state and features modular component construction.

Jerrold Electronics Corp. had on display, among its virtually complete line of CATV gear, a new distribution system called Starline 20, permitting either 12-channel or 20-channel capability. Jerrold's new solid-state head-end unit Channel Commander II was also shown.

Kaiser CATV Corp. displayed its Phoenician Series line of cable distribution amplifiers, passive devices, powering devices, cable fittings and connectors. Among its new equipment this year was the KSLE line extender amplifier (\$135) which may receive both horizontal and vertical strand-mounting, or pedestal-mounting.

Lenkurt Electric Co. showed its 76 type transistorized microwave systems (five separate systems in the series) for both color and black-and-white TV, and its type 75A to C heterodyne repeater systems which are solid state.

Scantlin Electronics Inc. highlighted a new electronic titling unit (\$8,000) for the CATV programming market. Scantlin is manufacturing the video type generating machine and deliveries begin in June. The equipment is being used by Television Presentations Inc. as part of its Alphamatic electronic news service for CATV systems and hotel closed-circuit operations. It will be leased for about \$200 weekly and operates by electronic pulses from the UPI telegraph newswire and from the New York Stock Exchange. The system already is operating in New York and several other cities. TPI is a subsidiary of Sterling Communications.

One more channel is what Vikoa Inc. offered in its new Futura 21 line of channel amplifiers. Futura 21 features quick change-over modules that convert a 12-channel to a 21-channel system without amplifier respacing or housing changes. Production is expected to begin this spring. Vikoa also displayed its Climatecaster, for use in systems desiring local origination services. The unit telecasts time, date and weather



Charles Levy (l) of Century Lighting goes over specifications of new spot

and flood lights with Richard Allman, Brooklyn College, N. Y.

er plus six advertising, public service or news messages.

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Berkey-Colortran Inc. showed new lighting equipment including its Mini-Lite 6 and 10 series with integral four-leaf barndoors. The 6 series sells for \$42; the 10 series for \$53. B-C also displayed a single-ended quartz lamp with medium and wide focusing ranges and selling for \$89. Other new equipment: Maxi-Brute (\$198), scoop adapter (\$22), multi-beam 2000 (\$97) and set light (\$58).

Century Lighting displayed its line of flood and spots available for the TV market. Among the new product displayed was a new 10-inch 2 kw Fresnel-lite quartz spotlight (\$150) and a new 8 inch 1 kw version of the same lamp (\$90). In the same line also is a new 6 inch 1 kw spotlight (\$55). Prices do not include lamps.

Kliegl Bros. displayed its new portable light dimmer system and reported extensive interest from TV stations that do considerable remote work. The compact control unit can be checked as airplane luggage, Kliegl said, and the entire system can be easily handled by two men since it rolls and lifts without much effort. The system features SCR dimmers and will handle up to 24 dimmers. Price is \$7,500. Kliegl also showed its full line of quartz floods and spots suited for color TV lighting.

Mole-Richardson Co. displayed its light equipment line that included quartz focusable spots, 1 kw, 2 kw Mighty-Mole, 650-w Teenie-Mole, all with

variable beam focus from spot to flood; indirect diffused illumination spotlights from 750 w to 4 kw and 10 kw "Big Eye" tender flood. New products shown include an 8 kw super-softlight that provides broad, flat lighting field for maximum "wash-out" of shadows; multicircuit quartz cyc-strips and a five-light overhead strip.

For studio, theater and TV lighting, Sylvania introduced its new tungsten halogen lamps in 2000 w and 5000 w, which, the company claimed, have nearly three times the effective life of conventional incandescent studio lamps.

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CHARLES MICHELSON, INC.
45 West 45th St., New York 36 • PLaza 7-0695

Camera accessories plentiful at show

Many camera accessory products were displayed this year in Chicago. Among them were the lens system manufacturers. Optical Imports Inc., for example, showed the Angenieux line of TV zoom lenses and had representative product in actual demonstration use on cameras of the various other exhibitors. The Angenieux 10:1 zoom was shown on RCA, GE, Norelco and Ampex cameras.

Albion Optical Co., distributor of the Rank Taylor Hobson line of TV optical product, showed new Varatol zoom lenses used on both RCA and Norelco

cameras. The 10:1 zoom is priced at \$14,600 and the new 16:1 zoom is priced \$18,900.

Similarly Tele-Cine Inc. demonstrated the Schneider line of TV lenses on cameras at the show. The Schneider 11:1 zoom was shown on Norelco gear and a special design zoom was used on the new tiny experimental Norelco color camera.

Power Optics Inc. exhibited new product from Evershed for remote control of the TV camera, including pan and tilt and control of optics such as zoom. An Evershed system for remote control of a color camera runs about \$13,000.

Davis & Sanford Co. introduced its new cradle head for closed-circuit and educational TV cameras weighing up to 100 pounds. The cradle head comes

in three sizes; the largest model is priced at \$225.

Listec Television Equipment Corp. exhibited the Vinten line of powered TV camera pedestals and elevator dollies. The new type 556 Vinten pneumatic TV camera pedestal costs \$2,600.

D. B. Milliken showed an image motion compensator that is attached to optical systems with a clear aperture of 58mm or less. The equipment provides image stabilization and has application for all TV cameras using zoom or fixed-focus lenses that are either hand-held or vehicle-mounted.

Quick-Set Corp. included among its camera mounting gear the Gibraltar crab pedestal (\$1,035). It provides full floor mobility as well as 20 inches of height adjustment by turning a hand wheel.

PROGRAMING

ETV political shows planned

PBL and NET officials work on coverage financed by Ford Foundation grant

The Public Broadcast Laboratory, which has taken a good deal of flak in its first season of operation as a "virtually autonomous unit" of National Educational Television, may be moving into a closer relationship with NET as the two organizations undertake joint coverage of this year's primaries, conventions and election.

The arrangement, involving merged staff and facilities, may be "a pilot for PBL's second year of operation," according to John White, president of NET.

Av Westin, PBL executive director, last week said: "We have examined and will continue to examine all possible areas of closer cooperation, up to and including combined units." He described joint coverage as "merely a return to our original conception of using NET facilities and staff as required."

Alternate Plans ■ The \$1-million Ford Foundation grant for political coverage followed approval of one of several proposals at various cost levels formulated by Mr. Westin and William Kobin, NET program director. Under the arrangement, Messrs. Westin and Kobin will oversee the operation, but Mr. Westin said he will retain "final editorial control."

The political unit will be flexibly

organized, building up gradually for each of seven one or two-hour programs to be seen between June and October. The unit will include at least one-third of the PBL staff of 90, according to Mr. Westin, and "at times as much as the entire NET public-affairs staff as well as free-lancers," according to Mr. Kobin.

Meetings were being held last week by representatives of the two organizations to make specific plans for programming, staff, facilities and financial allocations.

James Kerrian, NET producer, will be executive producer of the first special in June with the help of John Wicklein and John O'Toole, PBL producers. Production roles will be switched for later shows.

Writers' residuals up

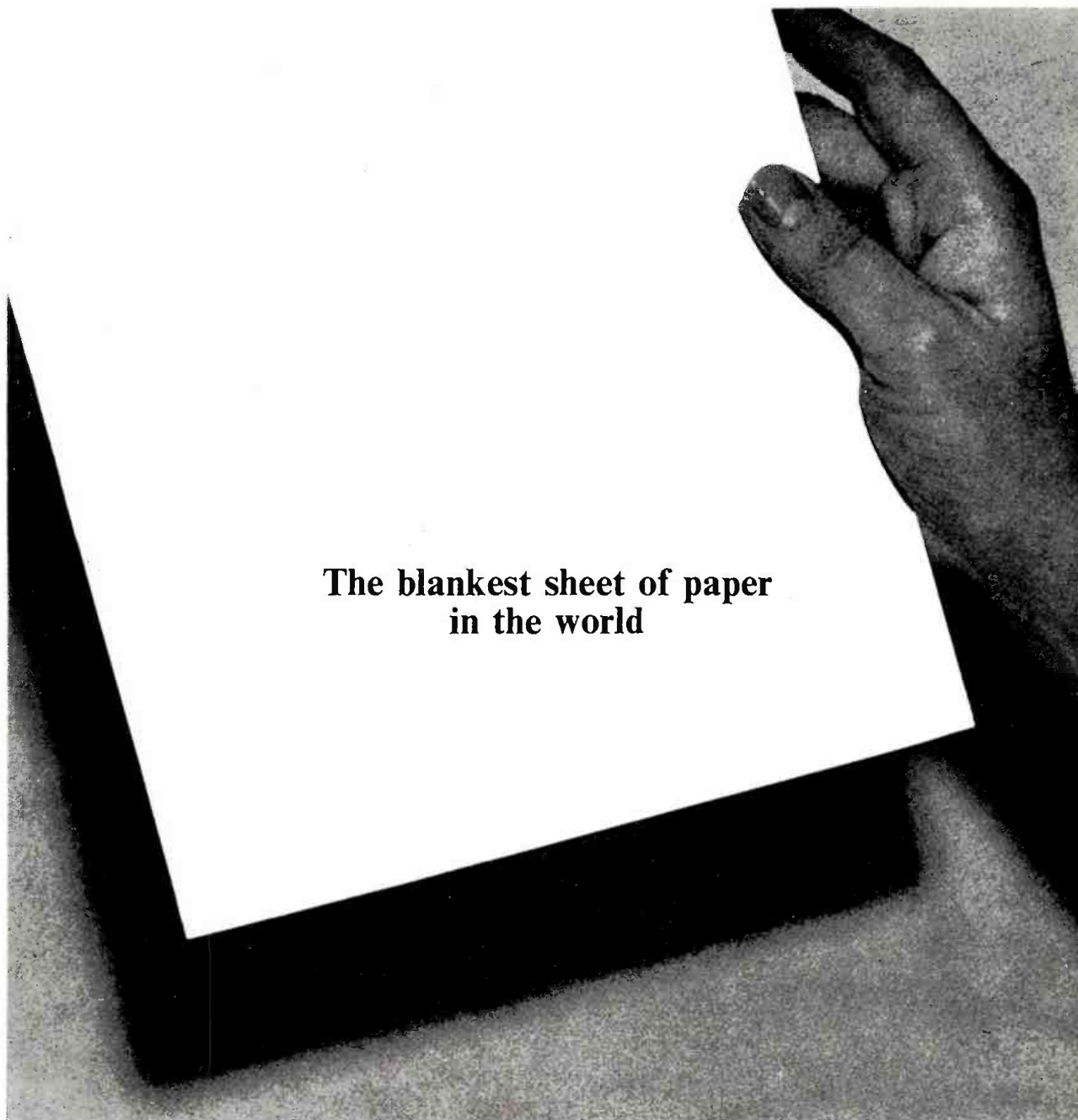
Residual income for writers during February 1968 was up considerably over February 1967. Residuals collected from television showed a 38.3% gain, while a 44.3% increase was registered in residuals derived from theatrical films released to television. A total of \$338,124.47 was collected for domestic and foreign residuals and royalty percentage compensation by the Writers Guild of America, West, last February as against \$244,426.83 the previous February. Films-to-TV compiled \$84,306.62 during February this year as compared to \$58,413.80 a year ago. For January and February combined the take this year came to \$133,768.85 as against \$79,650.76, a rise of 68% over the same two months in 1967. The grand total of all residuals collected for February 1968 was \$422,431.09. For 1967 the grand total was \$302,840.63.

Shift hurts Oscar show

Ratings fall off after Academy Awards postponed by Dr. King's death

Oscar has a way of living precariously. Last year a strike by the American Federation of Television and Radio Artists threatened until the last minute to keep the annual Oscar award ceremonies of the Academy of Motion Pictures Arts and Sciences off television and radio. Last week the assassination of Martin Luther King Jr. caused postponement of the scheduled Monday night (April 8) presentation of the awards and rescheduling of the event to Wednesday (April 10). The Governor's Ball, the traditional party that follows the awards ceremonies, was cancelled. It was the first time in the 40-year history of the Academy Awards that the presentation ceremonies were postponed and the first time the ball was omitted.

The postponement apparently cost ABC, which was carrying the event on radio and TV for the eighth consecutive year, millions of viewers. Based on the overnight Nielsen reading in New York, ABC estimated that some 52 million people viewed this year's telecast. The New York Nielsen showed a 40.4 rating and 73.1% share of audience. By comparison, ABC-TV's 1966 telecast of the awards was seen in 30,130,000 homes, registering a national rating of 56.0 and a recorded share of 77.2%. Last year's



The blankest sheet of paper in the world

There it is. Right in front of you. The blankest sheet of paper in the world.

You're supposed to write all sorts of clever things on it. Like a new campaign. Or a contest. Or a way to advertise a program. Or to stage a presentation. Or to promote your station's image.

And you can't think of a thing.

Well cheer up. No matter how good a broadcasting promotion man you are, there are bound to be days when the creative juices aren't

flowing.

And, besides, there's something you *can* do!

Join the Broadcasters Promotion Association.

You see, ideas are what the BPA is all about. It's an organization that was founded on the theory that a hundred promotional heads can come up with more ideas than one.

And the theory works.

Just pick up a copy of the Broadcasters Promotion Association

"Big Ideas" and you'll see what we mean. It's packed with promotional ideas. Ideas that really work. Ideas that can fill the blankest sheet of paper in the world.

Why don't you get a few hundred other bright guys to help you with ideas? And, at the same time, avail yourself of all the other handy BPA services?

Membership costs only \$30 a year.

Is that too much to pay a hundred guys for a year's work?

BROADCASTERS PROMOTION ASSOCIATION
1968 CONVENTION AT THE DEAUVILLE IN MIAMI BEACH

NOVEMBER 17-20—FOR MORE INFORMATION, WRITE BPA; 1812 HEMPSTEAD ROAD; LANCASTER, PA. 17601

BROADCASTING, April 15, 1968



reau, and Mr. Maypoles modified the request to show Mr. Locklin as assignee.)

The commission denied the request saying that it would be "wholly inconsistent with previously expressed commission policy." It also said that "no factual details have been supplied" to show that Mr. Maypoles has curtailed his usual activities "to any substantial degree." The hearing issues, it said, would have to be resolved.

In the same action the commission dismissed as unacceptable for filing a competing application for the facility by Gospel Projects Inc. of Bagdad, Fla.

KCBS climbs aboard all-news bandwagon

KCBS San Francisco announced last week that it will devote local programming almost entirely to news and information. The CBS-owned station will continue to carry the Arthur Godfrey program weekdays and *Music 'til Dawn* show, Monday through Saturday from 11:30 p.m. to 5:30 a.m.

KCBS indicated that it will be the only local all-news station in the San Francisco bay area. The change in format becomes effective May 27.

Chuck James, operations manager of KYW Philadelphia, one of Westinghouse Broadcasting's three all-news stations, was appointed news director for KCBS. It's expected that KCBS will expand its existing local-news facilities substantially to handle the all-news format and that the station will get the full backing of CBS Radio's national and international news coverage.

Some tips on bridging the credibility gap

The role of television, radio, newspapers and the news magazines in current times of decision in both foreign and domestic affairs was assessed by Otis Chandler, publisher of the *Los Angeles Times* in a speech on April 5. At an open testimonial luncheon in Los Angeles, Mr. Chandler analyzed the dilemma of pursuing and revealing the truth, no matter what the consequences. "I find it torturous ethics, and totally irrational, to contend that printing all you know is worth the lives of thousands of Americans," Mr. Chandler asserted.

But the newspaper executive, who was being honored at the luncheon by the Western States Advertising Agencies Association as its "Man of the Year," pointed out that the news media "must supply the public, in understandable form, the information essential for



Dotty for Holiday

Programming direct from the equipment exhibit at the National Association of Broadcasters convention, Dotty Abbott logged her 35 hours of weekly programming from a compact studio in the RCA exhibit. Miss Abbott's program, *Holiday Inn Nighttime Show*, is fully sponsored by the motel chain through Beard, Lawson & Potter, Memphis, and is carried on 60 stations in post-midnight hours.

Miss Abbott uses air name of Dolly Holiday, plays sweet music and less than three minutes of commercials per hour for some five hours per night on each station. She tapes at Holiday's executive offices in Memphis where she has her headquarters. She formerly was manager of all-girl WHER there. She also managed WLIZ Palm Beach, Fla.

Nighttime, which starts soon on KDEN-AM-FM Denver, began May 1, 1966, with but a single station. The present line-up includes 35 AM's (8 are 50 kw clears), 24 FM's (17 stereo) and a Canadian shortwave. Tapes also are played aboard many U. S. Navy ships.

reaching a reasoned conclusion." Citing this as an "awesome" task, Mr. Chandler emphasized that "it is therefore mandatory that there exist a quality of reporting that the media never contemplated in the slaphappy days of recording with pencil and pad and camera the remarks of partisans," when a certain facility with the written word was the essential of the trade.

Instead, he explained, "the first requisite of journalists now . . . is to understand what they are observing." He

laid down four hints as to how to handle the inevitable credibility gap that will exist between the news media and the government:

- Judge government "by what it does and not by what it says."
- "Don't play word games."
- "Don't jump at every contradictory quotation."
- "Weigh what has been achieved against the mandate of the people."

Directors delay strike against film producers

The April 30 deadline for a nationwide strike by television film and motion-picture directors was lifted last week. The immediate danger of the strike, which threatened to cut off all domestic TV-film and movie production, was avoided when the Directors Guild of America advised its members that the April 30 deadline "for withholding their services" is no longer in effect. That's the date when the union's contract with management expires.

According to Delbert Mann, president of the DGA, the strike date was set aside because of "good faith" shown by the Association of Motion Picture and Television Producers. The directors had been set to strike in a dispute over the use of their names in credit lines. They object to a contract the AMPTP has with the Writers Guild of America that gives writers so-called "possessory" credit. Under terms of this contract a director, for example Alfred Hitchcock with "Psycho," cannot get credit for his work in advertisements and screen billings. Instead the movie would be billed as Robert Bloch's "Psycho," since he was the writer.

In trade ads published last week, AMPTP, in a new policy statement, said that its member companies intend to "exercise control over granting of any special credits above the minimums on the screen and in paid advertising" and that each individual would be free to negotiate for all forms of special credits. It was this "expression of good faith" that led the DGA to announce its readiness to enter into contract negotiations and to postpone the strike deadline.

Program notes . . .

A day in the life ■ WMAL-TV Washington will present *Lincoln's Last Day*, a historic documentary, tonight (April 15), 8:30-9 p.m. With a prologue by Senator Everett Dirksen (R-Ill.), the color telecast retraces the steps of President Abraham Lincoln and his assassin, John Wilkes Booth, on April 14, 1865.

Fund raising in Chicago ■ Educational

BROADCASTING, April 15, 1968

WTTW(TV) Chicago stages a six-day 12-hour daily live auction starting April 22 to raise funds for its noncommercial operation and local industry sources are participating in donating goods and services for the event. General Electric Co. is loaning two live color cameras. WMAQ-TV Chicago has donated \$3,500 worth of color video commercial production time to the WTTW auction while WGN-TV Chicago is supplying a \$900 Zenith color console. Video Editors of Illinois Inc. is giving editorial and finishing work for someone's new 30-second color commercial. Leo Burnett Co., which gets three-fourths of its billings from broadcasting, is donating a \$3,000 page ad in *Life*.

Cartoons to Perin ■ Perin Film Enterprises, New York, has acquired distribution rights east of the Mississippi for a cartoon series, *The Abbott & Costello Show*. Animation for the 156 five-and-a-half minute cartoons was done by Hanna-Barbera.

Draft resistance ■ *We Won't Go*, a one-hour film on young Americans resisting the draft, will be presented by NBC News on NBC-TV Friday, May 3 (10-11 p.m. NYT). Documentary was produced, written, directed and reported by George Page.

Five form Tintinnabulation ■ A new commercial music production company, Tintinnabulation, has opened at 151 E. 50th Street, New York. Kevin Eggers, owner of Poppy Records, heads the new firm; Paula Murphy, formerly with MBA Music, United Recording and VPI, is general manager; Jim Ryan, guitarist with "The Critters", is composer-lyricist; Tony Camillo will handle composing and arranging; and Tony Bongiori is engineer.

Rise of Russia ■ Wolper Productions, which produced the three-hour study of *The Rise and Fall of the Third Reich*, presented on ABC-TV as three individual hour specials last month, will give the same documentary treatment to *The Rise of the Soviet Union*. The new study is being prepared for prime time showing during the 1969-70 season. It will be designed for presentation as hour specials on three successive nights and will deal with the history of Russia since 1881, with special emphasis on the revolution of 1917.

Media merger ■ Broadcast Services Syndicate, Chicago, producer and distributor of free radio program series such as *The Washington Report* and *Robert St. John Reports*, has merged with its parent company, General Media Associates Inc. The programs will still be available from General Media, which also announces a new free offering, *Family Facts and Figures*, a series

of 52 3½-minute shows underwritten by the Institute of Life Insurance and the Health Insurance Institute. Address: 230 North Michigan.

