



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

New major merger—Metromedia-Transamerica. p23

Big year forecast for spot radio in '69. p26

Media-buying concern at ANA-TV/R workshop. p36

Networks concerned over independents' gains. p42

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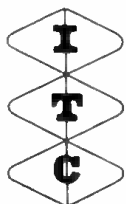
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Judge and prosecutor

FCC, which has lost in court both times that licensees that were fined forced government to sue to collect, is said to be preparing to take new tack in forfeiture cases. When government sues, trial is held in federal court on facts. Under new procedure, it's understood, if licensee wants hearing, he will get it in agency proceeding conducted by examiner. Judicial review, which is what stations now get when government takes them to court, would be available only through appeal to U. S. Court of Appeals.

This procedure, which commission's general counsel is said to feel can be employed under existing law, presumably would give agency better chance than it has now of making fines stick in cases where it is challenged. Some commission officials are said to feel that neither U. S. attorneys, who are responsible for prosecuting suits, nor federal district judges who hear cases, have same grasp of issues involved as do commission attorneys and examiners.

Counterprogramming

Metrodmedia-stations' news operation continues to invent new ways to make national splash. Now it's learned Metro-media is negotiating to hire, as commentator for Nov. 5 election coverage, figure who is certain to command attention. It's Senator Eugene McCarthy. He'd appear in addition to company's own national news editor, Jack Cole, and syndicated columnists, Rowland Evans and Robert Novak.

Price of competing

In its drive to catch NBC in election-night ratings, CBS is investing heavily to glamorize look of its election coverage. CBS's futuristic "elections-in-the-round" set for anchorman Walter Cronkite and fellow correspondents will be most elaborate and expensive yet. Two-story-high complex of concentric wells will include cameraman housed under Buck Rogers-style plastic bubbles. Estimates are that set and wiring cost between \$175,000 and \$185,000, exclusive of stage-hand wages and rental of CBS's largest studio, which is tied up for almost two months.

Integral part of CBS look will be heavy reliance on direct viewing of computer information, using elaborate complex of IBM-supplied display units, four of them on-camera and more than

200 for use by CBS personnel on-camera and off. Meanwhile, unruffled NBC will look little different from way it did in 1966 election broadcasts except for some improvement in visual display of computer information which it pioneered in 1964 and perfected two years ago. Said one NBC election unit executive: "We've got a successful format and we're not going to tinker with it."

Another eyeing entry

National General Corp., which has been putting together entertainment-communications-complex, plans to add one major element now missing—broadcast properties. TV ownership and operation are likely to be first stage of this move. Station properties would be run with programing concept—so far kept under tight wraps—that would tie in with other divisions of company, which include motion-picture theaters, book publishing, and movie and TV production. Veteran broadcaster, Malcolm C. Klein, formerly VP and general manager of KHJA-TV Los Angeles, is acting as "cross-pollinator," of leisure-time activities with title of VP, creative service and marketing. Broadcast move is primary objective for Mr. Klein who joined Los Angeles-based National General last March.

Other cheek

One bit of behind-scenes by-play in Thomas P. F. Hoving's potshooting at commercial broadcasters that hasn't come to light till now is that day after he charged commercial TV networks and AT&T with "collusion" to debase programs (BROADCASTING, Oct. 7) he sent personal letter to Frank Stanton, president of CBS. And what he wanted was—of all things—a favor.

Mr. Hoving wrote not as chairman of National Citizens Committee for Public Broadcasting, springboard for his headline-grabbing charges (see page 9), but as director of New York's Metropolitan Museum of Art. Museum, he noted, is presenting exhibition on Harlem early next year and it will rely heavily on video tape. What Mr. Hoving wanted was to borrow from CBS 40 TV sets for 15 weeks, so visitors can see his exhibition. CBS declines to comment on request.

Dead center

There's still no further negotiating session scheduled or in sight between Broadcast Music Inc. and All-Industry

Radio Music License Committee since talks broke down almost month ago at first full-fledged meeting on BMI request for increase in radio music rates (BROADCASTING, Sept. 23). It's understood there's one bit of collateral activity, however: Committee, which is said to represent upwards of 1,000 radio stations, reportedly is in process of expanding membership. David H. Morris of KNUZ Houston is said to have been added. That makes seven, and at least two others, maybe more, are expected to be named later. Committee is headed by Elliott M. Sanger, retired WQXR New York executive.

No panic

National Association of Broadcasters' hunt for research group to conduct basic study of multiple-ownership restrictions proposed by FCC rulemaking is still in tentative stage, despite approach of Jan. 28, 1969, which commission has set as absolute deadline when comments can be filed in proceeding. Question now is whether research needs to be conducted at all. NAB wants to find out, so it's submitted guidelines for research project to outside source for comment on feasibility of undertaking. Guidelines, which were hammered out by NAB executive committee and group of Washington lawyers last week, are said to include measurement of diversity factor inherent in multiple ownerships.

Outside source is Dr. Robert Jones, of University of Minnesota. But NAB has set no deadline when it expects to receive his report. In meantime it's said no projections as to what study will cost can be made until appropriate research firm (if there's to be one at all) is approached.

Scrambled calls

Los Angeles police department (and reportedly police in other communities around country) is studying electronic techniques for scrambling its radio transmissions. Primary purpose of move is to deny information about police actions to criminal element. But broadcast newsmen are concerned that police frequencies will be denied to them as well. Television mobile news units in particular depend heavily on monitored police signals to get to incident in time for news film. Newsmen now have to apply for permission to monitor police frequencies. Hope is that with scrambler system they'll still get permission to use unscrambler which would put them in ball game but keep criminals out.

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Richmond. Dick wins over a former business prospect for Spot TV.

Next Greenville. Dick shows a station Petry's compiled information from nation-wide sources. And then presents his top notch staff's programming analysis which incorporates this information.

Obviously this is no magical mystery tour. It's an effective personal method of selling and keeping stations informed. So when Dick Hughes, General Manager of our Atlanta office, takes a trip, we hope you're one of the stations along the way.

Metromedia-Transamerica merger is biggest to head for Washington since ABC-ITT; if \$300-million deal survives anticonglomerate opposition it'll be largest merger involving broadcasting-based company on record. See . . .

Another major merger faces FCC . . . 23

RAB reports, talks with radio reps provide good tidings for spot-radio business, riding into fourth quarter on months-long comeback that appears virtually certain to push year's total past record \$300 million. See . . .

In sight: spot radio's biggest year . . . 26

Presidential and vice-presidential candidates turn to broadcast media for barrage of political advertising that promises to push such expenditures to record high of \$50 million. See . . .

Upbeat in air use by candidates . . . 34

Controversy over media-buying services dominates first spot TV workshop sponsored by ANA, TVB. Workshop speakers urge caution in discarding traditional ways of buying spot television. See . . .

Hard look at "middlemen" . . . 36

Markets won't be split, they'll be splintered by new technology ready for application, and chaos to come will invite even more government regulation, AAAA members hear while "facing 70's" at western convention. See . . .

Media face federal interference . . . 38B

Independent stations increase their audience, and some foresee themselves playing in same league with networks. Most network personnel disagree, but few will hazard guess as to exact dimensions of trend. See . . .

The independents' bigger bite . . . 42

Broadcasters tell FCC to leave matter of racial discrimination to agencies already authorized to handle it, but religious and civic groups want commission to compel compliance with equal-opportunity regulations. See . . .

FCC racial policy statement criticized . . . 56

Section 315 remains intact after one of hardest-fought Capitol Hill battles in broadcasting's history ends with equal-time suspension blocked on Senate floor. Some may seek permanent changes next year, however. See . . .

Republicans enshrine Section 315 . . . 58

FCC's Chicago pot-party probe yields same testimony from CBS-owned WBBM-TV personnel as that on record from House investigation. Counsel says CBS will have "plenty to say" about news freedom. See . . .

CBS's winter rerun . . . 70

CBS, first network commenting publicly on FCC's heavy volume of mail critical of Chicago coverage, questions commission's asking for comments, says FCC should defend broadcasting's integrity, not be inquisitor. See . . .

Raps FCC on integrity role . . . 72

Departments

AT DEADLINE	9
BROADCAST ADVERTISING	26
CHANGING HANDS	52
CLOSED CIRCUIT	5
DATEBOOK	12
EDITORIALS	96
EQUIPMENT & ENGINEERING	77
FATES & FORTUNES	80
FOCUS ON FINANCE	77
FOR THE RECORD	84
LEAD STORY	23
THE MEDIA	49
MONDAY MEMO	20
OPEN MIKE	16

PERSPECTIVE ON THE NEWS	42
PROGRAMING	58
PROMOTION	76
WEEK'S HEADLINERS	10
WEEK'S PROFILE	95

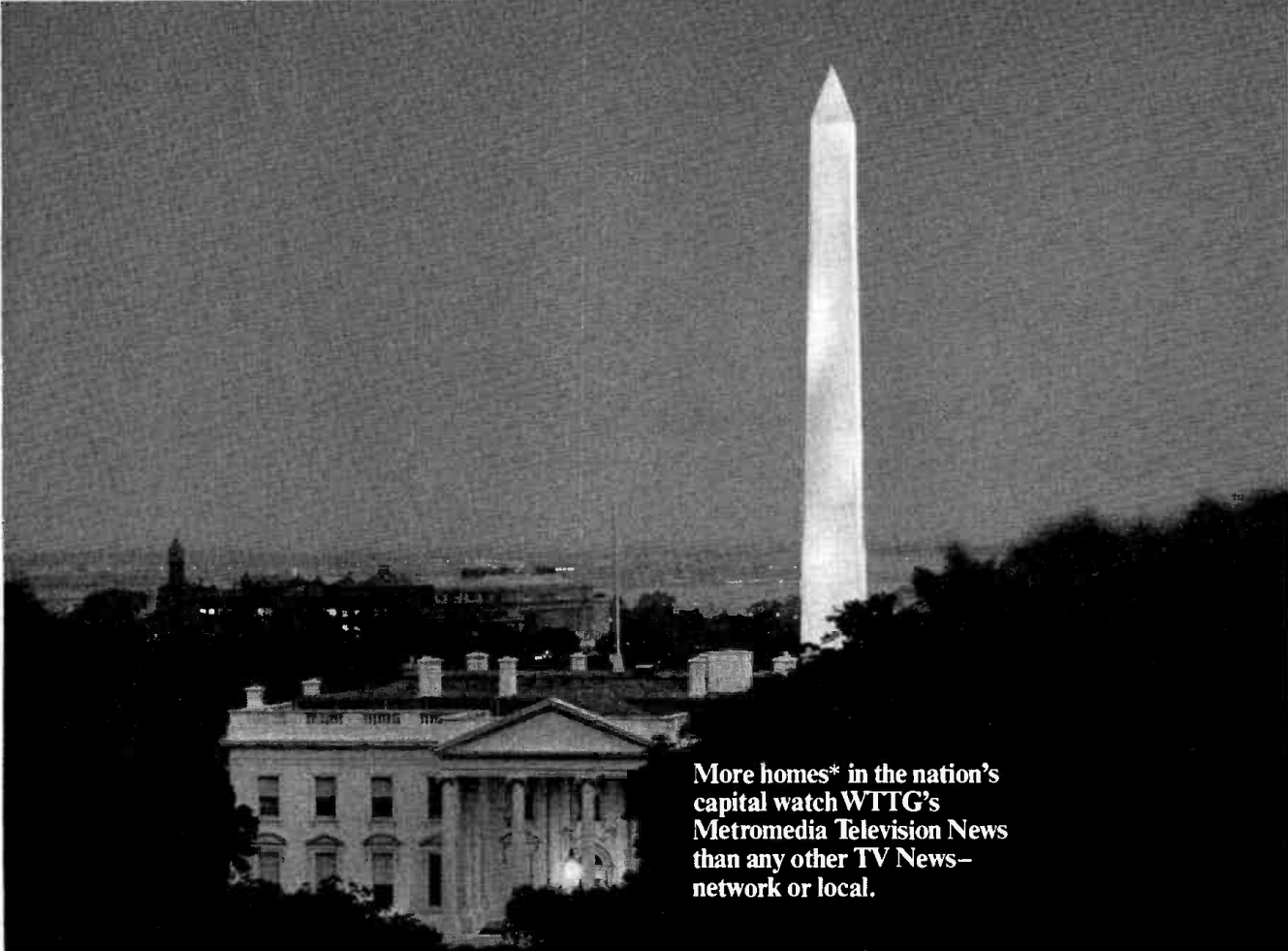


Broadcasting

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*Source — ARB July 1968. Average quarter hour. Monday through Friday. Data subject to qualifications of report.

Stanton calls Hoving on accusation

Demands 'evidence' on collusion charge

New fuel has been added to controversy lit by Thomas P. F. Hoving earlier this month when he charged "collusion" between commercial TV networks and AT&T to keep public from "being fully informed" (BROADCASTING, Oct. 7).

Latest development—disclosed Friday (Oct. 11)—included exchange with CBS Inc. President Frank Stanton, new attack on commercial TV by Mr. Hoving, chairman of National Citizens Committee for Public Broadcasting, and official resignation from citizens committee board by former FCC Chairman Newton Minow.

Mr. Hoving's new attack was step-up of original criticism of what he had called networks' "stalling tactic" in seeking repeal of equal-time provisions for political debates, rather than seek other means to assure them.

Dr. Stanton addressed himself in letter to Mr. Hoving to initial "collusion" statement, saying "your accusation is so serious that I must ask you to present your evidence."

Dr. Stanton asked Mr. Hoving to reveal legal opinion behind "your statement that we could somehow get around the equal-time obligation of existing law by juxtaposing filmed sequences or sequences of the major candidates in lieu of live debates."

Except for limited extent that networks could use newsfilm of candidates on broadcasts exempt from equal-time provisions, Dr. Stanton said, "every lawyer I have consulted states that the present law would require us to give equal time to all other qualified candidates—more than a dozen—if we were to adopt your suggestion."

Mr. Hoving's new statement continued castigating networks and said fact that candidates must be seen "primarily" in paid political announcements was reducing free elections "to the level of selling soap suds and dog food."

Mr. Hoving said his committee was studying proposal, usable for commercial or noncommercial broadcasting, that could put "paid political announcements into proper focus for public." He declined Friday to elaborate on this but told BROADCASTING his plan would be announced later this week.

Also expected this week is announcement that committee has hired Washington lawyer to represent committee before Congress and government agen-

cies.

Despite Congress' failure to pass 315 suspension, Mr. Hoving said Friday he saw no reason to eliminate political appearances on television. "Why not give all the [presidential] candidates time?" he asked, adding "there are only six of them altogether."

Mr. Hoving had said earlier last week that "the reasons for preventing other than the major candidates from being heard certainly should not be because of what it would cost the networks, their owned stations and their affiliates in preempted time," and said he had written that in reply to Dr. Stanton's letter.

Tribune Co. buying WBAU-TV

Tribune Co., Chicago-based group broadcaster, plans first UHF venture with purchase of construction permit of WBAU-TV (ch. 49) Buffalo, N. Y. from Albert Hartigan and others, subject to FCC approval.

Officials of WPIX Inc., a subsidiary, said sale price of WBAU-TV is for out-of-pocket expenses and will not exceed \$100,000.

WPIX Inc. officials said construction would begin as soon as FCC approves CP assignment. It expects to spend over \$2 million in getting station on air.

Mr. Hartigan, former WPIX(TV) program manager, will be general manager of WBAU-TV. He also has interest in CPs for WUHF-TV (ch. 61) Hartford, Conn. and WNTU-TV (ch. 33) Norfolk, Va.

Tribune holdings are WGN-AM-TV, WFMT(FM) Chicago; KDAL-AM-TV Duluth, Minn.; KWGN-TV Denver; WPIX-FM-TV New York, and WICC Bridgeport, Conn.

House struggle for naught

Section 315 debates resolution, killed Thursday in Senate, remained dead Friday (Oct. 11) despite frantic efforts at resuscitation. Capping tumultuous week were last-minute efforts of group of outraged House Democrats to block adjournment, thus force or shame Senate into at least consideration of measure passed by House after epic struggle earlier in week (see page 58).

In Senate, Majority Whip Russell Long (D-La.) urged arrest and forced return of truant senators, if necessary, to provide quorum for debate on equal-

time suspension legislation. Senate Majority Leader Mike Mansfield (D-Mont.), however, said issue was closed. House ploy was expected to have no effect on Senate, either.

Late Friday it appeared Democratic dissidents in House, led by Representative James O'Hara (D-Mich.), wouldn't have to stage large walkout in order to block adjournment by denying quorum. Available members grew so scarce during waning hours of session that remaining business faced constant quorum problem anyway. Failure to adopt adjournment resolution would leave Congress technically in session, as monument to dead free-time TV debates.

Meanwhile, Democratic candidate Hubert Humphrey said he was willing to pay all costs for paid TV debate with Republican rival Richard Nixon. Previously, Humphrey forces had offered to split costs. Vice President Humphrey called for financial help in meeting TV bill from American people who want debates. First \$5 was offered during Senate valedictory on moribund suspension resolution by Senator John O. Pastore (D-R.I.), floor manager of defeated measure.

No staging, says student

Student participant in WBBM-TV Chicago pot-party film supported station's defense against "staging" charge. Student told interviewer on Northwestern University's WNUR(FM) Evanston, Ill., that party "really was authentic."

Transcript of WNUR program, taped week after Nov. 1-3, 1967, TV program now under probe by FCC (see page 70) was entered in record late Friday as part of WBBM-TV exhibit. Northwestern earlier claimed WBBM-TV show was staged and denied it had been held on campus.

"I wouldn't say it was staged as much as it was prearranged," student said, explaining "it was set up beforehand by three people who knew one another." one being WBBM-TV reporter Jack Missett. Also at probe Friday, Evanston newspaper article was entered in record reporting that local police chief was told by participant that he had helped "arrange" pot party program. "picking and casting participants."

NAB beefing up Hill unit

National Association of Broadcasters executive committee, in unusual three-day session which ended Friday (Oct. 11) and explored variety of issues, voted to double size of NAB's govern-



Mr. Raub



Mr. Weinblatt



Mr. Ephron

Benjamin D. Raub, VP, talent and program administration for NBC-TV since May 1967, named VP and assistant general attorney, legal department, NBC. He is succeeded by **Myron Weinblatt**, who has been VP, eastern sales, NBC-TV since last February. Mr. Raub was with private law firm until he joined NBC's legal department in 1951 and was an assistant general attorney until 1967. Mr. Weinblatt had been director of participating programs (*Tonight* and *Today*) 1964-68, and was in various business affairs posts after joining NBC in 1957.

Erwin H. Ephron, VP and director of media planning and research for Papert, Koenig, Lois Inc., New York, promoted to VP and director of media. He succeeds **Michael Donovan**, who has resigned to join CBS-TV in post yet to

be announced but reportedly in executive sales capacity in Chicago. Mr. Ephron, who also is research advisor to BROADCASTING, was with A. C. Nielsen Co. and BBDO before joining PKL as media research director in 1966. He was named VP in 1967 and director of media planning in May this year.

James Conley has joined Meredith Corp. broadcasting division as VP-operations. He will establish New York office and assume responsibility for day-to-day operations of Meredith stations. Mr. Conley joined ABC in 1962 and was president of ABC-owned television stations, from March 1964 to May 1968. Earlier Mr. Conley was general sales manager of WCAU-TV Philadelphia, account executive with CBS-TV Spot Sales and national sales manager of WISH-TV Indianapolis.

For other personnel changes of the week see "Fates & Fortunes."

ment affairs department to include two legislative liaisons. Negotiations for personnel are said to be underway with view toward securing them well before 91st session of Congress.

St. Regis to RCA fold

RCA announced Friday Oct. 11 it has reached agreement in principle to purchase St. Regis Paper Co. with exchange of 13.7 million shares of St. Regis common stock at rate of one share for one-tenth of share of RCA common stock and .425 of share of \$4 cumulative convertible RCA preferred stock. RCA preferred stock, which is to be issued, would be convertible into two shares of RCA common stock. St. Regis is New York-based forest products company involved in paper, lumber and packaging. Last year it had sales of \$721 million.

Two views on trafficking

FCC's tougher stance on alleged trafficking in broadcast properties received comment in two separate, but related

matters before commission. Its proposal to codify policy on trafficking in construction permits and require hearings in questionable cases had prompted only one response as of Friday (Oct. 11), one day past deadline. Storer Broadcasting Corp. expressed support of proposed rule, and said it could help make broadcasters' rights and obligations more definite.

In separate case involving Yakima, Wash., TV facility that had been remanded to FCC for further hearing, FCC's Broadcast Bureau says Morgan Murphy is veteran in broadcasting who has upgraded physical and technical qualities of stations he has owned, and "has not trafficked in broadcast authorizations." Accordingly, in pleading filed late last week, bureau said commission should grant application of Apple Valley Broadcasting Co., in which Mr. Murphy is principal, for construction permit for channel 35 (KAPP-TV) Yakima, Wash.

Commission had originally granted Apple Valley's application for channel in Yakima. However, it ordered hear-

ing on trafficking charge after KIMA-TV Yakima appealed that decision to U. S. appellate court (BROADCASTING, July 1).

CBS still has MNA lead

CBS's audience share in Nielsen MNA 30-market figures remained same for week of Sept. 30-Oct. 5 as previous week, while ABC's share increased and NBC's decreased. Overall ratings and shares were CBS 19.7, 32; NBC 17.8, 29; ABC 17.7, 29.

Movies and comedy took up most of top-20 rankings. There were two two-way ties and one three-way tie.

1. Wednesday movie "Cat Ballou" (ABC)
2. Smothers Brothers (CBS)
3. Dean Martin (NBC)
4. Julia (NBC)
5. Rowan & Martin (NBC)
6. Friday movie "Singing Nun" (CBS)
7. Mission: Impossible (CBS)
8. Ed Sullivan (CBS)
9. Gomer Pyle (CBS)
10. Monday movie "How to Murder Your Wife" (NBC)
11. Bewitched (ABC)
12. Dragnet (NBC)
12. Thursday movie "Night of the Iguana" (ABC)
14. Mod Squad (ABC)
15. Doris Day (CBS)
15. FBI (ABC)
15. Land of the Giants (ABC)
18. Ghost & Mrs. Muir (NBC)
18. Mannix (CBS)
20. Petticoat Junction (CBS)

New York Nielsen ratings for Thursday night (Oct. 10) meanwhile produced tie between NBC's *Ironsides*-*Dragnet*-*Dean Martin* combination and CBS's movie, "The Glass Bottom Boat." NBC also did well in early-evening programing:

	Share
7:30-8	
ABC Uglyest Girl in Town	14
CBS Blondie	24
NBC Daniel Boone	29
8-8:30	
ABC Flying Nun	26
CBS Hawaii Five-O	21
NBC Daniel Boone	31
8:30-9	
ABC Bewitched	26
CBS Hawaii Five-O	22
NBC Ironside	33
9-9:30	
ABC That Girl	20
CBS Movie	28
NBC Ironside	37
9:30-10	
ABC Journey to Unknown	15
CBS Movie	34
NBC Dragnet	30
10-10:30	
ABC Journey to Unknown	17
CBS Movie	35
NBC Dean Martin	30
10:30-11	
ABC Local	9
CBS Movie	37
NBC Dean Martin	38

B&J takes over T&C

Bozell & Jacobs Inc., New York, has acquired Tilds & Cantz Inc., Los Angeles. T&C, with 1967 billings of \$2.5 million, served primarily West Coast clients. Under agreement, it becomes Los Angeles office of B&J and its President Marvin Cantz will become senior vice president of B&J and manager of office. Bozell & Jacobs's billings totaled \$28.5 million in 1967, with about \$10.5 million in broadcast.

Television Anyone?



What a racket Ward Huey has. There's no way he can get enough tennis practice, but he talks a great game. He spends more time selling, and talks more often of WFAA-TV, the Dallas-Ft. Worth market, and good avails. Television anyone? Call WFAA-TV and ask for Ward. He's General Sales Manager.

WFAA-TV DALLAS-FT. WORTH

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Datebook

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

October

Oct. 14—Annual fall outing. *Federal Communications Bar Association*. Potomac Polo Club, Trivilah, Md.

Oct. 14-15—RAB management conference. Dallas Marriott, Dallas.

Oct. 14-15—Third annual management seminar sponsored by *TV Stations Inc.* New York Hilton, New York.

Oct. 14-18—11th annual International Film & TV Festival of New York. Information: Industrial Exhibitions Inc., 121 West 45th Street, New York 10036.

■Oct. 15—Luncheon panel meeting on broadcast journalism and urban disorders. *Broadcast Advertising Club on Chicago*. Sherman House, Chicago.

Oct. 15—Annual marketing strategy conference sponsored by *Sales Executives Club of New York*. Speakers: William Curtis, manager market development. P. Ballantine & Sons; James O. Peckham, executive VP, A. C. Nielsen Co.; Dr. Peter Drucker, professor of management, Graduate Business School, New York University; Betty Furness, special assistant to the President for consumer affairs; A. L. Nickerson, chairman of the board, Mobil Oil Corp.; Dr. Theodore Levitt, professor of business administration, Harvard Business School; Victor A. Bonomo, vice president, General Foods Corp.; Jack E. Grimm III, vice president and general manager, toilet articles-pharmaceuticals division, Colgate-Palmolive Co., and Dr. Walter A. Woods, president, Products and Concepts Research International. Hotel Roosevelt, New York.

Oct. 15-17 — Annual meeting, *Kentucky CATV Association*, Continental Inn, Lexington.

■Oct. 15-16—14th annual conference, *Advertising Research Foundation*. Speakers include Charles E. Overholser, VP and director of marketing/research, Young & Rubicam; Robert C. Grass, supervisor advertising research, E. I. du Pont de Nemours and Co.; Robert S. Weinberg, VP, corporate planning, Anheuser-Busch Inc., and Lawrence D. Gibson, director of marketing research, General Mills Inc. Oct. 16 session members only. New York Hilton, New York.

Oct. 16—27th annual Man of Year luncheon by *Pulse Inc.* C. Peter McColough, president of Xerox Corp. to be honored. Plaza hotel, New York.

Oct. 16 — Deadline for comments on FCC's proposed rulemaking that would require common carriers providing free or reduced-rate interconnection service for noncommercial educational stations to file reports with the commission every six months.

Oct. 17-19—43d birthday celebration, *Grand Ole Opry*, Municipal Auditorium, Nashville, Tenn. Information: Lynn Orr, WSM, Box 100, Nashville.

Oct. 18-19—Annual convention, *New York State AP Broadcasters Association*. Buffalo.

■Oct. 18-19—Affiliates meeting, *National Association of Educational Broadcasters*. Drake hotel, Chicago.

Oct. 18-20 — Annual convention, *Missouri Broadcasters Association*. Plaza Inn, Kansas City.

Oct. 18-20—West Central area conference, *American Women in Radio and Television*. Midtown Motor Inn, Des Moines, Iowa.

Oct. 21—Deadline for filing reply comments on FCC's proposed rulemaking to codify policy on trafficking in station construction

permits and to require hearings in questionable cases.

Oct. 21—Meeting of *Montana AP Broadcasters Association*. Rainbow hotel, Great Falls.

Oct. 21-23 — Annual convention, *Kentucky Broadcasters Association*. Sheraton-Louisville, Louisville.

Oct. 22—Deadline for filing reply comments on FCC's proposed rulemaking that would provide simplified procedure for class IV AM power increases and promote for those stations stricter compliance with minimum separation rules.

■Oct. 22-23—Meeting of *State Broadcasting Associations of Kentucky and Tennessee*. Speaker: J. Wendell Lee, VP, WSAZ-TV Huntington, W. Va. and president, West Virginia Broadcasters Association. Sheraton-Louisville hotel, Louisville, Ky.

Oct. 22-23—First state conference on telecommunications sponsored by *Michigan State Board of Education*. Lansing civic center, Lansing.

■Oct. 22-23 — Eastern annual conference—*American Association of Advertising Agencies*. Speakers include Archibald McG. Foster, president and chief executive officer, Ted Bates & Co., and Jack I. Strauss, chairman, R. H. Macy & Co. Plaza hotel, New York.

Oct. 22-23—Broadcast executive sales conference sponsored by *Tennessee Association of Broadcasters and University of Tennessee School of Journalism*. University Center, Knoxville.

Oct. 23-25 — Fifteenth annual conference, *Advertising Media Credit Executives Association*. Stouffer's Louisville Inn, Louisville, Ky.

Oct. 23—14th Wisconsin FM Station Clinic. University of Wisconsin, Madison.

Oct. 23-25—Fall convention, *Illinois Broadcasters Association*. Pheasant Run, St. Charles.

Oct. 24—Newsmaker luncheon, *International Radio and Television Society*. Waldorf-Astoria hotel, New York.

■Oct. 24—Fall meeting, technical committee, *Association of Maximum Service Telecasters*. AMST headquarters, Washington.

Oct. 24-25 — Fall meeting, *Mid-America CATV Association*, Prom-Sheraton motor inn, Kansas City, Mo.

Oct. 24-25— Annual meeting, *NBC radio network affiliates*. Speakers: Walter D. Scott, board chairman; Julian Goodman, president, both NBC, and Stephen B. Labunski, president NBC Radio Division. Plaza hotel, New York.

■Oct. 24-27 — Western region conference, *American Advertising Federation*. Speakers: John P. Cunningham, honorary chairman of board, Cunningham & Walsh Inc.; Ted H. Factor, senior VP in charge of West Coast operations, Doyle Dane Bernbach Inc.; Howard H. Bell, president American Advertising Federation, and Walter E. Terry, senior VP and managing director, D'Arcy Advertising, and national chairman, AAF. El Mirador hotel, Palm Springs, Calif.

Oct. 25-26 — Fall meeting *Maryland-D.C.-Delaware Broadcasters Association*. Annapolis Hilton, Annapolis, Md.

Oct. 25-27—Midwest area conference, *American Women in Radio and Television*. Pittsburgh Hilton, Pittsburgh.

Oct. 26—Southern college radio conference

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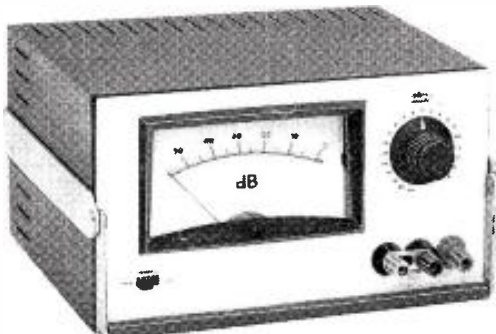
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NAB fall conferences

- Oct. 17-18—New York Hilton, New York.
Oct. 21-22—Ambassador hotel, Los Angeles.
Oct. 24-25—Denver Hilton, Denver.
Nov. 11-12—Sheraton Gibson, Cincinnati.
Nov. 14-15—Dallas Hilton, Dallas.
Nov. 18-19—Atlanta Marriott, Atlanta.

of the *Intercollegiate Broadcasting System*. Speakers include Harold R. Krelstein, pres., Plough Broadcasting Co.; Rod G. Collins, director of radio-TV center, University of Virginia; Will I. Lewis, dir. of noncommercial WBUR(FM) Boston. Georgia State College, Atlanta.

Oct. 28—Deadline for reply comments on FCC's proposed rulemaking that would require common carriers providing free or reduced-rate interconnection service for noncommercial educational stations to file reports with the commission every six months.

Oct. 29-30 — Annual meeting, *Mississippi CATV Association*, Heidelberg hotel, Jackson.

Oct. 31-Nov. 1 — Fall convention, *Ohio Association of Broadcasters*, Neil House, Columbus.

November

Nov. 1—Fifth annual FM Day of *Georgia Association of Broadcasters*, Regency Hyatt House, Atlanta.

Nov. 5-6 — Annual fall meeting *Alabama Cable Television Association*, Guest House motor inn, Birmingham.

Nov. 7-10—Meeting, board of directors, *American Women in Radio and Television*, Shamrock Hilton, Houston.

Nov. 6-8 — Northeast electronics research and engineering meeting, sponsored by *Institute of Electrical and Electronics Engineers Inc.* Sheraton-Boston hotel and War Memorial Auditorium, Boston.

Nov. 6-8—West Coast conference on broadcasting of *Institute of Electrical and Electronics Engineers*, Ambassador hotel, Los Angeles.

Nov. 8—Deadline for filing comments on FCC's proposed rulemaking to permit public inspection of network affiliation contracts.

Nov. 8—Deadline for filing reply comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations.

Nov. 8—Annual meeting, *Colorado CATV Association*, Antlers hotel, Colorado Springs.

Nov. 8-10 — Second district convention, *American Advertising Federation*. Speakers include Howard H. Bell, president of AAF and former director of code authority, National Association of Broadcasters, and William P. Grayson, executive VP of Johnson Publishing Co. and publisher of *Ebony* and *Jet*.

Nov. 10-13—*California CATV Association* fall meeting, Del Coronado hotel, Coronado Island.

Nov. 10-15—104th technical conference, *Society of Motion Picture and Television Engineers*, L'Enfant Plaza Communications Centre, Washington.

Nov. 11-15—Fourteenth annual Holm seminar on electric contact phenomena, sponsored by *Illinois Institute of Technology* and *IIT Research Institute*, Sherman House, Chicago.

Nov. 12 — Radio commercials workshop, *International Radio and Television Society*, Waldorf-Astoria, New York.

Nov. 16—Deadline for filing comments on FCC's proposed rulemaking to prohibit networks from owning or controlling more than 50% of their nonnews prime-time pro-

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1. Date of Filing: October 1, 1968
2. Title of Publication: BROADCASTING
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8. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.
9. For completion by non-profit organizations authorized to mail at special rates. Not applicable.
10. Circulation:

A. Total no. copies printed (net press run)	31,893*	32,500**
B. Paid circulation		
1. Sales through dealers & carriers, street vendors & counter sales	79*	81**
2. Mail subscriptions	29,556*	30,024**
C. Total paid circulation	29,635*	30,105**
D. Free distribution (including samples) by mail, carrier or other means	1,334*	1,518**
E. Total distribution (sum of C and D)	30,969*	31,623**
F. Office use, left-over, unaccounted, spoiled after printing	924*	877**
G. Total (sum of E & F—should equal net press run shown in A)	31,893*	32,500**

I certify that the statements made by me are correct and complete.

MAURICE H. LONG
Vice President and General Manager

*Average no. copies each issue during preceding 12 months.

**Single issue nearest to filing date.

... about paid circulation

The surest barometer of the reader acceptance of any publication is its paid circulation. People read business and trade papers for news and ideas that will help them in their jobs, not for entertainment.

The purchase of a subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber buys the publication and anticipates news and features to keep him abreast of developments in his own business. He expects the publication to reach him regularly throughout the subscription year. If reader interest is not maintained, paid circulation is directly affected.

BROADCASTING delivers more paid circulation annually than the combined paid circulation of the vertical competitive publications.

graming, and to limit their participation in syndication activities.

Nov. 17-20—Annual convention of *Broadcasters Promotion Association*. Deauville hotel, Miami Beach, Fla.

Nov. 18—Oral argument before *FCC* on its Proposed rulemaking to permit public inspection of network contracts.

Nov. 19 — Special stockholders meeting, *Corinthian Broadcasting Corp.* Bankers Trust Co., New York.

Nov. 19—Deadline for filing reply comments on *FCC's* proposed rulemaking that would permit stations licensed in the community antenna relay service to transmit program material originated by CATV systems.

Nov. 19-21 — Annual meeting, *Television Bureau of Advertising*. Continental Plaza hotel, Chicago.

Nov. 19-22—Forty-fourth annual *National Association of Educational Broadcasters* convention. Speaker: Frank Pace Jr., chairman, Corporation for Public Broadcasting, and former Secretary of the Army. Sheraton-Park, Washington.

Nov. 19-23—National convention, *Radio and Television News Directors Association*. Beverly-Hilton, Beverly Hills, Calif.

Nov. 20-23—Fifty-ninth anniversary meeting, *Sigma Delta Chi*. Speakers include Dr. Frank Stanton, president CBS; Roger Tatarian, UPI editor; Lou Harris, pollster, and Donald Shanor, *Chicago Daily News* European correspondent. Atlanta Marriott, Atlanta.

Nov. 21-23 — Sixth annual National Broadcast Editorial Conference sponsored by the *Radio-Television News Directors Association*. Beverly Hilton hotel, Beverly Hills, Calif.

Nov. 22—Autumn managers seminar, *Kansas Association of Radio Broadcasters*. Ramada Inn, Manhattan.

Nov. 26—Newsmaker luncheon, *International*

Radio and Television Society. Waldorf-Astoria hotel, New York.

December

■Dec. 6-8—Third annual radio programming conference, *Radio Program Conference advisory committee*. The Riviera hotel, Las Vegas.

■Dec. 9—New deadline for filing comments on *FCC's* proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Oct. 8.

Dec. 16—Oral argument before *FCC* on its proposed rulemaking to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities.

January 1969

■Jan. 9—New deadline for filing reply comments on *FCC's* proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Nov. 8.

Jan. 10 — Network newsmen newsmaker luncheon, *International Radio and Television Society*. Waldorf-Astoria hotel, New York.

■Jan. 10-12—Midwinter conference, *Florida Association of Broadcasters*, Orlando.

■Jan. 16-18—*Florida CATV Association* meeting. Marco Island.

■Jan. 17—*Cable Television Association of New England* meeting. New Hampshire Highway motel, Concord, N. H.

■Jan. 24-25—First annual convention, *Georgia Cable Television Association*. Macon.

Jan. 27—Annual midwinter meeting, *Idaho State Broadcasters Association*. Downtowner motel, Boise.

OpenMike

Applauds the newsmen

EDITOR: I concur in the judgment of Frank Stanton and Richard Salant re Democratic convention coverage (BROADCASTING, Sept. 30). Given the restrictions and atmosphere imposed upon them, the news staffs are to be commended for their ingenuity, resourcefulness and determination in fulfilling their responsibility to the American public.

Messrs. Stanton and Salant are to be commended, too, for the forthrightness of their statements. Let's hope they add some restraint to the political vigilantes looking for a fall guy.—*Gerald D. Brown, associate secretary for radio/television, Iowa Council of Churches, Des Moines.*

R&B's that are involved

EDITOR: Your reports on the annual convention of the National Association of Radio and Television Announcers in Miami (BROADCASTING, Aug. 26, 19) missed the fact I spoke at the same program with FCC Commissioner Nicholas Johnson. With reference to

involvement of rhythm-and-blues stations, I would like to inform you that WVON Chicago and WNOV Milwaukee have become the prototype for similar stations throughout the country.

For example, the baseball clinic, where we will give out over 15 scholarships this year, has been picked up by five stations. On the air we have such programs as *Aware* and *On the Scene* which report activities and happenings directly attuned to our listening audience. These are aired a minimum of eight times daily.

Additionally, we are one of the few stations that continually editorialize, doing so a minimum of eight times a day, five days a week. Speaking of Negro history, Roy Wood, our news director, produces a program, *Footsteps to Democracy*, which is aired a minimum of five times a week on each L & P Broadcasting station, which highlights American blacks who made or are making history.

All of these are available to any station that so desires to have them, and some at a minimal cost. The point is that it can be done and we are doing it



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and at least one commissioner has lauded us. I do believe this side of the story should be told as well as the other side.—Robert F. Bell, general manager, WYON Chicago.

Kern belongs to California

EDITOR: We note with some concern that in the county-by-county report on TV set penetration (BROADCASTING, Sept. 16) you have listed Kern County West and Kern County East as being located in the state of Arkansas. They should be more appropriately designated as being in California.

Since Kern is the home county for Bakersfield and the American Research Bureau limits the "Area of Dominant Influence" on all three TV stations to it, we certainly cannot afford to lose it to another state. Anything you can do to correct this misleading information will be appreciated.—Edwin C. Metcalfe, VP-general manager, KLYD(TV) Bakersfield, Calif.

Flooded, struck, scared

EDITOR: Getting a new TV on the air in St. Petersburg, Fla., in the summer-time isn't the easiest job in the world. Hubbard Broadcasting hasn't had a typhoon yet in trying to launch ch. 44 WTOG-TV, but they had just about everything else.

Heavy rains washed out the road to the transmitter site on two occasions and workmen now have to use boats to get to work. The transmitting tower has been hit by lightning on four occasions causing further delays. Local wages have been telling workmen that the swamp is full of alligators and snakes... and the hurricane season is coming up!—William E. McGivern, KSTP-AM-TV Minneapolis-St. Paul.

A reminder to NAB

EDITOR: We are all most aware of the brutal mistreatment of broadcasting professionals by Chicago's "finest," in response to efforts to preserve a free broadcast press. Our industry has been subject to Mayor Daley's random billy clubs, but the blood will undoubtedly be erased from Michigan Avenue in time for the [1970] convention of the National Association of Broadcasters.

But should radio and television continue to honor America's city of shame with the convention? Aren't there cities that honor the broadcasting industry with hospitality rather than subject it to sadism?

Or will next year's convention have to offer a minute of silence in contemplation of tear-gassed newswomen and hospitalized cameramen as a preamble to discussions of site selection?—Jay Murley, sales manager, KBMS, Los Angeles.

BROADCASTING PUBLICATIONS INC.

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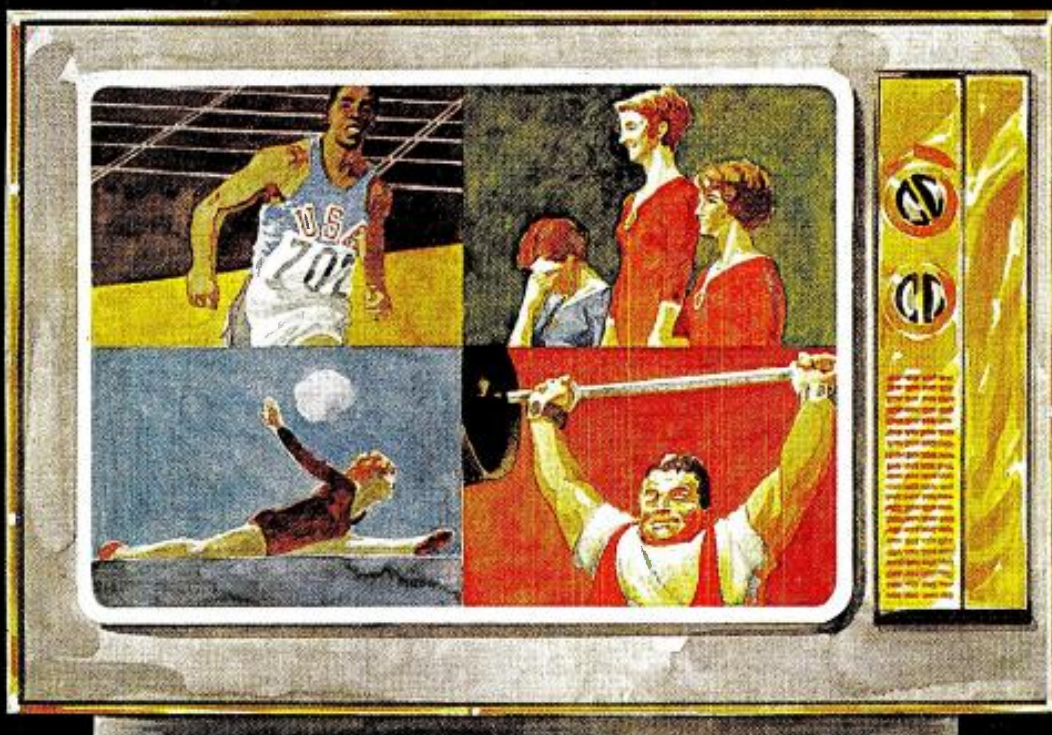
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Morris Gelman, senior editor; Bill Merritt, Western sales manager.

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Follow through on advertising or go broke

With media costs going up, especially in television, it behooves the advertiser to follow through or see a huge expenditure go down the drain.

At the point-of-purchase a consumer is influenced by both reminder and impulse. It has been estimated that more than 70% of supermarket purchases are made on decisions reached after the shopper enters the store. The importance of shopping lists is minimal, compared to decisions made right in the store where self-service rules. Research indicates that more than 90% of women do their shopping personally, and eight out of 10 make unplanned purchases. So the need for effective point-of-purchase tie-in promotions for any advertising campaign continually grows, along with keener product competition.

My hat's off to such companies as Procter & Gamble, Lever, Colgate, Standard Brands, General Foods and all the others that follow up their in-home TV and radio promotions with impressive in-store displays. Marking discounts on packages is another facet of strong in-store merchandising. Further merchandising is done direct to the home by the mailing of cents-off coupons and extensive sampling direct to the consumer. These companies do not just buy commercial time, put on a spot, and hope the orders come in. They follow through. No wonder these companies' advertising expenditures continue to show highly gratifying sales results year after year.

The strength of the cooperative relationship and empathy that are developed and continuously maintained with food and drug chains, dealers, jobbers, and jobbers' salesmen helps determine which products get widest distribution, and the most plentiful and best positioned display support for current advertising.

Achieving such close relationships is an aim of exceptional magnitude for companies with extremely diversified retail outlets, such as the Wm. Wrigley Jr. Co. As far back as 1938, Jesse L. Lasky, one of the founders of Paramount Pictures, very aptly described the enormously widespread distribution of Wrigley products. In a letter to theater managers concerning a new RKO picture, "Career"—the result of a Wrigley's Doublemint talent search on the radio program, *Gateway to Hollywood*—Mr.

Lasky said: "Every city, town, village, and hamlet in the United States contains Doublemint gum dealers to cooperate with you. For Doublemint is sold wherever people live. It is sold by a variety of retail agencies such as few other commodities enjoy. Tobacco stores, candy stores, variety stores, food counters, newsstands, restaurants, soft drink stands. These are tie-in possibilities for you on 'Career.'" Mr. Lasky then urged theater managers: "Cooperate with Doublemint by canvassing your city's or town's dealers for amplified display for the product and your theater. . . ."

The Wrigley company kept each of its about a million-and-a-half dealers completely in the know concerning all steps and events in its coast-to-coast *Gateway to Hollywood* program over a 68-station CBS network on Sunday afternoons. So did Jesse Lasky, with many personal letters to every dealer, jobber, and jobber's salesman. He continually reminded them: "You as a Doublemint merchant (or distributor) are a sponsor of the show."

In his all-out cooperative effort, Mr. Lasky even urged theater managers to place photographs of Doublemint dealers' stores in their lobbies. Handsomely engraved invitations and theater tickets were sent by registered mail from Hollywood to dealers and jobbers' personnel whenever a movie with Doublemint's own talent search stars came to their area; or when broadcasts of *Gateway to Hollywood* were made nearby.

Another intense involvement of dealers, jobbers, and jobbers' salesmen with Wrigley products was later achieved by

that company's Gene Autry Sunday radio show—*Melody Ranch*. All received framed, autographed, color photographs of Gene, known as "America's No. 1 singing cowboy", with big white hat and full cowboy regalia and favorite horse Champion. Letters from Gene complimented dealers on "belonging to that circle of progressive merchants who are cashing in on this radio program by displaying and selling Doublemint gum."

All who sold and displayed Wrigley's gum acquired a deeper feeling of personal involvement, enjoying the role of *Melody Ranch* sponsors—and guest privileges whenever broadcasts were in their localities.

Lately, during the Wrigley company's sponsorship of the *Championship Bowling* TV shows, produced by the Walter Schwimmer Division of Bing Crosby Productions Inc., I went with members of the Schwimmer organization from city to city to talk with bowling proprietors about Wrigley gum displays. Some resistance had been evident.

For two years we attended regional meetings of the Bowling Proprietors' Association of America. We pointed out in open sessions that mighty handsome profits would accrue to bowling-lane operators who utilized even small areas for the counter display and vending of Wrigley's gum. This merchandising became mutually very successful, both for bowling proprietors and Wrigley.

Again, up went more Wrigley's gum displays in bowling lanes. And far more important, Wrigley's gum was more abundantly and conveniently displayed, and this nation's approximately 49 million bowlers bought.



Howard B. Ketting, vice president and partner in Kelly, Ketting, Furth Inc., Chicago, is a native of New York and began his career with Steve Hannagan & Associates. He has been an executive of several ad agencies including vice presidencies at Ruthrauff & Ryan and C. L. Miller Co. He also has been associated with Peoples Gas Light & Coke Co., Commonwealth Edison Co., Public Service Co. of Northern Illinois and at Wm. Wrigley Jr. Co. where he was in charge of merchandising radio programs.