Sportscaster's TV show not under Section 315

Rafer Johnson, sportscaster for KNBC-TV Los Angeles and a member of a slate of delegates pledged to Senator Robert F. Kennedy in the California presidential primary, is back at work without anyone worrying about whether the station can be subjected to equal-time demands.

Mr. Johnson, the former Olympic decathlon champion, was off the air for two weeks while the FCC pondered whether or not his political activities brought him under the equal-time law. An attorney for the Kennedy slate requested the declaratory ruling after the station took him off the air.

The commission, acting last week after receiving a telegram from the California secretary of state, concluded that Mr. Johnson's appearances on KNBC-TV during the presidential primary campaign would not constitute a

use of the station's facilities within the meaning of the equal-time law.

The secretary of state told the commission that California does not regard a candidate for delegate on a slate of delegates in a presidential primary to be a legally qualified candidate for any public office. The state's attorney general concurred in the opinion.

The commission, furthermore, noted that the names of individuals on the slate do not appear on the ballot in the California primary. Rather, the electorate votes only for the candidate represented by the slate, including favorite-son candidates.

Barry into syndication

Ben Barry, general manager for syndication at the Triangle Stations has resigned, effective May 15, to reactivate his own TV distribution company, Barry Films, Inc., with offices at 101 West 55th Street, New York. In the Barry catalogue will be a package of 19 mystery features; a group of 17 action-adventure-spy motion pictures and third feature package that had been marketed under the title of "Triangle Eleven."

CTV TELEVISION NETWORK LTD.



GORDON F. KEEBLE

The Board of Directors of the CTV Television Network is pleased to announce the election of Gordon F. Keeble to the newly created post of Chairman of the Board and Chief Executive Officer. A career broadcaster with broad radio, advertising agency and television experience, Mr. Keeble was executive Vice President and a director of the company from its founding in 1961, and CTV's President from September, 1965. Mr. Keeble's primary responsibility in his new function will be long-range planning required by the demand for a greatly expanded private television service across Canada.



MURRAY H. CHERCOVER

The Board of Directors of the CTV Television Network is pleased to announce the election of Murray H. Chercover to President and Chief Operating Officer. Formerly Executive Vice-President and General Manager of the company, Mr. Chercover joined CTV following his tenure as Vice-President of CFTO, Toronto. He brought an extensive background of production and administration in professional radio, theatre and television to the Network through experience in these fields both in the U.S. and Canada. His responsibilities now embrace all facets of the Network company operation with continuing emphasis in the areas of programming and sales.

FCC draws line on lotteries

Four stations cited for carrying contests that are declared illegal

Two television stations and two radio outlets face the prospect of winding up losers in contests they were airing. The FCC says the contests apparently were really lotteries and has notified the stations they face apparent liabilities totalling \$6,000.

The commission's action, furthermore, could have implications beyond the fortunes of the stations directly involved.

Those outlets, and the apparent liabilities they face, are WBRE-TV and WNEP-TV, both Wilkes-Barre-Scranton, Pa., each \$2,000; KLPW Union, Mo., \$1,000; and WMUU Greenville, S. C., \$1,000.

The notification to Bob Jones University's WMUU could have immediate widespread impact, since a number of stations around the country are believed to be carrying variations of the Pepsi-Cola contest it was airing.

And the commission, in its letters to WMUU and the Wilkes-Barre outlets, indicated that contests could be regarded as lotteries even if the rules did not require participants to make purchases. A purchase, or consideration, is considered one of the three elements constituting a lottery; the others are prize and chance.

Pepsi Contest ■ In the Pepsi-Cola contest, WMUU carried a number of spots in November and December announcing that the soft-drink company was giving portable tape recorders to the first 400 persons finding the words "transistor tape player" on the liner of a Pepsi cap.

The Wilkes-Barre stations promoted a contest for Vaughn's Sanitary Bakery, in which coupons of no value or of varying redeemable value, of up to \$25, were inserted in every loaf of the bakery's white bread that was sold in retail stores.

The commission noted that in the Pepsi-Cola contest free caps were "supposedly available" from the local route man or Pepsi distributor, but that the WMUU copywriter deleted that from the spots that WMUU broadcast. Furthermore, the commission said, the rules didn't provide that free caps were

available at all places where the soft drink is sold.

The bakery contest provided for the distribution of free coupons to the general public—but the rules limited the free ones to one to a customer. And, the commission said, it has information indicating that free coupons were not "distributed at all times at each retail outlet selling the bread as advertised."

But even if both contests did make it possible for persons to participate without making purchases, the commission said, those who did buy the product being promoted would have a better chance of winning.

Those buying Pepsi-Cola could obtain a greater number of chances, the commission noted.

Unequal Chance ■ And the rules of the bakery contest limiting the disbursement of free coupons restricted non-buying participants to one chance, while the buyer could obtain as many chances as the loaves of bread he was prepared to buy, plus one free one, "if available," the commission said.

The commission said that this created an incentive to buy more Vaughn bread and that even those who would not otherwise buy the bakery's products would be more inclined to do so.

Under the circumstances in each of the cases, the commission said "it appears" that the contests were conducted as lotteries, "since all the elements of a lottery (prize, chance and consideration) were present."

The commission vote on the two cases was 6-to-0, with Commissioner Robert E. Lee concurring with a statement that, while he believes the contests constitute a lottery, "in the circumstances . . . I do not feel the fines are warranted."

Postal Law ■ Both decisions appear to be in line with a statement by the post office's general counsel, Timothy J. May, that soft-drink bottlers' on-product prize plans might be in violation of postal lottery laws and, therefore, nonmailable. In a Feb. 15 postal bulletin he said the element of consideration "is not avoided by such meaningless statements as 'nothing to buy—caps are where you find them'." He said it is obvious that the public is expected to purchase the product.

KLPW's troubles grew out of announcements last fall on behalf of Eagle Auto Sales and Bill's Auto and Home Supply. The spots for the auto company consisted of the reading of a newspaper advertisement offering a jackpot beginning at \$50 and increasing by \$5 for each automobile purchased between Nov. 1 and Dec. 15, 1967. The advertisement indicated that anyone purchas-

ing a car was eligible to participate and said the winner would be chosen in a drawing on Dec. 16.

The spots for the auto and home supply company promoted a contest in which entrants were limited to those purchasing gasoline from the company. The prize was a \$25 savings bond.

Each of the stations has 30 days to reply to the notice of apparent liability or to pay the forfeiture.

N.Y. ad club reveals its Andy Award winners

Young & Rubicam, Doyle Dane Bernbach and Jack Tinker & Partners won the top television and radio Andy Awards at the fourth annual presentation April 4 by the Advertising Club of New York.

Y&R's commercials for Bristol-Myers' Excedrin took first prize in radio single entry, radio campaign and television campaign categories, and its commercials for Union Carbide won in the over-one-minute television single category. Doyle Dane Bernbach was cited for its television single for Buitoni Foods, and Jack Tinker for its one-minute television single for Miles Labs' Alka-Seltzer.

Second places in the various categories were won by Y&R's Excedrin (2) and Union Carbide (2), DDB's Volkswagen and Tinker's Action for Transportation in New York State Inc. In third place in the various categories were Y&R with Excedrin, Union Carbide and Johnson & Johnson Band-Aids, Tinker with Action for Transportation, DDB with Volkswagen and Shaller-Rubin with Dell Publishing.

N.Y. art directors announce 47th awards

Six television commercials won gold medal awards at the Art Directors Club's 47th annual presentation in New York last week.

Three were tied in the one-minute consumer-product-commercial category: Carl Ally's Hertz commercial—Ralph Ammirati, art director/designer; Jack Tinker & Partners' Miles Laboratories (Akla Seltzer) commercial—John Danza, art director/designer; and a Doyle Dane Bernbach commercial for Gablinger's beer—Paul Wollman, art director/designer.

Young & Rubicam received awards for two Union Carbide corporate commercials (Clement D. McCarthy and Donald Egensteine were the art direc-

tors). Georg Olden, of McCann-Erickson, was honored for a public-service television spot for the national Urban League.

'Saturday Review' honors seven TV shows

Seven television programs were cited last week in *Saturday Review's* 16th annual advertising awards for "achievement in public interest."

ABC-TV received an award for *Africa*, four-hour special sponsored by 3M Co. CBS-TV was cited for two programs: *You're In Love, Charlie Brown*, a special sponsored by Coca-Cola Co. and *National Geographic Specials* sponsored by Aetna Life & Casualty and Encyclopaedia Britannica Inc. CBS News's Middle East coverage and editorials by Eric Sevareid were cited in the award given to *CBS Evening News with Walter Cronkite*. NBC-TV won for *Meet the Press*, sponsored by Fireman's Fund American Insurance Companies, *The Bell Telephone Hour*, sponsored by the Bell System, and *NBC Experiment in Television*.

Runners-up were *The Smothers Brothers* and Xerox-sponsored specials *Mark Twain Tonight!* and *The Crucible*, all on CBS-TV, *Khrushchev in Exile: His Opinions and Revelations*, sponsored by Armour & Co., Block Drug Co. and Dr. Pepper Co. on NBC-TV, and *National Educational Television Journal* on NET-TV. *Saturday Review* also cited 27 print campaigns.

SDX announces award winners

Winners of the 36th annual Sigma Delta Chi Awards for distinguished service in journalism were announced last week in Chicago by the national headquarters of the professional journalism society. The awards, six of which are in broadcasting, are for outstanding performance during 1967.

For reporting of a single news event broadcast by radio, WJR Detroit was cited for its coverage of the summer riots there, including a news special entitled, *Tell It Like It Is*.

In the public-service category in radio, Westinghouse Broadcasting Co. received recognition for its project *Silence Kills—Even Nice People Have It*, an effort to awaken Americans to the dangers of syphilis.

In the field of radio editorializing, WSBA York, Pa., won the award for its exposure of political payoffs under the title, "Who Gets the Ax in Taxes?"

John Laurence of CBS News was honored for his reporting of a spot news

event on television when he covered the Vietnam war and broadcast under fire.

For public service in television, NBC News, together with Fred Freed, Frank McGee, and Daniel P. Moynihan, was cited for the program *Summer '67, What We Learned*, a probe of the Detroit riots.

For television editorializing, KWTU-TV Oklahoma City was honored for its stand on a controversial toll-road project in the face of contrary opinions from other media.

The bronze medallions and plaques will be presented in ceremonies on May 4, according to Russell E. Hurst, SDX executive officer.

Drumbeats . . .

SRA awards ■ The Station Representatives Association last week scheduled its 1967 Silver Nail and Gold Key awards luncheon on May 13 at the Plaza hotel in New York. The Silver Nail award, initiated in 1958, is given to the "timebuyer of the year," while the Gold Key honors a broadcast time-buyer now in an administrative position. Chairman of the 1968 awards committee is Martin L. Nierman, president of Edward Petry & Co.

Charitable contribution ■ The William Randolph Hearst Foundation presented \$18,000 to four Milwaukee area charities, it was announced by executives of the WISN Division of the Hearst Corp. The donations were presented by James T. Butler, vice president and general manager of WISN-TV and Herman A. Schneider, vice president and general manager of WISN-AM-FM to officials of Milwaukee Boys' Club; Pabst Theater Foundation; Easter Seal Society for Crippled Children and Adults in Milwaukee County Inc.; and Trinity Memorial Hospital, Cudahy, Wis.

Pacific Pioneer plaudits ■ Carlton E. Morse, creator of the radio and television series *One Man's Family* and *I Love a Mystery*, will be honored at the Pacific Broadcast Pioneers spring luncheon on May 17. Mr. Morse will be joined in Hollywood by many of the actors and actresses who performed in the two series.

'Today' tooted ■ NBC's *The Today Show* will be a recipient of the Missouri Honor Award for Distinguished Journalism, to be presented on May 3 during the 59th annual Journalism Week at the University of Missouri. The bronze award medal, to be presented by Dean Earl F. English of the School of Journalism, will be accepted by Hugh Downs, *Today's* moderator and guest speaker at the presentation banquet. Six other awards will be presented in other journalism categories.

Ad Council 'innercom' ■ The Advertis-

ing Council last week introduced *Innercom*, a new quarterly to service the employee communications field. It carries editorial copy and reproduction proofs of advertisements created by volunteer advertising agencies. The format was produced with the advice of Newcomb & Sammons, Chicago communications consultant firm.

California festival ■ KBAK-TV Bakersfield, Calif., has announced plans for the first annual Central California Film and Fine Arts Festival to be held at the station in September. The festival is to feature documentary, animation, sound, silent and experimental films submitted by students and professional film makers throughout the nation. Entry information may be obtained by contacting the promotion department of KBAK-TV.

'Cutest kid' contest ■ ABC-TV producer Bob Stivers's "Cutest Kids in America" contest, launched March 14 as a promotion for his quiz show, *The Baby Game* (2:30-3 p.m. EST), has drawn over 100,000 photographs for judging by celebrities. First prize is a \$15,000 endowment paid at the age of 18. Winners will be announced in June.

Overseas Press Club awards highlight Asia

Asia was the subject for three of the four first-place winners of the 21st annual Overseas Press Club awards in the radio and television categories announced last week.

The best radio reporting award was won by ABC's Don North for his reports from Vietnam. The best television-reporting-from-abroad citation was won by NBC News for its *Laos: The Forgotten War* and *Indonesia: The Troubled Victory*, both produced by the late Ted Yates. NBC News's James Robinson and Welles Hagen won the best radio-interpretation-of-foreign-affairs award for their *Red China: The Struggle for Power*.

Eric Sevareid, CBS News national correspondent, won the OPC's best television-interpretation award. OPC's awards dinner will be held April 22 at the New York Hilton hotel.

Headliner for WHOP

WHOP Hopkinsville, Ky. was the winner of a National Headliner Award medallion for consistently outstanding radio coverage of news events by a radio station in cities under 250,000 population. It was cited for its in-depth coverage of *The Screaming Eagles Prepare for Vietnam*. WHOP was omitted from the list of award winners that appeared in last weeks' BROADCASTING.

RCA earnings up 5% on lower sales

RCA last week reported record high first-quarter earnings representing a 5% increase over the corresponding period in 1967.

Robert W. Sarnoff, RCA president and chief executive officer, said this profit momentum gave the corporation an "encouraging start" at a time of "general economic uncertainties." RCA, he said, was now "well positioned" for growth in 1968, providing the economy displays a "reasonable degree of vigor and stability."

Sales in the first quarter declined some \$8.6 million to \$758.2 million from last year's period which had enjoyed an all-time sales high for those three months. RCA has had six straight years of record sales and profits.

Mr. Sarnoff took note of increased competition among consumers in the color-TV receiver market and said that consumers are still buying RCA's brand over other makes "by a substantial margin."

For the three months ended March 31:

	1968	1967
Earned per share	\$0.80	\$0.57
Sales (products and services)	758,200,000	766,800,000
Net profit	38,700,000	36,800,000
Average shares outstanding	62,596,000	62,404,000

Avco Broadcasting sales top forecast

Sales of Avco Broadcasting, a station group owner, are ahead of what had been predicted this year. It may be that this indicates that a retrenchment in advertising spending affecting all media is now abating.

This optimistic note by James R. Kerr, president of the parent Avco Corp., was presented to shareholders at the company's annual meeting held last Thursday (April 11) in Charleston, S. C.

Mr. Kerr also said that Avco sales were up 22% last year over 1966 in manufacturing, broadcasting and research. Commercial (nongovernment) operations now provide 75% of Avco profits.

Avco is a diversified corporation whose holdings in addition to its large manufacturing facilities include insurance and consumer-loan services. The corporation's earnings totaled \$54.1 million in 1967, and its earnings in the first quarter ended Feb. 29 totaled \$12.4 million.

During the meeting, stockholders

were apprised of Avco's latest acquisition: Carte Blanche Corp. Avco bought control of Carte Blanche from the Nation City Bank, New York, for \$16 million through stock purchases. Avco's continued diversification program reportedly involves the courting of 20th Century-Fox Film Corp. Thus far Fox has resisted the advances.

Fuqua sales jump over 200%, profits up 169%

Fuqua Industries Inc., Atlanta, a diversified company and parent corporation of Fuqua Communications Inc., a group broadcaster, reported healthy increases in net sales, net income earnings per share and average number of shares outstanding for 1967.

Net sales rose 205%, net income, 169%, earnings per share, 58% and average number of shares outstanding, 61%, according to the corporation's annual report to stockholders issued last week.

Broadcasting sales and profits, however, fell below expectations, the company said. Although broadcasting net sales were up 6.6% in 1967 over 5.9% for the previous year, they constituted only 8% of FI's profits, compared to 11.7% in 1966. J. B. Fuqua, president, in the report attributed this decrease to the "nationwide slump in national advertising revenues."

For year ended Dec. 31:

	1967	1966
Earned per share	\$3.81	\$2.41
Net sales	60,175,000	19,698,000
Net income	4,688,000	1,745,000
Average number of shares outstanding	1,133,254	705,482

Reeves takes another step into real estate

Reeves Broadcasting Corp., New York group broadcaster and CATV owner, has made its second venture into the real-estate business with the acquisition of 50% of Realtron Corp., Detroit, a computer-service company for real-estate brokers.

Through an IBM-360 computer with voice answer-back and a touch-tone telephone connection, Reeves hopes to provide "communications through electronics" to real-estate-board subscribers nationally.

Reeves has developed a battery-powered touch-tone unit permitting a dial telephone to be connected to the computer. At present, the company has no definite plans for putting the computer to uses other than real estate.

Sterling devaluation causes O&M drop

Ogilvy & Mather International Inc., New York, advertising agency with branches operating throughout the world, reported that 1967 was its "most successful" year. Its annual report to stockholders was released last week. Due to the devaluation of the British pound sterling, which cost the agency \$253,000, O&M's net income decreased.

According to the report, O&M International has become the 10th largest American advertising agency in world billings.

For the year ended Dec. 31:

	1967	1966
Earned per share	\$1.23	\$1.32
Gross billings	179,209,000	166,300,000
Fee and commission income	28,804,000	26,675,000
Other income, net	289,000	263,000
Income before taxes	3,308,000	3,049,000
Provision for taxes on U.S. and foreign income	1,718,000	1,612,000
Net income*	1,337,000	1,437,000

*(including extraordinary charge resulting from devaluation of sterling in 1967).

Cowles's net declines, but gross rises

Cowles Communications Inc., New York magazine and newspaper publisher and group broadcaster, reported a slight increase in gross revenues, but a loss in net income for 1967.

Gardner Cowles, chairman, in the company's annual report, attributed this loss principally to the launching and developing of the *Suffolk* (N. Y.) *Sun*.

Cowles stations are KRTN-AM-TV Des Moines, Iowa; WREC-AM-TV Memphis, and WESH-TV Daytona Beach-Orlando, Fla.

For year ended Dec. 31:

	1967	1966
Earned per share (loss)	(\$1.00)	(\$1.12)
Revenues	150,909,000	148,727,000
Net income (loss)	(3,434,000)	(3,786,000)
Number of shares outstanding	3,593,150	3,417,050

Sales rise, but income drops

Oak Electro/Netics Corp., Crystal Lake, Ill., a major manufacturer of TV receiver tuners and other electronic controls and devices, reported 1967 net sales up, but income down, principally due to \$930,000 pretax costs in shutting down its Hartford, Conn., facility and relocating its line to other OEN facilities.

For year ended Dec. 31:

	1967	1966
Earned per share	\$2.05	\$2.88
Net sales	75,156,159	74,863,181
Income before taxes and moving expenses	5,179,791	6,199,594
Net income	2,306,476	3,209,594
Number of shareholders	4,358	4,115

Radio, TV dominate Wometco '67 report

Television and radio accounted for 67% of the profits and 26% of the revenue of Wometco Enterprises Inc. in 1967, the diversified Miami-based company has reported.

In its annual report to stockholders, the company also showed that its entertainment divisions (movie theaters, Seaquarium) accounted for 18% of earnings and 15% of revenue; soft drink bottling, 13% and 19%, food services, zero and 34%, and miscellaneous, 2% and 6%.

In 1967, Wometco had total revenues of \$57,504,400 and net income after taxes of \$4,302,700 (\$1.27 a share). This compares with revenues of \$49,636,700, and net income of \$4,044,900 (\$1.21 a share) in 1966 (BROADCASTING, Jan. 22).

The company also said that its TV stations had a 5% increase in gross revenues and an 8% increase in gross profits in 1967 compared to 1966. And, it added, it is seeking another TV station. Wometco owns WTVJ(TV) Miami, WLOS-AM-TV Asheville, N. C.; and 45.5% of WFGA-TV Jacksonville, Fla.