Betty White



Mel Torme



Ruta Lee



Michael Landon



Jaye P. Morgan



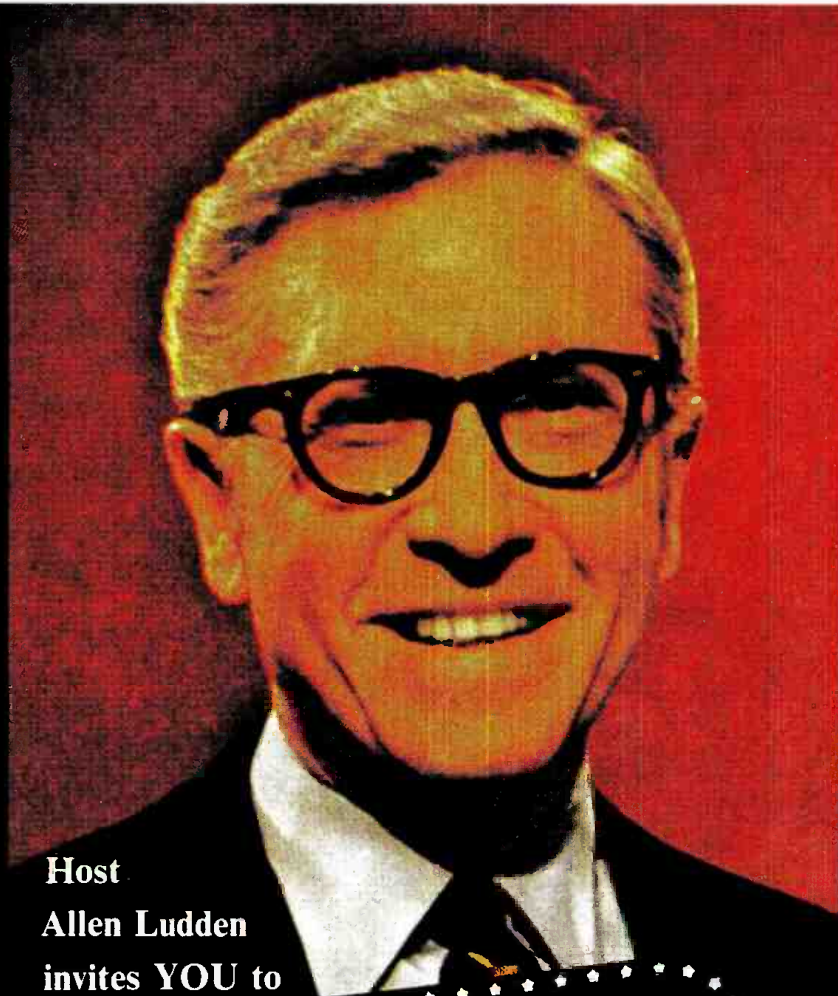
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Another major merger faces FCC

**A \$300-million question headed for Washington:
Transamerica's absorption of Metromedia**

A powerful new force in broadcasting, with annual revenues approaching \$1.3 billion, was envisioned last week with the announcement of tentative plans for the merger of Metromedia with the giant Transamerica Corp. in a \$300-million stock deal.

It would be the second biggest merger of a broadcast-based company into a conglomerate ever to come up for FCC approval, topped only by the aborted ABC-ITT merger, which started out as a \$379-million exchange of stock in December 1965 and escalated with rising stock prices into a \$661-million deal by the time ITT called it off on Jan. 1 this year (BROADCASTING, Jan. 8).

Whether this one would safely negotiate the tricky shoals of government clearance was a question nobody was laying odds on late last week. The potential hazards included the one primarily responsible for wrecking the ABC-ITT merger: obstinate opposition by the Justice Department. But Metromedia and Transamerica face one potentially promising prospect that ABC-ITT didn't have: the possibility that next month's elections may bring new policies as well as men into the top levels of government.

All three major presidential contenders have said they favor less restrictive government regulation of broadcasting, and the acknowledged front-runner, Richard M. Nixon, has specifically expressed the view that "competition is the best control where radio and television are concerned."

There's no question that the Metromedia-Transamerica merger would create a company capable of competing with forces of the stature of the major networks. There were even hints by Metromedia and Transamerica officials last week that a fourth TV network would emerge from the deal.

John R. Beckett, president and chief executive officer of Transamerica, and John W. Kluge, chairman of the board and president of Metromedia, told a news conference in New York on

Thursday (Oct. 10) that their respective boards had approved an agreement in principle to consolidate, with Metromedia becoming a subsidiary of Transamerica.

Tucked away near the bottom of a joint statement by the two top officials was a general reference to the advent of a fourth network. It stated:

"Mr. Kluge pointed out that the joint resources of both organizations could provide Metromedia the capability for an alternative program service for television stations lacking network affiliations. Such an objective can only be

achieved through the combination of two such service-minded organizations."

Mr. Kluge declined to elaborate on the statement during the news conference, and Mr. Beckett would only say after the meeting that "this was the way that attorneys wanted our statements worded."

In Washington, the Justice Department's antitrust division, in conformity with traditional policy, would not comment on the merger announcement. But the department invariably scrutinizes conglomerate mergers of this size to ascertain whether there are any viola-



James R. Beckett (l), president and chief executive officer of San Francisco-based Transamerica Corp. and John W. Kluge, chairman of the board and president of Metromedia Inc., as they announced the approval by their respective boards of an agreement to merge

the companies. The merger must be approved by the FCC, since both have broadcast holdings, and may face the scrutiny of the Justice Department, which managed to prevent a somewhat similar ABC-ITT merger proposal only a short time ago.

tions of the antitrust laws.

If there is any obstacle to the consolidation, it could emanate from the FCC. It could not be learned late Thursday whether or not the commission would schedule hearings on the transfer of Metromedia properties, once the application is filed.

One highly knowledgeable source ventured that there "is no way of knowing now whether the commission will order hearings." Another pointed out that the FCC was forced into holding a hearing on the proposed ABC-ITT transfer, leaving the implication that there would be strong sentiment within the commission for hearings involving conglomerates.

Based on their past records, it was considered conceivable that Commissioners Robert T. Bartley, Nicholas Johnson and possibly Kenneth A. Cox would opt for a hearing. On the other hand, Chairman Rosel H. Hyde and Commissioners Robert E. Lee and James J. Wadsworth might be inclined to forego a hearing. The new commissioner, H. Rex Lee, who has not yet as-

sumed office, is an unknown quantity.

In general, strong argument could be advanced for a grant without a hearing in that the transaction might be construed as a plus for UHF and a shot-in-the arm for the emergence of a viable fourth network. But stacked against these circumstances is the current FCC environment emphasizing a tough regulatory stance (BROADCASTING, Oct. 7).

One little-known sidelight is the part that former FCC Commissioner Lee Loevinger is playing in the Metromedia-Transamerica venture. It is known that Mr. Kluge and one of his top aides, Robert H. Dreyer, vice president, secretary and general counsel of Metromedia, called on Mr. Loevinger on Wednesday in his Washington law office and advised him of the merger agreement. They asked Mr. Loevinger to inform the commission of the development on Thursday at the time the news announcement was being made.

Mr. Loevinger is understood to have requested the commissioners to maintain an open mind on the transaction. He reportedly notified them that Metro-

media would present all details of the plan as soon as they are final. It could not be ascertained if Mr. Loevinger has been retained in the case. He opened his Washington law office after leaving the commission last June 30.

Under the agreement, Transamerica would exchange three-fourths of a share of its common stock for each outstanding share of Metromedia common. It was pointed out that on Wednesday (Oct. 9) Transamerica proposed a two-for-one stock split, subject to stockholder approval. If approved, the exchange would become one-and-a-half shares of Transamerica stock for each share of Metromedia.

Mr. Kluge noted that it has been proposed that the transaction would be tax free. Based on Tuesday's market closing, he said, the transaction would involve a stock value of approximately \$300 million.

The news conference outlining the transaction lasted only about 15 minutes. Both Mr. Beckett and Mr. Kluge declined to provide additional details sought by newsmen because, they stressed, the agreement must still be approved by the FCC and must be accepted by Metromedia shareholders. Mr. Beckett said approval of the Transamerica shareholders is not needed.

FCC approval is needed because Metromedia has five TV stations (four VHF and one UHF); six AM stations and six FM stations, and has an option to acquire the construction permit of WREP(TV) Boston, a UHF station.

Transamerica, through United Artists Corp., a wholly owned subsidiary, owns and operates one UHF, WUAB(TV) Lorain-Cleveland, Ohio, and has a CP for another, KUAB(TV) Houston. The merger, if approved, would give the merged companies four V's and four prospective UHF's. Presumably the company would have to surrender one CP to remain within the FCC limit of seven TV outlets.

"That's one of the things we'll have to iron out before we file with the FCC," a Metromedia spokesman later told BROADCASTING.

Upon approval of the transaction, Mr. Kluge will become a director of Transamerica Corp. and would continue as chairman, president and chief executive officer of Metromedia. Mr. Beckett emphasized that the diverse activities of Metromedia and its personnel would continue to operate autonomously under Mr. Kluge.

In reply to a question, Mr. Beckett said he has known Mr. Kluge for more than four years and indicated they had discussed a merger from time to time. He sidestepped a query as to when serious negotiations began but Mr. Kluge said: "You can see that this is not a shot-gun wedding."

At the conclusion of the news conference, Mr. Kluge held a meeting in

Transamerica began in banking field

Conglomerate's total assets \$3 billion, including recently acquired United Artists

Transamerica Corp., San Francisco, which has been described as a "department store of services," is an organization with assets exceeding \$3 billion from activities in all types of insurance, real-estate and leisure-time and business services.

Until about 10 years ago, Transamerica was widely known as the parent organization of the Bank of America and other banking institutions. But federal legislation required the company to divest its banking interests. The divestiture was completed in 1958. In 1960, Transamerica embarked on a diversification and expansion program designed to meet the demands of the fastest growing segments of the economy—the multiple facets of the consumer and business service industry.

Transamerica's foray into the entertainment-communications world came in April 1967 when it acquired United Artists Corp., which finances and distributes independently produced motion pictures. UA also has interests in TV film production and distribution and in music publishing and records. United Artists' place in the Transamerica scheme of things is by no means nominal; in 1967 UA contributed 22.4% of Transamerica's total earnings.

Transamerica's consolidated net earnings in 1967 reached an all-time high of

\$68,212,570, equal to \$2.78 per share on gross earnings of slightly more than \$1.1 billion. Net earnings have risen consistently for the past five years, averaging more than 15% per year.

The principal companies in the Transamerica complex are the Occidental Life Insurance Co., Los Angeles, with more than \$19 billion of life insurance in force; Transamerica Insurance Co., Los Angeles (property and casualty insurance), with approximately \$180 million annually in premiums; United Artists Corp., New York; Trans International Airlines, Oakland, Calif.; Transamerican Financial Corp., Los Angeles (consumer and commercial financing and leasing), Transamerica Title Insurance Group, Oakland, Calif. and Transamerica Development Corp., Oakland, Calif.

Transamerica employs about 20,600 persons in 1,600 offices through the U.S., Canada and around the world. It has about 140,000 shareholders.

John R. Beckett is president and chief executive officer. Horace W. Brower is board chairman. Other top officers are Edward L. Scarff, executive vice president; Edwin L. Carter, vice president, finance and treasurer; James R. Harvey, vice president, corporate planning and Richard W. Newburgh, secretary.

New York for a large group of his executives drawn from offices throughout the country to brief them on the transaction. He introduced Mr. Beckett to the group and both officials expressed optimism that the amalgamation would prove mutually beneficial since they complement one another within the service field.

Reports that Mr. Kluge had summoned his top aides to a Thursday meeting in New York circulated on Tuesday (Oct. 8) resulting in rumors within the financial community that a significant announcement was in the offing. Presumably because of these rumors Metromedia stock rose 7½ on Tuesday on the New York Stock Exchange, closing at 53¾. Trading in the stock was halted temporarily for that day.

Among the companies rumored to be involved in the Metromedia take-over were Transamerica, ITT, Metro-Goldwyn-Mayer and the interests of Norton Simon and Howard Hughes. But no one on the outside knew for sure until the announcement was made last Thursday morning.

The news conference on Thursday originally was scheduled at noon, but Wednesday evening it was advanced to 10 a.m. Mr. Kluge said the decision was made to permit more time for meetings with the Metromedia staff and to ease the impact of the announcement on the company's stock. The opening in trading in both Metromedia and Transamerica was delayed on Thursday until completion of the merger agreement announcement.

Metromedia opened on Thursday at 50 and closed at 49¼, off 4½ from the Tuesday close. Transamerica opened on Thursday at 69 and closed at 70, up 2½ points from Tuesday.

Mr. Beckett told the news conference that the two-for-one stock split, announced on Wednesday, had been contemplated for some time. The proposal will be placed before a shareholders meeting in January 1969 in San Francisco.

Stockholders will be asked to authorize 100 million shares of Transamerica common to be issued in connection with the proposed split and to authorize the issuance of five million shares of a new class of stock with no par value.

Transamerica Corp. is a diversified company with major interests in insurance, finance, entertainment land-related and business services. Metromedia Inc., a communications and marketing complex, has interests in television and radio broadcasting, outdoor and transit advertising, direct mail marketing, publishing, entertainment, music publishing and television film production and distribution (for details see stories this and opposite pages.)

David Wolper buys back movie production firm

David L. Wolper has severed his association with Metromedia, purchasing 100% of the stock of Wolper Pictures Ltd., a Metromedia company.

The purchase by Mr. Wolper was announced late Thursday, on the same day Transamerica and Metromedia disclosed plans for a merger of their companies (see page 23). The price was not disclosed but it was believed to be about \$750,000.

John W. Kluge, chairman of the

board and president of Metromedia Inc., and Mr. Wolper, president of Wolper Pictures Ltd., issued the purchase statement, noting that Mr. Wolper had desired for some time to return to "independent theatrical film production."

M. J. (Bud) Rifkin will continue as head of Metromedia's activity in the production and syndication of TV programs.

Mr. Wolper has concentrated in theatrical film productions for the past two years, during which time, Metromedia said, he has been inactive in

Metromedia revenues \$153 million

Predominantly broadcast company started with two television stations 13 years ago

Metromedia Inc. is a 13-year-old youngster that has grown up tall and strong in the world of media, particularly television and radio.

One index of its growth is that since 1958 its gross revenues have shot up from less than \$20 million to more than \$153 million in 1967. It has been a decade characterized by a steady upgrading of its broadcast properties and expansion into other facets of communications media, including outdoor advertising, transit advertising, television program production and distribution, direct mail advertising, record and music publishing, the Ice Capades, and educational publishing.

What is now known as Metromedia had its origins in 1955 when the Allen B. Du Mont Laboratories spun off its broadcasting subsidiary, known as the Du Mont Broadcasting Corp., which was engaged in the operation of two TV stations in New York and Washington. In 1958 the company, which had acquired radio stations in New York and Cleveland, changed its name to the Metropolitan Broadcasting Corp. In 1959, John W. Kluge became chairman of the board and president. In 1961 the corporate title was again revised to Metromedia Inc. to reflect the company's expanding participation in diverse media in major metropolitan markets. It was under Mr. Kluge that Metromedia grew and grew. Metromedia and its divisions and subsidiaries now have 110 offices located in 26 cities in the U. S. The corporation has more than 4,000 employees.

Metromedia is composed of eight major groups, incorporating 17 divisions and subsidiaries. They are:

The Broadcast Group, which includes Metromedia Television (WNEW-TV New York; WTTG-TV Washington; KTTV-TV Los Angeles; KNEW-TV San Francisco and KMBC-TV Kansas City,

Mo.); Metromedia Radio (WNEW-AM-FM New York; KLAC and KMET-FM Los Angeles; KNEW and KSNB-FM San Francisco; WCBM Baltimore; WASH-FM Washington; WIP and WMMR-FM Philadelphia; WHK and WMMS-FM Cleveland) and Metro TV Sales and Metro Radio Sales, national representative arms.

The Graphics Group, which includes Foster & Kleiser (outdoor advertising); Metro Transit Advertising and Mutual Transit Sales; the Mail Marketing Group, which consists of Metromail; the Entertainment Group, which consists of Ice Capades, Ice Capades Chalet and Mt. Wilson Skyline Park; the Film Group, which consists of Wolper Productions, which is active in producing and distributing TV film programs; the Publishing Group, which publishes *Playbill* magazine; the Educational Services Group, which includes Argyle Analearn Associates, and the Music Group, which consists of Metromedia Music and Metromedia Records.

In 1967 Metromedia achieved record gross revenues and net income. The gross totaled \$153,590,990 and income before extraordinary items rose to \$7,011,754 or \$3.15 per share.

Metromedia listed its total current assets in its 1967 annual report at \$159,146,805 and its total current liabilities at \$22,350,190.

Top corporate executives at Metromedia, in addition to Mr. Kluge, are Richard L. Geismar, vice president and treasurer; Robert A. Dreyer, vice president, secretary and general counsel, and Stanley Landow, vice president and controller. Among the top-line operating executives are Albert P. Krivin, president of Metromedia Television; John V. B. Sullivan, president, Metromedia Radio; John B. Sias, president, Metro TV Sales; H. D. Neuwirth, president, Metro Radio Sales and M. J. Rifkin, president, Wolper Productions.

television.

Wolper Productions was acquired by Metromedia in October 1964 for approximately \$1 million in cash and shares of Metromedia stock, for a total purchase price of more than \$3.6 million (BROADCASTING, Oct. 26, 1964).

The Wolper organization at that time consisted of the production company plus five subsidiaries: Wolper Television Sales, Major Newsreel Inc. (formerly Paramount News) and three Wolper music companies.

Subsequently Metromedia organized

Wolper Productions Inc. to include Wolper Television Sales and Wolper Industrial Films Inc. in addition to the TV production activities. In 1967 Metromedia established Wolper Pictures Ltd. to produce theatrical pictures (BROADCASTING, Feb. 27, 1967).

BroadcastAdvertising

In sight: spot radio's record year

Surge of business in first three quarters shows no signs of slowing down now

Spot-radio business is heading into the fourth quarter of 1968 on the impetus of a months-long comeback that appears virtually certain to push the year's total beyond \$300 million for the first time.

This was made clear last week in a report by the Radio Advertising Bureau, a BROADCASTING canvass of some of the leading radio station representation firms and talks with others in and close to the radio spot-buying field.

The RAB report, covering national and regional spot sales for the first half of the year, said billings were 7.3% higher than in the comparable period of 1967—a year when all media hit a slowdown but spot radio still managed to reach a new high mark on a gain estimated by RAB at less than 1%.

Reports from leading reps uniformly confirmed RAB's finding of a significant rise in sales during the first six months, and the reps said it was continuing. Few expected their full-year gain to be less than the 7% rate reported by RAB for the first half, and many thought that—for them, at least—it would be higher. Some expected their 1968 radio billings to be up 15%-20% from last year.

A 5% increase for all of 1968—the increment anticipated by Ted Bates & Co. in its annual media-trend analysis

for this magazine (BROADCASTING, Oct. 7)—would be more than enough to lift spot-radio billings, based on RAB's estimate for 1967, beyond the never-before-reached \$300-million mark, bringing them close to \$302 million as against RAB's estimate of \$287.6 million for 1967.

(RAB's dollar estimates have been somewhat more conservative than those used by Bates, one of the leading spot agencies. Bates expects expenditures in spot radio to reach \$322 million this year. The latest official figures, the FCC's financial report for radio in 1966, put spot-radio time sales for that year at almost \$284.6 million, highest in more than 30 years of FCC record-keeping. The FCC has not issued its report for 1967.)

A 14% gain—the average for all reps who offered percentage estimates in BROADCASTING's canvass—would raise RAB's estimate of \$287.6 million in 1967 to \$327.7 million in 1968.

RAB put the first-half spot total at \$157,301,000 as compared with \$146,600,000 in the same period of 1967.

Several factors were cited as contributing to this year's resurgence, including a firmer general economy, big increases in spending by automotive and food advertisers and lesser but important gains in other categories, changes evolving

in both marketing strategies and advertising techniques, availability of new and more advanced research on radio's reach and efficiency, and the cumulative effects of past and ongoing sales efforts by RAB, other trade organizations and individual reps and stations.

Political advertising in a presidential election year also is adding to the increase, but the consensus appeared to be that this, although helping to push the dollars up, was not a major factor in the over-all upbeat climate. One leading rep put it this way: "It's just a damn good year for radio. Some of it is political, but it would have been a damn good year without them."

Although that view was widely shared, it was not unanimously held. One rep in particular speculated that the sales pace in the first quarter of 1969 might slow perceptibly, due in part to the absence of political.

That rep was also one of the few who expected first-quarter sales to be relatively light. Most of those checked thought the 1968 impetus would carry into the new year, although some reported that the fourth-quarter pace thus far was lagging behind that of the first three quarters (but was still well ahead of the 1967 fourth quarter).

In its report, which also listed the top-100 spot radio advertising for the first six months, RAB noted that 25 of the accounts had increased their spending by anywhere from 33% to 240% over their comparable outlays in the first half of 1967. Four of these had spent more than \$1 million in spot radio in the period a year ago: Ford Motor, this year up 50% to \$11,473,000; Bristol-Myers, up 109% to \$2,516,000; Trans World Airlines, up 69% to \$1,986,000 and Pan American World Airways, up 33% to \$2,086,000.

Fourteen others moved into the \$1-million-plus class during this year's first half with increases ranging from 35% to 228%, including Liggett & Myers Tobacco, Texaco, Mobil, Standard Oil of California, Sun Oil, Studebaker-STP Oil, Sterling Drug, Squibb Beech-Nut and Eastern, American and Delta Airlines (for complete list of the 25 and their first-half 1967 and 1968 expenditures, see page 28).

Total expenditures of all of the top

Top markets' spot-radio gains far above the average

While spot-radio billings throughout the country were gaining 7.3%-13.8% in the nation's top five markets.

The figures for the five biggest markets, comparing national and regional spot sales for the first half of this year with those for the same period of 1967, were released last week by Radio Expenditure Reports, Larchmont, N. Y., the same organization that compiled

the spot radio figures for the Radio Advertising Bureau (see above).

RER said it based its five-city analysis on spot-sales reports submitted by the stations or their representatives. The results:

Market	First half '67 (millions)	Last half '68 (millions)	% increase
New York	\$12.1	\$14.3	18.2
Chicago	7.2	8.2	13.9
Los Angeles	5.1	5.5	7.8
Philadelphia	4.0	4.5	12.5
Detroit	4.8	5.3	10.4
Total	\$33.2	\$37.8	13.8

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Basic NBC Television Affiliate

Sponsors with spot-billing increases in excess of 33%

Advertiser	First half '67	First half '68	% increase	Advertiser	First half '67	First half '68	% increase
	(000)	(000)			(000)	(000)	
Ford Motor Co.	\$7,663	\$11,473	50	Pan American World Airways	1,566	2,086	33
Bristol-Myers	1,203	2,516	109	American Airlines	993	1,491	50
Trans World Airlines	1,175	1,986	69	Delta Air Lines	743	1,003	35
Wm. Wrigley Jr.	904	1,679	86	Studebaker Corp.-S.T.P. Oil	715	1,455	103
Liggett & Myers	663	2,177	228	Lever Bros.	225	766	240
Mobil Oil	636	1,141	79	Northeast Airlines	303	623	106
Eastern Airlines	616	1,380	126	Firestone	633	901	42
Seven-Up Co./bottlers	542	1,621	199	Blue Cross/Blue Shield	356	555	56
Sun Oil	539	1,427	165	Nestle Co.	734	1,344	83
Sterling Drug	493	1,322	168	Chas. Pfizer	416	724	74
Standard Oil of California	479	1,078	125	Cities Service	351	595	70
Squibb, Beech-Nut	397	1,065	168	Smith, Kline & French	317	569	79
Texaco	568	1,845	225				

100 were put at \$127,331,000, up 11.6% from the 1967 top-100 total.

RAB President Miles David noted that in the bureau's "operation 5200" sales drive this year RAB officials have been seeing 100 decision-making executives a week and that "this has given us not only an opportunity to sell radio more intensively than in previous years" but also "more knowledge of the thinking of marketing people in a wide range of industries."

Mr. David singled out four major contributions to "radio's growth pattern." He listed them as:

"1. Segmented marketing: There are fewer so-called mass markets. Products are being designed to reach a profit segment of the consumer spectrum. This works to radio's advantage but to the disadvantage of some other media where you get and are forced to pay for circulation not directed to the right consumer segment.

"2. Creative communication style: The style of advertising communications has changed. The stress is on emotional selling rather than literal product demonstrations. Visuals are used more for mood-selling than communication information today. Advertisers and agencies are becoming more aware that sound can become the most important mood or selling factor in their advertising. We, of course, at RAB are trying to build enthusiasm for sound by including creativity in our presentation.

"3. Cost-profit pressures: The high cost of delivering target audiences in other media also helps radio. As advertisers get away from looking at data for homes-reached and begin to focus on people-reached, radio's cost advantages become dramatic. With major corporations concerned about bottom line and marketing costs, so large a portion of total corporate expenditures, radio has emerged as a growing part of the media mix. RAB presentations stressed the corporate economic implications of radio in our original meetings with top executives of some of the companies which are now beginning to rapidly expand use of the medium.

"4. Competitor awareness: The fact that we can report a competitor has expanded radio is helping RAB in many of our 'operation 5200' sales calls. One good marketer is impressed with what another good marketer is doing."

However, Mr. David cautioned, "despite all this, radio has a lot of selling ahead of it. It is true we are making big breakthroughs with major retailers all over the country—as we have been confirming during the RAB management conference tour. We are doing well with the chains. National spot is growing.

"But we at RAB are very concerned that some feel this is the pot at the end of the rainbow. More selling of radio is needed today than five years ago because the sheer size of the marketing community has grown so much. There is a generation gap we have to bridge to reach the people in marketing who grew up in the era when radio was an 'out' medium.

"We are becoming an 'in' medium. But I feel personally that we had better step up the pressure now while there are great opportunities to extend radio's progress and make it more uniform in all market sizes and parts of the country. That is RAB's goal as we look at 1969."

Here are some typical reports and views from some of the station reps checked last week:

One of the biggest firms, with a long list of large-market stations, reported its sales for the first three quarters of 1968 had run 20% above the same period of 1967. A spokesman said the fourth quarter seemed a little weaker than the first three but that the company expected its radio billings for the year to be from 15% to 20% higher than last year.

The first two-thirds of 1968 showed a "very substantial gain in spot-radio business," according to the vice president and general manager of another large representative organization. He said September was "rather sluggish," but felt that the fourth quarter as a whole would be "reasonably good."

He declined to discuss percentage

gains but said that 1968 as a whole would be "quite good." He singled out food and automotive business as the groups that had contributed solidly to an upturn in spot-radio volume this year, but said most categories had shown gains.

He was optimistic that the impetus gathered in 1968 would continue in 1969. He felt that heightened advertiser interest in radio has resulted from greater awareness of the value of the medium.

A firm with a relatively short list of stations in major markets reported across-the-board increases of 15% in radio-spot billings for the first half and third quarter. The rate is expected to remain the same for the rest of the year. A company executive credited the increase to "a reinstatement of advertising budgets that were cut in 1967's soft year."

He foresaw 1968 as being at least as good because "the whole state of the economy and the prospect of a republican election year can't help but make for a good business outlook."

A firm with a large number of smaller stations reported first, second and third quarters up 20%-30% and saw no reason for a slowdown in the fourth quarter. The New York market is probably running 30% up, a spokesman said, and the over-all average is around 22%. Two factors—more activity and more stations—increased this rep's 1968 business, he noted. The continuation of these factors promised a bright future, he said.

A rep for larger-market stations projected its total sales for 1968 will be 20%-22% ahead of sales for 1967. The first half saw the rep ahead of first-half 1967 by 23%. The third quarter of this year was about the same, 23%. Sales have dropped slightly in the fourth quarter to give the firm an expected average gain of 19%-20% for the year. Spokesmen attributed the increase to a lot of political business and heavier radio activity by the automotive industry, and said they expect a light first quarter of next year as automobile advertising is curtailed and political

advertising discontinued.

Another short-list, larger-market rep reported varying pickups in radio spot sales, with one of its stations increasing 70% in the first three quarters of the year. Average increase for the half and third quarter was "slightly better than 10%." Outlook for the remainder of year is about the same. The spot gain was attributed to a "general upturn in the economy.

A major rep made a "conservative" estimate of a 6%-8% increase in spot radio this year, with the third quarter a little soft but still ahead of 1967. An official attributed the rise to a realization on the advertisers' part of the effectiveness of radio. There are more accounts in radio than before, he said, and they are using it more effectively.

The outlook seemed bright to him because "more will be coming into radio and the ones already there plan to return next year more heavily."

A rep with a small list said business was up at least 6% at its "stable" stations, but at its "growth" stations business was in some cases better and in others worse than that average. New product lines, an excellent automotive year, increases in cigarette advertising, utilization of ARB ratings for radio and the rise of special buying shops all helped the influx of buying dollars, a spokesman said. He felt that as long as the general economy was healthy, radio advertising would continue this trend. He predicted that automobile advertising in particular would benefit radio in 1969, once the visual emphasis for the new auto models was established.

The vice president and sales manager of a leading radio representative firm said spot radio has bounced back with vigor during the first three quarters of this year, with an approximate 20% increase in revenues. He acknowledged that the fourth quarter has not sustained the pace, but said it is ahead of last year's comparable period and indicated the year will wind up with an overall 15% rise over 1967.

Business has been particularly brisk from such categories as food, automobiles and gasoline, and drugs. Even the cigarette category has shown strength over 1967, he said, with Reynolds Tobacco and Liggett & Myers particularly active on his stations this year. He felt that more advertisers are becoming aware of the value of supplementing their television campaigns on radio, often with the audio portions of their TV commercials.

"We are more bullish about 1969," he added, "though it is difficult to project too far in advance in this business."

Top 100 national-regional spot radio advertisers

(By brands)
First 6 months 1968

	Est. expenditures
1. General Motors	\$12,450,000
Buick Div. cars	1,832,000
Cadillac Div. cars	361,000
Chevrolet Div. cars	3,562,000
Delco-Remy Div.—United Motors Service	99,000
Fisher Body Div.	2,000
Frigidaire Div.	84,000
G.M.A.C.	359,000
Guardian Maintenance	1,002,000
Harrison Radiator Div.	383,000
Oldsmobile Div. cars	1,392,000
Opel cars	31,000
Pontiac Div. cars	1,903,000
Institutional	1,440,000
2. Ford Motor	11,473,000
Ford Div. cars	8,348,000
Ford tractors	1,000
Ford trucks	2,000
Lincoln/Mercury Div. cars	2,310,000
Autolite Div.	49,000
Rent-A-Car service	98,000
Institutional	665,000
3. Chrysler Corp.	7,768,000
Chrysler Div. cars	1,539,000
Dodge Div. cars	4,196,000
Dodge Div. trucks	246,000
Plymouth Div. cars	1,733,000
Airtemp Div.	4,000
Institutional	50,000
4. Coca-Cola Co./bottlers	3,912,000
Coca-Cola	2,867,000
Fresca	454,000
Simba	2,000
Sprite	200,000
Tab	163,000
Teenage Campaign (Minute Maid Div.)	121,000
Snow Crop	105,000
5. R. J. Reynolds	3,841,000
Camel cigarettes	87,000
Day's Work chewing tobacco	52,000
Prince Albert tobacco	39,000
Salem cigarettes	2,045,000
Winston cigarettes (R. J. Reynolds Foods Co. Div.)	1,345,000
Chun King foods	64,000
Jeno's pizza rolls	177,000
My-T-Fine puddings	32,000
6. PepsiCo Inc./bottlers	3,605,000
Diet Pepsi	579,000
Mountain Dew	170,000
Pepsi-Cola	2,772,000
Teem	35,000
Tropic Surf (Frito-Lay Div.)	25,000
Crispy potato chips	14,000
Fritos	6,000
Rold Gold pretzels	4,000
7. American Home Products	3,248,000
Aero Shave	81,000
Anacin	798,000
Dristan	58,000
Freezone	8,000
Neet	23,000
Preparation "H"	2,249,000
Quiet World	4,000
Snarol	8,000
Sudden Beauty	5,000
The System (American Home Foods Div.)	4,000
Chef Boy-Ar-Dee Chili	10,000
8. Bristol-Myers	2,516,000
Ban	269,000
Bufferin	14,000
Come Back Rub	19,000
Excedrin	516,000
Mum Mist	223,000
No-Doz	106,000
Pazo	2,000
Vitalis	6,000
Vote	276,000
(Clairol Div.)	
Born Blonde	3,000
California Girl	64,000

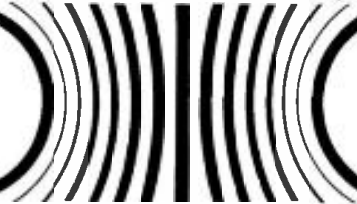
Est. expenditures

Hi-Lightning	13,000
Midnight Sun	100,000
Numero Uno	41,000
Pssst dry shampoo	119,000
Summer Blonde	112,000
That Look shampoo	12,000
U.N.C.U.R.L. (Drackett Div.)	42,000
Behold	1,000
Whistle (Mead-Johnson Div.)	13,000
Metrecal	137,000
Nutrament	428,000
9. AT&T	2,400,000
Combined Bell System cos.	2,400,000
10. Anheuser-Busch	2,394,000
Budweiser beer	1,340,000
Busch Bavarian beer	552,000
Michelob beer	502,000
11. Jos. Schlitz Brewing	2,255,000
Burgermeister beer	637,000
Old Milwaukee beer	154,000
Primo beer	10,000
Schlitz beer	1,397,000
Schlitz malt liquor	57,000
12. Liggett & Myers	2,172,000
Chesterfield cigarettes	191,000
L & M cigarettes	1,212,000
Lark cigarettes	735,000
Redman chewing tobacco (National Oats Div.)	31,000
3-Minute oats	3,000
13. Pan American World Airways	2, 86,000
Air travel	2,086,000
14. Humble Oil	2,003,000
Enco gas & oil	594,000
Enco heating fuel	30,000
Esso gas & oil	1,220,000
Esso heating fuel	159,000
15. Trans World Airlines	1,986,000
Air travel	1,986,000
16. Royal Crown Cola Co/bottlers	1,899,000
Diet Rite	456,000
Quench	4,000
Royal Crown Cola	1,439,000
17. American Oil	1,887,000
Amoco gas & oil	1,020,000
Amoco heating fuel	7,000
Amoco tires batteries & accessories	97,000
Standard gas & oil	611,000
Standard heating fuel	21,000
Agricultural chemicals	131,000
18. Texaco	1,845,000
Texaco gas & oil	1,845,000
19. P. Lorillard	1,784,000
Erik cigars	2,000
Kent cigarettes	365,000
Newport cigarettes	213,000
Old Gold cigarettes	138,000
True cigarettes	960,000
Gift Star coupons	106,000
20. Wm. Wrigley Jr.	1,679,000
Wrigley gum	1,679, 00
21. Seven-Up Co./bottlers	1,621,000
Like	559,000
Seven-Up	1,062,000
22. American Airlines	1,491,000
Air travel	1,491,000
23. Studebaker Corp. (S.T.P. Div.)	1,455,000
S.T.P. Additive	1,455,000
24. Sun Oil	1,427,000
Sunoco gas & oil	1,412,000
Sunoco Heating fuel	15,000
25. Beneficial Finance	1,415,000
Loans & financing	1,415,000
26. Colgate-Palmolive	1,387,000
AD detergent	12,000
Ajax	43,000
Axon	249,000
Cold Power	60,000

Est. expenditures		Est. expenditures		Est. expenditures	
Fab	164,000	Firestone tires	901,000	Therablum	130,000
Handi-Wipes	38,000	43. General Foods Corp.	852,000	62. General Electric	488,000
Hour after Hour	116,000	Good Morning	29,000	Construction & industrial	
Hyperphase	42,000	Jello	58,000	Div.	59,000
Palmolive Liquid	5,000	Kool-Aid	20,000	Home electronics	31,000
Petal soap	72,000	Maxim coffee	262,000	Lamps	301,000
Product C	48,000	Maxwell House coffee	247,000	Major appliances	48,000
Pruf Starch	6,000	Orange Plus	48,000	Institutional	49,000
Punch detergent	6,000	Pizza Sticks	1,000		
Skin Mist	27,000	Post cereals	6,000	63. Standard Brands	484,000
Tackle	2,000	Sanka coffee	169,000	Blue Bonnet margarine	9,000
Ultra-Brite	436,000	Tasty Fry	12,000	Fleischmann's margarine	150,000
Wash 'n Dri	61,000			Fleischmann's yeast	58,000
27. Eastern Air Lines	1,380,000	44. Midas Inc.	844,000	Peanut Crisp	105,000
Air travel	1,380,000	Midas mufflers	844,000	Royal gelatin	41,000
				Institutional	81,000
28. Nestle Co.	1,344,000	45. United Air Lines	842,000		
Crosse & Blackwell foods	6,000	Air travel	842,000	64. Canada Dry Corp./	456,000
Decaf	1,168,000			bottlers	
Nescafe	138,000	46. Plough Inc.	803,000	Canada Dry beverages	342,000
Nestle candy bars	5,000	Coppertone	221,000	Sport cola	8,000
Nestle cocoa	16,000	Di-Gel	95,000	Wink	106,000
Nestle instant tea	8,000	Mexsana	9,000		
Taster's Choice	3,000	Moroline	1,000	65. Beatrice Foods	450,000
		Musterole	2,000	Aunt Nellie's foods	9,000
29. Sterling Drug	1,322,000	Q.T. Lotion	127,000	Bond pickles	22,000
Bayer aspirin	97,000	Ril-Sweet	2,000	Clark candy	5,000
Campho-Phenique	82,000	St. Joseph aspirin	246,000	Dannon yogurt	169,000
Cope	587,000	St. Joseph cough syrup	43,000	La Choy foods	11,000
D-Con	312,000	Solarcaine	57,000	Rosarita foods	74,000
Fizrin	92,000			Miracle White	160,000
Midol	1,000	47. Lever Bros.	766,000		
Vanquish	49,000	Cold Water Ail	9,000	66. Miller Brewing	418,000
(Lehn & Fink Div.)		Dove liquid	2,000	Gettleman beer	9,000
Down the Drain	46,000	Glamorene rug shampoo	191,000	Miller High Life beer	439,000
Jato	16,000	Imperial margarine	39,000		
Lysol	18,000	Lipton tea	464,000	67. Atlantic Richfield	447,000
Medi-Quick	13,000	Lucky Whip	8,000	Atlantic gas & oil	330,000
Tussy Cosmetics	9,000	Lux liquid	33,000	Richfield gas & oil	117,000
		Pepsodent	6,000		
30. Shell Oil	1,244,000	Rinso	14,000	68. Union Oil Co.	426,000
Shell gas & oil	1,101,000			Pure Firebrand gas &	
Shell heating fuel	75,000	48. Chas. Pfizer	724,000	Purelube oil	369,000
Agricultural chemicals	68,000	Pacquins cream	516,000	"76" gas & Royal Triton oil	57,000
		Pacquins lotion	31,000		
31. Equitable Life Assurance	1,224,000	Un-Burn	75,000	69. International Coffee	423,000
Society		Agricultural products	102,000	Organization	
Insurance	1,224,000			Coffee promotion	423,000
32. Falstaff Brewing	1,155,000	49. Heublein Inc.	713,000		
Falstaff beer	998,000	Byrrh wine	88,000	70. Stouffer's Foods	412,000
Krueger beer	49,000	Hamm's beer	608,000	Stouffer's frozen foods	412,000
Narragansett beer	108,000	Harvey's Bristol Cream			
		Sherry	17,000	71. Associates Investment	407,000
33. Mobil Oil	1,141,000			Co.	
Mobil gas & oil	1,106,000	50. Sears Roebuck	703,000	Loans & financing	407,000
(V-C Chemical Co. Div.)		Retail stores	703,000		
Agricultural chemicals	35,000			72. P. R. Mallory	401,000
34. Pearl Brewing	1,117,000	51. F & M Schaefer Brewing	665,000	Duracell batteries	401,000
Country Club Malt Liquor	708,000	Schaefer beer	665,000		
Pearl beer	409,000			73. Warner-Lambert Pharma-	399,000
35. Standard Oil of Calif.	1,078,000	52. American Tobacco	634,000	ceutical	
Chevron gas & oil	946,000	Bull Durham tobacco	39,000	Cornhuskers lotion	301,000
Agricultural products	132,000	Lucky Strike cigarettes	45,000	Reef mouthwash	92,000
		Pall Mall cigarettes	267,000	3 Flowers brilliantine	6,000
36. Squibb, Beech-Nut	1,065,000	Silva Thin cigarettes	17,000		
Beech-Nut chewing gum	788,000	Tareyton cigarettes	266,000	74. E.I. du Pont de Nemours	393,000
Life Savers	172,000			& Co.	
Martinson's coffee	58,000	53. Stroh Brewing	625,000	Cantrace hosiery	295,000
Table Talk pies	3,000	Goebel beer	19,000	Rally car wax	86,000
Tetley tea	37,000	Stroh's beer	606,000	Right fabric softener	10,000
Lander Div.: Dixie Peach		54. Northeast Airlines	623,000	Remington Arms Div.	2,000
cosmetics	7,000	Air travel	623,000		
37. American Express	1,047,000	55. Monarch Wine	604,000	75. Chesebrough-Pond's	385,000
Credit ards	397,000	Manischewitz wine	604,000	Fresh Start	205,000
Money orders	10,000			Vaseline hair tonic	180,000
Travelers' Cheques	493,000	56. Cities Service	595,000		
Unicard Div.	147,000	Citgo gas & oil	595,000	75. Scott Paper	385,000
38. Campbell Soup	1,024,000			Viva towels	385,000
Bounty beef stew	15,000	57. Smith, Kline & French	569,000		
Campbell soups	674,000	Animal health products	26,000	77. Pabst Brewing	378,000
Franco-American gravy	27,000	(Menley & James Labs. Div.)		Blatz beer	202,000
Pepperidge Farm soups	93,000	Contac	543,000	Pabst Blue Ribbon beer	176,000
Pepperidge Farm bakery					
products	206,000	58. Florida Citrus	566,000	78. National Brewing	374,000
Quick Sandy	9,000	Commission	566,000	Altes Golden lager	25,000
39. Delta Air Lines	1,003,000	Florida citrus fruits	566,000	Colt 45 malt liquor	157,000
Air travel	1,003,000			National Bohemian beer	95,000
40. Northwest Orient Airlines	938,000	59. Blue Cross/Blue Shield	555,000	National Premium beer	93,000
Air travel	938,000	Hospital & medical		Regal beer	4,000
41. Household Finance Corp.	935,000	insurance	555,000		
Loans & financing	935,000			79. Carling Brewing	373,000
42. Firestone	901,000	60. Eli Lilly & Co.	539,000	Carling Black Label beer	
		Agricultural chemicals	182,000	& ale	292,000
		Greenfield lawn products	357,000	Heidelberg beer	26,000
				Stag beer	55,000
		61. Noxell Corp.	535,000		
		Cover Girl	235,000	80. Block Drug	356,000
		Noxzema cream	161,000	B. C. headache & neuralgia	
		Noxzema lotion	4,000	remedies	326,000
		Noxzema shave cream	5,000	Mini-Mist shampoo	30,000

WE'VE CHANGED
OUR LOOK
TO SUIT
OUR SOUND.

The CBS Radio Network has changed a lot in the past year. Because people want to know more. More about everything. That's why we've presented a greater number of special CBS News broadcasts so far this year than in any similar period in the last ten years. And why we developed more than 30 new, regular broadcasts a week on everything from Washington to Wall Street, from the newest in science to the latest in child care. And why we created a new signature that looks the way we sound. It's the mark of good radio for our audience, for our affiliated stations, and for our advertisers. It's the CBS Radio Network today.

CBS RAD  O

WHERE WHAT YOU WANT TO KNOW COMES FIRST.

	Est. expenditures
81. Eversharp Inc. (Shick Safety Razor Div.) Schick razors & blades	354,000 354,000
82. International Nickel Co. Nickel products	343,000 343,000
83. Western Air Lines Air travel	341,000 341,000
84. National Airlines Air travel	338,000 338,000
85. McCormick & Co. Spices	337,000 337,000
86. CBS Inc. Columbia records	332,000 332,000
87. Air Canada Air travel	326,000 326,000
88. Johnson & Johnson Baby oil Band-Aid Suntan oil	321,000 286,000 21,000 14,000
89. National Biscuit Cookies Cream of Wheat Milbrook bread Shredded Wheat	318,000 224,000 10,000 16,000 68,000
90. National Federation of Coffee Growers of Colombia Coffee promotion	313,000 313,000

	Est. expenditures
91. Olympia Brewing Olympia beer	311,000 311,000
92. Kal Kan Foods Kal Kan pet food	298,000 298,000
93. Corn Products Co. (Best Foods Div.) Hellman's mayonnaise Nucoa margarine Skippy peanut butter	297,000 7,000 126,000 164,000
94. John Morrell & Co. Morrell meats Red Heart dog food	293,000 229,000 64,000
94. General Mills Betty Crocker mixes Cereals Chip-O's Drifted Snow flour La Pina flour Morton's snacks	293,000 2,000 227,000 27,000 3,000 4,000 30,000
96. Communications Workers of America Union promotion	285,000 285,000
97. General Cigar Tiparillo cigars	283,000 283,000
98. Dr. Pepper Co./bottlers Dr. Pepper Pommac Sun Drop	280,000 271,000 8,000 1,000

	Est. expenditures
98. Goodyear Goodyear tires & tubes	280,000 280,000
98. Robert Hall Clothing stores	280,000 280,000
101. Pacific Finance Loans & financing	277,000 277,000
101. American Cyanamid Agricultural products Breck hair-care products Pine-Sol Textiles	277,000 42,000 229,000 2,000 4,000
103. B. F. Goodrich Goodrich tires Rayco Div.	275,000 267,000 8,000

Source: Radio Advertising Bureau.
All figures shown are gross before deduction of any discounts or agency commission. This makes them comparable to data for other media including network radio, spot TV and network TV.

Brand expenditures are, in most cases, based on break-outs as reported. In the few instances where exact figures were not available due to product scheduling on a rotating basis, RAB has projected estimates of brand expenditures. The RAB report is compiled from confidential reports of a cross-section of stations and station representative firms by Radio Expenditure Reports, a Larchmont, N. Y. research firm.

Concrete conceptions depicted in TV spots

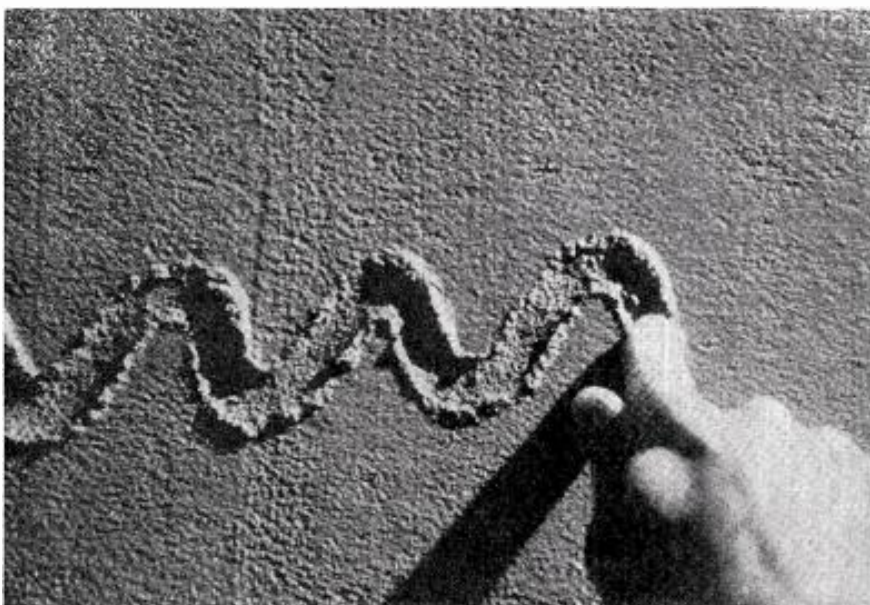
Before Slesar & Kanzer Inc. created these two one-minute spots for Alpha-Portland, the cement manufacturer's advertising had been restricted to magazines for the building trade. The spots are currently running in Albany-Schenectady-Troy, N. Y. and Birmingham, Ala., while everyone holds his breath. If things go well, Alpha-Portland will move into six more markets next year.

The spots are a series of stills depicting the ways concrete can be used in construction. One spot concentrates on

public buildings, bridges, hotels, while the second explores the uses of concrete in private homes.

The cost of producing this pair of commercials was \$30,000, and the production company was Televideo Productions Inc. Henry Slesar conceived and wrote the spots and the original music was composed by Sascha Berlin.

The six additional markets under consideration are Washington, Cincinnati, St. Louis, Chicago, Syracuse, N. Y., and Beaumont, Tex. All are Alpha-Portland plant locations and trading areas.



"Concrete is the wave of the future in home building," according to a new color TV commercial by Alpha Port-

land Cement Co. The television spot is the first major TV effort by an independent cement producer.

KTNT-TV moves over to new Tele-Rep

Tele-Rep Inc., New York, which was formed earlier this year to represent the three television outlets of Chris-Craft Industries (BROADCASTING, Aug. 19), will represent a fourth station, KTNT-TV Seattle-Tacoma.

KTNT-TV is to be added on Tele-Rep's list to the three stations owned by Chris-Craft—KCOP(TV) Los Angeles, KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis-St. Paul.

Tele-Rep was established by multiple-station owner Chris-Craft under the direction of Alfred M. Masini, president, and Robert Schneider, executive vice president. Mr. Schneider indicated that Tele-Rep expected to announce one or more additional stations before it begins operation on Jan. 1, 1969.

AFA plans post-mortem on campaigns in February

The American Advertising Federation announced plans last week for its 11th annual midwinter conference on government affairs at the Statler-Hilton hotel in Washington, Feb. 17-19, 1969.

Highlight of the conference will be a session devoted to political advertising with an exhibit of 1968 national, state and local campaigns in TV, radio, newspaper, magazine, outdoor, direct mail, and specialty advertising. It's expected at that time the main thrust of the discussion will concern what advertising can expect from the new administration and Congress.

Co-chairmen of the conference committee are James Fish, vice president for advertising and marketing services, General Mills, and Ted Koop, vice president, CBS.



We hope it doesn't ring

A "red phone" in the newsroom of a Fetzer station in Grand Rapids is a direct line from Civil Defense. It's strictly for emergencies—weather or otherwise. When it rings, the station is prepared to broadcast the earliest possible warnings . . . when life or death may be a matter of seconds.



The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac

WWAM
Cadillac

Upbeat in air use by candidates

Nixon aide states objective simply:
'to reach everybody in the United States'

The leading presidential and vice-presidential candidates may never meet in formal debate, but nightly between now and Nov. 5 they will be beating a regular tattoo on the nation's listeners and viewers with a barrage of political advertising.

Where the money is going and for what (see page 35) demonstrates what one Nixon media expert calls "a communications challenge par excellence. We're trying to reach everybody in the United States," he said. And by election day Nov. 5 the final story may well be written by those who were there "firstest with the mostest," as BROADCASTING examines the political candidates' use of broadcast time.