Sonderling sets records in 1967

Sonderling Broadcasting Corp., group station owner, last week reported record gross revenues and earnings in 1967. The company, which went public last year, is listed on the American Stock Exchange.

For the year ended Dec. 31:

	1967	1966
Earned per share	\$1.05	\$0.96
Gross revenues	6,445,000	5,965,000
Net income	840,844*	776,027*

*Net in 1967 is before an extraordinary item equal to 8 cents a share and in 1966 before an extraordinary item amounting to 9 cents a share.

New records at Trans-Lux

Trans-Lux Corp., New York, theater-chain owner and television-film-series distributor, reported record sales and earnings for 1967 in its annual report to stockholders.

For year ended Dec. 31:

	1967	1966
Earned per share	\$0.93	\$0.72
Gross revenues	8,279,489	7,613,686
Net income	697,568	543,232

Wrather Corp. up in '67

Wrather Corp., Beverly Hills, Calif., TV syndicator, producer and owner of Muzak background music, reported a

healthy increase in net income during 1967.

Jack Wrather, chairman and president, announced that CBS, for the 15th year, will be telecasting a new season's production of *Lassie*, television series owned by Wrather.

For the year ended Dec. 31:

	1967	1966
Earned per share	\$0.63	\$0.43
Net income	1,110,503	757,284

Financial notes . . .

■ The Outlet Co., Providence, R. I.-based group broadcaster, declared a regular quarterly dividend of \$1.375 per share on its 5½% convertible stock and a dividend of 16¼ cents per share upon common stock. Both are payable May 1 to stockholders of record April 19.

■ Wometco Inc., diversified Miami-based company with broadcast holdings, has revised its method of payment in acquiring the 22-theater Commonwealth Theatres of Puerto Rico Inc. (BROADCASTING, Jan. 29). Instead of a stock transaction, Wometco is now offering \$6 per share for the 51% interest owned by Rafael Ramos Cobian and family. A similar cash offer is being made to all of the other shareholders. Commonwealth has about 515,000 shares outstanding.

Red Owl registers 64% earnings gain

Red Owl Stores Inc., Minneapolis-based grocery chain that also owns three radio stations, announced last week an 11% increase in net sales and operating revenues, and a healthy 64% increase in consolidated net earnings after taxes for 1967.

Actual consolidated sales and operating revenues, however, showed a slight decrease. This decline, the company's annual report said, was "entirely attributable to the disposition of the wholesale and warehouse operations" and the abbreviated 48-week fiscal year changed to conform with that of Gamble-Skogmo Inc., holder of 80.4% of Red Owl common stock outstanding.

Red Owl stations are KRSI St. Louis Park and WEBC Duluth, both Minnesota, and WNAX Yankton, S. D.

For year ended Jan. 27, 1968:

	1967 (48 weeks)	1966 (52 weeks)
Earned per share	\$1.64	\$1.00
Consolidated sales and operating revenues	313,327,928	337,483,386
Net sales and operating revenues	340,966,344*	305,939,917
Net earnings after taxes	2,485,029	1,530,329

*52 weeks

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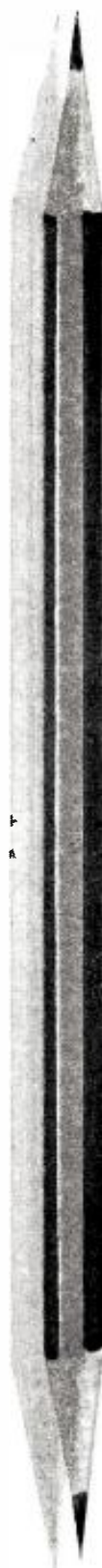
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BROADCAST ADVERTISING

F. Scott Kimmich, product manager with Geigy Chemical Corp., Ardsley, N. Y., joins Sudler & Hennessey, New York, as VP and account supervisor.



Mr. Kimmich

Charles R. Strotz, VP and director of communications, Campbell - Mithun, Minneapolis, moves to agency's Chicago office in same capacity.

Crofton Jones, senior VP and account supervisor for Hixon & Jorgensen, Los Angeles, named executive VP of client services. **Lewis K. Woodward**, senior VP and account supervisor, **Robert Talpas**, VP and account supervisor, and **Robert Parr**, manager of H&J's San Francisco office, all named to newly created positions of senior VP's and account group managers. **Roger Johnson**, VP and account supervisor, named senior VP and marketing director.



Mr. Beech



Mr. Wulff

George F. Beech Jr., account supervisor at BBDO, Detroit, named VP. **Frank R. Wulff**, with BBDO, New York, named to new post of VP and manager of sales development.

Harry Wenthen, formerly president and board chairman of H. G. Wenthen Inc., sales promotion agency in Palisades Park, N. J., joins Smith/Greenland, New York, as VP and account executive. **William Gildea**, with Richard K. Manoff Inc., New York, and **John Higgins**, with Fuller & Smith & Ross, New York, join S/G there as account executives.



Mr. Moseley

Paul W. Moseley, director of advertising for PepsiCo Inc., New York, named VP-advertising.

Ivan Rosentrach, with Young & Rubicam, New York, joins Lever Brothers Co. there as associate media manager.

Ned Tolmatch and **Frank Siebke**, formerly with Ted Bates & Co. and Delehanty, Kurnit & Geller, both New York, join Daniel & Charles there as

VP's and associate creative directors.

Walter E. Terry, VP and managing director of western operations for D'Arcy Advertising Co., San Francisco, elected senior VP. **William F. Benz**, advertising manager for Associated Brewers in South Bend, Ind., and **Albert W. Huff**, media supervisor at Leo Burnett Co., Chicago, appointed media supervisors for D'Arcy, St. Louis.

Richard H. Hurley, senior VP of Compton Advertising, Los Angeles, resigns. No future plans announced. **David B. Hill**, account manager at Compton, New York, named VP management supervisor.



Mr. Sacher



Mr. Stahl

Toby Sacher and **Norman C. Stahl**, copy group heads with Ted Bates & Co., New York, named VP's and creative supervisors.

Larry Lynch, media research supervisor at Papert, Koenig, Lois, New York, appointed director of research and sales service at TV Stations Inc., that city.

Tom Beauvais, Edward Petry & Co., Detroit, appointed radio sales manager, that city. **Doug Barker**, account executive, wcar Detroit, joins Petry's Detroit office in similar position. **Robert G. Slocum** joins Petry's marketing department staff in New York as account executive.

M. E. (Doc) Fidler, VP sales, Radio Advertising Bureau, New York, named general sales manager, wpop Hartford, Conn.

Austin Peterson resigns as managing director, western division, of The Advertising Council, Los Angeles, to become travel consultant. He will continue to serve Council on Pacific Coast as consultant on media and agency relations.

Harry Diner, director of San Francisco office of Television Advertising Representatives, joins sales staff of KPX(TV) San Francisco.

Morgan Cline, with Robert A. Beckner Inc., New York, joins Paul Klemtner & Co. agency, that city, as account executive.

Robert L. Schuessler, manager of St. Louis office of Edward Petry & Co.,

named manager of Television Advertising Representatives office in Atlanta.



Mrs. Mallary

Margot Mallary, creative director of Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.

Peter R. Doyle, formerly with Doughboy Industries Inc., New Richmond, Wis., and Babson Bros. Co., Oak Brook, Ill., and **Gregory A. Michel**, copywriter at Cooper, Strock & Scannell, Milwaukee, appointed account executives at CS&S, Milwaukee. **David D. Carew**, account executive at CS&S, Milwaukee, named agricultural copy chief.

William R. Codus, account executive for wCBS New York, appointed general sales manager for CBS/FM national sales at CBS Radio Spot Sales, that city.

Perry G. Adams, broadcast coordinator for BBDO, San Francisco, appointed national sales coordinator in sales department of KNBR, that city.



Mr. Beadell



Mr. Carrell

Walter Beadell, with Chicago office of Robert E. Eastman & Co., and **Al Carrell**, manager of Eastman's Dallas office, elected VP's.

Edward B. Glore, with Anheuser-Busch Inc., St. Louis, appointed assistant to manager, marketing development.

MEDIA

Richard E. Adams, general manager of WKOX-AM-FM Framingham, Mass., elected president. **Richard L. Chalmers**, general sales manager of WKOX-AM-FM, named VP and general manager. **H. Alida Rogers** elected treasurer.



Mr. Wheeler

Franklin C. Wheeler, with KHON-TV Honolulu, appointed general manager.

John W. Angst, general manager of Miners Broadcasting Service Inc., Lansford, Pa., also named VP. Miners Broadcasting stations are WLSH Lansford, WPAM Pottsville, and WMBA Ambridge, all Pennsylvania.

William J. McDowell, VP and general manager for XTRA Tijuana, Mexico, re-

signs. No future plans announced.



Mr. Wrobel

Theodore M. Wrobel, formerly with WBZ-TV Boston and WABC New York, named VP and general manager of WAVY-TV Portsmouth-Norfolk-Newport News, Va.

John L. Williams, program manager of WIND Chicago, named general manager, succeeding **Wallace Dunlap**, who becomes general manager of KYW Philadelphia. Both are Westinghouse Broadcasting Co. stations. **Don J. Brewer**, management consultant in Washington since August 1966, appointed operations manager of KYW.

Willis P. Duff, program manager at KLAC Los Angeles, appointed to newly created position of director of radio at WHDH-AM-FM Boston.

Curtis Short, assistant manager and program director of KSWA Graham, Tex., named general manager. Mr. Short will continue as program director. **Jim Jones**, news director of KSWA, also named assistant manager.

Willie Harris Jr., national sales manager for Tichenor Spanish Group (KGBT Harlingen, Tex., KUNO Corpus Christi, Tex. and KIFN Phoenix), named general manager of KIFN. **Arthur Thomas**, general manager of KUNO, temporarily assigned to KIFN, returns to his station.

T. Lee Albert, with news department of WFMJ-TV Youngstown, Ohio, appointed general manager of WFEM (FM) Ellwood City, Pa.

Irwin H. Moss and **Robert A. Daly**, with CBS-TV network business affairs department, New York, named to newly created posts, respectively, of director of talent and program negotiations and director of planning and administration.

Eugene P. McGuire, senior operations analyst, financial planning and budgets, for NBC, New York, named business manager for NBC-owned WKYC-AM-FM-TV Cleveland.

PROGRAMING

Barry Frank, director of sports planning for ABC Sports Inc., New York, elected to new position of VP in charge of sports planning. **Chuck Howard**, director of program production for ABC Sports, elected to new position of VP in charge of program production.

Sheldon Keller, producer of CBS-TV's *The Jonathan Winters Show*, resigns.

Anthony J. Hope, son of comedian Bob Hope, and director of business affairs for television at 20th Century-Fox TV, Los Angeles, named associate

producer for ABC-TV's *Judd for the Defense* series.

Don Silverman, director of daytime programs, East Coast, for ABC-TV, named producer of *The Dick Cavett Show*, ABC-TV's variety-talk weekday series. Mr. Silverman, who had been associate producer with Talent Associates, New York, before joining ABC, replaced **Forrest L. (Woody) Fraser**, who has resigned as producer of show starring comedian Dick Cavett.

Robert I. Guy, appointed as head of first-run syndication wing of The Campbell, Silver, Cosby Corp., Beverly Hills, Calif., last January and former program development manager of Storer Broadcasting Co., named program director for KABC-TV Los Angeles.

Bob Terry, with WAVZ New Haven, Conn., named program director at WERI-AM-FM Westerly, R. I.

Robert G. McHendrix, program manager at WRC-TV Washington, and **Gene C. Walz**, director of Airline Productions, Warrenton, Va., form Georgetown Productions Inc., production company offering complete facilities for film and television documentaries and TV commercials. Georgetown Productions is at 3132 M Street N.W., Washington 20007. (202) 337-1487.

Lou Selener, formerly with EUE/Screen Gems and Videotape Center, both New York, joins MPO Videotronics Inc., that city, as producer-salesman.

NEWS

Chuck James, operations manager for KYW Philadelphia, appointed news director for KCBS San Francisco.

Mark Davis, with news staff of WTRF-TV Wheeling, W. Va.-Steubenville, Ohio, named assistant news director.

Jim Lee, WBML Macon, elected president of Georgia AP Broadcasters Association.

Ron Magers, anchorman on late news for KGW-TV Portland, Ore., named evening news anchorman for KPIX(TV) San Francisco.

Ed Deverill, on news staff of KOGO-AM-FM-TV San Diego, named anchorman for late news on TV. He replaces **Cliff Kirk**, who goes to KTTV(TV) Los Angeles. **Jack Moorhead**, lab supervisor for KOGO stations, appointed to news staff as weekend news editor and general assignment reporter.

Gene Cox, with WXVA-WZFM(FM) Charles Town, W. Va., named newsman at WWSA-AM-FM-TV Harrisonburg, Va.

Ron Smith, formerly with radio stations in Massachusetts and New Hampshire, joins combined news department of WROW and WTEN(TV) Albany, N. Y.

Steve Campbell, from WTVN-TV Columbus, Ohio, joins news staff of WFMY-

TV Greensboro, N. C.

John J. Harris, with U. S. Army, Fort Bragg, N. C., and **Keith Crowther**, with CFRN-TV Edmonton, Alberta, join news department of WTVD(TV) Durham, N. C.

Gene Jenkins, newsman with KFMB San Diego, joins news staff of KNX Los Angeles. **Vincent E. Lawford** replaces Mr. Jenkins at KFMB.

Paul Rachlin, news director at WVIP-AM-FM Mt. Kisco, N. Y., joins news staff of WABC New York.

Hal Ashby, NBC sports producer, named executive producer of sports for NBC-owned KNBR San Francisco.

FANFARE

Dorothy M. Leffler, manager of magazine division of CBS-TV network press information, New York, retires. Miss Leffler plans motor tour of U. S. during next year and then expects to open her own travel agency. **Harry V. Coren**, press information feature editor, assumes her duties.

Clark D. Vilas, with Dancer-Fitzgerald-Sample, San Francisco, named promotion director of KEMO-TV, that city.

Katie Ferguson, with KSAT-TV San Antonio, Tex., named community service director. **Susan Turner** appointed director of promotion and publicity and **Frank Block** appointed merchandising director of KSAT-TV.

Daniel W. Casey, formerly head of his own advertising and PR agency, and with Conklin, Labs & Bebee Inc. and WSYR, both Syracuse, N. Y., appointed director of community relations for WNYS-TV, that city.

Al Gaylor, VP of Ken Juergens and Associates Inc., appointed promotion director of KWTB(TV) Oklahoma City. He replaces **Montez Tjaden**, who moves to Tulsa, Okla., to handle public relations for Advertising Inc.

Jeannette E. Paladino, PR account supervisor with BBDO, New York, joins Warwick & Legler, that city, as PR director.

Howard Sherman, publicist, Walt Disney Productions, New York, joins Morton D. Wax & Associates, that city, as an account executive in public relations.

Robert Oslund, with news department of U. S. Chamber of Commerce, Washington, named radio-TV specialist.

EQUIPMENT & ENGINEERING

Richard G. Ellis, with KYW-TV Philadelphia, appointed technical director.

Thomas J. Dunsheath, manager of video engineering for consumer and educational products division of Ampex

Corp., Park Ridge, Ill., named VP, engineering, for that division.

Warner T. Smith, VP in charge of research and engineering for Superior Continental Corp., Hickory, N. C., named executive VP.

Dave Spindle, chief engineer with WFAM-TV Lafayette, Ind., named assistant chief engineer of WSAV-AM-FM-TV Harrisonburg, Va.

Walter S. Brewer, head of Graphics Unlimited, appointed southwestern marketing manager of Berkey-ColorTran Inc. at 1425 South Main, Suite 9, Tulsa, Okla. Phone (918) 587-4827.

Robert F. Henderson and Frederick A. Smith, with visual communication products department of General Electric Co., Syracuse, N. Y., appointed sales engineers.

Jack Baker, regional coordinator for Consolidated Electrodynamics Corp., and **Bernard Reeder**, account representative with Todel division of Burroughs Corp., named sales engineers for Memorex Corp., Santa Clara, Calif.

ALLIED FIELDS

Robert W. Healy, Washington lawyer, joins Washington law firm of Putbres

and Fletcher as partner.

John W. Letson, superintendent of Atlanta Public Schools since 1960, appointed to national advisory board of National Center for School and College Television.

INTERNATIONAL

John Svennevig, with J. Walter Thompson Co., for 13 years, joins the London Press Exchange Ltd., London, as TV manager.

James A. Cvetko, account executive, Arthur Meyerhoff Associates, Chicago, appointed manager of company's Toronto and Montreal offices.

DEATHS

Arthur E. Sudler, 63, board chairman of Sudler & Hennessey, New York, died April 5 at his New York apartment. Mr. Sudler founded agency and became its president and board chairman in 1936. He resigned from the presidency in 1966. Surviving are his wife, Janet, and daughter.

William A. Roberts, 68, Washington attorney and president of South Florida Broadcasting Inc. (which formerly held WWIL-AM-FM [now WSRF-AM-FM] Ft.

Lauderdale, Fla., but holds no properties now) died April 8 at his home in Washington after long illness. Mr. Roberts was senior partner in Washington communications law firm of Roberts & McInnis, from which he retired in 1965. He represented former DuMont television network, among others. He is survived by his wife, Caro-Margaret, and two daughters.

Van Beuren Wright De Vries, 55, formerly general manager of WGR-AM-FM-TV Buffalo, N. Y., died of heart attack April 10 at Kenmore (N.Y.) Mercy hospital. Mr. De Vries joined WGR in June 1954 as program manager and was named general manager in 1957. He left WGR stations in March 1966 to work for NBC International in Caracas. After nearly year in Venezuela he returned to Buffalo area. Surviving are his wife, Betty Jean, two sons and three daughters.

Jack Denove, 57, television producer-director, died April 7 in Los Angeles. Mr. Denove produced religious programs for Christopher Films. Once VP for BBDO, he also produced and directed TV commercials for such advertisers as American Tobacco, duPont and Standard Oil. He's survived by his wife, Ann, three sons and daughter.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 3 through April 10 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. PSA—presunrise service authority. 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 ACTIONS

San Francisco—Bay Broadcasting Co.—Broadcast Bureau granted UHF channel 38 (614-620 mc); ERP 720 kw vis. 202 kw aur. Ant. height above average terrain 1,659 ft. above ground 957 ft. P. O. address: 244 Kearny St., San Francisco. Estimated construction cost \$1,260,800; first year operating cost \$989,470; revenue \$836,500. Studio and trans. location both San Francisco. Geographic coordinates 37° 45' 20" north latitude, 122° 27' 05" west longitude. Type trans. RCA TTU-50B, type ant. RCA TFU-25G. Legal counsel Ely, Duncan & Bennett, Washington; consulting engineer R. A. Isberg, Berkeley, Calif. Principals: Edward D. Keil (4.12%), Wilson F. Foster (18.74%), Kathleen K. Rawlins and Helen Wallace (each 13.87%). Mr. Keil is attorney and has real estate interests; Mr. Foster is sportscaster with KGO San Francisco, and has sports film production interests; Mrs. Rawlins and Mrs. Higbie are housewives. Ann. April 4.

■ FCC gave notice that Feb. 14 initial decision proposing grant of CP for new tele-

vision station on Ch. 22 to King's Garden Inc., Seattle (Doc. 17659) became effective April 4 pursuant to Sec. 1.276 of rules. Ann. April 8.

OTHER ACTIONS

■ Review board in Jacksonville, Fla., TV broadcast proceeding, Docs. 10834, 17582-17584, granted Broadcast Bureau's petition to accept late-filed pleading, filed Feb. 28, and denied joint petition for enlargement of issues, filed Feb. 5 by Florida Gateway Television Co., Community First Corp. and The New Horizons Telecasting Co. Action April 8.

■ Review board in Patchogue, N. Y., TV proceeding, Docs. 17889-17890, granted petition for extension of time, filed April 1 by Granik Broadcasting Co. and extended to April 8 time within which to file oppositions to petition to enlarge issues filed by Long Island Video Inc. on March 22.

■ Review board in Patchogue, N. Y., TV proceeding, Docs. 17889-17890, granted petition for extension of time filed April 1 by Long Island Video Inc. and extended to April 16 time within which to file reply to opposition to petition to enlarge issues filed by Granik Broadcasting Co. on March 21. Action April 3.

■ Review board in Durham, N. C., TV proceeding, Docs. 17670-17672, granted joint request for approval of agreements and other relief pursuant to Sec. 1.525 of commission's rules and regulations, filed Feb. 28 by Durham-Raleigh Telecasters Inc., Triangle Telecasters Inc., and WTVY Inc.; agreements are approved, subject to deletion of covenant not to compete; dismissed with prejudice applications of Durham-Raleigh Telecasters Inc. and WTVY Inc.; granted application of Triangle Telecasters Inc., subject to condition and terminated proceeding. Action April 5.