The Humphrey/Muskie media campaign, which expects to spend a reported \$5 million to \$7 million—most of it on TV, has been marked by fits and starts since the Democratic national convention. Within two weeks after the convention Mr. Humphrey had moved his account from Doyle Dane Bernbach of New York, which had handled President Johnson's campaign in 1964 and Mr. Humphrey's drive for the nomination this year, to a special shop called Campaign Planners Associates, lodged in Democratic National Committee headquarters in Washington. Media buying is handled by Lennen & Newell, New York, with Barry J. Nova, vice president and management account supervisor, L&N, heading the new group (BROADCASTING, Sept. 16).

Another problem has been money, and Mr. Humphrey frankly acknowledged last week on WICU-TV Erie, Pa., that "we have had serious financial troubles." Part of the trouble he attributed to the high cost of a Sept. 30 half-hour TV address from Salt Lake City, which is reported to have cost from \$110,000 (by his estimate) to \$128,000 (by the estimates of his staff). According to sources at NBC, which carried the program, the half-hour slot cost about \$73,000, possibly \$1,000 less depending on station clearances. Production costs for the show may have been as high as \$10,000, it's estimated; other costs might include a 15% agency fee. Humphrey aides have noted that the \$128,000 price tag includes promotional efforts to generate a viewing audience.

Whatever the reported cost, that single program has had ancillary benefits for the Humphrey camp. According to a campaign spokesman, a one-minute

pitch for funds attached to that program has attracted about \$200,000 from viewers, as of last Thursday (Oct. 10). And the audience response to the program has reportedly served to buoy the Humphrey forces. One measure of that response may be found in an Oct. 8 survey published by Sindlinger & Co., a Norwood, Pa., research firm, taken shortly after the Vice President made his network address.

According to the survey, those respondents who read about or saw the TV speech (a projected total of 45,511,000 voters) would make their presidential preference as follows: Humphrey, 37.0% or 16,860,000 voters; Nixon, 29.9% or 13,612,000, and Wallace, 13.7% or 6,239,000 with 19.3% or 8,800,000 voters registering no choice of the three or no opinion—percentages which have never been borne out in other national polls taken since the national conventions.

The survey further shows that those respondents who did not read about or see the TV speech (a projected total of 71,096,000 voters) would make their presidential preference as follows: Nixon,



on, 37.1%; Humphrey, 26.1%, and Wallace, 19.4% with 17.4% registering no choice of the three or no opinion—percentages more closely aligned with other national polls.

(Mr. Humphrey was reportedly set to make a second TV address, [half-hour prime time, tentatively scheduled on CBS-TV] Saturday Oct. 12.)

Most of Mr. Humphrey's 20- and 60-second and five-minute spots have reflected the candidate's concern with such topics as Medicare, the nuclear test-ban treaty and emphasized: "What has Richard Nixon ever done for you?" On the issue of law and order, the spots emphasize "Hubert Humphrey has said that every American has a right to a safe neighborhood. . . . But for every jail Nixon would build, Humphrey

would also build a house. . . ." One network radio spot asks as voice-over to the accompaniment of a beating heart which of two vice-presidential candidates the voter preferred a heart-beat from the Presidency—Spiro Agnew or Edmund Muskie.

Despite its late media start the Humphrey/Muskie campaign has had the benefit of fortuitous placement of spot, including one that immediately followed the conclusion of "Dr. Strangelove, Or How I Stopped Worrying and Learned to Love the Bomb" (ABC-TV) last Wednesday (Oct. 9). The world dissolved in clouds of black-and-white nuclear holocaust in the movie, to be followed by a five-minute color spot suggesting that Mr. Humphrey has urged immediate approval of a nuclear test-ban treaty while Mr. Nixon has been more reluctant to do so.

The Humphrey/Muskie campaign has also bought some sports schedules: seven one-minute spots during the World Series (NBC-TV), and three one-minute spots during AFL football (NBC-TV). In addition the ticket has picked up sponsorship for a series of five- and 15-minute radio programs on NBC: the International Ladies Garment Workers' Union will sponsor four 15-minute programs; the AFL-CIO, six five-minute programs.

Unlike the Democratic candidates the Nixon/Agnew campaign has had the benefit of consistent media planning since April when New York-based Fuller & Smith & Ross began to map out media strategy that is expected to cost the Republican candidates from \$8 million to \$10 million. And not surprisingly the medium that is reputed to have been his undoing in his 1960 bid for the Presidency has become Mr. Nixon's key weapon in the 1968 campaign—though used in different formats. Three weeks from election day, money and energies originally earmarked for print are being deflected full-fledged into spot-TV. Full-page newspaper ads are now postponed.

The Nixon/Agnew campaign has contracted for three hours of network time between now and Nov. 4, and has matched its network spending in spot. Eleven key "battleground" states have been singled out for heavy spot spending.

In addition the Nixon/Agnew campaign has employed one-hour live, regional-network broadcasts in eight states. By hooking up stations in every market, Mr. Nixon can blanket a state

with what is referred to by John Poister, senior vice president and director of planning at F&S&R, as a "pygmy network." "We might have to buy St. Louis to cover southern Illinois," he explains. "If we were doing Indiana, we might have to buy southern Michigan."

Each one-hour program has the same format. The candidate answers the unrehearsed questions of a panel of local citizens. The stations where the program takes place must have a large facility to accommodate an audience and a set which the agency describes as costly. An agency spokesman averages the range in production costs from \$15,000 to \$30,000, and line costs drive the figure higher.

The one-hour program format has already generated somewhat unprecedented reaction. Last week Democratic National Chairman Lawrence F. O'Brien charged that the programs are "a slick effort to bamboozle the voters into believing that Mr. Nixon is answering the questions of public policy raised by this campaign." The shows, he asserted, are rigged with "amateur" panelists who are already "strong Nixon partisans."

Whatever the opposition reaction, F&S&R is getting a lot of mileage out of the statewide broadcasts. From them, the agency has pieced together both half-hour programs and shorter spots.

The agency has produced essentially three different kinds of spots for the Nixon/Agnew campaign in 30-, 40-, 60-second, and five-minute versions. It has made most extensive use of lift-outs from Mr. Nixon's acceptance speech at the Republican national convention. The speech was originally taped, so that it could be edited quickly and used for paid political broadcasts the next day. The spots were then transferred to film for easier distribution.

The five-minute "Look at America" is a series of stills contrasting scenes of riot and disorder (mobs taunting police, burning houses) to just-folks Americans, with a calm, sturdy voice-over from Mr. Nixon: "We will have order in the United States."

Another spot, "Vietnam," also uses stills, with an emphasis on battleground carnage alternating with pictures of smiling American faces, most Vietnam scenes of which are grim enough to evoke industry criticism. A voice-over intones: "I pledge to you an honorable end to the war in Vietnam."

The agency has also filmed a number of endorsements, primarily from political figures, although one entertainer, singer Connie Francis made a 60-second spot for Nixon/Agnew. The endorsements were designed to look informal, always filmed in an office or even outdoors. An interviewer on camera gives the endorsement a spontaneous quality.

Mr. Poister says the agency has made as many radio as television spots and

that quite a few are the audio portion of the TV spots. "We are using radio very heavily," he adds. "In dollars there is no comparison. In units the spread is not so great. In radio message units, we are not so far behind television." Not counting 15-minute programs on the networks, the Nixon/Agnew campaign will use approximately twice as much network radio as local.

The Nixon/Agnew campaign has also purchased two hours of NBC prime-time on Nov. 4, election eve, a slot usually occupied by the *Monday Night Movie*. Agency people are notably tight-lipped about what will fill those two hours. "We are planning something sensational. We can't talk about it because it's not finalized," Mr. Poister

Following is a list of network political time buys, as of Oct. 10, and representing advertising buys of Messrs. Humphrey and Nixon from Oct. 1. Mr. Wallace is not included because of infrequent network purchases;

Nixon

ABC-TV
12—one minutes (Summer Olympics)
2—prime-time five minutes
1—prime-time one hour
ABC RADIO
109—minutes
124—half-minutes
CBS-TV
10—daytime five minutes
14—nighttime five minutes
2—NFL Football minutes
28—regional NFL Football minutes
8—prime-time minutes
1—prime-time half-hour
CBS RADIO
3—15 minutes
1—25 minutes
139—minutes or thirty-seconds
MBS
128—half-minutes
1—20 minutes
NBC-TV
4—daytime minutes
18—prime-time minutes
1—late fringe minute
1—five-minutes
1—two-hour (Nov. 4)
NBC RADIO
30—five minutes
2—NFL Football minutes
Humphrey
ABC-TV
2—prime-time five minutes
1—prime-time half-hour (Nov. 4)
ABC RADIO
None reported
CBS-TV
7—daytime five minutes
14—nighttime five minutes
2—NFL Football minutes
1—prime-time half-hour (Oct. 12)
CBS RADIO
None reported
NBC-TV
1—daytime minute
19—prime-time minutes
2—late-fringe minutes
1—prime-time five minutes
3—AFL Football minutes
1—prime-time half-hour
NBC RADIO
4—15 minutes
6—five minutes

says cryptically.

"I can only assume it will be what has been done before, a telethon kind of thing," Richard Depew says. Mr. Depew is vice president, radio/TV programming, at the Nixon agency. "People ask questions and he answers them—live."

Mr. Depew, who has bought time for the Nixon/Agnew campaign, further notes some of the problems involved in buying political time. He says he first met the opposition at CBS where he literally flipped a coin with the Democrats for availabilities. Now, he says, he would like to buy "a lot of high-class specialized spot like NCAA football, but the Nixon people are after tonnage."

Mr. Depew says the Nixon/Agnew network advertising dollar is concentrated on NBC, where a 50% discount is in effect. And he sums up their plans for network TV: "We are trying to buy roughly eight minutes a week and five five-minute periods a week."

Mr. Nixon's sports buys include four minutes in the World Series on NBC, \$500,000 worth of the Summer Olympics on ABC-TV, 28 regional minutes and two national minutes of NFL football on CBS-TV. On ABC Contemporary Radio Network, Mr. Nixon has bought spots on Howard Cosell's *Speaking of Sports*, and on the ABC Information Network, spots in *Lou Bouda on Sports*, *World of Sports* and *The Tom Harmon Sports Show*.

Media plans are far less complex for the Wallace campaign, principally because it's being conducted on a pay-as-you-go basis with modest financial resources available.

The Wallace account is handled by Luckies & Forney, of Birmingham, Ala. According to an agency spokesman, Mr. Wallace has used a limited number of 30-minute network TV, 10-second network TV spots and 30-second local radio spots to support his appearances around the nation.

Of the network TV exposure, it's said that Mr. Wallace prefers the 30-minute program because of the "sheer cost angle" and because "he needs to be seen for longer periods of time" than would be provided in 60-second spots. He plans 30-minute network TV addresses according to the following schedule: Oct. 28 and Nov. 4 (NBC-TV), and Nov. 4 (ABC-TV), all prime-time. Mr. Wallace also has two five-minute prime-time spots on ABC-TV scheduled for late October.

In the latter weeks of the campaign, it's said Mr. Wallace may use the network 10's more frequently. But how much he has spent or intends to spend on media between now and Nov. 5 is not known. And the agency spokesman refused to project a hard dollar figure.

One client's hard look at 'middlemen'

Reduced costs may mean sacrifice of control, Arrington warns at spot TV workshop

The controversy over media-buying services dominated the first spot television workshop sponsored jointly in New York last week by the Television Bureau of Advertising and the Association of National Advertisers.

In opening the one-day session TVB President Norman Cash acknowledged that many of the 370 registrants for the workshop had asked that the question of media-buying services be included in the agenda as "a hot topic."

Mr. Cash warned that through "the so-called middlemen involved in the buying of some spot television for some advertisers on some stations . . . there is an apparent promise of saved dollars," but asked "what these saved dollars cost you."

He answered his question by adding that "the traditional through-the-agency

spot-buying technique was created to provide the advertiser maximum control over each spot he bought. Ways to reduce the cost of spot television may be at the expense of control."

Mr. Cash also said: "Advertisers could have cut their spot costs at any time by telling their agencies they were willing to reduce the degree of precision, the amount of control, the confidence they had in each spot they bought. Instead of reviewing each spot, brick by brick, they could have looked at the total buy . . . the complete brick wall."

He said that "television isn't opposed to changing the way in which it does business; our business is built upon change. But before we throw out the traditional ways of buying spot television, we think both sides should con-

sider the reasons why these traditional techniques came about. If we change systems, are the 'saved' dollars worth what they might cost us?"

One speaker—Kenneth B. Arrington, vice president in charge of advertising and marketing at ITT Continental Baking Co.—discarded his scheduled subject to tackle the middleman question.

Mr. Arrington said that "in pursuing this mystery" of savings by time-buying services, "we have found that, generally speaking, time-buying services claim to deliver about a 10% bonus while they continue to pay full commission both to the advertising agency and to the station representative. In addition, they earn at least a 10% profit for themselves. The deals they negotiate appear to be, in a word, phenomenal."

He went on to say that "it's been rumored . . . that dollars are sometimes passed from market to market and from client to client by some time-buying services in order to show savings when it would appear strategically favorable—when it looks good."

Mr. Arrington added that "perhaps this is why clients are billed on a one-line basis—so that details which might easily be checked and compared are conveniently eliminated. What we don't know won't hurt us, as it were."

He described the operations of the time-buying services as "effectually shrouded in privacy, if not secrecy" and said that "perhaps the most disturbing fact is that the television stations have kept completely mum on the subject."

Mr. Arrington acknowledged that "Continental, for many years, has bought time on the leading station in one of our markets on a spectacular discount basis through one of these local time-buying houses."

He added: "Each year, however, the agency thoroughly examines the availabilities, confirms that they are the best for the money and at least equal in quality to what could be otherwise bought through normal channels. Then—and only then—do we make the buy through the barter house."

He said "it's possible, perhaps that certain services place business through a local sales arm of the station, which is completely separate and disconnected from the national organization." He added: "It does seem that things have gotten completely beyond even the station's control."

While recognizing that the services "fulfill a need of sorts, a need created

New agency-consultant clarifies its role

The confusion and concern that have arisen over "media middlemen" and specialized timebuying services have prompted one new Midwest agency-consulting firm to notify media representatives and other key industry people that it has nothing to do with so-called "negotiated buying" practices.

Don Osten, president of Media/Marketing Service Center Inc., Downers Grove, Ill., said Wednesday (Oct. 9) that "media are far too important to the marketing mix to be wheeled and dealed."

He said that the suburban Chicago firm's executive vice president, James E. Muse, has written major media representatives and others to help clarify misconceptions and to explain that M/MSC does much more than just buy time or space for its small or medium-size agency clients.

Mr. Osten for two years was media director of BBDO, Chicago, and before that was with Gardner Advertising, St. Louis, as associate media director and assistant marketing director. Mr. Muse for a dozen years was the St. Louis division manager for The Katz Agency. M/MSC was started by Mr. Osten as a consulting service but it expanded with a media division this summer after Mr. Muse joined the firm.

However, Mr. Osten said, so many people confused the firm with being merely a timebuying service, and a negotiating buyer at that, that he felt it important to explain. Timebuying or

space buying is but a portion of the total service he said, and absolutely no "deals" are involved. Further, he said, the company does not accept timebuying business alone; it comes only as part of the total service package by his firm.

The letter by Mr. Muse said: "We buy time, as well as all other media, only for M/MSC Inc. clients who utilize our full-service media division . . . a natural outgrowth of the modern trend toward segmentation and specialization in the communications industry. It complements the development of the purely 'creative' agencies. . . . It is designed to help an advertising agency improve its total client service while at the same time reducing total media-department expenses."

In addition to buying media, he said, M/MSC does the following: develops media objectives and strategies; media analysis and planning; prepares media plans and budgets; writes specific media recommendations; makes initial media presentation with agency principals to their clients; executes the media buys (in all media) once the plan has been approved; re-evaluates and makes schedule improvements as market or research data change, and checks for performance and approves for payments all media invoices. The firm also will pay the media with its own or the agency's check.

"We operate within the standard systems and rate structures of the various media," Mr. Muse pointed out. "We do not sell 'deals' and we in no way condone the activities of those who do."

ABC LETS YOU DO YOUR OWN THING

(AND STILL BE A NETWORK AFFILIATE).

An independent station *should* take great pride in being an independent. You do your own thing, your own way and can point to the results with legitimate pride.

It used to be that one of the prices of being independent was a more limited national—international news and sports operation.

When ABC introduced its *modern* concept of network radio, we changed that forever...along with a lot of other old-fashioned ideas in

networking that hadn't kept pace with the growth of what makes a network possible...stations like yours.

Each of our networks has a *limited* inventory of programming, because we're designed to offer only what a network can do best...and no more!

When you talk about network radio with ABC, you'll find it's a whole new business.

Try it...you'll like the bottom line.



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american
contemporary
radio network



AMERICAN
ENTERTAINMENT
RADIO NETWORK



AMERICAN
FM RADIO
NETWORK

DIVISIONS OF THE ABC RADIO NETWORK

by small advertisers, small agencies who just can't afford the expense of a full media staff," he observed that "curiously, it's precisely these companies who are most likely to suffer."

Mr. Arrington said: "I suspect that the services make their biggest effort for the major national advertisers whose investments are controlled and carefully checked by a large, professional staff."

Mr. Arrington said it is "plain . . . that we need a tight control by the media department in a professional advertising agency—to guard our interests, to insure that the benefits are real

and to be sure basic objectives and goals are being reached."

He said that the policy of Continental's agency, Ted Bates, is "that they will examine and review any media offering (whether it involves bartering, time-buying services or any other). If special offerings can fulfill the client's goals and needs more effectively and more efficiently than standard media availabilities . . . if they can deliver what is promised, and if they can be validated, then they should be recommended."

A question was asked from the floor: "If you can buy exactly what you want

through barter in certain markets, why do you want to do away with it?"

Mr. Arrington replied: "I don't want to do away with it, but I resent the basic dishonesty that makes it possible for someone else to buy at rates that my own agency can't get."

Although the topic of the only advertising agency executive speaking at the workshop did not touch on the media buying controversy, the closing remarks of Jules Fine, vice president and media director of Ogilvy & Mather, sounded relevant to the earlier talks. He said: "The buying of spot television is a business for experts, people who are involved and aware and we employ all clients to give us the discretionary powers to act on our expertise."

Mr. Fine added that "the spot television business really has no rules, only opportunities. Client appreciation of this fact will more than pay off in dollars and cents."

In other areas, Mr. Cash told the workshop participants that one of the simplest ways to save money in spot is to lobby for acceptance of standardized forms to reduce paper work involved in buying and paying for spots.

Donald Kearney, director of sales for Corinthian Broadcasting Corp., argued for national advertisers to buy spot in locally originated programming such as community news documentaries or "opportunity line"-style employment shows.

Joseph Dougherty, executive vice president of Capital Cities Broadcasting Corp., outlined case histories of eight commercials—with the commercials as illustrations—showing how spot campaigns can be used for specific goals.

Harry Crause, merchandising manager of the Cling Peach Advisory Board, and Nathan Lanning, manager of the spot development division of the Station Representatives Association, presented examples of wild footage and manufacturer-supplied ads that can be used by local outlets in spot situations often more effectively than standard co-op buys.

George W. Shine, vice president, advertising and public relations, Avon Products, outlined the national advertising campaign of the company which last year invested some 80% of its measured media advertising dollars—or \$6.83 million—in spot buys in 220 U.S. markets plus Puerto Rico and seven other countries.

Mr. Shine noted that Avon started on two TV stations 15 years ago and is now in 220 markets in the U.S., plus others in Canada, Puerto Rico, Venezuela, Mexico, Brazil, England, West Germany and Australia.

"This expansion," he said, "has allowed Avon to accumulate one of the industry's best, most consistent and persistent spot schedules on TV today. Why specifically spot TV? Well, effi-



The advertisement features a large, dark, rectangular image with a red and black background. Inside the image, several firefighters in helmets and gear are shown in action, with one firefighter in the foreground looking towards the camera. To the right of the firefighters, the text "show your local news minutes after it happens... in COLOR!" is written in a bold, white, sans-serif font. Below the main image, there is a smaller, detailed illustration of the Treise Color Processor machine, which is a large, industrial-looking device with various controls and a film slot.

show your local news minutes after it happens... in COLOR!

You can do it easily ...with a TREISE COLOR PROCESSOR!

Now that big things are happening in network color, the logical next step for your station is to film your local news in color. You'll gain added interest from your community . . . enhance your value to advertisers . . . and brighten your profit picture. Treise makes it possible by offering you a fully automatic, professional quality processor that will have your local news "on the air" in color within minutes after the exposed film is loaded in the processor. This compact, self-contained unit can be

operated in a 17' x 9' area and is so fool-proof, anyone can run it!

Check these features: Warms up in only 20 minutes • stays on temperature automatically • only processor in its price range that meets or exceeds all Kodak color requirements • even provides 50% additional first-developer time to permit full utilization of new EF Ektachrome film • operates up to 40 fpm (ideal speed for most TV needs). Want more data?

Write for catalogs on Model MTV-30 (illus.), Model MTV-50 (up to 50 fpm), and Model MT-20 (up to 70 fpm)

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ciency is the keynote of Avon's advertising story and, so far, we find spot television the most efficient medium in achieving certain advertising goals."

TVB meanwhile noted that between 1956 and 1967, the period of Avon's greatest TV growth, among *Fortune's* top-500 companies Avon moved in sales rank from 380th to 180th, in net profit rank from 249th to 64th, in profit-as-percent-of-sales rank from 84th to 13th, and in profit-as-percent-of-invested-capital rank from sixth to first. Also in the same period, TVB noted, Avon's investment in spot television has gone from \$1.50 for every \$100 of sales to \$1.44 for every \$100 of sales.

Researchers set to invade New York

Advertising's impact, need and expenditures among topics on ARF's two-day agenda

The Advertising Research Foundation's 14th annual conference this week will probe facets of advertising research as diverse as its application to black-ghetto problems, what people are thinking when they are exposed to advertising and whether companies spend too much for advertising.

Research authorities from this country and abroad are slated to attend the two-day meeting, to be held Tuesday and Wednesday (Oct. 15-16) at the New York Hilton hotel.

Kelvin A. Wall, market development manager of Coca-Cola USA, will be moderator for a two-hour symposium Tuesday afternoon on "Advertising, Research and the Black Ghetto," which will examine such questions as contributions advertising can make to a reduction in racial tensions, what research can do, and how far broadcast and print media have gone in raising black hopes and thus contributing to black frustrations.

Pollster Louis Harris is scheduled to outline "some implications for mass media in the attitudes and aspirations of Black America" in one of several presentations at this session.

In the opening sessions Tuesday morning Dr. Herbert Krugman of General Electric will deal with what people think and feel during the moment of exposure to advertising; Robert C. Grass of Dupont will trace the effects of repeated exposure to TV commercials; Robert S. Weinberg of Anheuser-Busch will advance the contention that given certain assumptions, most companies can be shown to overspend on advertising; Lawrence D. Gibson of General Mills will suggest a programmed investment in advertising research, and a group from the Bureau of Advertising,

American Newspaper Publishers Association, will give preliminary results of an experiment in print advertising.

David Dutton, managing director of the London Press Exchange, a group of European agencies, will call for better research to help sell mass products more profitably to the West European market in the principal luncheon address.

He will be followed by Paul E. J. Gerhold in his first address since his election as ARF president (BROADCASTING, Sept. 30). Mr. Gerhold, formerly with J. Walter Thompson Co., will examine the state and status of advertising research and offer some predictions about its future—and the future of ARF—in a speech entitled "Who Believes in Advertising Research?"

The conference program for Wednesday, for ARF members only, comprises 22 sessions in which suppliers of commercial research who are members of the foundation explain new projects in which they are engaged.

Among those scheduled are: "Television Audiences Measured in Terms of Persons," by Gale D. Metzger of A. C. Nielsen Co.; "Applications of Video Tapes and Visual Testing Equipment to Advertising New Products and Packaging Research," by Betty Nicholas of Presearch Labs; "Evaluating Television Measurement Systems," by W. R. Simmons of the research firm bearing his name; "Research on the Sales Effectiveness of Commercials," by Bruce McEwen of C. E. Hooper Inc. and James C. Bencknell Jr. of Becknell, Frank, Gross & Hess; "When Does It Pay to Test a TV Commercial?" by Donald L. Miller and Sanford L. Cooper of Burke Marketing Research Inc., and "Realistic Radio Market Areas" by Dr. Sydney Roslow, Lawrence Roslow and George Sternberg of Pulse Inc.

Jones agency reports organizational changes

The Ralph H. Jones Co., Cincinnati agency, has announced a major reorganization as well as executive changes.

The company has set up a six-man operating committee reporting to Peter B. Paddock, named to the new post of executive vice president in charge of company operations. A "creative group-head system" is being instituted, as well as a review-board system designed to present clients with better services.

Named to the operating committee were Richard Geis, Charles Ransdell, Harold Petersen, George Goodrich, Edward Elfers, and Robert Schroer. New copy group heads are Richard B. Best, Gene Daily and P. Douglas Lowe, New art group heads are Robert T. Hayes,

Clark Collard and Albert Honschopp.

Also announced was the appointment of Edward Carder, director of broadcast services, as a vice president of the company.

Added dimensions on TV's audience

ARB's latest study puts emphasis on viewers as consumers

Some new yardsticks for audience measurement are offered by the American Research Bureau in announcing today (Oct. 14) details of 1968-69 TV market report service, "The Youtown Television Audience."

Dr. Mark Munn, vice president/marketing of the Beltsville, Md., research firm, said a key feature of the latest service is that TV viewers are identified according to buying habits and potential sales value to advertisers, especially the viewing and buying habits of housewives.

The report has been innovated in four areas: product usage, consumer units, target-audience estimation, and influence of the housewife viewer in buying decisions.

The use of 13 categories of products (deodorants, coffee, etc.) is reported for the market's area of dominant influence. These product usage totals are provided for more than 150 distinct geographic areas. Total tonnage for all TV households is unduplicated, and the average rate of consumption per using household is shown along with percentages of TV households which report using the product.

The housewife is the key viewer for tallying information in much of the report. The report recognizes the higher volume potential of large vs small family purchasers by counting all family members (viewing or not) whenever the housewife is viewing.

The report's section on target audience values matches viewers to marketing profiles in nine different demographic combinations. This approach was first introduced in ARB's 1967-68 report. The weighting system also provides cost-per-thousand levels more comparable with those experienced for total women or other single demographics.

ARB includes 19 separate categories in which the housewife viewers are categorized by ages and family sizes and as key viewers for product usage. ARB also reports separate data on children 6-11 years old, total adults, and total persons.

The report also includes market totals and homes-using-TV in spot-buying sections.

Media face future federal interference

AAAA members hear of projected technological changes communications field contemplates during 1970's

Television—indeed all of the mass media—is probably to be challenged by increasingly more insistent government intervention during the coming decade of the 1970's, a leading West Coast educator forecast last week. "At the very least," said William L. Rivers, Stanford University professor of communications, "the government's concern with the conglomerate trend in mass communication and the concern of politically active citizens with mass media information are likely to coalesce during the next decade."

This and a host of other predictions about the future of advertising and communications were offered to some 300 media executives meeting for four days at the Western Region convention of the American Association of Advertising Agencies (Oct. 6-9). Theme of the convention was "facing the '70's" and in keeping with this Prof. Rivers, who among other activities is tracing the relationship of violence and the mass media for the report of the National Commission on the Cause and Prevention of Violence, made a number of judgments about the coming decade.

About television, Prof. Rivers cautioned that with proliferating VHF and UHF stations and receivers competing against one another and all against electronic video recorders and with special interest programming with general programming for viewer attention, markets will not only be split they'll be splintered. "The time is fast approaching," he said, "when advertisers will look back on the 1960's as a period when choices were so simple as to be primitive."

But according to Prof. Rivers these changes are only the prelude to the "real information revolution" that is coming and already is operating "in a scatter-shot, piecemeal way" on college campuses. He cited a colleague's description of this new communications technology as being "a cross between a television set and a typewriter." This new medium would make available in the home, at the touch of a key, news headlines written 50 microseconds before they appear on the television screen and also would provide all of the background material for the day's events. Prof. Rivers would not hazard a guess as to when society will be ready economically and politically for this new medium of communication but he did say it would take at least

10 years to begin to prepare for it in a general way. The implications of this change will be revolutionary, he pointed out, because "we will enter a period when the receiver, not the sender, decides what information is to pass through a channel of communication. Instead of taking what is available, the receiver orders what he wants."

Still, Prof. Rivers said that "the human elements of mass communication are not likely to change." A decade from now, he observed, Lucille Ball or her equivalent will continue to command a larger audience than a string quartet.

Edward L. Bond Jr., chairman of the board and chief executive officer of Young & Rubicam Inc., New York, also made some educated estimates as to where advertising-communications is going in the next decade. Mr. Bond made it clear from the start that what's new and big in the future of the business is the use of computers to solve problems. Computers, he said, will monitor TV commercials and take over accounting and payroll functions. "The time is not too far off," he added, "when commercials will either have code signals built into them that will be picked up by an electronic monitor on magnetic tape, or we will have other techniques that will enable the stations to give advertisers proof that the proper commercials ran when they were supposed to."

Like Prof. Rivers, Mr. Bond sees a proliferation of stations, networks, commercial time and advertisers. This will require "more knowledgeable, more skilled television people who are in tune with the times," he observed.

Y&R's top executive went on to predict a mass high-income market in the 1970's which will create a climate where the color of a man's collar and his economic class may become less important to advertisers than the way he thinks. "We will have to stop asking demographic questions and start asking psychographic ones," he explained. "Groups with similar psychological characteristics are inclined to act, and to be attracted to products and services, in like manner," he contended.

"The psychology of the consumer, his behavioral and hereditary characteristics, as well as the intellectual aspect," Mr. Bond concluded, "are going to become the factors by which we will need to define market segments, more so than the geographics and the hard-

core statistics." It's Mr. Bond's further thesis that advertisers of the future will have to redefine and broaden their definition of share of market to include consideration of share of mind.

The mushrooming of multi-media channels of advertising-communication was also the theme of another Y&R executive's talk. Hanley Norins, vice president and associate creative director for the agency, stressed that the message will be the medium for the next decade and that "McLuhan was right for the 60's, wrong for the 70's" when he said "the medium is the message." The proliferation of VHF, UHF, CATV, ETV, instructional television and communications satellites could all be surpassed, he observed, by the advent of electronic video recording. This medium developed by Dr. Peter Goldmark of CBS, which Mr. Norins termed "deepcasting" instead of broadcasting, will add immensely to the choices available to individuals.

According to the picture Mr. Norins has of the near future, "the individual can choose among billions of media. He'll go at his own pace, his own time, his own prescription for entertainment and information. He'll be his own publisher, teacher and broadcaster."

"With the message the medium, advertisers are going to have to be more creative," Mr. Norins emphasized. Consumers will have to be talked "with" not "to" and as individuals not as masses. Open-ended advertising, with the individual participating fully to complete the message, will be another useful way of talking with consumers of the 70's.

But these methods won't be enough, Mr. Norins suggested. "We may, instead, have to become educators—distributors of involving information—entertainers in the complete sense of the word . . . commercial advertising may instead become service advertising—to serve those individuals with content the way our manufacturers' products now serve them when they use them," he said.

Two other advertising executives, Robert L. Garrison and Ralph Carson, focused their attention on more current events, principally the racial revolution. Mr. Carson, co-founder, chairman of the board and chief executive officer of Carson / Roberts / Inc., Los Angeles, showed a number of television commercials each of which had at least one minority race performer in it. "That's

unusual," Mr. Carson noted, "because according to a recent survey less than 3% of all commercials are so endowed."

Besides ethical, moral and social responsibility reasons, Mr. Carson said it's good business to use minority race participants in advertising. "Peopling scenes with whites, blacks, browns, yellows, beautiful and not-so-beautiful is part of the reality, part of the 'it's gotta be believable . . . ' all of us seek to achieve," he pointed out. "In that context 'seeing is believing' for those who speak, those who hear."

Robert L. Garrison, vice president of the Hertz Corp., New York, delivered what he called a "minority report." He called on the advertising business to take a position of leadership, "assume more than its full share of responsibility" in helping to provide more opportunities for minorities. Mr. Garrison offered the proposition that "as a business, advertising is hardly pulling its load. It's helping," he said. "It's beginning to get the idea. But it's not there yet, not in my book, not by a long sight."

Then Mr. Garrison suggested a restated proposition: "It is your responsibility because of your God-given talents to address yourself to this problem, to do what you can personally to solve it, and as a group to influence the total business community to move toward effective solutions."

Thomas M. Newell, vice president and director of marketing services for D'Arcy Advertising Co., St. Louis, described how Anheuser-Busch, working with the Management Science Center at the Wharton School, University of Pennsylvania, and with its advertising agencies, uses experimental information to make crucial decisions regarding the size of the Budweiser advertising budget. This work, he indicated, suggests that the future will bring more sophisticated approaches to answering the question of what is the right amount to spend for advertising.

Harold C. Dixon, executive vice president and creative director of Cole & Weber Inc., Seattle, observed that a creative impasse is fast approaching in advertising with equally good products, equally creative advertising and equally creative clients making for a stalemate. When that happens, he said, "creativity in ad making—style alone—itself will not be enough. And creative people will be forced into examining substance."

Ron Salzberg, creative supervisor for Leber Katz Paccione Inc., New York, also talked about creative philosophy. He stressed that creative thinking has to be part of overall agency thinking in order to work. "The rest of your agency should be just as involved, just as interested and just as creative in their own way," he said. "There has to be

understanding and there has to be communication."

James L. Hayes, dean of the school of business administration at Duquesne University, Pittsburgh, pointed out the increasing need for improved management structure of advertising agencies and for greater sensitivity to agency workers. Bill Ames, political editor for KNXT(TV) Los Angeles, told of the campaigning techniques being used by presidential candidates on television. He emphasized that candidates don't have to move among the people as much anymore but instead can reach more and more people simply by making themselves available to TV newsmen. "All candidates decry the increasingly electronic aspect of political campaigns; decry it, that is, while they make greater and greater use of it," he remarked.

William Attwood, editor-in-chief of Cowles Communications Inc., New York, addressing himself to industry-government relations, said that relations between the two "are still less than cordial despite the volume of business they transact." The conflict, he noted, lies in businessmen regarding the federal government as an enemy and many federal employees thinking of the business community as automatically "contrary to the public interest." Mr. Attwood feels business and government "coincide far more than they conflict" and believes they can work together effectively and without friction. "What we need in our society," he said, "is more cooperation and more lateral mobility between the leadership communities."

Among other speakers at the convention were Norman Fields, senior partner, Fields & Fields, Chicago; John Crichton, president of AAAA, New York; Carl K. Hixon, vice president and creative director of Leo Burnett Co., Chicago; and Frank G. Gromer Jr., vice president and director of marketing services for the New York office of Foote, Cone & Belding Inc. (BROADCASTING, Oct. 7).

Local TV spot drive set for carpet firm

Television personality Julia Meade will be featured in a local-market spot campaign for West Point Pepperell's Cabin Crafts line of rugs and carpets. Designed for local retailer tie-ins, the six 60-second color spots allow for dealer identification and voice-over messages.

The Julia Meade spots, placed through Liller Neal Battle & Lindsey Inc., Atlanta, will be used in the Charlotte, N.C., Denver and Milwaukee markets first, with schedules planned for other markets later in the fall and spring. Cabin Crafts is based in Dalton, Ga.

Two former DKG members establish new ad agency

A new advertising agency, Hecht, Vidmer Inc., has been formed in New York. It operates in a fee basis and has been assigned special projects by such companies as Westinghouse Broadcasting Co. and Group W Productions and Program Sales, Westinghouse Learning Corp.. IBM's office-products division and American Airlines.

The agency's founders are Arthur L. Hecht, president, and Rene Vidmer, executive vice president and creative director, both formerly with Deleahanty, Kurnit & Geller Inc., New York. Mr. Hecht's background includes three years with DKG as a vice president CBS and three with Young & Rubicam. Mr. Vidmer was creative director at DKG and had been a vice president-creative director with Associated Advertising and Design and executive art director at MacManus, John & Adams, New York. Hecht, Vidmer's address is 71 Vanderbilt Avenue, New York 10017; phone, (212) Murray Hill 9-6110.



Arthur L. Hecht (l) and Rene Vidmer discuss their new company that they say will specialize in total image communications.

Business briefly:

Plough Inc., through Lake-Spiro-Shurman Inc., both Memphis, has purchased sponsorship in nine NBC-TV prime-time programs: *I Dream of Jeannie*, *Jerry Lewis Show*, *Tuesday Night at the Movies*, *Daniel Boone*, *Name of the Game*, *Star Trek*, *Get Smart* and

How TV-network billings stand

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Sept. 29, 1968
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Sept. 29	Total dollars week ended Sept. 29	1968 total minutes	1968 total dollars
	Week ended Sept. 29	Cume Jan. 1-Sept. 29	Week ended Sept. 29	Cume Jan. 1-Sept. 29	Week ended Sept. 29	Cume Jan. 1-Sept. 29				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 145.8	\$ 113.9	\$ 2,694.0	\$ 336.0	\$ 12,883.4	98	\$ 449.9	2,759	\$ 15,728.2
Monday-Friday 10 a.m.-6 p.m.	1,183.7	44,655.6	2,397.0	105,036.7	2,236.4	79,853.3	922	5,817.1	34,340	229,120.2
Saturday-Sunday Sign-on-6 p.m.	1,588.9	36,299.4	2,043.5	33,711.3	1,015.7	20,234.4	342	8,648.1	9,402	90,245.1
Monday-Saturday 6 p.m.-7:30 p.m.	263.5	11,304.0	756.0	20,676.4	709.6	21,814.7	94	1,729.1	3,453	53,795.1
Sunday 6 p.m.-7:30 p.m.	70.8	3,688.6	255.9	7,083.0	217.7	6,648.5	18	544.4	766	17,420.1
Monday-Sunday 7:30-11 p.m.	6,011.4	174,068.1	7,337.9	214,881.9	7,776.6	215,838.7	466	21,125.5	17,121	604,798.7
Monday-Sunday 11 p.m.-Sign-off	343.5	12,791.7	40.9	4,480.2	444.4	17,386.7	75	828.8	3,012	34,658.6
Total	\$9,461.8	\$282,354.2	\$12,945.1	\$388,763.5	\$12,736.0	\$374,664.7	2,015	\$35,142.9	70,853	\$1,045,757.0

Monday, Tuesday and Saturday movies.

Borden Inc., through Conahay & Lyon, both New York, is using TV to test-market Tinglemint, a new type of flavored toothpaste in eastern markets.

Mission-Pak Co., through Carson/Roberts/Inc., both Los Angeles, plans a Christmas promotion with heavy spot radio. Saturation schedules of 60-second spots will run in Los Angeles, San Francisco and San Diego, beginning Nov. 25 and running until Christmas.

DDB loses Parker Pen, gains 'Life' account

Doyle Dane Bernbach has lost one account estimated at \$2 million in billings and picked up another worth "a little over \$2 million" in billings.

Leaving the agency effective Jan. 1 is Parker Pens, Janesville, Wis., which places a good deal of its billings in spot television. It is returning to J. Walter Thompson Co., Chicago, its agency from 1941 to 1955.

Life magazine is moving into DDB effective Dec. 9. A company spokesman said the magazine account was taken out of Young & Rubicam, New York, after 32 years because of a basic difference on media policy. *Life*, true to its own kind, is primarily a print advertiser.

Western Publishing in TV

Western Publishing Co., Racine, Wis., major youth publisher and game maker which in the past year has moved into TV with a \$1.4 million budget, consolidates all its consumer advertising at Leo Burnett Co., Chicago, and will increase its TV spending in 1969. Change is effective Jan. 1 when Western drops Geyer-Oswald, Helitzer Advertising and Bruns Advertising, all New York.

FCC settles question on political ad rates

If a broadcast station maintains a policy of not paying advertising agency commissions on commercial advertising, it need not pay commissions to agencies placing advertisements for political candidates.

The FCC issued that ruling in a staff letter to attorneys for KSEE Santa Monica, Calif., who requested a clarification of applicable law and commission policy in view of "a potential dispute involving a candidate for a local political office in connection with his use" of the station.

The Communications Act and commission rules prohibit stations from charging political candidates more for time than they do other users.

Under KSEE's policy, a candidate who employs an advertising agency would pay the same station rate as one who does not. But the advertising agency would then charge its client-candidate the station rate plus 15% agency commission.

William B. Ray, chief of the commission's complaints and compliance division, told the station's attorneys that since KSEE's rate policy "is applicable to both commercial and political advertisers," it would not violate the law or the commission's rules.

Also in advertising:

Hollywood merger ■ Two Hollywood-based agencies, Harvey Pool Advertising and Martin Lipson & Associates Advertising, have merged and are now doing business as Pool and Lipson Advertising. The address of the new agency is 8756 Holloway Drive, West Hollywood.

Prize outfit moves ■ The advertising-

product promotion operation known as "Kids Prize Network" has moved from North Hollywood to 7626 Santa Monica Boulevard, West Hollywood. "Kids Prize Network," which works with co-operating manufacturers of products, claims to now serve more than 65 TV shows geared for children audiences. Manufacturers use the prize products as a source of low-cost promotion.

New offices ■ Shaller-Rubin Co., has moved to 909 Third Avenue, New York, 10022. The new location will consolidate all services of the agency including the industrial and pharmaceutical division.

New D'Arcy interest ■ D'Arcy Advertising, St. Louis, has acquired majority stock holdings of Incentives Corp. there, a specialty advertising and sales promotion firm. Max R. Scharf continues as president of Incentives Corp. and John C. Macheca, D'Arcy senior vice president, becomes vice president of Incentives.

Rep appointment:

■ WDTV(TV) Weston, W. Va.: Avery-Knodel, New York.

H-R TV designs new calculator

H-R Television Inc. is distributing its new simplified "coat-pocket" calculator to stations, agencies and advertisers. The calculator is designed to determine approximate cost-per-thousand when audience level and cost per spot are known, or to determine spot costs when audience level and desired CPM are established. For free copies of calculator, write on company letterhead to Martin E. Goldberg, H-R vice president in charge of research and data processing, 277 Park Avenue, New York 10017.



6 O'CLOCK NEWS
With 18 years experience, newscaster Norvin Duncan handles this show as only a veteran can.



ROMPER ROOM
"Miss Anne" rings the bell for class weekdays at 9:30 A.M. . . . a sure 30 minutes. Mom doesn't worry about the kids.



TODAY IN THE PIEDMONT
Peggy Denny and Andy Scott discuss everything from building a birdhouse to having dinner in a space vehicle. A bright spot at 9:00 A.M. weekdays.



MONTY'S RASCALS
After eight years in the slapstick business, Monty and "Mr. Doohickey" are better than ever. Right kids?

wfbc-tv star personalities

Channel 4's "Star Personalities" do the job when it comes to entertainment . . . and Channel 4 does the job when it comes to delivering the numbers. That's why WFBC-TV can offer top shows to its audience and top audiences to its advertisers. Proof? Check the surveys, any surveys . . . then call your Avery-Knodel man and cash in on the booming Greenville-Spartanburg-Asheville market!



MULTIMEDIA

Broadcasting Co.
Greenville, South Carolina 29602
Represented by
Avery-Knodel, Inc.

{ WFBC-AM-FM-TV, Greenville, S. C. 29602
WBIR-AM-FM-TV, Knoxville, Tenn. 37917
WMAZ-AM-FM-TV, Macon, Ga. 31208
WWNC-AM, Asheville, N. C. 28802

Vision on the move

**The new Minicam VI
marks another innovation
in the realm of the "impossible"
from CBS Laboratories.**

The Minicam VI is a television camera
that can go anywhere: land, sea or air.
And a single cameraman can carry it
easily on his shoulder.

It opens up a whole new world
in television broadcasting. It is the only
portable camera to give an NTSC
signal from a backpack. It will cover
fast-action sports events and fast-breaking
news stories live from the scene of action
—with studio-quality color pictures.

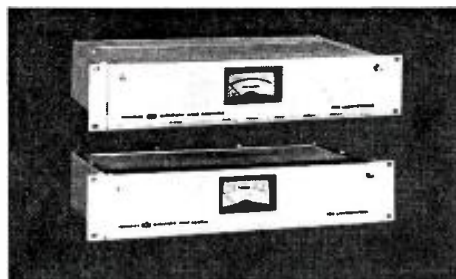
Minicam is just one more significant
innovation in Professional Products from
CBS Laboratories — creators of the
Image Enhancer, Digital Display Unit,
Loudness Controller, Audimax,
Volumax, and others.

CBS Laboratories has researched,
developed, produced and marketed many
of the most remarkable advances in the
science of sight and sound.

CBS LABORATORIES
Stamford, Connecticut. A Division of
Columbia Broadcasting System, Inc.



Digital Display Units. Modular compact units for any size TV studio. Give optimum clarity up to 70 feet—from any camera angle up to 145 degrees. All operated by one controller which is able to handle 192 units!



Audimax and Volumax. A level control and peak limiter years ahead of any of their kind. Combination automatically *guarantees* maximum increase in audience coverage without over modulation.

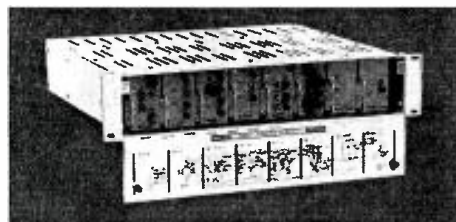
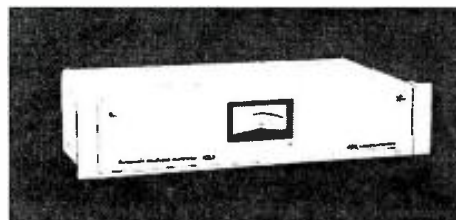


Image Enhancer "rides through" weaknesses and defects in home television receivers. Delivers amazing picture clarity in both black-and-white and color. Remarkable process called "crispening" sharpens detail without noise or crosstalk.



Loudness Controller. The only instrument that guarantees your audience's listening comfort. Automatically reduces objectionable program loudness. Ends listener complaints.



Mobile Television Van. Television coverage capability in a class by itself. Goes everywhere. Sees everything. Whether it's two cameras or twelve, CBS Laboratories designs vans to suit any need.



The independents' bigger bite

Their shares of audience have increased, but how long can the trend go on?

One of the most popular conversation topics for self-styled media experts during the past year has been the apparent jump in the size of audience shares gained by independent stations in the country's major markets.

If there is any question that this has been only the season's popular subject for idle conjecture, it is quickly dispelled by a check with industry experts: It is a matter of serious interest and/or concern at all levels: networks, stations and advertising agencies.

All have suspected sufficient significance in the independent phenomenon to undertake their own research into major-market audience activity over the past three or four years. Regardless of the rating sources used or the bias of the compiler, the results are amazingly uniform: There has been a significant increase in the audience bite gobbled up by independents in most of the 30 major markets in all time periods; the most dramatic leap was registered in the 1966-67 season, and it levelled off in the past season.

Is this the start of a major trend in the broadcast pattern, or does it represent the exceptional performance of a few stations in the largest cities? What long-range implications for the future do industry observers read into it? And, with the increase in the number of stations—particularly the long-expected emergence of commercially successful UHF stations—is there a danger of serious audience fractionizing in some of the biggest markets?

Depending upon whose dugout you're standing in, the answers rang downward from the super-enthusiasm of independent station managers who see themselves some day playing on equal-ratings terms in the same league with the networks. Says an executive of one highly successful independent station: "I feel the day is coming—probably three years away, four at the most—when the interconnected television networks will be only as important to their affiliate stations as radio networks are now." At the other end, network re-

search officials who view the whole situation as something of tangential and very distant, mild interest—rather like a big-league coach keeping an eye on the activity of a potentially coming young player with the very lowest farm club of a rival team.

Thus, most network ratings experts consider the recent success of the major market independents the immediate worry only of their owned-and-operated stations. The O&O players acknowledge it's something they are keeping a very close eye on.

Most network personnel tend to agree with Seymour Amlen, associate director of research, ABC television network: "We don't think the independent situation is an oddity—it is a trend at the present time. But whether it will continue and to what extent it will grow we don't know at this time. It's not a matter of immediate major concern for us because we are still concerned with the national picture."

Another point most network experts agree on is a feeling that in the biggest markets, such as New York and Los Angeles, the independents have made their most dramatic adjustments and audience gains for the foreseeable future. Says Jerry Jaffe, manager, ratings, NBC television network: "I'm definitely not going to be the person who says the independents can't do more, but I really can't see the future growth of independents as that serious. It is levelling off, and any new independent gains are likely to hurt only other independents. I can see nothing serious happening in the next six years or so. The networks may some day go down to a slightly smaller share of the market, but the growth in TV homes will offset that for the foreseeable future. Our share of the pie may get smaller, but so long as the pie gets larger it doesn't matter."

The impact of the big-city independent gains is next going to be felt most sharply and for some time in fourth- and fifth-channel VHF markets, most observers feel. "This is where it is likely to spread," said Sheldon Jacobs, direc-

tor of audience measurement, ABC television network. "Once the innovations have been proven, the tendency is for other stations to get on the bandwagon. In multi-markets like New York and Los Angeles, where the lessons have been learned, they don't have very far to go until they just start hurting each other."

Everyone agrees that there have been three major lessons pioneered by the big-city independents that are responsible for their sudden ratings jump:

- Strip programming of off-network series.

- Careful counterprogramming against network fare.

- Development of independent low-budget programming aimed at specific portions of the television audience.

The most widely hailed independent gains have been those of Metromedia, particularly with its WNEW-TV New York, WTTG(TV) Washington, KTTV(TV) Los Angeles. It has been in the forefront of all three major strategy moves, and testimony to its success in these areas is the copying of its scheduling style this season by other independents.