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

ACTIONS ON MOTION

■ FCC on March 28 granted request by WAPA-TV Broadcasting Corp., and Western Broadcasting Corp. of Puerto Rico for extension of time to April 15 to file responses to petition by Joaquin Baez Jr. requesting assignment of Channel 13 to Mayaguez, P. R. by deleting Channel 13 from Fajardo, P. R. and interchanging Ch. 11 (WKBM-TV), Caguas, P. R. with Channel 12 (WOLE-TV), Aguadilla, P. R.; and to April 30 for replies.

■ Office of Opinions and Review on April 3 in Savannah, Ga. (Lewis Broadcasting Corp. and WSGA Television Inc.) TV proceeding, granted petition by WSGA Television Inc., for extension of time to April 24 to file application for review of Review board's decision released March 5 (Docs. 16976, 16978).

■ Hearing Examiner Chester F. Naumowicz Jr. in Fajardo, P. R. (WSTE-TV Inc. [WSTE-TV] ch. 13), on April 9 hearing examiner having for consideration certain pleadings relating to discovery of April 4 filing by WSTE-TV on notice of taking depositions and informal notice that WAPA-TV Broadcasting Corp. will file April 9 pleading seeking discovery ordered that responses to pleadings shall be filed and copies hand-delivered on or before April 16 and that oral argument on pleadings shall be heard on April 18 (Docs. 18048-9).

RULEMAKING PETITION

New Mexico State University, Las Cruces, N. M.—Requests institution of rulemaking proceeding to allocate ch. 22 to Las Cruces. Ann. April 2.

Existing TV Stations

FINAL ACTIONS

KBSA-TV Guastli, Calif.—Broadcast Bureau granted mod. of CP to make changes in ant. structure, ant. height 2840 ft. and mod. of CP to extend completion date to Oct. 2. Action April 2.

KSVJ-TV Hanford, Calif.—Broadcast Bureau granted petition by KSVJ Television Inc. formerly permittee of KSVJ-TV Hanford, for reconsideration of Dec. 8 action which dismissed application for license for failure to prosecute. Bureau has reinstated application, program test authority, and call letters for KSVJ Television, Inc. Action April 3.

KICU-TV Visalia, Calif.—Broadcast Bureau granted CP to replace expired permit for changes in station. Action April 4.

WJFY-TV Jacksonville, Ill.—Broadcast Bureau granted mod. of CP to change ERP to 291 kw vis., 42.3 kw aur., trans. and studio location to one mile northeast of Bluff, change type trans., type ant., ant. structure, ant. height 1610 ft.; conditions. Action April 3.

*WKGB-TV Bowling Green, Ky.—Broadcast Bureau granted mod. of CP to change ERP to 550 kw vis., 110 kw aur., type trans., specify studio location as Cooper Drive, Lexington. Action April 4.

*WCVN-TV Covington, Ky.—Broadcast Bureau granted mod. of CP to change ERP to 8 kw vis., 1.60 kw aur., specify studio location as Cooper Drive, Lexington, change ant. structure, ant. system, trans. location to Tower View Street, Taylor Mill; condition. Action April 3.

*WKZT-TV Elizabethtown, Ky.—Broad-

cast Bureau granted mod. of CP to change ERP to 575 kw vis., 115 kw aur., specify studio location as Cooper Drive, Lexington, change type trans. Action April 4.

*WKLE-TV Lexington, Ky.—Broadcast Bureau granted mod. of CP authorizing changes in ERP, 525 kw vis., 105 kw aur., change type ant. and ant. structure. Action April 8.

*WKMR-TV Morehead, Ky.—Broadcast Bureau granted mod. of CP to change ERP to 562 kw vis., 112 kw aur., specify studio location as Cooper Drive, Lexington, Ky., change type trans. Action April 4.

*WKMU-TV Murray, Ky.—Broadcast Bureau granted mod. of CP to change ERP to 575 kw vis., 115 kw aur., specify studio location as Cooper Drive, Lexington, change type trans. Action April 4.

*WKON-TV Owenton, Ky.—Broadcast Bureau granted mod. of CP to change ERP to 550 kw vis., 110 kw aur., specify studio location as Cooper Drive, Lexington, change type trans. Action April 4.

WCIC-TV Ithaca, N. Y.—Broadcast Bureau granted mod. of CP to change ERP to 208 kw vis., 41.6 kw aur., trans. location to about 1500 ft. south-southwest of site previously authorized, specify studio location as 518 West State Street, Ithaca and mod. of CP to extend completion date to Oct. 4. Action April 4.

*WKPI-TV Pikeville, Ky.—Broadcast Bureau granted mod. of CP authorizing changes in ERP 468 kw vis., DA, 93.3 kw aur., DA, specify studio location at Cooper Drive, Lexington, change type trans. and changes in ant. structure. Action April 8.

KLNI-TV Lafayette, La.—Broadcast Bureau granted mod. of CP to change studio location to Louisiana Highway 3052, between Lafayette and New Iberia. Action April 3.

WCOC-TV Meridian, Miss.—Broadcast Bureau granted mod. of CP extending completion date to Oct. 8; and granted mod. of CP for following changes: ERP 20.4 kw vis., 2.88 kw aur.; change studio location to U. S. Highway 45 North, approximately two miles Northeast of Meridian; change type trans., ant. height 220 feet; conditions. Action April 8.

WRIK-TV Ponce, P. R.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 4. Action April 4.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WHYY-TV Wilmington, Del. to Oct. 3 and *WMAA-TV Jackson, Miss., to Oct. 3. Action April 3.

RULEMAKING PETITIONS

WAXN-TV Hammond, Ind.—Requests institution of rulemaking proceedings looking towards amendment of the table of television assignments to substitute Ch. 68 for Ch. 55 at Kenosha, Wis. In alternative, substitution of some other channel for channel 55 is requested. Ann. April 2.

CALL LETTER APPLICATIONS

■ KZUZ-TV Thompson Broadcasting Co., Phoenix. Requests KLWZ-TV.

■ KTVM-TV Southern Oregon Broadcasting Co., Medford, Ore. Requests KOBV-TV.

CALL LETTER ACTION

■ Iowa Broadcasting Co., Des Moines, Iowa. Granted KWIG-TV.

New AM stations

APPLICATION

Brush, Colo.—Pettit Broadcasting Co. Seeks 1190 kc, 5 kw, P.O. address: 2761 East 93rd Place, Denver 80229. Estimated construction cost \$19,350; first-year operating cost \$32,220, revenue \$42,000. Principals: Cland M. and Margaret E. Pettit (each 50%). Mr. and Mrs. Pettit are each 46% owners of KWIV Douglas, Wyo. Mr. Pettit is trans. engineer for KETR Denver. Ann. April 4.

FINAL ACTION

Burnettown, S. C.—Midland Valley Investment Inc. Broadcast Bureau granted 1510 kc, 500 w-D, P. O. address: Box 1, Langley, S. C. 29834. Estimated construction cost \$27,679.75; first-year operating cost \$35,000; revenue \$48,000. Principals: Harry A. Parker, president, James L. George, vice president, Martha Parker, treasurer and Shirley J. George, secretary (each 25%). Mr. Parker is director of civil defense agency. Mr. George is supervisor at paper company. Mrs. Parker is teacher. Mrs. George is secretary for civil defense agency. Action April 3.

OTHER ACTIONS

■ Review board in Springfield, Mo., AM proceeding, Docs. 17921-17923, granted petition to enlarge issues filed Jan. 18 by Giant Broadcasting Co. to extent indicated and denied in all other respects. Action April 3, and in separate action, granted petition filed on April 4 by Giant Broadcasting Company, for extension of time to and including April 15 within which to file reply pleadings to oppositions to petition to delete issues. Action April 8.

■ Review board in Springfield, Mo., AM broadcast proceeding, Docs. 17921-23, granted petition for extension of time filed April 9 by Upshur Broadcasting Co. and extended to April 19 time for filing responsive pleadings to petition to enlarge issues by Giant Broadcasting Co., on March 15. Action April 10.

■ Review board in Sallisaw, Okla., AM proceeding, Docs. 17918-17920, granted request of parties to joint agreement for waiver of five day filing deadline; granted joint request for approval of agreement filed Feb. 26; approved agreement; dismissed with prejudice application of Hilton and Wiederkehr Enterprises; granted petition for leave to amend and for immediate grant without hearing, filed March 5 by Ozark Broadcasting Co.; accepted amendment and granted amended application of Ozark Broadcasting Co. with condition. Action April 4.

ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on April 2 in Bridgeton, N. J. (V.W.B. Inc.) AM proceeding, rescheduled April 8 hearing for April 9, at which time parties may also discuss hearing procedures concerning issues added by Review board (Doc. 17560).

■ Hearing Examiner Isadore A. Honig on April 4 in Henrietta, Genesee and Warsaw, all New York ("What The Bible Says Inc.") Oxbow Broadcasting Corp. and John B. Weeks) AM proceeding, on examiner's own motion, continued further hearing from April 9 to May 9 (Docs. 17571-3).

■ Hearing Examiner Forest L. McClenning on April 5 in Jenkins, Ky. (Cardinal Broadcasting Co.) AM proceeding, granted request of Folkways Broadcasting Co. and continued rehearing conference from April 18 to April 26 (Doc. 18035).

■ Hearing Examiner Forest L. McClenning on April 5 in Costa Mesa-Newport Beach, Calif. (Charles W. Jobbins) AM proceeding in Docs. 15752, 15754-6, 15758-80, 15762, and 15764-6, granted request by Crown City Broadcasting Co., Pacific Fine Music Inc., Goodson-Todman Broadcasting Inc., Storer Broadcasting Co., California Regional Broadcasting Corp., and Voice in Pasadena Inc. and set April 30 as date for filing of reply findings; the filings of each party to consist of no more than 25 pages with printing to be double spaced. Granted petition by Broadcast Bureau and accepted late filing of proposed findings and conclusions of law.

Existing AM stations

APPLICATION

KHMA Houma, La.—Requests mod. of CP

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, April 9, 1968

	ON AIR		TOTAL	NOT	TOTAL
	Licensed	CP's	ON AIR	ON AIR	Authorized
Commercial AM	4,176 ^a	9	4,185 ^a	86	4,271 ^a
Commercial FM	1,781	37	1,818	247	2,065
Commercial TV-VHF	496 ^a	9	505 ^a	13	518 ^a
Commercial TV-UHF	118 ^a	30	148 ^a	160	308 ^a
Educational FM	327	10	337	32	369
Educational TV-VHF	68	5	73	3	76
Educational TV-UHF	55	23	78	31	109

STATION BOXSCORE

Compiled by FCC, Feb. 29, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,166 ^a	1,764	614 ^a	321	120
CP's on air (new stations)	14	40	38	11	29
Total on air	4,180 ^a	1,804	652 ^a	332	149
CP's not on air (new stations)	87	254	172	36	36
Total authorized stations	4,267	2,058	824	368	185
Licenses deleted	1	1	0	0	0
CP's deleted	1	0	0	0	0

^a Includes two AM's operating with Special Temporary Authorization.

^a Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

to change ERP to 51.9 kw vis., 9.78 aur.; trans. and studio location to Highway 311, Northwest of Houma; type trans. to GE TT-50B; type ant. GE TY-70H (R); ant. structure and increase ant. height above average terrain to 1092 ft. Request waiver of Secs. 1.518, 1.519 and 1.520 of rules. And in separate application, requested mod. of CP to extend completion date. Ann. April 9.

FINAL ACTIONS

KBTR Denver—Broadcast Bureau granted license covering installation of auxiliary trans. at main trans. location. Action April 2.

KKEP Estes Park, Colo.—Broadcast Bureau granted license covering new station specify type trans. Action April 2.

KLMO Longmont, Colo.—Broadcast Bureau granted license covering installation of auxiliary trans. Action April 7.

WCBM Baltimore—Broadcast Bureau granted license covering change in day and night DA-pattern (main) and license covering change in day and night DA-pattern (alternate-main). Action April 9.

WJMS Ironwood, Mich.—Broadcast Bureau granted CP to change frequency from 630 kc to 590 kc, increase daytime power from 1 kw to 5 kw, and install new type trans.; conditions. Action April 3.

WBFN Quitman, Miss.—Broadcast Bureau granted license covering new station, specify type trans. Action April 30.

WDVL Vineland, N. J.—Broadcast Bureau granted license covering change in ant. system. Action April 9.

FCC denied appeal by "What the Bible Says Inc." Henrietta, N. Y. to reverse Review board's action denying WTBS request to dismiss competing applications of Oxbow Broadcasting Corp., Geneseo, and John B. Weeks, Warsaw, both New York. Dismissal was made without prejudice to right by WTBS to raise matter again when exceptions are filed to initial decision. Appeal was dismissed for failure by WTBS to file within specified period of time.

FCC denied motion by WEAV Plattsburgh, N. Y. for stay of CP granted Metro Group Broadcasting Inc. for new AM in Plattsburgh. Action April 10.

WHEN Syracuse, N. Y.—Broadcast Bureau granted CP to make changes in DA-N pattern. Action April 8.

KFKF Bellevue, Wash.—Broadcast Bureau granted license covering changes in frequency, hours of operation, use of DA-1, power, ant.-trans. location, change type trans. and specify type trans. Action April 9.

FCC denied petition for reconsideration of order setting hearing on application for renewal of license of WWGM Nashville, Tenn. Action April 9.

Broadcast Bureau granted mod. of CP's to extend completion dates for follow-

ing stations: WKKO Cocoa, Fla. to Sept. 25; WHN New York to Oct. 16, and WGNI Wilmington, N. C. to Sept. 21. Action April 2.

Commission gave notice that initial decision released Feb. 8 proposing denial of application of WPLK Rockmart, Ga. for authority to change station's operating facilities from 1220 kc 500 w-D to frequency of 1060 kc, 5 kw-D, directionalized, became effective March 29 pursuant to Sec. 1.276 of rules (Doc. 17537). Ann. April 4.

OTHER ACTION

FCC notified WAME Miami, Fla. that broadcast of spot announcements for Bahama Islands election campaign, is "inconsistent with the fundamental purpose for which . . . WAME had been licensed." Action April 5.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on April 4 in Bowling Green, Ohio (WMGS Inc. [WMGS] and Ohio Radio Inc.) AM proceeding, granted petition by WMGS Inc. and extended time to April 12 to file response to petition by Ohio Radio for discovery of documents (Docs. 16290-1).

Chief Hearing Examiner James D. Cunningham on April 5 in Jacksonville, Fla. (Mel-Lin Inc. [WOBS] AM proceeding, granted motion by WRFC Inc. and extended to April 18 date for final exchange of exhibits, and to April 28 for notification of witnesses desired for cross-examination (Doc. 17474).

Hearing Examiner Herbert Sharfman on April 10 in Clifton Forge and Roanoke, both Virginia (Image Radio Inc. [WCFTV] and Impact Radio Inc. [WPKI]) renewal of licenses, scheduled prehearing conference for April 23 instead of hearing previously scheduled for that date (Docs. 17945-6).

Hearing Examiner Elizabeth C. Smith on April 8 in Mobile, Ala. (Azalea Corp., WGOK Inc. [WGOK] People's Progressive Radio Inc. and Mobile Broadcast Service Inc.) AM proceeding, granted request by WGOK Inc. and accepted late pleading filed March 18; and ordered that further action on request by Mobile Broadcast Service for production, inspection and copying of evidence relating to commission's 1965 payola investigation of WGOK, be held in abeyance pending implementation of agreements arrived at during March 29 prehearing conference (Docs. 17555-8). By separate action, on April 9 denied request by Mobile Broadcast for authority to inspect material not routinely available for public inspection and further ordered interrogatory of Mobile Broadcast addressed to chief of Broadcast Bureau with respect to 1965 investigation of WGOK Mobile be suppressed and not answered.

Hearing Examiner Chester F. Naumowicz, Jr. on April 8 in Canton, N. C. (Western North Carolina Broadcasters Inc.) re-

newal of license of WWIT, continued further hearing to April 15 (Doc. 17050).

FINE

FCC notified KLPW Union, Mo., of apparent liability for forfeiture of \$1,000 for broadcasting lottery information in violation of Sec. 1304, title 18, U. S. code. Action April 10.

RULEMAKING ACTION

FCC accepted application of KHEY Broadcasting Inc., El Paso, Tex., for CP to change trans. location and make changes in the ant. system for KHEY and waived Sec. 1.569 of rules. Action April 10.

CALL LETTER ACTIONS

Tennessee Valley Broadcasting Co., Huntsville, Ala. Granted WVOV.

South Cobb Broadcasting, Austell, Ga. Granted WACX.

New FM stations

APPLICATIONS

Guntersville, Ala.—Guntersville Broadcasting Co. Seeks 95.9 mc, ch. 240, 3 kw. Ant. height above average terrain 297.6 ft. P. O. address: Box 32, Guntersville 35976. Estimated construction cost \$15,445; first-year operating cost \$9,200; revenue \$14,600. Principals: D. L. Jackson, president. Mr. Jackson has interest in WNNL Lineville and interest in WEVY Talladega, both Alabama. Applicant is licensee of WGAD Gadsden, Ala. Ann. April 5.

El Centro, Calif.—Imperial Valley Broadcasters. Seeks 98.5 mc, ch. 253 19.5 kw. P. O. address: 5224 Lewison Avenue, San Diego 92120. Estimated construction cost \$14,900; first-year operating cost \$18,000; revenue \$20,000. Principals: Clay H. and Charles N. Duncan (each 50%). Mr. Clay Duncan is 29.6% owner of farm. Ann. April 5.

Washington—Pacifica Foundation Inc. Seeks 89.3 mc, ch. 207, 44.7 kw. Ant. height above average terrain 643 ft. P. O. address: 1100 Federal Bar Building, Washington 20006. Estimated construction cost \$17,200; first-year operating cost \$45,000; revenue none. Principals: Hallock Hoffman, chairman, et al. Pacifica Foundation is licensee and owner of *KPFK(FM) Berkeley, Calif. and *KPFK(FM) Los Angeles. Pacifica Foundation is non-profit corporation operating stations supported by subscriptions and other gifts from approximately 35,000 listeners. Ann. April 8.

Jerome, Idaho—Allen D. Lee. Seeks 92.7 mc, ch. 224, 3 kw. Ant. height above average terrain 111 ft. P. O. address: 901 North Lincoln, Jerome 83338. Estimated construction cost \$26,993; first-year operating cost \$17,000; revenue \$18,000. Principals: Allen D. Lee, sole owner. Mr. Lee is also sole owner of KART Jerome. Ann. April 8.

Webster City, Iowa—Nachusa Corp. Seeks 97.7 mc, ch. 249, 3 kw. P. O. address: 113 Peoria Avenue, Dixon, Iowa 51021. Estimated construction cost \$16,298; first-year operating cost \$30,000; revenue \$50,000. Principals: Robert E. president and Benjamin T. Shaw, vice president (each 50%). Applicant is licensee of KJFJ Dixon. Ann. April 5.

Bemidji, Minn.—Bemidji State College. Seeks 91.9 mc, ch. 220, .01 kw. Ant. height above average terrain 90 ft. P. O. address: Box 122, Birchmont Drive, Bemidji 56601. Estimated construction cost \$6,562; first-year operating cost \$1,500; revenue none. Principals: Applicant is Minnesota public educational institution. John S. Glas, acting president. Ann. April 8.

Nashville, Tenn.—Keswick Foundation. Seeks 88.1 mc, ch. 201, 100 kw. P. O. address: 253 Blackman Road, Nashville 37211. Estimated construction cost \$8,753; first-year operating cost \$3,180; revenue none. Principals: Frank Witt, president. Ann. April 4.

New Braunfels, Tex.—Comal Broadcasting Co. Seeks 92.1 mc, ch. 221, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Box 593, New Braunfels 78130. Estimated construction cost \$33,246; first-year operating cost \$18,000; revenue \$20,000. Principals: Mrs. Charles Scruges (40%), Claude W. Scruges (20%) et al. Applicant is licensee of KGNB New Braunfels. Ann. April 4.

San Antonio, Tex.—Bexar Broadcasting Co. Seeks 107.5 mc, ch. 298, 42.35 kw. Ant. height above average terrain 450 ft. P. O. address: 603 East Travis Street, San Antonio 78200. Estimated construction cost \$31,950; first-year operating cost \$21,000; revenue \$25,000. Principals: Maxwell Marvin, president. Applicant is licensee of KAPE San Antonio. Ann. April 4.

Centerville, Utah—Howard W. Pingree. Seeks 105.5 mc, ch. 288, 3 kw. Ant. height above average terrain minus 921 ft. P. O.

BROADCASTING, April 15, 1968

address: 444 Jeri Drive, Bountiful, Utah 84010. Estimated construction cost \$16,240; first-year operating cost \$18,000; revenue \$36,000. Principal: Howard W. Pingree, sole owner. Mr. Pingree is 49.6% owner of KBCC Centerville. Ann. April 4.

FINAL ACTIONS

Waukon, Iowa.—Ralph M. Sweeney. Broadcast Bureau granted 103.9 mc, ch. 280, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Highway No. 9, North, Waukon 52172. Estimated construction cost \$23,640; first-year operating cost \$12,000 over AM; revenue \$20,000 over AM. Principal: Mr. Sweeney owns rental properties, motel, real estate and development brokerage, farm and nursing home. He is also sole owner of KNEI Waukon. Action April 5.

Elizabeth, N. J.—Radio Elizabeth Inc. FCC granted 1530 kc, 500 kw. P. O. address: 1195 East Grand Street, Elizabeth. Estimated construction cost \$25,414.30; first-year operating cost \$80,000, revenue \$100,000. Principals: Dominick A. Mirabelli, president, August Frank Arace, treasurer, John Ryan Quinn, vice president (each 20%) et al. Mr. Mirabelli is lawyer, assistant prosecutor for Union County, N. J., 25% owner of real estate and development firm and 17½% owner of another real estate and development firm. Mr. Arace is 7% owner of stock brokerage firm. Mr. Quinn has no other business interests indicated. Ann. April 5.

INITIAL DECISION

Boulder, Colo.—International Electronic Development Corp. FCC Hearing Examiner Millard F. French recommended grant of 94.7 mc, channel 234, 60 kw. Ant. height above average terrain 961 ft. P. O. address: 285 S. 40th St., Boulder 80302. Estimated construction cost \$34,074; first-year operating cost \$18,000, revenue \$25,000. Principals: Roger D. McGrath, George E. Bailey, Louis D. Breyfogle III, and Earl F. Anuta (each 14.42%), Rodman L. Tidrick (19.23%) and others. Mr. McGrath is in electronic equipment business. Mr. Anuta is attorney. Mr. Breyfogle III is physicist. George E. Bailey is public health officer. Ann. April 5.

OTHER ACTIONS

■ Review board in San Clemente, Calif., FM broadcast proceeding, Docs. 17648-49, denied motion to enlarge issues filed Feb. 9 by El Camino Broadcasting Corp. and dismissed petition for extension of time filed on March 25 by South Coast Broadcasting Co. Action April 10.

■ Review board in Pompano Beach, Fla., FM proceeding, Docs. 18020-18021, granted petition for extension of time filed March 29 by Almarion Inc. of Florida, and extended to April 12 time within which to file reply to oppositions to petition to enlarge issues filed on March 15. Action April 10.

■ Review board in Thomasville, Ga., FM proceeding, Docs. 17853-17854, denied appeal from examiner's ruling allowing new application as amendment after hearing designation filed Feb. 1 by Triple C Broadcasting Corp. Action April 5.

■ Review board in Athens, Tenn., FM broadcast proceeding, Docs. 17617-17618, denied request for stay filed March 29 by Athens Broadcasting Co. Action April 5.

■ FCC on March 28 granted request by WGLI Babylon, N. Y. for extension of time to May 9 to file replies to oppositions to petition requesting rulemaking to amend Sec. 73.202, FM table of assignments, to assign FM ch. 276A to Bay Shore.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on April 3 in Pleasantville, N. J. (WMIID Inc. and Atlantic City Broadcasting Co.) FM proceeding, scheduled certain procedural dates as follows: May 13—final and only exchange of direct written presentations; May 17—notification of witnesses. No change was made in hearing date which had been scheduled for May 27 (Docs. 18005-6).

■ Hearing Examiner Millard F. French on April 3 in Wellsboro and Mansfield, Pa. (Farm and Home Broadcasting Co. and Tioga Broadcasting Co.) FM proceeding, scheduled certain procedural dates and continued hearing from April 18 to May 14 (Docs. 17995-6). By separate action, denied motion by Tioga to dismiss amendments to Farm and Home application.

■ Hearing Examiner David I. Kraushaar on April 2 in Miami (Miami Broadcasting Corp. and Mission East Co.) FM proceeding, granted motion by Mission East Co. to inspect only non-privileged papers or books that name Mr. James J. James, alleged undisclosed owner of Miami Broadcasting Corp., or with which he had something to do. Documents are to be made available on such dates, and under such circumstances

as parties or counsel are able to agree on. If parties cannot agree, they are to be produced during week of April 15 at Washington offices of counsel for Miami Broadcasting. (Docs. 17401, 17403).

■ Hearing Examiner David I. Kraushaar on April 4 in Miami, Fla. (Miami Broadcasting Corp. and Mission East Co.) FM proceeding, overruled objections by Miami Broadcasting Corp. to taking certain pre-trial depositions duly noticed by Mission East Co. and for issuance of protective order limiting scope of examination.

■ Hearing Examiner Elizabeth C. Smith on April 8 in Tampa, Fla. (Hubbard Broadcasting Inc., WLCY Inc. and Rust Craft Broadcasting Co.) FM proceeding, granted motion by WLCY Inc. and extended time for exchange of exhibits from April 8 to April 12 (Docs. 17942-4). And in separate action, granted petition by Hubbard Broadcasting Inc. to dismiss application; dismissed application with prejudice. (Doc. 17942) and retained in hearing status remaining applications.

RULEMAKING PETITIONS

WBIA Augusta, Ga.—Requests institution of rulemaking proceeding so as to make following changes: Sandersville, Georgia, add ch. 296A delete ch. 232a and in Augusta, Ga. add ch. 232A. Ann. April 2.

WNJH Hammononton, N. J.—Requests institution of rulemaking proceeding looking toward following changes in present FM table of assignments: Atlantic City, N. J. proposed ch. 236, ch. 245, ch. 279 and ch. 257(a) from ch. 236, ch. 245, and ch. 279, Pleasantville, N. J. retain ch. 285(A) and Egg Harbor, N. J. proposed ch. 285(A). Ann. April 2.

WKSP Kingstree, S. C.—Requests channel allocations contained in table of assignments, FM stations, be amended as follows: Kingstree, S. C., add 252A. Ann. April 2.

Merchants' Broadcasting Co., Donalsonville, Ga.—Requests amendment of table of FM assignments as follows: Donalsonville, Ga., assignment of ch. 292A. Ann. April 2.

C. Winslett Reddoch, Oakdale, La.—Requests amendment of rules to specifically specify FM ch. 221A be assigned to Oakdale. Ann. April 2.

Chester Broadcasting Co. Chester, S. C.—Requests amendment of rules to assign ch. 257A to Chester, S. C. Ann. April 2.

KOLY Mobridge, S. D.—Requests institution of rulemaking proceedings to assign ch. 258 to Mobridge and delete ch. 221A from Mobridge. Ann. April 2.

Existing FM stations

FINAL ACTIONS

*KSDA(FM) La Sierra, Calif.—Broadcast Bureau granted license covering changes. Action April 9.

KJML(FM) Sacramento, Calif.—Broadcast Bureau granted license covering change in studio, ant.-trans. location, ant. height 120 ft. Action April 2.

*KWSE(FM) Gunnison, Colo.—Broadcast Bureau granted license covering new FM non-commercial educational broadcast station. Action April 2.

WWCO-FM Waterbury, Conn.—Broadcast Bureau granted license covering new station. Action April 9.

WFLM(FM) Fort Lauderdale, Fla.—Broadcast Bureau granted mod. of license to change studio location to 539 East Oakland Park Boulevard, Oakland Park. Sec. 73.210 (a) of rules waived to extent of permitting location of main studio beyond corporate limits of Fort Lauderdale. Action April 4.

WTWC(FM) Urbana, Ill.—Broadcast Bureau granted license covering new station. Action April 3.

KLSS(FM) Mason City, Iowa—Broadcast Bureau granted license covering new station. Action April 2.

WTRE-FM Greensburg, Ind.—Broadcast Bureau granted license covering changes. Action April 9.

WHME(FM) South Bend, Ind.—Broadcast Bureau granted license covering new station. Action April 9.

KLEE-FM Ottumwa, Iowa—Broadcast Bureau granted request to cancel CP for new FM station and delete call letters. Action April 3.

KDVR(FM) Sioux City, Iowa—Broadcast Bureau granted license covering changes. Action April 9.

*WEKU-FM Richmond, Ky.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to near Kentucky Highway, 0.4 miles south of Clays Ferry, Madison County, change type ant., ant. height 720 ft. Action April 5.

WHFS(FM) Bethesda, Md.—Broadcast Bureau granted license covering changes. Ac-

tion April 9.

WCEM-FM Cambridge, Md.—Broadcast Bureau granted license covering new station. Action April 9.

*KSJR-FM Collegeville, Minn.—Broadcast Bureau granted request for subsidiary communications authorization on 67 kc. Action April 8.

KYSM-FM Mankato, Minn.—Broadcast Bureau granted license covering use of former auxiliary trans. for auxiliary purposes only. Action April 9.

*KSJN-FM New Brighton, Minn.—Broadcast Bureau granted request for subsidiary communications authorization on 67 kc. Action April 8.

WGVM-FM Greenville, Miss.—Broadcast Bureau granted license covering new station trans. Action April 8.

WKSN-FM Jamestown, N. Y.—Broadcast Bureau granted license covering changes. Action April 9.

*WSHR(FM) Lake Ronkonkoma, N. Y.—Broadcast Bureau granted license covering new station. Action April 9.

WRNA(FM) Charlotte, N. C.—Broadcast Bureau granted license covering changes. Action April 9.

WAGY-FM Forest City, N. C.—Broadcast Bureau granted license covering changes. Action April 9.

KSJM(FM) Jamestown, N. D.—Broadcast Bureau granted license covering new station. Action April 9.

WCUE-FM Akron, Ohio—Broadcast Bureau granted license covering changes. Action April 9.

WKIT(FM) Wilmington, Ohio—Broadcast Bureau granted license covering new station. Action April 9.

WEJL-FM Scranton, Pa.—Broadcast Bureau granted license covering new station. Action April 9.

WCSC-FM Charleston, S. C.—Broadcast Bureau granted license covering changes. Action April 9.

KBIQ(FM) Edmonds, Wash.—Broadcast Bureau granted license covering installation of auxiliary trans. Action April 9.

KETO-FM Seattle—Broadcast Bureau granted license covering CP authorizing installation of new trans. and ant., change ant. location, and change ERP. Action April 9.

WWRW(FM) Wisconsin Rapids, Wis.—Broadcast Bureau granted license covering changes. Action April 9.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KRPM(FM) San Jose, Calif. to May 12; KRDO-FM Colorado Springs to Oct. 1; KLFD-FM Litchfield, Minn. to June 1; WCCO-FM Minneapolis to Oct. 6; WDAF-FM Kansas City, Mo. to June 1; KFRD-FM Rosenberg, Tex. to Aug. 8, and KRSP-FM Salt Lake City to Sept. 15. Action April 4.

RULEMAKING PETITION

WMDR(FM) Moline, Ill.—Requests amendment of rules to modify outstanding WMDR (FM) permit to specify ch. 245; delete ch. 245 from Keokuk, Iowa, substituting one of following channels: 237, 244 or 276; add ch. 253 at Kahoka, Mo.; modify outstanding permit of Fulton County Broadcasting Co. at Canton, Ill. to specify ch. 265 or ch. 276 in lieu of ch. 252, and add ch. 285 at Geneseo or Aledo, both Illinois. Ann. April 2.

CALL LETTER APPLICATIONS

■ WSEB-FM, Erway Broadcasting Corp., Sebring, Fla. Requests WANZ(FM).
■ *Coe College, Cedar Rapids, Iowa. Requests KCOE-FM.

CALL LETTER ACTIONS

■ Glen Barnett, Cathedral City, Calif. Granted KWXY-FM.
■ WNNW(FM), WNNC Inc., Arlington Heights, Ill. Granted WEXI(FM).
■ Lynn Mountain Broadcasting, Elizabeth, Tenn. Granted WLSN(FM).
■ WPRW-FM, Radio Fairfax-Prince William Inc., Manassas, Va. Granted WEZR (FM).

Translators

ACTIONS

K13AT Dolores, Colo.—Broadcast Bureau granted mod. of license for VHF TV translator station to change input channel to KGGM-TV Albuquerque, N. M. via K03CC Cortez, Colo. Action April 5.

K13DN Dove Creek, Colo.—Broadcast Bureau granted mod. of license for VHF TV translator station to change input channel to KGGM-TV Albuquerque, N. M. via K03CC Cortez, Colo. Action April 5.

Ute Mountain Ute Tribe, Towaoc, Colo.—Broadcast Bureau granted CP for new VHF TV translator station to serve Towaoc, Colo. operating on ch. 10, by rebroadcasting

(Continued on page 121)

Payable in advance. Checks & Money Order only.

- **SITUATIONS WANTED** 25¢ per word—\$2.00 minimum.
- **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.

DEADLINE: Monday Preceding Publication Date

- **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

Station Manager, midwest. Profitable suburban major market, expanding group. Open now. Complete information requirements, and objectives first letter. Box D-170, BROADCASTING.

Program director: leading FM station in eastern market over 1,000,000. Group operation is expanding in FM. Replies to Box D-197, BROADCASTING.

Manager, excellent salary. J. Elkin, WELV, Ellenville, N.Y.

Help Wanted—Sales

Sportscaster salesman experience necessary. Apply by mail with picture. 5 kw CBS station in 38th year. Box D-172, BROADCASTING.

Baltimore, Maryland—salesman with track record. Capable of managing. Top opportunity. Unique situation. Multiple group. Box D-175, BROADCASTING.

We have that infrequent sales opening in a highly successful single station market. Ability to assist clients and ambition to earn growing commissions required. 200 miles south of Chicago. Box D-183, BROADCASTING.

Major New England market group station desires young, aggressive experienced salesman, interested in good growth opportunity. Salary, commission, excellent future. Resumes to Box D-191, BROADCASTING.

KKKD, Los Angeles, an old station with new plans, seeks mature salesman capable of eventually assuming sales management responsibilities. Also interested young man experienced direct. Phone 225-4116.

Very successful local AM/FM wants another good salesman, send brief resume and photograph: WLNG, Sag Harbor, Long Island, N.Y.

Salesman/announcer—permanent. Good small market. Stock available to right man. Graham Jones, WODI, Brookneal, Va.

5kw CBS affiliate desires a young energetic salesman. Will be willing to train an experienced broadcaster desiring to learn sales. Will be trained by experienced manager and local sales manager and become part of a four man sales staff. Details first letter to Ken Hawkins, Box 907, Sikeston, Missouri 63801.

A great opportunity awaits in northwest Florida. Aggressive 5 kw NBC good music station has opening for young man with proven track record. Join our professional broadcast organization. Send complete resume including sales history. Mail to Bill Towell, Commercial Manager, Box 1689, Pensacola, Florida.

No way up? Your sales manager will last another 10 years? Progressive new station wants dynamic salesman with feet on the ground, and eyes to the sky. Resume, or call to Valley Group, 141 College St., Lewiston, Maine. 207-784-1531.

Unusual opportunity . . . quality sales position, with highly successful specialized production company. Some travel required, knowledge of board, splicing, voice helpful but not required. Salary and incentive for right man. Resume, salary requirements to F. O. Box 207, Kalamazoo, Michigan.

Help Wanted—Announcers

Want to move up to 200M market? Clever in the morning? Send tape & resume to Box C-161, BROADCASTING.

First phone announcer, no maintenance, excellent climate and salary at 5 kw AM and 50 kw FM in south central Illinois. Send tape and resume to Box C-238, BROADCASTING.

New major market contemporary needs professional personalities, newsmen, salesmen. First phone, extra pay. Box D-107, BROADCASTING.

Announcer for radio station strong on news and production, including commercial writing. Opportunity for sales if experienced or adaptable. Salary will fit individual. Letter only now; confidential. Box D-128, BROADCASTING.

Announcer with good knowledge of middle music for Texas Gulf Coast station. Box D-168, BROADCASTING.

New Jersey AM-FM good music station needs a mature staff announcer who can gather and write news. Send tape, resume, salary requirements. Box D-173, BROADCASTING.

We need a clever bright morning man with 1st phone. We want the 18 to 34 year olds in our rating. Want to earn \$8,000 or more? Talent fees for commercials. Midwest, top 40, adult operation. Seven station chain. Send tape and resume now to Box D-219, BROADCASTING.

Major market eastern independent FM seeks staff announcer, third class. Send tape and resume, Box D-233, BROADCASTING.

Immediate opening announcer 3rd class endorsed in country music station, capital city, choice hours, excellent opportunity. KBMR, phone 701-255-1234, or write Mr. Anderson, Box 1233, Bismarck, N. Dak.

Young aggressive midwestern group who recently took over first station presently in search or second property needs first phone announcer. Phone or write Bob Clark, KNCY, Nebraska City, Nebraska A. C. 402-873-3348.

Wanted "top announcer with first phone" for prime spot on MOR station. Station is the number one news station in the state. Opportunity for man wanting to join good operation. "Good salary & good working conditions." Send resume to Jack Brewer, KWCO Radio, Box 770, Chickasha, Oklahoma.

Opening for 3rd phone announcer for modern, active community. Indiana city of 30,000. Station strong on local news and community activities. Must have solid experience. Contemporary music policy. This is a Findlay Publishing Company station with full company benefits. Send tape, resume and photo to Gary Wright, WCSI, Columbus. 47201.

Wanted: Sports director, radio/TV. Strong on football and basketball, play-by-play. Age 25 to 32. Salary Commensurate with experience. Send tape and photo to Tom Francis, Program Director, WIMA Radio, 223 North Main Street, Lima, Ohio.

First phone contemporary announcers. Call write WINW, Canton, Ohio 44705. 216-492-5630.

Morning drive personality. First phone. Medium market. M.O.R. 24 hour station. New studios. Progressive organization. Many fringe benefits. Salary open. Contact: Manager, WITY, Danville, Illinois, 217-446-1313.

Announcers—(Cont'd)

Outstanding opportunity for a professional sounding radio announcer seeking permanent position with one of the nation's finest, WKZO Radio-TV, pioneer of the Fetzner Stations. Our working conditions, fringe benefits, and advancement possibilities are tops in outstanding community. Send tape, resume, and salary requirements to WKZO Radio, Kalamazoo, Michigan 49001.

New C&W in Florida needs announcers/salesmen. No competition. Live and work where its fun and inexpensive on the Swannee River and Gulf. Call or write WLQH, Chiefland, Florida.

Wanted! rock 'n roll dj with some experience. Copy writing background helpful. Contact WSAC Radio—Box 70—Fort Knox. 502-351-3121.

CBS affiliate with adult MOR appeal wants announcer with good voice and experience for AM, FM shift. Good pay; excellent working conditions. Send tape and resume to WSOY, Box 2250, Decatur, Illinois 62526.

24 hour soul station is accepting tapes from qualified R&B—dj. WTLC Indianapolis, Indiana.

Wanted-modern country music disc jockey with first phone, mature voice and attitude. Must run tight board. Experienced only. Send resume, air check and photograph to Chuck McPherson, WYNN, Route 1, Brunswick, Georgia.

Immediate opening for announcer with taste for C-W or MOR. Experience preferred. Send tape and resume to F. O. Box 758, Uvalde, Texas. Only an hours drive to Hemisfair '68.

"Rock" aircheck recordings . . . top dj's . . . major market station . . . inexpensive . . . free brochure. Command Productions, Dept. B, Box 1591, Portland, Oregon 97207.

Great opportunity on new station for news or music man. Call, write, resume-tape. Competitive salary. Valley Group, 141 College St., Lewiston, Maine. 207-784-1531.

MOR afternoon or evening announcer with some experience. Interest in sales or sports will be considered. Call Pete Wolf 517-839-9988.

Announcer-dj with first class ticket needed by mid-Michigan station. Call: 517-224-3237, Bob Dittmer.

Michigan AM-FM needs a 1st phone eng/anner that is willing to work. Middle of the road. No rock. Call 664-8557 during the day, or 664-8293 evenings.

Help Wanted—Technical

Engineer for directional fulltimer and FM in midwest. 1st phone necessary. Experience helpful but not required. No announcing. Send resume and salary requirements to Box C-360, BROADCASTING.

Chief engineer, Medium market AM/FM station. Northeast U.S. No air work. Ideal community. \$150/wk. Box D-23, BROADCASTING.

Come to the sunshine. Southwest's fastest growing markets needs engineer. Must be experienced in all phases of studio and transmitter operations. Excellent opportunity for first phone man who takes pride in his work; in self-motivating. Box D-72, BROADCASTING.

Assistant chief, first ticket, directional experience, no announcing. \$150.00 weekly to start. Baltimore area. Box D-110, BROADCASTING.

Technical—(Cont'd)

Engineer-Announcer, Florida top 40 station. Must be working engineer first, announcer second. Top pay and benefits for right man. Box D-117, BROADCASTING.

First phone chief engineer for full time AM-FM Ohio station. Must be strong on maintenance. Box D-124, BROADCASTING.