The key to the upsurge of the independents came with a decision to "offer an alternative to the networks," as WNEW-TV General Manager Larry Fraiberg phrases it. "One day we sat down and shed our inferiority complex. We took the position that the networks are not the only avenues, that things could be done differently than they are done by the network."

This has meant a 180-degree shift from copying network programming to providing deliberate contrasts to it, as in one of Metromedia's most successful moves, shifting of its evening news show up one hour from the traditional 11 p.m. network-affiliate time, to catch viewers who want to see their news earlier or viewers who want to watch something other than the news at 11 o'clock.

It also has meant strip programming of situation-comedy re-runs appealing to young audiences and creating game or

talk shows to appeal to older audiences at specific times.

A number of independent station officials agree with Frank Gaither, vice president of Cox Broadcasting, owner of independent KTVU(TV) Oakland-San Francisco, who feels that the way was opened for innovative programming by independent stations, at least in part, by the lack of strenuous competition among some affiliate stations. "Sometimes network affiliates get a little complacent," he said. Thus, they were vulnerable when "the independents began changing and programming more competitively."

Adds Loring d'Usseau, director of programming at KTLA(TV), Golden West Stations' Los Angeles independent: They have been acting like a bunch of fat guys who are buying what other people are creating rather than creating their own. If you look at all three network schedules, they seem almost the same. This has opened up the way for some of us to come up with our own programming."

Gary Waller, program director for KCOP(TV), Chris-Craft's Los Angeles independent, says: "I attribute it [the rise of the independents] primarily to a lack of good network programs that has given the independents a chance to gain on them."

The trick, says Mr. d'Usseau, "in a large market—particularly one like Los Angeles where you've got four VHF independents going against the three network stations—is to make use of the creation of more competition and try to design your programming so it is specialized. You can effectively counter-program and go after large, specialized audiences. With our sports-news programming format, we can go directly against the networks in prime time with a Lakers basketball game and actually beat some of them."

Network officials pooh-pooh massive effectiveness of the independents' move to chip off specific pieces of their audience: "What they are doing is filling a vacuum," says ABC's Mr. Amlen. "They can't expect an enormous gain

Rating and adjusted share trends

3 Years—Fringe Time Periods—30 Markets

One week in January

	1966		1967		1968	
	RTG	SH	RTG	SH	RTG	SH
Early Fringe (HUTV)* 4:30-7:30 p.m. M-F	45.4		46.7		48.5	
ABC	11.4	25.1	10.6	22.7	10.0	20.6
CBS	12.5	27.5	11.8	25.3	14.7	30.3
NBC	11.5	25.4	11.6	24.8	12.2	25.2
Network avg.	11.8	26.0	11.3	24.2	12.3	25.4
Independents	10.0	22.0	12.7	27.2	11.6	23.9
Late Fringe (HUTV)* 11 p.m.-1 a.m. Sun.-Sat.	28.7		29.6		32.7	
ABC	6.6	23.0	6.4	21.6	7.8	23.9
CBS	9.1	31.7	9.1	30.8	10.6	32.4
NBC	8.7	30.3	8.5	28.7	9.4	28.7
Network avg.	8.1	28.2	8.0	27.0	9.1	28.4
Independents	4.3	15.0	5.6	18.9	4.9	15.0

One week in February

	1966		1967		1968	
	RTG	SH	RTG	SH	RTG	SH
Early Fringe (HUTV)* 4:30-7:30 p.m. M-F	47.1		46.9		48.7	
ABC	13.1	27.8	10.3	22.0	10.0	20.5
CBS	11.4	24.2	12.3	26.2	13.0	26.7
NBC	11.4	24.2	12.5	26.7	12.7	26.1
Network avg.	12.0	25.5	11.7	24.9	11.9	24.4
Independents	11.2	23.8	11.8	25.1	13.0	26.7
Late Fringe (HUTV)* 11 p.m.-1 a.m. Sun.-Sat.	31.7		29.0		32.8	
ABC	7.8	24.6	6.6	22.8	6.5	19.8
CBS	9.4	29.6	8.5	29.3	10.4	31.7
NBC	9.5	30.0	8.9	30.7	10.0	30.5
Network avg.	8.9	28.1	8.0	27.6	9.0	27.4
Independents	5.0	15.8	5.0	17.2	5.9	18.0

One week in March

	1966		1967		1968	
	RTG	SH	RTG	SH	RTG	SH
Early Fringe (HUTV)* 4:30-7:30 p.m. M-F	45.2		43.1		47.4	
ABC	12.4	27.4	8.8	20.4	9.8	20.7
CBS	12.0	26.6	12.1	28.1	12.5	26.4
NBC	10.8	23.9	11.3	26.2	13.0	27.4
Network avg.	11.7	25.9	10.7	24.8	11.8	24.9
Independents	10.0	22.1	10.9	25.3	12.1	25.5
Late Fringe (HUTV)* 11 p.m.-1 a.m. Sun.-Sat.	29.2		29.9		30.9	
ABC	7.2	24.7	6.6	22.1	6.7	21.7
CBS	8.6	29.4	8.1	27.1	9.4	30.4
NBC	8.7	29.8	9.2	30.7	9.0	29.1
Network avg.	8.2	28.1	8.7	26.8	8.4	27.2
Independents	4.7	16.1	6.0	20.1	5.8	18.8

* Adjusted
Source: MNA's for Weeks Ending
Jan. 14, Feb. 18, March 17, 1968
Jan. 15, Feb. 5, March 19, 1967
Jan. 16, Feb. 27, March 13, 1966

Network vs. Independent Average shares

	1966		1967	
	Total share of Three Networks	Total share of Inde- pendents	Total share of Three Networks	Total share of Inde- pendents
Top 5 markets*				
New York	79	20	77	21
Los Angeles	79	20	80	23
Chicago	88	12	91	11
Cleveland	100	0	103	0
Washington	88	10	89	14
Top 30 markets*				
	93	5	95	6

* As compiled by NBC from ARB figures for prime time.

from this sort of programing, but for them it is still a concrete improvement. You're doing something to benefit yourself if you go from a 5 to a 13 share, even if it may mean giving up any hope of ever gaining a 20 share."

Echoes Philip Luttinger, director of CBS Television Stations research: "They have done well at appealing to specific parts of the audience, and apparently they have found it worthwhile to chop off the audience they want. But if they try for a broad audience, they will do badly, as they have in the past."

Independent-station officials acknowledge this to some extent. "The networks should get a larger audience share," says KTLA's Mr. d'Usseau. "As long as they spend more money than we do and spend it wisely, they should get more audience."

And KCOP's Mr. Waller says: "Independents can match networks only on a program-to-program basis. There's not any chance of doing it steadily, but on special occasions, we're matching them now. We can compete with network programing particularly in specials, such as covering the opening of the Ice Capades, the circus or a movie premiere. These things have as much appeal to the audience whether they're on channel 4 or channel 13."

In the biggest audience period—prime time—the independents continue to do most poorly, although they have made proportionately strong gains here. For example, in the comparable early March periods of three years, ARB figures show WNEW-TV went from an 8 share in the average Monday-Sunday 7:30-11 p.m. time period in 1966 to a 10 share in the Sunday-through-Saturday time period of the following year, to a 13 share in the same Sunday-through-Saturday time period this year.

WTTG(TV) Washington in the same periods went from an 8 share in 1966 to a 9 share in 1967 to a 15 share in

1968. In Los Angeles, in the same period, KTTV went from a 5 share in 1966 to a 7 share in 1967 to a 10 share this year.

Early fringe time—the "kiddy hour" from 5 to 7 p.m.—traditionally has been the independents' strongest period, and the studies show that the stations have held on to this lead, or increased it, at the same time that they have scored gains in both prime time and late fringe (11 p.m.-1 a.m.). However, some studies show a leveling off, if not a slight drop, in early and late-fringe audiences for independent stations this past season. For example, one agency study compiled from the Nielsen 30-market reports shows the independent stations' average share went from 22.6 for early fringe in early 1966 to 25.9 in the same 1967 period, to 25.4 in the same 1968 period. Late-fringe independent audiences went from 15.6 in 1966 to 18.7 in 1967 to 17.3 in 1968.

Despite the prime-time gains, independent-station audiences continue to steadily drop through the evening, as audience composition gets increasingly adult. This steady deterioration is illustrated by another agency study compiled from the Nielsen 30-market reports. As an example, on an April Monday night in 1967, the independents averaged a 20 share of audience at 7:30 p.m. At 8 p.m. it was 19.6; then 15.9 at 8:30 p.m.; 16.1 at 9 p.m.; 15.3 at 9:30 p.m. and 15.3 at 10 p.m.

Despite the wide discussion of independent station growth in the past three or four years, the phenomenon has been far from uniform in its significance throughout the major markets. While gains have been made in almost all of them, independent shares remain a very slim remainder of the over-all audience in many markets. While gains have sometimes been most dramatic on a percentage basis in medium-size markets, it is only in the very largest where

the combined audience shares of independents begin to carve out a significant share of the audience.

One agency study, compiled from ARB Day-Part audience summaries for February-March periods of 1966, 1967 and 1968, shows the sign-on to sign-off total independent-stations' audience share in New York City went from 29 in 1966 to 31 in 1967 to 34 in 1968. At the same time, in Los Angeles, it climbed from 30 in 1966 to 33 in 1967 but slipped to 32 in 1968. In Chicago, the average over-all audience share remained at a steady 21% for the three years.

In Philadelphia, the independent share went from 5 to 1966 to 11 in 1967 to 16 in 1968. In Detroit, it went from 3 in 1966 to 6 in 1967 to 7 in 1968.

Says CBS's Phil Luttinger: "Everything is relative. When you're dealing with a one, two or three share, a 100% gain doesn't mean much in absolute terms."

There also is debate over the desirability of much of the audience apparently garnered by the independents. There is network talk of the game and talk shows appealing to the older viewer that "to some extent is the audience CBS gave up a long time ago."

NBC's Jerry Jaffe says of the younger viewers attracted by early-evening independent programing: "I don't want them. I hope the independents take the kids and leave the adults alone. Advertisers now are much more sophisticated, studying the demographics of audiences, and they are as interested in the composition as the size."

Some skeptics of the independent situation argue that the peak of their audience growth has been reached because there are no more significant minority pieces of the viewing public to specifically program to. "Fractionizing can't go on indefinitely," says

Trend of independent station shares—Total homes by day part

	New York			Los Angeles			Chicago			Philadelphia			Detroit		
	66	67	68	66	67	68	66	67	68	66	67	68	66	67	68
Monday-Friday															
9 a.m.-Noon	20	21	31	22	21	22	19	21	13	6	11	11	4	3	5
Noon-5 p.m.	30	32	28	29	31	32	32	27	27	4	11	13	2	5	6
5 p.m.-7:30 p.m.	43	50	48	35	41	40	33	36	37	7	18	22	3	11	11
Monday-Sunday															
7:30-11 p.m.	18	22	24	19	23	25	14	12	12	2	6	9	2	4	4
11 p.m.-1 a.m.	18	27	27	31	34	27	18	16	19	3	6	12	2	3	5
11-11:30 p.m.			26			26			14			9			3
11:30-1 a.m.			27			27			20			13			6
9 a.m.-Midnight	28	31	32	28	30	31	21	20	20	4	10	14	3	5	7
Sign on-Off	29	31	34	30	33	32	21	21	21	5	11	16	3	6	7

Source: ARB Feb./March 1966, 1967, 1968 TV Day Part Summaries.

Mr. Luttinger. "There are uncountable special-interest groups you could conceivably program for, but there is no point in programming for, say, opera lovers, because opera lovers don't make up a financially important audience segment."

While most defenders of the independents also will concede that much of their numerical strength does still lie outside that fabled, choice young-adult consumer audience, many say there is no reason the independents can't also begin to take some of it away from the networks. Some maintain there are unmistakable indications of some limited success already.

"We're aiming for a good audience, whatever it is," says WNEW-TV's Mr. Fraiberg. "This whole idea of audience age is a mercurial thing. You can't classify youth. They have a variation of tastes. And it's hard to generalize about what they 'like' and 'don't like.' There are now so many individual generations within the 18-to-34 age group that you can't classify it as one."

While network officials may dismiss the independent audience gains as generally insignificant, some of the programming ploys devised to make these gains have been conspicuously successful. This is dramatically attested to by CBS's purchase of Westinghouse's syndicated *Merv Griffin Show* to put in the late-night network lineup against NBC's *Tonight Show* and ABC's *Joey Bishop Show*.

And increasing numbers of independent VHF stations and emerging UHF stations in some of the other major markets, such as Cleveland and Philadelphia, are consciously copying the big-city independent success formats in across-the-board strip programming of off-network series and origination of local talk shows.

Even a New York competitor, such as Harvey Gersin, director of research

for RKO-General's independent WOR-TV, concedes, "To be perfectly honest, WNEW-TV is responsible for much of what we and other stations are doing. They showed the way with the tremendous in-roads they made."

The focus of these changes has been the independents' concentration on offering programming as deliberately different from competing network fare as possible, rather than feeble copies of the network material. Much public notice has been given to the fact that in New York within the past few seasons there has been a complete about-face in networks-vs.-independent programming: Where a few years ago the independents all were showing movies in prime time against the networks' series, the networks are now showing movies every night of the week and the independents are showing the off-network series.

Surveys indicate that just as the movies have proved the networks' most successful audience draws, they also provide the independents' toughest obstacle in the still one-sided prime-time fight. One agency's survey, compiled from the Nielsen MNA reports, covered the 10-10:30 p.m. period for one week of last April. It showed that on Monday, the only network nonmovie night, the independents scored highest, with the combined network viewing accounting for 82% of the audience. Tuesday night in the same time period, the combined network share was up to 85%. Wednesday night to 88%. Thursday 86%. Friday 83%, and Saturday and Sunday both 91%.

Optimistic independent advocates side with a spokesman for New York's independent WPIX(TV), who somewhat hopefully predicts that "the networks may eventually be cooking their own goose because seven nights of movies may begin to pale. How long can they hold up fighting off the independents

by stop-gapping the holes in their schedules with block-buster movies?"

Others, however, accept the resigned attitude of WOR-TV's Harvey Gersin, who says independents in prime time "have hit a plateau. There is still room for great improvement by us in fringe time—both early and late night—it's hard to tell how far that will go because before and after prime time all stations are equal. But face it, in prime time we are competing against new first-run properties."

Network people, and even a few independent-station officials, even foresee the independents facing a set-back in prime time within the next couple of seasons. They cite two major reasons: With movie product becoming more scarce and more in demand by the networks, there is more use of three and four network showings of films before release to local stations, thereby killing off a greater amount of the audience interest in locally shown films. They also stress the scarcity of new long-running network shows for syndication.

Says Mr. Jaffe: "When strip programming became most effective for the independents, they had a large supply of off-network shows with long runs—*The Flintstones* and *Perry Mason* sort of programs. But with network movies, shows are getting knocked off the air faster and the future for off-network material is not too bright. I look at the schedule for this fall and what is going off the networks, and there just isn't that much that's been successful. Before long, the independents will just not have that much outstanding product."

A long-range implication of this, as seen by ABC's Seymour Amlen, "is that independents may depend less in the future on off-network programming and more on their own or syndicated programming, such as is being done by Taft and Metromedia."

Mr. Fraiberg of Metromedia's WNEW-

tv is quick to agree. However, he disagrees with the network executive on just how independents should do it and how far they may be able to go in developing successful programming of their own.

ABC's Mr. Amlen says: "A lot of things they put on the air that have been successful are things that to some extent the audience has been familiar with. Most of their well-done shows have been the tried and true—revivals of things like *What's My Line* and *Truth or Consequences*. Most of the new things they have tried to create have not done that well—the things like the *Woody Woodbury Show* and the new game shows.

"Once they run out of things familiar to the audience and have to use new shows of their own they will have difficulty because there is no reason to think they will be more successful in developing new programming than the networks."

Mr. Fraiberg, on the other hand, argues that independents can develop successful new programming by deliberately staying away from development of network-type new programs.

"We only do what we can do well," he says. "We wouldn't want to play the network game. For one thing, we can't spend the kind of money they do because they can amortize their costs over 40 or more stations. For example, we wouldn't get into live, elaborate drama presentations because we couldn't keep up with the networks in that. If we went into drama, we would probably do it by concentrating on avant-garde techniques of low-budget off-Broadway theater groups."

Citing development of new program techniques that independents can use to come up with successful shows of their own, Mr. Fraiberg says: "I think there will be a general move in certain types of shows, more of a move out of the studios, for one thing. In our talk shows, particularly, move them out of the studios onto actual locations to talk with the guests."

WNEW-TV, which as part of its growth campaign has hammered heavily on a theme of community involvement, already has made several successful moves to get its locally originated programming out into the neighborhoods, including the creation of the first regularly scheduled programming for a ghetto community, in Brooklyn's Bedford-Stuyvesant section, and the partial underwriting and location shooting of a Harlem cultural festival.

Says Mr. Fraiberg: "The successful program is that which emotionally involves the audience, as opposed to that which intellectually involves it. Even in some of our shows which haven't got the ratings, such as *The New Yorkers* [an afternoon talk and variety show],

they were done as an attempt to get an aura of excitement and involvement.

"We created an attitude or spirit that we are interested in all ideas and experimentation, so people will come to us with show ideas or special ideas before they go to anyone else because they know we are likely to be more receptive.

"Our intention," adds Mr. Fraiberg, "is that it would be foolish to flatly say we won't do this or that. Our key is to be flexible so that we can do anything."

Network and affiliate officials, as well as other independent executives, readily agree with Mr. Fraiberg's contention that the independent's prime advantage is "flexibility and maneuverability." As an analogy, Fraiberg says, "being an independent is like being a bachelor. A married man has advantages that a bachelor doesn't, but he also has responsibilities that a bachelor doesn't have to worry about, just as the networks do."

CBS's Phil Luttinger agrees that "independents are more flexible than we are and they can do things we can't. We're tied to a network schedule, but they can play around and drop in shows in mid-season until they get one that hits."

And one advertising agency executive feels that the independents' big gain was basically made possible by the fact that they had much more freedom to try bringing in "more contemporary fare, such as talk shows aimed at relatively younger urban audiences, while the networks were committed to pumping out older rural situation comedies for their affiliates across the country."

Unquestionably one of the greatest successes of an independent experimenting with programming has been Metromedia's prime-time news strip.

Rather than try to compete with the networks on their own terms and time, Metromedia has gone to a one-hour news strip starting at 10 p.m. on WNEW-TV, KTTV, WTTG and KMBC-TV (Kansas City), the last an affiliate of ABC-TV. In New York the success has been particularly spectacular, with the news program's audience consistently running larger than that of WABC-TV's 11 o'clock news, frequently ahead of the WNBC-TV news and occasionally even the WCBS-TV news, to make it the most-watched news program in the city some evenings.

For example, in the Monday-Friday week of July 8-12, the Nielsen ratings gave the WNEW-TV 10 o'clock news an 11.6 average audience share, compared to 10.6 for both WCBS-TV and WNBC-TV and 7.0 for WABC-TV. On Republican and Democratic convention nights this past summer, the news program was able to consistently outrate all three networks in the 10-11 p.m. time slot.

Juggling the time period obviously was the major factor in improving the

popularity of the Metromedia stations' news, but WNEW-TV's Mr. Fraiberg says it is only indicative of how they "rejected the shibboleths that the networks have created in their formats."

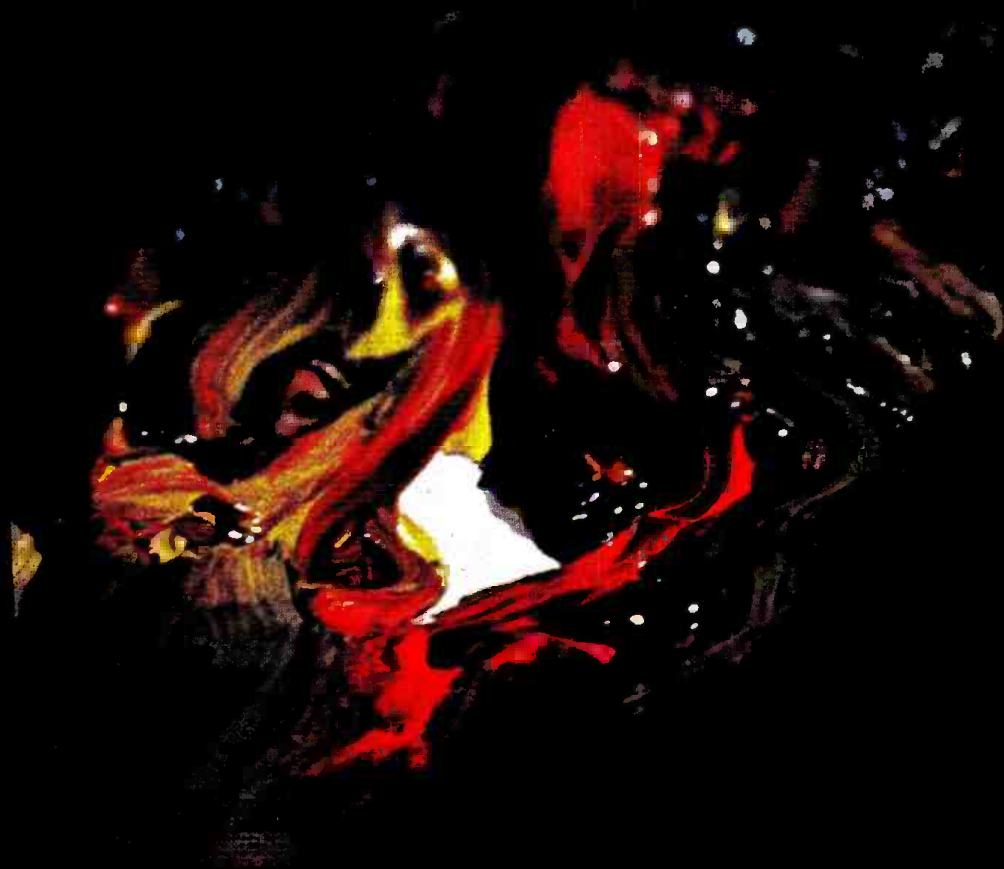
In addition to the ratings gains, the success of such innovation is also indicated by the copying of the Metromedia formula by other independents. In New York, for example, WPIX went one step beyond WNEW-TV this fall with a half-hour news strip at 9 o'clock, in an attempt to go after whatever portion of the audience that wants to see the news even earlier (WPIX also is doing a half-hour updating of the strip at 1 a.m. to catch those who missed the earlier session). Explains a WPIX spokesman, "although we have no hard-core research to prove it, indications are that the night work force in New York City has increased by about 5-6% within the past five years. With a 9 o'clock news program we hope to catch both the suburban commuter who wants to see the news before he goes to bed but doesn't want to stay up until 11 o'clock to do it, and the person who may be just getting up to go to work at night and wants to see what's been going on in the world."

This scramble to split every possible audience preference group is indicative of the struggle among the independents to further boost their inroads. And with more UHF stations going on the air, indications are that the struggle will become even sharper.

Network, affiliate and some advertising executives maintain that from here on out the fight for viewership and the problem of further audience fragmentation will be primarily among the independents and new stations themselves. But there are concessions that the increased competition could bite a bit more deeply into network audiences, and there are rumors that the independent programming innovations have been impressive to the networks to the point where ABC is considering the possibility of an early-evening strip talk show.

Officials of major independent stations generally dismiss any concern over audience saturation or fragmentation by the success of new stations. All express optimism over the continued growth of independents during the next few years, although few expect them to ever gain equal ratings status with the network affiliates. Most seem to feel that there is enough audience to go around for everyone.

"The independent stations are just coming into their own and the importance of them is only beginning to manifest itself," says Ward Quaal, president of Chicago's WGN-TV. "This is only the beginning of greater things to come. If the independents manifest strength in program creativity and sales, the stations—VHF and UHF—will cre-



HOW DOES A HOT STATION GET HOTTER?

KOOL-TV DID IT BY ADDING COLOR FILM.

"The idea is to be way out in front in every way possible," says Jack Murphy, the Phoenix station's Vice President and Director of News and Special Events. "So we added Kodak Ektachrome color film and the Kodak ME-4 Process for local news, documentaries, and commercials. Our ratings went up. Our advertiser interest went up. Our advertising revenue went up."

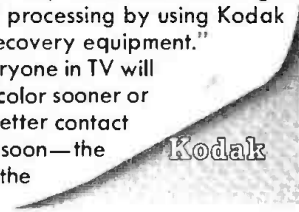
The station's Director of Promotion and Publicity, Marge Injasouljan, enlarges on that. "Color film has given us a new realistic dimension for news and investigative documentaries. When a man took LSD and allowed

us to film his trip for our documentary 'LSD—Madness or Miracle?', only color could dramatically record the images he drew. We got a 47% share of audience with that one against popular network evening shows."