Radio engineer with excellent technical qualifications for Texas resort city. Box D-160, BROADCASTING.

Qualified engineer trainee with first phone for south Texas station. Box D-163, BROADCASTING.

Chief engineer: Immediate opening, day-timer going FM soon. Good small market close to Washington, D. C. Box D-202, BROADCASTING.

Immediate opening. Large Philadelphia independent FM station seeks qualified Chief Engineer for career opportunity. Box D-232, BROADCASTING.

Chief engineer needed. Man who believes in maintenance to prevent trouble, but who can handle any that does come along. Station is sound, stable, low pressure with most equipment fairly new. An adult operation run by pros, not kids. No announcing—no board work. Send complete resume to Box D-234, BROADCASTING.

Somewhere there's a qualified engineer who wants an E. E. degree. KLWN, Lawrence, home of the University of Kansas needs a chief engineer. Let's get together. Write KLWN, Route 5, Lawrence, Kansas.

Immediate opening for first class engineer. Age no barrier. Will train beginner. Station WAMD, Aberdeen, Md.

Experienced chief engineer to care for our modern equipment and do a professional 20 hours MOR announcing weekly. Permanent position in Florida's most beautiful coastal community. \$150 weekly to start. WSTU/WMCF FM stereo. Stuart, Florida.

Engineer with first. Strong on maintenance. New FM being installed to go with directional AM. No announcing. WITM, Taylorville, Illinois.

NEWS

News director, must be experienced reporter and on-air news personality capable of directing department and personally airing prime time newscasts. Duties include creation of editorials, documentaries and public service programs. No. 1 station in major market with good news sources. Send resume and references. Box D-113, BROADCASTING.

Announcer-newsman needed by middle-music network station in Texas resort city. No tape please. Box D-167, BROADCASTING.

Eastern Iowa, on or about June 1st, needs News Director. Station is heavy on in-depth reporting, editorial commentaries and 15 minute newscasts. Need experienced man who probably has worked staff and wants to move up. Good pay. Good market. Send resume, picture, and tape. Write Bernard M. Jacobsen, Manager, KROS, Clinton, Iowa.

On air radio newsman for top rated medium market radio-TV news operation. Experienced in news writing desirable, but will train man with good voice and confident brisk delivery. Five day forty hour week. Rush short news tape, writing samples and complete resume to Durham Caldwell, WHYN, Springfield, Mass. All material will be returned.

Production—Programing, Others

Creative copywriter for Corpus Christi radio station. Box D-168, BROADCASTING.

MOR, PD, 10 thousand plus. Must be sharp administrator, creative spec. prod. Group Op. NY State. Box D-229, BROADCASTING.

Production chief-writer: Important position in leading Michigan station. Top salary for top man, good fringe benefits. Send background information, photo, sample copy, and if possible tape of radio spots you have produced to WFDF, Flint, Michigan.

Immediate openings for top-drawer program director and experienced announcer-salesman. Both better than average pay, with salary open, dependent on ability. ABC-MOR operation. Phone at your expense (703) 886-8666. Charles P. Blackley, licensee WTON, Staunton, Virginia.

Situations Wanted—Management

Radioman, experience janitorial to plush-office management, ready to settle in market and station that can afford \$18,000 base potential of \$30,000. Know rep-agency fields. Watch clock only during coffee breaks. Interested joining with profit-minded organization headed by intelligent, business-thinking individual. Applicant is community minded sales type able to produce and motivate staff to do same. BG includes college, Army officer corps, Jaycee presidency. Box D-177, BROADCASTING.

Experienced manager—salesman—engineer. Available 30 days notice. West central Ohio preferred. Box D-178, BROADCASTING.

I can put \$5,000 in new accounts on the log in 30 days and put your station #1 in 6 months. But I'm interested only in a tough competitive market where growth is financially rewarding to me. Box D-193, BROADCASTING.

Sales

Top ann.—1st class FCC eng. Wants chance to sell. Try me. Box D-227, BROADCASTING.

Announcers

Hot 100 new sound, 3rd endorsed, draft deferred. Good commercial delivery and production ability. Experienced. Box C-93, BROADCASTING.

Quality staff neophyte. Qualitative news, interpretative commercials. Exemplary MOR adept jazz. 3rd phone endorsed. 2 yrs AFRS. Box D-106, BROADCASTING.

First phone dj, combo. Everything secondary to opportunity. Interested in cameraman position Will stick with it. Very dependable—no experience. Box D-138, BROADCASTING.

Versatile announcer (MOR, R&R, authoritative, newscaster, interviewer, baseball play by play) experienced. Personable. Not a floater or prima donna. Also desire some sales. Box D-139, BROADCASTING.

Happy dj-announcer, experienced, adult sound, tight board, authoritative newscaster, 3rd endorsed, married. Interested some sales. Box D-142, BROADCASTING.

Experienced versatile announcer. Rock, MOR, news, production. Four years experience. Number two college station. Now working million market. Married, draft deferred. Permanent position wanted. Box D-148, BROADCASTING.

Announcer—small or medium market. MOR—broadcast school grad—3rd phone—22—draft exempt—prefer New York state or southern New England—personal interview desired, within reasonable distance. Call 203-526-2350 or write Box D-149, BROADCASTING.

J. Paul Emerson—contemporary professional—five years station experience—university and radio school background—draft exempt—top rated production manager—authoritative announcer—tight show—all offers considered—call 505-243-5884 for resume and tape. Box D-171, BROADCASTING.

Top forty program director with first phone. Box D-174, BROADCASTING.

Announcer newscaster experienced, bright dj, selling sound, desires some sales, prefers New York area. Box D-179, BROADCASTING.

Experienced disc jockey announcer, married, mature sound, tight board, with third class F.C.C. license, authoritative newscaster, no prima donna. Box D-181, BROADCASTING.

Twelve years MOR and good music, AM and FM, competent P.D., announcer, news, production. Third endorsed, married. No answer under \$12,000. Available ASAP. Box D-184, BROADCASTING.

Ten years experience. Summer relief considered. Midwest, east. Third endorsed. Box D-185, BROADCASTING.

Top forty personality jock, May graduate of number one college station, 4 years college experience. Currently doing daily MOR show in 2 million plus market, draft exempt, 3rd endorsed. Box D-186, BROADCASTING.

Situations Wanted—Announcers

Continued

Top forty pro. Equally strong behind the board and in the production room. First class license; first class skills. Box D-187, BROADCASTING.

Help! Am out of broadcasting . . . want back in as MOR announcer or newsmen. Many years experience medium-major markets. Mature, dependable. 3rd endorsed. Prefer West Coast or overseas. Box D-189, BROADCASTING.

Examine your future. Newsmen/sportscaster available end of June. Degree. Currently military radio/television officer. Box D-192, BROADCASTING.

DJ announcer, pleasant personality, experienced authoritative newscaster, tight board, married. Box D-206, BROADCASTING.

Want your broadcast day paid for by 10 A.M.? Two idea personalities will do it for you! Box D-207, BROADCASTING.

Beginner, wants small station experience. Recent graduate, 3rd endorsed. All phases plus news. Have real desire. Box D-208, BROADCASTING.

Give your small market top forty station big city professionalism. Top rated medium market jock wants to upgrade your station's image and sound as program director. Box D-212, BROADCASTING.

DJ—third endorsed, I.B.A. grad. Six months on air and classroom training; 19—exempted; anywhere. Box D-213 BROADCASTING.

7 years experience, good ratings, excellent references, draft exempt family man with first phone. Five figure salary required. Box D-214, BROADCASTING.

Some college, third phone. About two years experience. Box D-215, BROADCASTING.

Beginner dj, bright creative, personable, seeking first position. Hard worker and reliable, well-versed in all phases of broadcasting. Tight board, 3rd endorsed. Will relocate anywhere. Box D-218, BROADCASTING.

10 years all phases—top sports—want security—married—family—college graduate. Box D-224, BROADCASTING.

Top forty: Creative professional swinger will boost your ratings and revenue as program director. First phone . . . family . . . draft exempt. Box D-225, BROADCASTING.

Announcer, first phone, experienced mature, wants position. Western states. Box D-228, BROADCASTING.

Disc jockey—experienced. Tight board—dependable. Newscaster—authoritative. Salesman—aggressive. Versatile—creative. Third endorsed. Box D-242, BROADCASTING.

Country music man. Announcing, sales. Tape, area code 816-WF 1-5698 ext. 222.

First phone, top 40. Six years experience. Medium, metro market. Married, veteran, military completed. Mr. "D", 612-724-9067.

1st phone rocker—write—Dale, 3317 31st Avenue South, Minneapolis, Minnesota 55406.

Good young country & western announcer. Good news, tight board, draft exempt. Will work anywhere. Experienced. Contact Mike Higgins, 37 Steeplebush Road, Levittown, Pennsylvania.

Announcer, dj, seeking contemporary MOR. presently news director, strong on actualities, college and broadcasting school graduate, 3rd class endorsed, 27, married, veteran, some play-by-play sports, will relocate. Max G. Bunyan, 249 South Second Street, Coshocton, Ohio, 614-622-9889 after 1 p.m.

I left a good job to get my 1st. I got my 1st. Now I want another good job. I'm a top rated rock jock who wants to work at a top station. Call Rob Sherwood 1-612-724-8381.

Married, 1st phone, expecting child in November. 3 1/2 years experience. Good production, tight board, mature voice. Have worked at WNDR, in Syracuse, N. Y. Presently in Greenville, Miss. Would like manage small station. Presently announcer-salesman. Write: Norm Davis, 111 Gerald Street, Leland, Mississippi 38756.

Situations Wanted

Announcers—(Cont'd)

E L nightman with talent and first. Experienced family man. Educated. Tel 608-269-6028.

Top dj, good music-MOR-pop . . . 10 successful years in St. Louis. \$12,000 minimum. Lee Coffee, 314-962-9167.

Technical

Reliable, 1st phone, audio engineer desires return to northwest. Married, family. Competent engineer. 4 years experience. Excellent references. Capable maintenance of automation systems. Desire assistant chief or similar position with news or production shift. Box D-125, BROADCASTING.

Chief engineer, many years experience, looking for a good permanent position. No announcing. Box D-151, BROADCASTING.

Midwest: first transmitter, VTR experience, car. Overtime desired. Box D-195, BROADCASTING.

Chief engineer available immediately, family. Construction, proofs, maintenance. Box D-203, BROADCASTING.

Engineer, 1st phone, 13 years, AM FM, TV, RF and audio. Commercial production recording. If it's technical in broadcasting I've done it. Willing to relocate for right situation. Charles Simpson, 73 Knollwood Circle, Waterbury, Connecticut 06704, phone 203-757-0619.

Hardworking qualified experienced AM-FM engineer with first, family man. 2 years college. Tel. 608-269-6028.

NEWS

Newscaster on ND available. Heavy medium major market experience. Also still photographer. Mature, dependable. Prefer West Coast or overseas. Box D-190, BROADCASTING.

Young responsible news director in N. E. medium market desires similar position with greater potential. College, married with family. Box D-196, BROADCASTING.

Small market radio newsmen desires advancement in either radio or TV news. Prefer all news or strong news station. Experienced in writing and editing local news. Reliable, and willing to accept responsibility. Box D-217, BROADCASTING.

American radio news editor and announcer, 33, presently employed as foreign correspondent in Europe, seeks challenging position in the United States, preferably mid-west or east. Veteran married, experienced. Box D-220, BROADCASTING.

Have been replaced by automated jukebox. Newsmen 10 yr. exper. Three and one half years with XTRA all news, Los Angeles. Experienced all phases of news: Beat reporter, in-studio, writer. Excellent delivery, good voice. Single, 33. Desire Calif. Tape and resume available. Box D-223, BROADCASTING.

Veteran reporter-15 years experience sports and news desires summer replacement work in metropolitan area. Box D-236, BROADCASTING.

I'm young, aggressive and looking. 25, A.B. Army, single, small market news director. Can run beat, sit desk, write. Have done intelligent talk radio. Will hit the campaign trail . . . work a phone show . . . or sit on the city hall steps. Would like all-news or talk. Will consider free-lance. Box D-239, BROADCASTING.

Very strong, authoritative news voice. Broadcast school graduate, 24, third endorsed. Desires first job, as staff newscaster. United States, Canada. Tape, resume available. Arne Heinrich, 612 South Jay, Tacoma, Washington 98405. All replies answered.

Newsmen, strong on writing, reporting, delivery, 3½ years experience. Presently USAF officer, available June 10. College grad, married, must have \$150. Prefer east, but will go anywhere for right position. Write Captain William E. Flower, 8659 Brae Brook Drive, Lanham, Md. 20801.

Situations Wanted

Production—Programing, Others

Sports director available play-by-play experience in professional and college sports. Box D-188, BROADCASTING.

Production—Programing, Others

Continued

Operations/programing — experienced all phases television-radio including writing and promotion. Heavy on news writing, editing and air. Family, college degree, stable. Southeast only. Box D-204, BROADCASTING.

Attention FM! If you sell long term contracts—have a creative professional to write and produce for you. Tremendous sales builder! 20 productions monthly \$170. Free audition tape and particulars. Box D-209, BROADCASTING.

Program director-air personality desires challenging position in upper midwest. Ten years experience. Box D-216, BROADCASTING.

California Major markets: Will swap even; 13 years experience, all phases including G.M. for well paying operations manager or writer-producer job. This is my last move. so I'm in no hurry. Box D-231, BROADCASTING.

TELEVISION—Help Wanted

Management

General manager for established network VHF station in 2-station market who has a strong TV sales background, a record of TV sales accomplishment, experience in all phases of TV operation and is a tough, detail minded, common sense administrator. This is a fine opportunity with excellent salary in an attractive market for a real pro. Box D-126, BROADCASTING.

Sales

TV salesman, with opportunity to become salesmanager super power station, all UHF market in south. Liberal commission with advance to right person. Send picture and resume. Address to Box C-4, BROADCASTING.

If you are professional, experienced local TV salesman, this could be your opportunity to move up. Top station in top market. Top group opportunities. Send detailed resume, billing history, and photo to Box D-8, BROADCASTING.

Local sales manager—group-owned VHF in large midwestern market seeking candidates for top-level sales position. Qualifications include experience in sales supervision and successful individual production. You will lead a young, aggressive team in a competitive and opportunity-filled situation. Send resume to Box D-118, BROADCASTING.

NBC affiliate, group operation in Kentucky's second market, has a sales opening for energetic self starter. Broadcast sales experience is required; TV sales experience desirable. Call E. B. Davidson, Local Sales Manager, WLEX-TV, Lexington, Kentucky. 606-255-4404.

Announcers

Personable announcer with mature voice for Texas VHF. No tapes please. Box D-158, BROADCASTING.

Illinois television station will have openings for general staff announcer capable of on-the-air commercial delivery, and also a weather man. Would prefer different approach to weather—authoritative (meteorology background) or humorous. Send tape and resume to Box D-226, BROADCASTING.

Technical

Well-qualified engineer trainee with first phone for Texas VHF. Box D-157, BROADCASTING.

Maintenance chief for Texas station. Must have superior technical qualifications. Box D-164, BROADCASTING.

Engineer, best technical qualifications, reliable character. Texas VHF. Box D-165, BROADCASTING.

Want engineer now employed for part time work. Must be capable of designing solid state color video power amplifiers. Work by hour, contract, or take interest in modest speculative venture with potential. Box D-182, BROADCASTING.

Opening for 1st class studio engineer, color experience desirable, but will consider aggressive learner. Call or write Arthur Bone, WJRT-TV, P.O. Box 12, Flint, Mich., AC. 313-239-6611.

TELEVISION—Help Wanted

Technical—(Cont'd)

TV technician for permanent position. Experienced in video tape, film and live color, and/or transmitter. Will pay right man \$199.50 per week to start. Excellent fringe benefits and retirement. Three weeks vacation after one year. Send resume to Chief Engineer, WKRC-TV, 1906 Highland Avenue, Cincinnati, Ohio 45219.

Transmitter engineer for modern, color equipped, two station ETV operation. Must be strong in both operations and maintenance of VHF and UHF equipment. Opportunity for advancement. Top salary and fringe benefits. Apply Chief Engineer, WMVS/WMTV, 1015 North 6th Street, Milwaukee, Wisconsin 53203.

Openings for TV technicians with 1st phone—southern New England station. Write Chief Engineer, WNHC-AM-FM-TV, New Haven, Conn. 06510.

Immediate opening for technician with first class license. TV experience desirable but not mandatory. Salary open. Send resume to Ray Jobs, WROC-TV, Rochester, N. Y. 14610.

Maintenance technician—to work on VTR's, film and live cameras. Installing color equipment. Experience desired. First class license required. Top ETV station. Send resume with salary requirements to Chief Engineer, WTTW Channel 11, 3400 North St. Louis Avenue, Chicago, Illinois 60625.

NEWS

Mature first rate sportsmaster for competitive south Florida TV station. Requires excellent camera presence . . . field reporting . . . interviews . . . writing . . . commentary. Minimum play by play. Only knowledgeable and experienced need apply. Send tape and resume. Box D-243, BROADCASTING.

Needed—topflight experienced newsfilm cameramen. One for national TV news bureau, another for metropolitan station. Submit resume, samples for work to: Bernard J. Shusman, Manager of News, General Electric Broadcasting Company, Inc., 1400 Balltown Road, Schenectady, New York.

TELEVISION—Situations Wanted

Management

35 year old TV/radio general manager. Experience every phase including UHF. Any location. Excellent references. Resume available. Box D-198, BROADCASTING.

Manager: 20 years solid experience on-mike, on-camera, on the street, in Agency & Client offices, behind the desk in administrative capacity. Film purchasing, programming. First class radio-telephone license. Economy oriented. Familiar with procedures from initial application to air target dates. Presently managing small market VHF. Box D-222, BROADCASTING.

All-pro for 19 years. I've held every position in programing and production in both local and national leagues from setting lights to setting policy. I know the TV game—network and local. Need a proven pro on your management team? 41, married, 2 children. Box D-241, BROADCASTING.

Announcers

Quality in-depth weathercaster-announcer. Personable. Flawless background, excellent appearance and voice. 12 years professional, early 30's. Present position over 8 years. Box D-32, BROADCASTING.

Announcer: Former radio—20 yrs. experience. Desires TV. Handsome. Box D-210, BROADCASTING.

Technical

Chief engineer position wanted in small or medium television market. Several years experience. Box D-194, BROADCASTING.

Chief engineer for your television station. Drop me a line. We will talk. Plenty of experience. Box D-230, BROADCASTING.

NEWS

News—editorial specialist seeks spot requiring friendly, imaginative presentation and well-read, knowledgeable personality. Exceptional writer, anchorman, net-feeder. Degree, award-winner, all-media veteran. Experienced research, intelligent, competent and reliable. Box D-56, BROADCASTING.

TELEVISION—Situations Wanted

News—(cont'd)

News director. 14 years experience. Thrives on competition. Enterprising. Excellent references. Medium to large market. Box D-109, BROADCASTING.

Airman. Also excellent writer, reporter, photographer. College, experience, youth. Available now, top references. Box D-180, BROADCASTING.

Sports director with ten years experience... including play-by-play football; basketball also horse racing. . . . Looking for major market station offering the opportunity to grow with organization, hard work, and good pay. . . . college graduate, Marine veteran. Box D-201, BROADCASTING.

Veteran reporter—15 years experience sports and news desires summer replacement work in metropolitan area. Box D-235, BROADCASTING.

Sports director—desires opportunity for advancement. 10 years experience in TV-radio sports. Box D-238, BROADCASTING.

Sports director. 22 years radio, major college all sports. Nine years professional baseball. 13 years TV, programs, football films, play by play. Excellent references. Married. Conscientious. Experienced veteran offers knowledgeable, in-depth reporting and play-by-play. Bill Goodrich, 239-1321, Rt. 3, Greenville, S. C.

Production—Programing, Others

Experienced producer-director, top five market, looking for production job with executive responsibilities. Have produced news, specials, remotes. Available immediately. Box D-78, BROADCASTING.

Producer-director, experienced, top ten market, seeks production position. Employer gets young, creative, diligent, responsible man with love of profession, Box D-99, BROADCASTING.

Producer-director, sharp, creative, self-starter, experienced. Degree. Box D-176, BROADCASTING.

Public affairs producer-writer. Thoroughly seasoned in all phases of film, TV and radio. Can show documentaries, and short films (including science stories). TV specials: humorous and straight radio features (including network contributions). Wants action situation where major social problems can be treated with imagination. Native Chicagoan. Box D-199, BROADCASTING.

Production manager-creative director . . . 14 years in medium markets. Looking for challenging opportunity in progressive western market. Write Box D-200, BROADCASTING.

Art director—need a total graphic image? Eight years experience in top markets—production sets, promotional art, etc.—resume, samples on request. Box D-205, BROADCASTING.

Operations/production manager—now responsible for all operating phases of successful VHF television station. Want to move to more challenging operation. Know general production, commercial production, news, color, traffic, personnel administration, etc. Box D-211, BROADCASTING.

Artist-limited TV graphics (including color). Seeks creative opportunity. Production background. Box D-237, 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 78046.

4-channel mixer (Gates Consolette or similar) and 2 Magnecord PT-6 tape recorders. Hogan-Rose & Co., Attn: JMR, 105 W 5th Ave., Knoxville, Tennessee 37917.

Low priced 1 or 5 kw AM transmitter. Ready cash. Box D-169, BROADCASTING.

Wanted to buy: Used UHF channel 21 antenna. Also for sale: UHF RCA channel 62 antenna. Contact WANC-TV, 75 Scenic Highway, Asheville, N. C.

WANTED TO BUY—Equipment

Continued

Ed Ries and Associates urgently needs all types of television studio, terminal and test equipment for sale to our many overseas clients. Please write, wire or phone with your listings of used and surplus equipment. Contact us at 5864 Bowcroft Street, Los Angeles, California 90016—(213) 870-1553.

Urgently needed. Ampex Mark III head-wheel panels. Write, wire or phone Ed Ries and Associates, 5864 Bowcroft Street, Los Angeles, California, 90016—(213-870-1553).

Woody Herman broadcast/transcription dubs, 1943 on. Also, older LPs by Herman if in New condition. William W. Kelly, Planning Department, Leo A. Daly Co., 8600 Indian Hills Dr., Omaha, Nebraska 68114.

FOR SALE

Equipment

Coaxial-cable—helix, styroflex, spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Manufacturer's close out of FM transmitters and amplifiers—all power levels—available at reduced prices. Box D-102, BROADCASTING.

Gates dual channel stereophonic or monophonic top level amplifier, fully transistorized. Used less than 10 hours. Cost \$575.00; will sell for \$350.00. Frank Carman, KLUB, Salt Lake City.

Fully insulated 238 ft self-supporting tower. Republic steel (TRUSCON) heavy-duty model H-30 with 300mm beacon. Dismantled. \$15,000.00. WFLA, LaCrosse, Wis. 54601. Telephone (608) 784-7373.

Video tape recorders slightly used helical scan all makes—contact "King" 201-687-8810, Box 278, Union, New Jersey 07083.

Ampex 600. Used very little, absolutely like new. \$150, f.o.b. Box D-154, BROADCASTING.

Ampex 351C, 400, 300C, MX35, best offer, Chapekis, 1782 Ura Lane, Denver, Colo.

RCA complete one-tenth watt microwave system complete with 290 feet camera cable plus carrying cases and ancillary equipment for complete point to point operations. Send for component list \$1,500 FOB Pacific Coast. Box D-221, BROADCASTING.

Immediately available Ampex VR-1000A including overhead bridge and all accessories, Mint condition. \$6000.00 Cash. New Brand name waveform monitors still in original crates \$650.00 each. Other fine bargains in used and surplus television equipment. Write, wire or phone Ed Ries and Associates, 5864 Bowcroft Street, Los Angeles, California 90016—(213)-870-1553.

One General Electric 3 kw transmitter, with almost new GEL exciter. Needs repairs, but exciter in excellent condition. Best offer over \$500 takes it. One 300 ft. self-supporting tower with Collins six bay V and H antenna. Presently tuned 97.5. Antenna only 2 years old—excellent condition. Complete system will be dismantled on ground ready for shipment on April 30th. Price approx. \$10,000 for all. Can be bought separately. Contact Arthur A. Silver, Director of Engineering, WHWH, Princeton, New Jersey. 609-924-3600.

Flying saucer, seats four, great promotion and money maker. Like new, \$1,500 complete. WAXU, Georgetown, Ky. 502-863-1580.

FM modulation monitor, McMartin TBM-3500, with remote meter, \$500; Gates M-3938 3 wire tower choke in weatherproof cabinet, \$130; Andrew type-1861 reducer adaptor for 562 line, new, \$100. All equipment practically new. Excellent condition. Write/call—collect Milton Nicholas, chief engineer, WKEL-radio, Kewanee, Illinois.

Two RCA TRT1B's with Ampex Amtec and Colortec color system installed and two Ampex VR1002's with Amtec, Colortec, solid-state MDA's and processor. Box D-244, BROADCASTING.

MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free, Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

MISCELLANEOUS—(Con't.)

"365 Days of laughs"—daily radio gag service—may be available in your market. Sample a month! 3.00. Box 3736, Merchandise Mart Sta., Chicago 60654.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St., Brooklyn, N. Y. 11299.

Mike plates, studio banners, magnetic car signs, auto tags, decals, celluloid buttons, etc. Write Business Builders, Box 184, Opelika, Alabama 36801.

"Rock" aircheck recordings . . . top dj's . . . major market stations . . . inexpensive . . . free brochure. Command Productions, Dept. C., Box 1591, Portland, Oregon 97207.

Original-freshly written-radio material. Free sample—Box 31244-Diamond Heights, P. O. San Francisco, California 94131.

INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog. Desk 8-B, Grantham Schools, 1505 N. Western, Hollywood, California 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veterans Training. Accredited by the National Association of Trade and Technical Schools. 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, 1130 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. Accredited by the National Association of Trade and Technical Schools. 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 June 26-Sept. 25. 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 May 20, June 24, July 29. 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 the First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin May 20, June 24, July 29. Call WE-1-5444 or write 3123 Gillham Road, Kansas City, Missouri.

INSTRUCTIONS

Continued

"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.

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-news-casters production personnel. Announcer Training Studios, 25 W. 43 St., New York 10036. Veteran approved, licensed by N.Y. State. Phone OX-5-8245.

Guaranteed first phone, 4-6 weeks. Broadcast Engineering Academy, 3700 Lemay Ferry, St. Louis 63125. 314-892-1155.

First phone in six to twelve weeks through tape recorded lessons at home. Sixteen years FCC license teaching experience. Proven results. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266.

Jobs, jobs, jobs. Weekly we receive calls from the top stations throughout the fifty States, Wash., Ore., Mich., Wis., Okla., Texas, La., Ala., Fla., Ky., Vir., N. J., Penn., Conn., Mass., and many more. These calls are for Don Martin trained personnel. To succeed in broadcasting you must be well trained and capable of competing for the better jobs in the industry. Only the Don Martin School of Radio & TV, with over 30 years experience in Vocational Education, can offer training in all practical aspects of broadcasting. If you desire to succeed as a broadcaster, call or write for our brochure, or stop in at the Don Martin School, 1553 No. Cherokee, Hollywood, Cal. 90028. HO 2-3281. Find out the reasons why our students are in demand!

RADIO

Help Wanted

Management

GROUP OWNER

Has radio station manager's position available in large midwestern market for individual who is thoroughly versed in all phases of radio station operation. Applicant must be able to motivate his department heads, especially sales and programming. Compensation based on salary plus percentage of profits.
Reply to Box C-313, BROADCASTING.

Sales

FUTURE REP BRANCH MANAGERS

Our regional rep offices are growing and we're ready to open more of them as soon as we can train qualified men. Our personnel needs have tripled in the last few years. Loads of opportunity for good hard workers who know their business. Excellent fringe benefits.

Write: Len Auerbach, President

REGIONAL REPS CORP.

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Help Wanted

Announcers

TOP FORTY PERSONALITIES

We're looking for:
BIG VOICES for a
BIG STATION paying
BIG BUCKS for the right man!

Please send tape and complete resume to

Richard Ward Fatherley
Programming Director
WHB Radio
10th & McGee
Kansas City, Missouri
A Storz Station

TELEVISION—Help Wanted

Production—Programing, Continued

Producer-Director-Writer

Immediate opening for creative, energetic producer-director-writer. We prefer someone with a few years experience, and familiar with switching function. In a few weeks we move into new all-color facility among finest in the country. Salary commensurate with ability and experience. Please mail replies to:

Mr. Alan Wilson
Administrative Assistant
Personnel Department
WHAS-TV
525 West Broadway
Louisville, Kentucky 40202

TELEVISION—Help Wanted—Technical

We've Made the Offer More Attractive

A couple of issues back we ran an ad to let the rest of the world know that we wanted to hire engineers. In that ad we said that we wanted men who are now in television; men who liked broadcasting, had pride in their work and wanted a chance to show how good they were. This is the kind of man we still want—if it sounds like you, I can offer you a job in one of the best equipped and fastest growing stations in the country. Here's the offer I can make:
The benefits of a well run union shop with a now top pay of \$240 per week.
A chance to do a job—and do it well—with equipment like PC-70, TK-60, and VR-2000.
A chance to work on shows that have meaning and value. Shows that will demand your best and will demand it constantly.

If you're interested in moving to a large metropolitan VHF where people like to do television and are proud of what they're doing, then call me or write to me today.

Larry Messenger, Technical Manager WHYY-TV
Philadelphia, Pa. 215-EV 2-9300

TELEVISION—Help Wanted—Production—Programing, Others

PRODUCT PLANNING MANAGER TV BROADCAST EQUIPMENT

- Company:** Radio and TV transmitting equipment manufacturer.
- Position:** Product Planning Manager reporting to the General Manager. Responsible for the product planning activity including establishing product concepts, prices, sales requirements and guiding product development.
- Qualifications:** College graduate preferably in EE. In-depth knowledge of TV broadcasting equipment market. Strong background in sales and marketing responsibility required. Some product development experience desirable.
- Compensation:** Salary commensurate to background plus executive incentive participation. Full fringe benefits and profit-sharing retirement plan.
- Future:** Full opportunity to guide personal growth in relation to the growth of a new product area while functioning within a growth-minded, profit oriented company.
- Location:** Medium-size midwestern city with excellent schools and full facilities for the finest of family living.
- Send resume or call Robert T. Fluent, Employment Manager, 217/222-8202.

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QUINCY, ILLINOIS 62301
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TELEVISION—Help Wanted

Sales

EXCEPTIONAL SALES PROMOTION OPPORTUNITY

Major group TV station in top five market invites experienced, imaginative individual to join growing creative team.

Your target: Retail and national sales development for a station investing heavily in program and commercial production.

Send confidential resume with sales promotion samples and salary requirements to

Box D-240, Broadcasting.
An equal opportunity employer.

TELEVISION

Situations Wanted

Management

WE RECRUIT EXECUTIVES

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FOR SALE—Stations

Confidential Listings RADIO—TV—CATV N.E. — S.E. — S.W. — N.W.

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BROKERS—CONSULTANTS

La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-3430

Situations Wanted—Announcers

LOOKING FOR AN ANNOUNCER?

Then write Jerry Berman a letter.



Jerry's Job Placement Director at Columbia School of Broadcasting—with 26 offices coast to coast the chances are that we have a graduate near you. Just tell Jerry what you want and he'll send you a resume, photograph and audition tape of just the one you're looking for. Air mail.



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of Broadcasting**

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(Not affiliated with CBS, Inc.)

Employment Service

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish Director

FOR SALE—Stations—(Cont'd)

WHY BUY AN FM?

Build your own!

1000 open freqs. 48 states. Operate for \$1,000 mo., with revenue potential \$4,500 mo. You show FCC \$20,000. We do the work for reasonable fee.

TNI, Suite 202, 1616 Victory Blvd.
Glendale, Calif. 91201 213-246-4874

FOR SALE—

Small market radio station in upper Midwest. County's only station. In county seat. Excellent fishing, hunting, boating. No brokers.

Write Box D-120, Broadcasting.

Wash.	small	daytime	\$ 75M	terms
Ga.	small	daytime	65M	29%
Colo.	small	daytime	120M	cash
Ky.	small	daytime	100M	cash
M.W.	medium	(80%) UHF	157M	terms
Texas	metro	VHF	1MM	nego.
South	major	daytime	165M	29%

S.C.	small	daytime	\$ 66M	terms
Minn.	small	daytime	115M	29%
Tenn.	small	FM	65M	cash
N.Y.	medium	daytime	150M	nego.
Fla.	coastal	daytime	175M	terms
S.E.	metro	daytime	100M	29%
East	major	profitable	600M	29%



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(Continued from page 115)

KOB-TV Albuquerque, N. M. Action April 1.

Ute Mountain Ute Tribe, Towaoc, Colo.—Broadcast Bureau granted CP for new VHF TV translator station to serve Towaoc, operating on ch. 2, by rebroadcasting KOAT-TV Albuquerque, N. M. Action April 1.

Ute Mountain Ute Tribe, Towaoc, Colo.—Broadcast Bureau granted CP for new VHF TV translator station to serve Towaoc, operating on ch. 5, by rebroadcasting KGGM-TV Albuquerque, N. M. Action April 1.

San Juan County, Aneth, Utah—Broadcast Bureau granted CP for new VHF TV translator station to serve Aneth, operating on ch. 3, by rebroadcasting KCPX-TV Salt Lake City. Action April 1.

San Juan County, Aneth, Utah—Broadcast Bureau granted CP for new VHF TV translator station to serve Aneth, operating on ch. 5, by rebroadcasting KSL-TV Salt Lake City. Action April 1.

Green River Community TV Inc., Green River, Utah—Broadcast Bureau granted CP for new VHF TV translator station to serve Green River rural area, operating on ch. 3, by rebroadcasting KUED(TV) Salt Lake City. Action April 2.

Star Valley TV System Inc., Freedom, Wyo.—Broadcast Bureau granted CP for new VHF TV translator station to serve Thayne, Wyo., operating on ch. 10, by rebroadcasting KID-TV Idaho Falls, Idaho. Action April 2.

Star Valley TV System Inc., Fairview, Wyo.—Broadcast Bureau granted CP for new VHF TV translator station to serve Afton, Wyo., operating on ch. 10, by rebroadcasting KID-TV Idaho Falls, Idaho. Action April 2.

Star Valley TV System Inc., Fairview, Wyo.—Broadcast Bureau granted CP for new VHF TV translator station to serve Afton, Wyo., operating on ch. 13, by rebroadcasting KIFT-TV Idaho Falls, Idaho. Action April 2.

■ Broadcast Bureau granted licenses covering following new VHF TV translator stations: K09HL Baker, Calif.; K05DI, K09IE, K11IG, Mountain Pass Mine Number 2 and Workman Trailer Camp, both California; K04EQ, K13HU, Ft. Jones, Greenview, Etna and Callahan, all California; K04EM Hayfork, Calif.; K13ID, K08FW Hopland, Calif.; K08FV Rio Dell, Calif.; K11HX and K13HZ Willits, Calif.; K09IF Oak Creek and Yampa, both Colorado; K08CS Broadus, Mont.; K13IG Sidney and Fairview, both Montana; K11AA Terry, Mont.; K07HU Garrison, N. D.; K12GH Butte Falls, Ore.; K12FM, Fort Storkton, Tex. and K06AD, Mammoth, Yellowstone Park, both Wyoming. Action April 8.

■ Broadcast Bureau granted licenses covering following new UHF TV translator stations: K80CH Big Bear Lake, Calif.; K74DG Upland, Ontario, Montclair and Chino, all California and K80CD Ukiah, Calif. Action April 5.

■ Broadcast Bureau granted licenses covering changes in following VHF TV translator stations: K06EH Silver City, N. M.; W02AJ Long Beach and Pass Christian, both

Mississippi: K09AC Sundance, Williams Divide, Inyan Kara and Carlie, all Wyoming; K12AD, Sundance, Williams Divide, Inyan Kara and Carlie, all Wyoming. Action April 5.

CATV

APPLICATION

Cascade Cable Television Co.—Requests distant signals from WZZM-TV Grand Rapids, WKBD-TV and WTVS-TV, both Detroit, all Michigan to East Lansing, Mich. (Lansing, Mich.-ARB 49; Saginaw-Bay City-Flint, Mich.-ARB 46). Ann. April 5.

FINAL ACTION

■ FCC granted joint petition filed by Belington TV Cable Co., operator of CATV system in Belington, W. Va. and WBOY-TV Clarksburg, W. Va. for dismissal of order to show cause. Commission also ordered termination of the proceeding (Doc. 17936). Action was instituted against Belington TV Cable as result of complaints by WBOY-TV that its station was not being accorded program exclusivity on CATV system as required by Sec. 74.1103(e) of rules. Action April 10.

OTHER ACTIONS

■ FCC set oral argument in San Diego CATV proceeding for April 26 at 9:30 a.m. before entire Commission. Action April 5.

■ Review board in Buffalo, N. Y., CATV proceeding, Doc. 18921, granted motion to correct transcript filed on Feb. 26 by Courier Cable Inc. Action April 3.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on March 25 in Tampa-St. Petersburg, Orlando-Daytona Beach, all Florida (Manatee Cablevision Inc., Clear Channel TV Inc. and Halifax Cable TV Inc.), CATV proceeding, designated Hearing Examiner Forest L. McClenning to serve as presiding officer; scheduled prehearing conference for May 8 and hearing for June 4 (Docs. 18093-5).

■ Chief Hearing Examiner James D. Cunningham on April 5 in Lower Belle, Malden, Dupont City, Rand and George's Creek, all West Virginia. (Asbury and James TV Cable Service) CATV proceeding, on request by Broadcast Bureau for further hearing conference and in view of urgencies present, scheduled brief conference for April 9, for purpose of disposing of preliminary matters and to agree upon time for resumption of hearing (Doc. 17968).

■ Hearing Examiner Elizabeth C. Smith on April 4 in Clinton, Iowa (Clinton TV Cable Co.) CATV proceeding, scheduled prehearing conference for April 12 for purpose of considering motions and pleadings relating to discovery and production of documents filed by parties. Counsel notified to be fully prepared to discuss matters including citations of applicable legal precedents (Doc. 18024).

Ownership changes

APPLICATIONS

KRDS Tolleson, Ariz.—Seeks assignment of license from E. O. Smith to Southwestern Broadcasters Inc. for \$250,000. Principals: E. O. Smith, owner. Principals of Southwestern Broadcasters Inc.: Buyers are headed by James Gordon Douglas III. Applicant is licensee of KGFL Rosewell, N. M. and KRPI(FM) San Diego. Ann. April 4.

KVOA-TV Tucson, Ariz.—Seeks assignment of license from WGAL Television Inc. to KVOA Television Inc. for \$3,000,000. Principals of WGAL Television Inc.: 100% owned by Pulitzer Publishing Co., stock owned in applicant will be voted by Joseph Pulitzer or his nominee. Pulitzer is licensee of KSD-AM-TV St. Louis. Ann. April 4.

KDAN Eureka, Calif.—Seeks assignment of license from Radio KDAN Inc. to W. H. Hansen for \$165,000. Principal: W. H. Hansen, owner. Mr. Hansen has applications pending for assignment of license of KDAD Weed, Calif., transfer of control of KDQV Medford, Ore. and application for new FM in Medford, Ore. Ann. April 5.

KSJV(TV) Hanford, Calif.—Seeks assignment of license from KSJV Television Inc. to Spanish International Broadcasting Co. for \$40,000 plus assumption of liabilities amounting to approximately \$73,000. Principals of KSJV Television Inc.: Cy Newman, president 41.1%, et al. Principals of Spanish International Broadcasting Co.: Reynold V. Aselmo, executive vice president and treasurer (15%) Fouce Amusement Enterprises (35%) Emilio Azcarraga (20%) et al. Frank L. Fouce and Mrs. Anna Fouce are secretary-treasurer (51%) and president (49%), respectively of Fouce Amusement Enterprises Inc., operator of motion picture theaters in Los Angeles area and Mr. Fouce is stockholder of WXTV(TV) Paterson, N. J.

Applicant is owner of KWEX-TV San Antonio, Tex. and KMEX-TV Los Angeles. Ann. April 5.

KUDE-AM-FM Oceanside, Calif.—Seeks transfer of control from Hope D. Petty to William B. Dolph. Principals: Hope D. Petty, president (48.7%) and William B. Dolph (48.7%). Consideration: \$1,500. Ann. April 8.

WGKA-AM-FM Atlanta—Seeks assignment of license from Glenkaren Associates Inc. to Strauss Broadcasting Co. of Atlanta to fulfill consummation of agreement between Glenkaren Associates and Strauss Broadcasting, whereby all stock of Glenkaren is to be sold to designee of Strauss, and partnership agreement between Strauss and Jere W. Thompson d/b as Strauss Broadcasting Co. of Atlanta upon acquisition of all Glenkaren stock. (Strauss Broadcasting Co. (66.6%) and Jere W. Thompson (33.3%). Ann. April 4.

WCOR-AM-FM Cornelia, Ga.—Seeks transfer of control from H. L. Webster (49% before, none after) to John C. Foster (49% before, 98% after). Principals: H. L. Webster, president (49%), John C. Foster (49%) et al. Consideration: \$65,000. Ann. April 5.

WKIG Glennville, Ga.—Seeks transfer of control from Howard C. Gilreath (50% before, none after) to Tattnall County Broadcasting Co. (50% before, 100% after). Principals: Donald P. and Judy W. Cobb (25% and 50%, respectively) and Coy Perkins (25%). Consideration: \$18,000. Ann. April 5.

KRXK Rexburg, Idaho—Seeks assignment of license from Alfred E. Shumate d/b as Radio KRXK to Don T. Ellis for \$107,250. Principal of Radio KRXK: Alfred E. Shumate, sole owner. Mr. Ellis will be sole owner of KRXK and has no other business interests indicated. Ann. April 8.

WYSI Ypsilanti, Mich.—Seeks assignment of license from Ypsilanti Broadcasting Co. to Koch Broadcasting Corp. for \$4,000. Principals of Ypsilanti Broadcasting Co.: E. Peter Keith, president (12%), Craig E. Davids (38%), et al. Mr. Davids owns 45% of WCER Charlotte, Mich. and 90% of KCKY Coolidge, Ariz. Principals of Koch Broadcasting Co.: Robert W. and Geraldine D. Koch (each 50%). Mr. and Mrs. Koch have no other business interests indicated. Ann. April 4.

KSHO(TV) Las Vegas—Seeks voluntary acquisition of positive control from Channel 13 of Las Vegas Inc. to Telmac Inc. through merger agreement with Ettlinger Broadcasting Corp., Clark County Communications Inc. and Desert Broadcasting Co. All corporations will continue to own 33.3% of stock. No consideration. Ann. April 8.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through April 10. 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.

■ Alameda County, Calif.—Televents of California Inc. has been granted a franchise to operate in a 25-square-mile area in Southern Alameda County. Installation and monthly charges will be \$14.95 and \$4.95 respectively.

■ Arcadia, Calif.—Foothill Cable TV Co., a subsidiary of H & B American Corp. (multiple CATV owner), has been granted a 10-year franchise. Monthly charge will be \$5.95.

■ Clayton, Calif.—Franchise held by TeleVue Systems Inc. (multiple CATV owner) has been transferred to Concord TV Cable Co. Concord will pay the city 3% of gross revenues for the first 1,000 subscribers and lower the monthly fee for customers to \$4.75.

■ San Carlos, Calif.—Peninsula Cable Television Corp. has been granted a franchise. The 12-channel system will charge \$4.75 monthly and \$17.95 installation fee. Nation Wide Cablevision Corp. also holds a franchise.

San Bernardino, Calif.—H&B American Corp. (multiple CATV owner) announced that it has agreed to purchase 70% interest in T.V. Receptors Inc. and 81% of Mountain Cable TV, both operating in the San Bernardino area. Price was not disclosed.

KZEL-FM Eugene, Ore.—Seeks assignment of CP from K-ZEL Inc. to George L. and Emily K. Zellner for \$18,000. Principals: George L. and Emily K. Zellner (each 50%). Mr. and Mrs. Zellner also own KZEL Eugene. Assignment from corporation to Mr. and Mrs. Zellner was made to satisfy obligations from corporation to stockholders. Ann. April 5.

WSLV Ardmore, Tenn.—Seeks transfer of control from Jerry E. Puckett (30.16% before, none after) to E. D. Hildreth (34.8% before, 64.97% after). Principals: E. D. Hildreth, president (34.8%), Ike G. Hobson, secretary (33.9%), Jerry E. Puckett, vice president (30.16%) et al. Mr. Hildreth has no other business interests indicated. Mr. Puckett is physician. Consideration: \$8,000. Ann. April 8.

WDTM Selmer, Tenn.—Seeks assignment of license from David B. Jordan to WDTM Inc. for purpose of incorporation. Principals: David B. Jordan, president (74%), et al. Mr. Jordan is treasurer and 25% owner of WNRG-AM-FM Grundy, Va. and 74% owner and president of WMTD Hinton, W. Va. Ann. April 5.

WRAC Racine, Wis.—Seeks assignment of license from WRAC Inc. to J. William O'Connor for \$238,750. Principals: J. William O'Connor, president (26%), Kerby O'Connor, director (39%) et al. Mr. J. William O'Connor is president and 36% owner of WCUI-TV Chicago, owner of production firm and 100% owner of WBOW Terre Haute and 100% owner of WHIT Anderson, both Indiana. Mr. Kirby O'Connor has no other business interests indicated. Ann. April 4.

WSPT-AM-FM Stevens Point, Wis.—Seeks transfer of control from Stevens Point Broadcasting Co. (100% before, none after) to The Sentry Corp. (none before, 100% after). Principals of Stevens Point Broadcasting Co.: Peter A. Barnard, president, Harry D. Lovering, vice president, Ryland J. Rothschild (each 10.4%) et al. Principals of The Sentry Corp.: 100% owned by Hardware Dealers Mutual Fire Insurance Co. Consideration: Approximately \$465,000. Ann. April 5.

ACTIONS

KFTO Seminole, Tex.—Broadcast Bureau granted assignment of license from KSML Broadcasters to Accent Radio Corp. for \$42,500. Principals of Accent Radio Corp.: Lon H. Williams, president (70%), Mary M. Morrison, vice president-secretary (15%) et al. Mr. Williams is 45% owner and president of KSWA Graham, Tex. and president and 49% owner of KQRC Mineral Wells, Tex. Miss Morrison is 30% owner of department store chain. Action April 5.

Soledad, Calif.—Data Video Systems. San Francisco, represented by John B. Pirie, has applied for a franchise. Firm offers a maximum of 3% return to the city after five years of operation.

Chiefland, Fla.—Micanopy TV Inc. (multiple CATV owner) has applied for a franchise. Installation and monthly fee for the five-channel system would be \$10 and \$5, respectively. The city would receive 3% of the firm's annual gross revenues.

Augusta, Ga.—CSRA Capital Corp. has applied for an exclusive franchise.

Macon, Mo.—International Telemeter Corp. (multiple CATV owner) of Los Angeles. has applied for a franchise.

Blairstown, N.J.—Tele-Mar Communications, Newark, N.J., has applied for a franchise. Installation and monthly fee would be approximately \$15 and \$5.00, respectively.

Rochester, N.Y.—Vikoa Inc., Hoboken, N.J. (multiple CATV owner and equipment manufacturer) has applied for a franchise. Installation and monthly fee would be \$14.95 and \$5.00, respectively. City will receive between 3% and 5% of the firm's annual gross revenues.

■ Smithtown, N.Y.—Suffolk Cable of Smithtown Inc. has been granted a 25-year franchise. Monthly fee to subscribers will be \$5 while the firm will pay the city 5% of gross revenues.

Kill Devil Hills, N.C.—Continental Cable TV has applied for a franchise. Monthly charge for the seven-channel system would be approximately \$7.

Coshocton, Ohio—Tower Antennas Inc. of Coshocton (multiple CATV owner) has purchased the Newcomerstown Television System in that city. Newcomerstown serves approximately 1,000 homes and has been in existence since 19562. Tower Antennas maintains a total of 18 systems and serves approximately 27,000 homes.

THERE'S really no reason why TV cameras can't be made the size of a match-box: Technical developments probably will make it possible in the near future. What prevents broadcast equipment from becoming so ultraminaturized is the cost involved, the economics. Developments will be evolutionary. Thin-film technology, micro-electronics, fibre optics, and other exotic developments in the state of the electronics arts will contribute to increased broadcast-equipment efficiency, longer equipment life, and shorter set-up time, and not to any radical changes in the size of cameras or transmitters, except for special applications.

So thinks Barton Kreuzer, vice president and general manager of RCA's Commercial Electronic Systems Division in Camden, N. J., and a man eminently qualified to express opinions about the state of the electronic arts. For one thing, Mr. Kreuzer is head of the world's largest producer of all types of broadcast equipment—transmitters, cameras, video-tape recorders, antennas—the works. The RCA division he leads also manufactures and markets closed-circuit TV and audio-visual products, microwave radio systems, marine communication and navigation equipment, mobile-radio equipment and electron microscopes.

Routine ■ For another thing, Mr. Kreuzer until August 1967 was division vice president and general manager of RCA's Astro-Electronics Division at Princeton, N. J. Employing new technologies—the same techniques now seeping into broadcast electronics—was a routine matter at AED, thanks to the largess of the federal government and to the need for ultra-small and ultra-reliable components for space applications. While Mr. Kreuzer headed AED, the division developed the highly successful TIROS and ESSA weather satellites, and the RELAY I and II communications satellites, all relatively tiny devices crammed with intricate electronic gear and rudely hurled into outer space on the tips of massive rockets.

For native New Yorker Barton Kreuzer, the expertise that enables him to speak out on matters electronic began developing in the years before graduation from the Brooklyn Polytechnic Institute in 1928. Mr. Kreuzer's early interest in radio was piqued by a professor; he earned a degree in electrical engineering and, fresh from school, in July 1928, joined RCA. One of his first jobs as a young engineer with the company was helping to establish RCA's pioneer television station, station W2XBS, in New York.

For Mr. Kreuzer, 1935 was an eventful year. He married the former Virginia Brown, and RCA named him head of its film-recording equipment sales in

Economics delay miniaturization

the East.

In 1941 he was named national sales manager, and in 1943 he was named manager of RCA theater-equipment activities. In 1946 he was promoted to manager of the RCA Industrial Products Department, where he was responsible for a wide range of products in the industrial and commercial electronics field.

In 1950 he was named general products manager for what was then RCA's engineering products division, which marketed defense, broadcast, communications, and industrial electronic systems. And in 1954 he was appointed director of product planning on the RCA corporate staff. While holding that job he was responsible for the investment of company funds and management direction for new-product developments.

Mr. Kreuzer in 1958 was named

marketing manager of the then newly formed Astro-Electronics Division, and in 1960 he became its chief executive, a post he held until August 1967 when he became vice president and general manager of the Commercial Electronic Systems Division.

As head of the RCA division that manufactures broadcast equipment, Mr. Kreuzer is in charge of more than 4,000 employees working in five plants, located in Camden, N. J.; Burbank, Calif.; Meadowlands, Pa.; Gibbsboro, N. J., and on the Isle of Jersey in the English Channel. This last facility is strategically located to service magnetic recorder heads for video-tape recorders in Europe.

Although nine months as head of such a large and sprawling corporate activity are, relatively speaking, a short time, Mr. Kreuzer brings to the job a great deal of technical and marketing experience, as his record attests. He also brings to the Commercial Electronic Systems Division an appreciation of advanced, professional management techniques. These techniques, all of which lead to "cost effectiveness," were applied by Mr. Kreuzer to the Astro-Electronics Division and since moving to Camden he has begun applying them to the development of broadcast equipment and the other products of his division.

System Concept ■ Mr. Kreuzer also is emphasizing "systematization," or the development of devices that are matched for optimum performance. Under this concept, a transmitter and antenna, say, are not matched willy-nilly. Instead, each is designed and developed from the beginning with the other components' characteristics in mind, and the resultant system operates at peak efficiency.

Mr. Kreuzer figures he'll be able to put these management techniques—as well as his technical and marketing expertise—to good use in the coming years. He says the market for broadcast equipment, for instance, is an ever-widening one. "Color is very much a growth field," he says. "There's still a great deal of colorization to do. And there's still a substantial market for black-and-white equipment, especially overseas and for educational and closed-circuit purposes."

Mr. Kreuzer also sees the increased use of video-tape recording as "a primary production medium." His appraisal of the broadcast-equipment market is bullish, because he feels the introduction of new technical advances will render older equipment inefficient and because all of the UHF channels have yet to be utilized completely. It appears Mr. Kreuzer's division will have plenty of work in the years ahead. The expertise of almost 40 years with RCA will be put to good use.

WEEK'S PROFILE



Barton Kreuzer—vice president and general manager, Commercial Electronics Systems Division, Radio Corp. of America, Camden, N. J.; b. Feb. 18, 1909, New York City; BE, Brooklyn Polytechnic Institute, 1928; with RCA, 1928-present; m. Virginia Brown, 1935; children—Justin L. and Loyd B.; member—Broadcast Pioneers, Tau Beta Phi, Institute of Electrical and Electronic Engineers, Armed Forces Communications and Electronics Association, Air Force Association, Armed Forces Management Association, National Space Club; fellow of Society of Motion Picture and Television Engineers (SMPTE president in 1957).

Only the beginning

THE extent and diversity of the journalistic challenges that have confronted broadcasters in the past fortnight are probably unmatched by those of any other two-week period in radio and television history.

The President's unexpected announcement of his decision to retire, the convulsive shifts in political strategies that followed, peace feelers from an enemy that had been implacable, the assassination of a great Negro leader, outbreaks of looting and arson in cities across the land—any of those developments was by itself a news story of towering importance. Bunched as they were within so short a time, they made unprecedented demands upon the journalistic resources of the media.

Let it be said to those who find it easy to criticize radio and television that both media fully met the abnormal tests that were imposed upon them. To those who glibly say that broadcasters think only of their P&L statements, the record of commercial pre-emptions in the past two weeks is its own best answer.

The severest test of journalistic skill and editorial judgment came, of course, with the death of Martin Luther King Jr. Mishandled, the coverage could have triggered far more violent outbursts than those that did occur. Once civil disorders broke out, they could easily have been aggravated by inept broadcast coverage. But everywhere the broadcast journalists acted with professional restraint, without avoiding the responsibility to cover the news as it is happening.

It would be wrong to say that broadcast journalism grew up in the past fortnight. Broadcast journalism had already grown up; it was ready to discharge the enormous obligations that were thrust upon it.

Nor are the obligations likely to diminish soon. There will be more great events, planned and unplanned. Between the hard-news coverage of the events, broadcast journalists must dig for the reasons why events occur. In the aftermath of arson it is essential to find out what motivates the arsonists, what can be done to keep the fires from being set again.

Greater tests of broadcast journalism are yet to come.

Labor outlook

LABOR has been such a touchy subject for broadcast management that heretofore most meetings involving union discussions have been closed. This year's convention of the National Association of Broadcasters in Chicago was the exception—a session on labor relations was thrown open—and it was an eye-opener.

The some 500 (of the more than 5,000 at the convention) who attended the labor clinic learned that two tough unions—the Teamsters and the Communications Workers of America—are now courting station personnel at all levels.

The lesson gleaned from the two-hour session was that ownership and management would be well advised to husband their good people and to replace the incompetent or ne'er-do-wells before they become the shop organizers.

Equipment can be chromium-plated, automated and computerized, and mobile units can be Cadillacs, but they don't amount to a tinker's damn unless they're backed up by responsible people.

Events of the last fortnight underscore the extent to which broadcasters are in the business of journalism. Broadcasters must be mindful of what is happening to newspapers—even the best of them—perhaps because publishers took their manpower for granted a decade or so back.

These are the winners?

THE magnitude of the missionary work that television and radio need to do with the general public is exemplified by the two papers that won their college-student authors \$500 scholarships from the International Radio and Television Foundation this year.

The winners were announced last week, and both their papers make distressing reading. We cannot fault one winner's belief that for day-to-day news, radio is faster, more comprehensive and fuller than TV news; but on his way to that conclusion he does not leave many popular criticisms of television news unswallowed: Television "creates" events, often presents distorted if not false images, is preoccupied with action and contributes to violence. And the other winner, hailing the broadcast media as "tools to shape our world into any form we want," has this to say: "There has never been anything as powerful as radio and television. And there have never been more disappointing results."

It boggles the mind to think that these were the *best* papers in the competition. What was left for the worst to say? Nor are these authors total strangers to broadcasting. Both have had at least tangential experience in it and apparently plan to go into it professionally. We wish them luck—and clearer insights. As for their winning views, we can only hope the authors were exposed to at least a little television and radio some time last week in the apocalyptic aftermath of Dr. Martin Luther King Jr.'s murder.

Any time last week. Just any time.

Political priority

AS reported in this publication's April 8 issue, there has been a revival of effort to obtain a suspension of Section 315, the equal-time law.

Suspension is necessary if broadcasters are to give major candidates appropriate exposure in this critical election year. But suspension will not be achieved unless the broadcasters themselves argue persuasively for it. A coordinated effort is needed to get the Congress to move.

The long-range objective, of course, must be the elimination of Section 315 by one means or another, but that objective looks unattainable right now. Temporary suspension of the section would be good enough to see the broadcasters through the upcoming election.



Drawn for BROADCASTING by Sid Hix

"I finally found someone with rough, red hands for those co'or detergent commercials!"

DOMINANCE

NEWS

KSTP Color TV's Noon News delivers 43% more homes and 83% more Metro Rating Points than its nearest competitor. At 6:00 pm, KSTP-TV reaches 66% more homes than the other news station. At 10:00 pm, Monday through Friday, KSTP-TV's News—Weather—Sports block tops the competitor's 10:00-10:45 pm news by nearly 34,000 homes.

Homes

From 9:00 am to noon, Monday through Friday, KSTP-TV delivers an average of 23% more homes than the second station. From noon to 6:00 pm it assumes market leadership with average $\frac{1}{4}$ hour homes of 50,500! From 10:30 pm to midnight Monday through Friday the Johnny Carson Tonight Show is more dominant than ever with an average 118,500 homes and a 55% share through 11:00 pm. Saturday and Sunday programming continues this pattern.

ADULTS

The Today Show starts KSTP-TV's daily broadcast day with a 78% share of the total adults, a trend that continues throughout the day. "Dialing for Dollars" 3:30-4:30 pm Monday through Friday, for example, delivers an average 69,300 adults. "Of Lands and Seas" 4:30-5:25 pm daily delivers 11% more adults than the competition and on Sunday, "The Henry Wolf Show" 12:30-1:30 pm draws a 44% share of all adults.

Women

From 9:00 am until noon, Monday through Friday, an average 29% more total women watch KSTP-TV per $\frac{1}{4}$ hour than the second station. From noon to 4:00 pm, Monday through Friday the lead is 11% more women and from 4:00 to 6:00 pm it's 26%. Again it's "Dialing for Dollars" delivering 58% more women and 33% more women 18 to 34 years of age!

ARB JANUARY/FEBRUARY 1968

Audience data are estimates only and are subject to the qualifications set forth by the indicated service.

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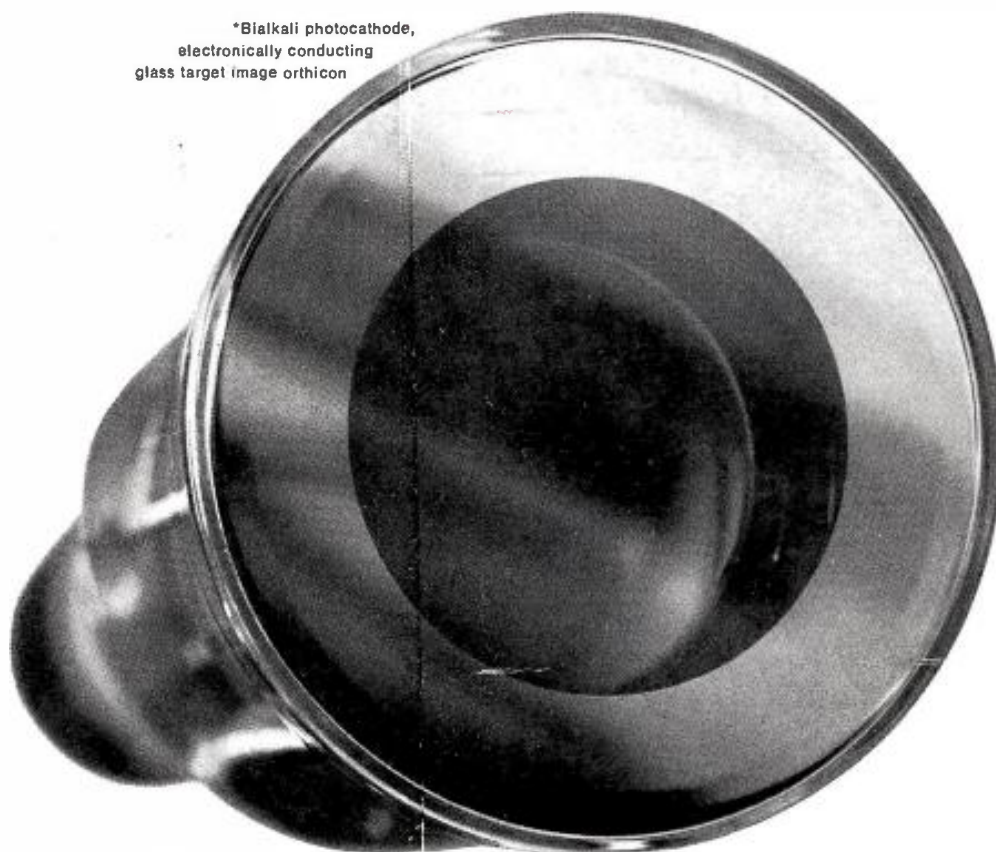
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*Bialkali photocathode,
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