Murphy tells about other color advantages. "We had been doing color spots for local advertisers in the studio with color cameras. Color film meant we could shoot 'on location' at the advertiser's place of business for more impact and immediacy. It definitely increased advertising income. The use of color film in news moved us to a strong, dominant

position in news audience. We are regular color contributors to the CBS Network News with coverage of the Southwest. We shoot color film exclusively—no black-and-white at all. Kodak experts spent two days helping us set up the Kodak ME-4 Process, and it's gone smoothly since. In fact, we're even reducing the costs of processing by using Kodak silver recovery equipment."

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Sírvanse notar: La Categoría de Televisión No. 7 ha sido agregada a los Premios de este año de Comunicaciones Internacionales. Estos están limitados a los avisos comerciales producidos en idiomas extranjeros, excluyendo el inglés. IBA espera con esto despertar el interés para que haya mas participaciones en esta categoría, particularmente de aquellas areas donde el aviso comercial es nuevo.

Bitte notieren Sie: Category Nr. 7 wurde dieses Jahr in die International Broadcasting zugelassen. Es koennen aber nur Werbungen gemacht werden, eine Ausnahme ist die Englische Sprache. Wir hoffen durch diesen Schritt mehr Geschaeftsverbindungen auf diesem Gebiete zu erhalten, besonders in den Gebieten wo Werbungen am Fernsehen neu sind.

Prière de noter: Cette année nous avons ajouté au vision No. 7. Ceci est limité aux reclames faites da courager de nouvelles entrées par cette catégorie, télévision est encore une nouveauté.

Nota: A televisão categoria No. 7 passou a pertencer. Está limitada em anúncios feitos em outros idiomas entradas nesta categoria principalmente em áreas

Please Note: Television Category No. 7 has been added. It is limited to commercials made in languages other than English. Entries by means of this category, particularly from

注: IBAのテレビ部内に本年より第7項目を設け、この部門はC Fに限定されます。IBAとしてはこの部門を特に新しくC Fを開発された作品を

電視目錄第七号自今年起已加入國際廣播獎賞會。這只限於在宣傳廣告上能使用各種語言。國際廣播獎賞會 (I B A) 希望今後能增加些節目。特別是來自各地正在播的播送。商業廣告。

Kérjük megjegyezni: Ebben az évben a 7 es számú televíziós kategória hozá lett adva a Nemzetközi Kozvetítési Díj. Korlátozva van kereskedelmi reklamirozásra minden nyelvben angolon kívül. Az N.K.D. (Nemzetközi Kozvetítési Díj) reméli hogy serkenteni fog további beiratkozásokat ebbe a kategoriaba különösen olyan teruletokrol, ahol a kereskedelmi reklám kozvetítés még új.

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The world's finest radio and television commercials are honored each year by the International Broadcasting Awards, established to promote broadcast advertising and international business cooperation. In the 1967-68 competition, 31 nations took part with more than 3000 commercials entered in 11 television and eight radio categories. Trophy winners in each category and grand sweepstakes winners for television and radio are presented. For full information on the IBA "Spike" Awards, write to:

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ate stronger markets for us all. I'm not opposed to the U's. If they do as good a job as the independents, they should be welcomed and helped as encouraging larger audiences for TV in general. They can help develop broader interest in TV."

Mr. Quaal foresees the situation becoming similar to that of latter-day radio: "With added stations, types of services and appeals to all levels of specific audiences, it radio opened up a whole new, broader interest in radio. Even if the new stations in television are direct competitors—which they are—instead of talking about the competition from their arrival, if we encourage them and make the medium more attractive, we create more dollars for everyone."

Cox's Mr. Gaither also discounts any threat from new stations to the more active independents. "The good independents are used to a very active competitive operation. The fellow who runs the best station is going to maintain his audience in what is strictly a competitive situation. If anything, in markets where there are active, progressive independent V's used to competing, the U's are going to draw away from the affiliates."

And Mr. d'Usseau of KTLA sees the ultimate situation as one in which "there will be a point where there is

maximum saturation of the audience and quality specialized programming at all times," with each station getting its own specialized piece of the action.

From an advertising standpoint, some see a resurgence in spot advertising providing an additional boost to independent stations. "There is a parallel trend between the growth of independent station audiences and of marketers marketing their products locally," says Sam Vitt, senior vice president and executive director media and programming department at Ted Bates & Co.

"Everybody has always known marketing is local," he says, "but it is only with the technical equipment now available, both in measuring tools and placement, that there is a trend to make ad dollars work more for an advertiser locally. An advertiser who has been advertising nationally by using magazines and network television now may choose to advertise only in 50 spot markets. Because of this trend to local marketing, I think more and more dollars will tend to go into spot, and because the UHF stations are coming in more and more, there will be better places for spot dollars to go.

"I see a growth where we will move more like radio, where the audience is more fractionalized. Because there are more stations, competition in the markets will become more severe and mar-

keting consumption more complex."

Perhaps the dispassionate, but interested observation of the advertising community in the independent phenomenon is best summed up by Peter M. Bardach, vice president and director of broadcast at Foote, Cone & Belding: "While there is no question but that there has been an increasing amount of nonnetwork viewing, our own personal feeling is that it has plateaued and we won't see any significant increase.

"From an advertising standpoint, fractionalizing of markets is not really a worry because the stations coming on the air so far seem to be picking up viewing that probably would not go to anyone—such as the two Spanish-language U's in New York City. If anything, audiences for these stations are coming from increased sets in use.

"The 'REM network' (from the 'remainder' column in the Nielsen 30-market books) would pose an advertising advantage if it could be bought as a network, but, of course, it can't. Probably the biggest contribution of the independents' recent gains is the challenge they pose to creative people.

"The independents have proved that people will tune in to what pleases them and if the networks don't keep pace with today's contemporary taste, they will lose their audiences to someone who does."

TheMedia

AT&T presents CPB with new formula

Offers trial run of five nights weekly instead of original proposal of two nights

AT&T is prepared to offer the Corp. for Public Broadcasting reduced-rate service in prime time for five nights a week during a six-month trial period—but there is a caveat attached. The danger of pre-emption during at least three of the nights by other users will be considerable.

AT&T made its new offer in response to a letter from Ward Chamberlin Jr., of CPB, raising questions about an original offer of reduced-rate service AT&T had made (BROADCASTING, Aug. 26).

Originally, AT&T said it would serve a 41-city network over existing facilities at a cost of \$20,000 a month, based on two hours of use, between 8 and 10 p.m., on four Sundays and Mondays during the month. Use of the facilities on both nights would cost about \$30,000 monthly.

The \$20,000 figure, which includes charges for local channels and out-of-

pocket costs, but nothing for interexchange channels and station connections, is about one-fifth what would be charged commercial broadcasters for comparable service.

A key question raised by Mr. Chamberlin had dealt with the restriction of the test to two nights a week.

Richard W. Miller, assistant vice president of AT&T, in his response, said the original offer was based on a review of past use of occasional service in prime time which indicated that the availability of facilities would be most likely on Sunday and Monday nights.

It seemed desirable, he added, "to test the use of facilities on a basis favoring availability of service, rather than one which greatly increases the risk of nonavailability or pre-emption."

But, "so long as you recognize the added risks," he said, "we are willing to expand the suggested trial to five

nights a week for two hours per night. This should provide the basis for a meaningful trial."

AT&T told CPB in August that since the facilities that would be used were built and paid for by commercial broadcasters, their service needs comes first. And last week Mr. Miller said that terms of the six-month trial regarding "pre-emption" or "subject to interruption" could not be eliminated. He said the proposed trial is based on the assumption that the facilities would be available when needed by other TV customers or to protect continuity of service.

In response to another question, Mr. Miller said his earlier doubts that Sunday nights would be available for CPB this fall because of the need to provide service for football game broadcasts have been dispelled; the football schedule "is not expected to preclude the possibility of facilities being available for CPB on Sunday night," he said.

He also said that AT&T is willing to expand the suggested trial to include 55 points now designated by CPB, in-

DIVORCE COURT

lands with
IMPACT
in market
after market

In Chicago

DIVORCE COURT

sent

homes up 47%
adults up 45%
women up 196%

over the program previously
in the time slot
on WFLD-TV,
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6:30-7 p.m.

ARR1 OCT. 1967 VS. OCT. 1966

"Divorce Court"
consistently delivers
more homes,
more women.



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See page 64

Cherchez
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stead of 41 but he said that if the proposed network were set up to provide time delay and/or regional split with a number of originating points, as suggested by CPB, the contemplated costs would increase. Present estimates are based on the assumption of a single origination point on each occasion of use.

CPB was created by an act of Congress last year as an independent, non-governmental agency to aid in the development of noncommercial broadcasting through grants for programming, interconnection and other services. The Public Broadcasting Act also authorized the FCC to authorize free or reduced-rate interconnection service to educational broadcasters.

Mr. Miller's letter, which confirmed a conversation with Mr. Chamberlin on Oct. 4, came in the wake of a controversy touched off by criticism levelled at AT&T by the board of trustees of the National Citizens Committee for Public Broadcasting and Thomas Hoving, committee chairman.

The committee scolded AT&T for engaging in a "blatant holding action" in negotiating lower interconnection rates for noncommercial broadcasting, and of making "costly offers . . . of off-peak hours." Mr. Hoving accused the company and the three commercial television networks of being in "collusion" to keep the public from being fully informed during the election campaign.

However, Frank Pace Jr., chairman of CPB, and John White, president of NET, promptly disassociated themselves from those remarks. They expressed the belief AT&T was negotiating "in good faith" on the interconnection matter (BROADCASTING, Oct. 7).

Wechsler Coffee buys WNDR in Syracuse

In a diversification move, the Wechsler Coffee Corp., New York, last week announced the formation of a new subsidiary, Tower Broadcasting Corp., and the acquisition of its first property, WNDR Syracuse, N. Y. The purchase price is in excess of \$1 million. The sale is subject to FCC approval.

WNDR, founded in 1946, on 1260 kc with 5 kw full time, is owned by Syracuse Broadcasting Corp., of which Arthur C. Kyle Jr. is president. Mr. Kyle will remain as a vice president, director and stockholder in Tower Broadcasting, and General Manager Franklin H. Small will continue in that capacity.

A. F. Wechsler is board chairman of the coffee company, which is an institutional foods purveyor of coffee, teas, cocoas, and spices. Robert A. Forrest, corporate vice president of Wech-

slers since 1966 and earlier with NBC Films and WCAU-TV Philadelphia, will direct the operations of Tower Broadcasting in New York. He indicated that Tower is now negotiating for at least two other stations.

KAHR gets FCC approval for ownership change

The FCC has granted applications to assign the license of KAHR Redding, Calif., first to a receiver in bankruptcy and second to a new owner, subject to a condition that the new owner divest himself of interest in another Redding AM.

The new owner is California Northwest Broadcasting Co., which submitted a bid of \$55,000 after a bankruptcy court had approved a plan for sale of the assets of High Fidelity Stations Inc., the former licensee. The court terminated High Fidelity's rights of possession and appointed William B. Grover as receiver on May 10. An application for involuntary transfer of control to Mr. Grover was subsequently filed and approved. An application to assign the license to California Northwest had been filed in March, and was amended to list Mr. Grover as the new assignor following the involuntary transfer.

California Northwest is 100% owned by Carl R. McConnell, president, and Leah McConnell, treasurer. The firm is licensee of KVIQ-TV Eureka, Calif.; additionally, Mr. McConnell owns 47.5% of Shasta Broadcasting Corp., licensee of KVIP Redding. Approval of the KAHR license assignment was made on condition that he divest himself of stock in the KVIP license before assuming control of KAHR.

The commission also wrote a "disgruntled" former employee of KAHR that investigation of a complaint he filed against the station had not established his allegation of premature assumption of control by the new station owner. Herbert C. Hazen, a KAHR employee fired by the receiver, made the charge after he and other employees were dismissed in an abrupt manner. After examining the results of a field investigation conducted in early July, the commission told Mr. Hazen that his charges were unproven, and that no further action was warranted.

Four FTC members slated for TVSI seminar

TV Stations Inc. holds its third annual management seminar today and tomorrow (Oct. 14-15) at the New York Hilton hotel with panels of speakers ranging over a list of topics including "station image," "the government and business" and "communications on delivery."

TVSI announced last week that its

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BROADCASTING, Oct. 14, 1968



last panel session, dealing with *The Challenge of Regulation*, has been set. The panel will be moderated by Frederick Houwink, vice president of WMAL-AM-FM-TV Washington. It will consist of four Federal Trade Commission officials—John Wheeler, executive director; Albert Seidman, attorney in charge of the New York office; Frank C. Hale, director of the Bureau of Deceptive Practices and Edward F. Downs, attorney of the Bureau of Deceptive Practices—and former FCC Commissioner Lee Loevinger.

Leonard Goldenson, ABC president, will give the keynote address at today's opening session of the seminar. Luncheon speakers will be William Lawrence, ABC political correspondent, today (Oct. 14) and Frank Pace Jr., chairman of the Corp. for Public Broadcasting, tomorrow (Oct. 15).

Six panel sessions have been arranged by TVSI (BROADCASTING, Sept. 2). Speakers will include a large number of government and industry leaders drawn from various facets of the television industry.

Herb Jacobs, president of Television Stations Inc., said that more than 300 executives attended the seminar last year and he expects this year's attendance to equal or surpass that figure. Each attendee will receive a transcript of the entire seminar.

Changing Hands

Announced:

The following station sales were reported last week, subject to FCC approval:

■ WNEB-TV Bay City-Saginaw-Flint, Mich.: Sold by James Gerity to Meredith Corp. for an estimated \$10 million to \$12 million (see page 54).

■ KVEM-TV Monahans, Tex.: Sold by John B. Walton Jr. to Grayson Enterprises for \$530,000. Mr. Walton owns KDJW-AM-FM Amarillo, KBUY-AM-FM Fort Worth and KFLP-AM-TV El Paso, all Texas; KQOD Albuquerque and KAVE-TV Carlsbad, both New Mexico and KKKX Tucson, Ariz. Grayson Enterprises, controlled by Dr. Ellis Carp and Theodore Shanbaum, owns KBLK-AM-FM-TV Lubbock, KWAB-TV Big Spring and KTXS-TV Abilene, all Texas. KVEM-TV is on channel 9 with 240 kw visual.

■ WWRI West Warwick, R. I.: Sold by Melvin C. Green, Lester W. Lindow and Martin F. Beck to Ernest Tannen and Marvin Mirvis for \$200,000. Mr. Lindow is executive director of the Association of Maximum Service Telecasters. Mr. Tannen has controlling interest in WEEZ Chester, Pa., and WDMV Pocomoke, Md. Messrs. Tannen and

Mirvis own WYRE Annapolis, Md. WWRI is full time on 1450 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

■ KLGs-FM Los Gatos, Calif.: Sold by Richard A., Donald R. and Berenice A. Ingraham to William H. Ryan and Lorenzo Milam for \$133,500. Mr. Ryan formerly was with Random House, New York. KLGs-FM is on 95.3 mc with 3 kw. Broker: Hamilton-Landis & Associates.

■ KAOR Oroville, Calif.: Sold by James E. Walley to Duane E. Hill for \$115,000. Mr. Hill is salesman with WISM-FM Madison, Wis. KAOR is full time on 1340 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

■ WJCM Sebring, Fla.: Sold by James O. Blackman, Robert D. Ortt and Howard Johnson to Thomas D. Thompson, C. Wesley Ward, George W. Cortney Jr. and Edward R. Kennedy for \$75,000. Mr. Thompson is retired Air Force officer and Mr. Ward retired from Marine Corps. Mr. Cortney is civilian Marine Corps employee and Mr. Kennedy is with National Education Association. WJCM is a daytimer on 960 kc with 1 kw. Broker: Chapman Associates.

■ KIQS Willows, Calif.: Sold by Robert C. Rose to Harry Lando for \$55,000. Mr. Lando is free-lance Washington news correspondent specializing in broadcasting. Broker: Hamilton-Landis & Associates.

■ KTUX-FM Livermore, Calif.: Sold by Vernon Hatfield to Ralph Peer II for \$30,000. Mr. Peer is vice president of Southern Music Publishing Co., New York. KTUX-FM is on 101.7 mc with 3 kw. Broker: Hamilton-Landis & Associates.

Approved:

The following transfer of station ownership was approved by the FCC last week: (For other FCC activities see "For the Record," page 84.)

■ KEED Eugene, Ore.: Sold by Glen M. and Helen N. Stadler and others to John W. Mobray, Chris J. Wedes and James H. O'Neil for \$201,000. Sellers own KQAL Lebanon, Ore. Mr. Mobray is account executive with KIRO-TV Seattle and has CP for new AM at Burien, Wash. Mr. Wedes is performer for KIRO-TV and Mr. O'Neil is program director for KEED. KEED is a daytimer on 1450 kc with 1 kw.

WPON, Functional vie over program conflicts

The use of FM subchannels for Muzak and supermarket Storecasting services provided the legal background music to an FCC review board action last week.

WPow Inc., one of three applicants for an Albany, N. Y., FM construction permit, had requested that the board

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enlarge issues in that comparative proceeding to determine whether another Albany applicant, Functional Broadcasting Inc., had "subordinated its broadcasting operations" to Muzak and Storecasting. Functional owns three existing FM's, all of which provide background music on their subsidiary communications channels, and the firm has proposed to continue that practice in Albany. Moreover, WPOW pointed out, Functional is a wholly owned subsidiary of Amalgamated Music Enterprises Inc., which owns various companies engaged in the distribution of background music.

According to WPOW, the programming of Functional's three stations is now virtually identical, and adheres to a strict music-and-news format. This fact conflicts with the program proposals in the firm's original station applications, WPOW said, and raises doubts as to whether similar proposals for Albany are reliable. Accordingly, WPOW requested that the following issues be added to the proceeding: the technical and public-interest implications of Functional's background music services as related to its qualifications as a broadcast licensee; whether there are significant local programming needs in Albany, and which applicant can best meet those needs, and whether a grant to Functional would create undue concentration of control of FM and background music services in upstate New York.

The review board rejected WPOW's contention that present knowledge suggests a relationship between Functional stations' program similarities and the firm's alleged overemphasis on background music services. The technical and concentration-of control question could be included under existing issues, the board said, and the incompatibility of Functional's background music with the public interest could not be considered "absent additional information."

However, the board added, "the evidence of Functional's failure to follow through on the (program) proposals it has made in past applications raises serious questions as to the reliability of its present proposal." The board therefore added two issues: to determine significant differences in the applicants' program proposals, and to determine the reliability of Functional's program proposals in light of its deviation from past proposals.

In a second action, the board refused to include as an issue the allegation by Functional that WPOW had "voluntarily relinquished opportunities to provide nighttime service" on WHAZ Troy, New York. WPOW New York had arranged time-sharing agreements with two other stations operating on 1330 kc, WEVD New York and WHAZ. According to the review board, there is no evidence of misconduct by WPOW

and the allegations of fact, even if true, do not reflect unfavorably on its qualifications as a licensee.

At Functional's request, the board did enlarge issues to determine whether there are significant differences in the efforts to ascertain community needs by WPOW, Functional, and the third applicant, Regal Broadcasting Corp.

FCC turns down Salt Lake protests

KSL licenses renewed despite allegations of introducing control

In an action containing an echo of a Senate hearing last March, the FCC last week rejected the protests of two Salt Lake City residents and renewed the licenses of KSL-AM-FM-TV Salt Lake City. The vote was 3-to-1.

The residents, Ethel C. Hale and W. Paul Wharton, focusing their attention on KSL Inc. stations, said a concentration of control of media existed in the Salt Lake City area. They also alleged that KSL served the private interests of the KSL Inc. owner, the Mormon Church, rather than the public interest.

The commission, in a letter to the complainants, said that "on balance," renewal of the licenses "would be in the public interest, convenience and necessity."

The concentration-of-control question involved one of several cases of interlocking ownership of newspaper and broadcasting interests that were aired in a hearing by the Senate Antitrust and Monopoly Subcommittee on the proposed Failing Newspaper Act. In the hearing, FCC Chairman Rosel H. Hyde explained and defended the case-by-case approach the commission takes in cases involving cross-media ownership (BROADCASTING, April 1).

But last week Commissioner Kenneth A. Cox, the lone dissenter in the action, issued a statement asserting that the situation in Salt Lake City, even though long known to the commission, is "unique" and requires hearing to review all of the facts. He also would rescind the renewals that had been routinely granted by the staff of four "other interlocking stations" so that all of the licenses involved could be considered in a consolidated hearing.

The complainants had noted that the Mormon Church, besides controlling KSL Inc., owns the *Deseret News*, one of the two daily newspapers in Salt Lake City. Together with the other

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daily, the *Salt Lake City Tribune*, it owns the News Agency Corp., which handles the mechanical productions for both papers and operates their circulation, advertising and business offices.

Commissioner Cox noted that the *Tribune*, in addition, owns 35% of KUTV(TV), one of the remaining two VHF stations in Salt Lake City, and that the other owners of KUTV (the family of A. L. Glasmann) control KALL Salt Lake City and the Ogden (Utah) *Standard Examiner*, while members of the same family group control KLO Ogden. (He also noted that the church and members of the KUTV ownership group have interests in stations in Idaho and in CATV and microwave common carriers in the mountain states.)

The commission, in a letter to Miss Hale and Mr. Wharton, confined itself on the concentration of control question to their reference to the News Agency Corp. It noted that there are 21 such joint arrangements in 17 states and that litigation is now underway to determine their validity, then added: "If any antitrust violation is found by the courts, this will be taken into consideration by the commission." The commission also said, however, that "the over-all showing of operation in the public interest is also pertinent to our determination on the concentration issue."

The commission said "there is no indication" that the joint operation in which the two Salt Lake City papers are involved interferes with the editorial policy of either one.

The commission, which issued its decision after querying the licensee, found

no basis for faulting KSL on programming. It noted that on a controversial issue on which the Mormon Church took a position, KSL provided equal time for the opposing view and presented panel programs featuring spokesmen for both sides.

The commission also noted KSL's denial that businesses associated with the church receive favored economic treatment; such businesses are said to pay regular station rates and one of them "is presently purchasing more time on a competing station."

Commissioner Cox, in his statement, said he is "satisfied that, by most standards, the stations involved in the question of interlocking ownership have performed as well or better than most others in the broadcast industry."

Voting to renew the licenses were Chairman Rosel H. Hyde and Commissioners Robert E. Lee and James J. Wadsworth. Commissioner Robert T. Bartley did not participate and Commissioner Nicholas Johnson was absent.

FCC wants to revamp forfeitures procedures

The FCC apparently wants additional time in which it may impose forfeitures on broadcast licensees. A major element in a package of legislative proposals given preliminary approval by the commission would permit it to act within one year of a violation or within a station's license period, whichever is longer. The statute of limitations is now one year.

Commission attorneys are now studying a broad range of questions involving

forfeitures as a prelude to drafting proposed legislation. Proposals ultimately approved by the commission will be submitted to the Bureau of the Budget for possible inclusion in the legislative program the President will submit to Congress in January.

One proposal turned down by the commission is a perennial one of increasing the maximum amount of forfeiture from \$10,000 to \$50,000. This has long been urged by the staff as a means of arming the commission with a weapon that would be short of revocation or nonrenewal but still meaningful in dealing with multi-million-dollar stations.

However, the commission, reportedly, was fearful the measure would lead to controversy which could endanger chances of adoption of the proposal to extend the statute of limitations. And this one, which would increase the commission's flexibility in dealing with violations that occur early in a station's license period but are not uncovered until, say, two years later, is regarded as the more important.

Other proposals on which commission attorneys were instructed to continue working would bring additional parties and violations within the commission's authority to impose forfeitures. According to some reports CATV would be included among the services explicitly subject to commission forfeitures.

Pace relates objectives of CPB at conference

Maryland noncommercial broadcasters gathered in Baltimore last Wednesday (Oct. 9) for the Governor's Conference on Public Broadcasting and heard Frank Pace, chairman of the Corp. for Public Broadcasting, give his views on the general functions of the newly created agency.

CPB will not be just an operating entity, he said; the organization must provide leadership to the whole field of educational broadcasting, identify areas where educational television can be useful, and serve as a coordinator among all the noncommercial factions.

Mr. Pace also saw a CPB responsibility to develop young, exciting talent for educational broadcasting and to act as a collective agent to research the state of the art.

KFEQ, KLIK sale report

Some information concerning the sales of KFEQ St. Joseph and KLIK Jefferson City, both Missouri, was listed indirectly (BROADCASTING, Sept. 30). Principals of KLIK Radio 950 Inc. are Floyd B. Linn, Robert D. MacVay,

Meredith to buy 5th VHF station

Will acquire WNEM-TV from Gerity Broadcasting for reported price between \$10-12 million

Meredith Corp., Des Moines, Iowa, will purchase its fifth VHF station from Gerity Broadcasting Co. for a gross price understood to be between \$10 million and \$12 million.

The sale of WNEM-TV Bay City-Saginaw-Flint, Mich. is subject to FCC approval.

James Gerity, sole owner, will retain WNEM-FM Bay City, Mich. He will serve in an advisory capacity to WNEM-TV.

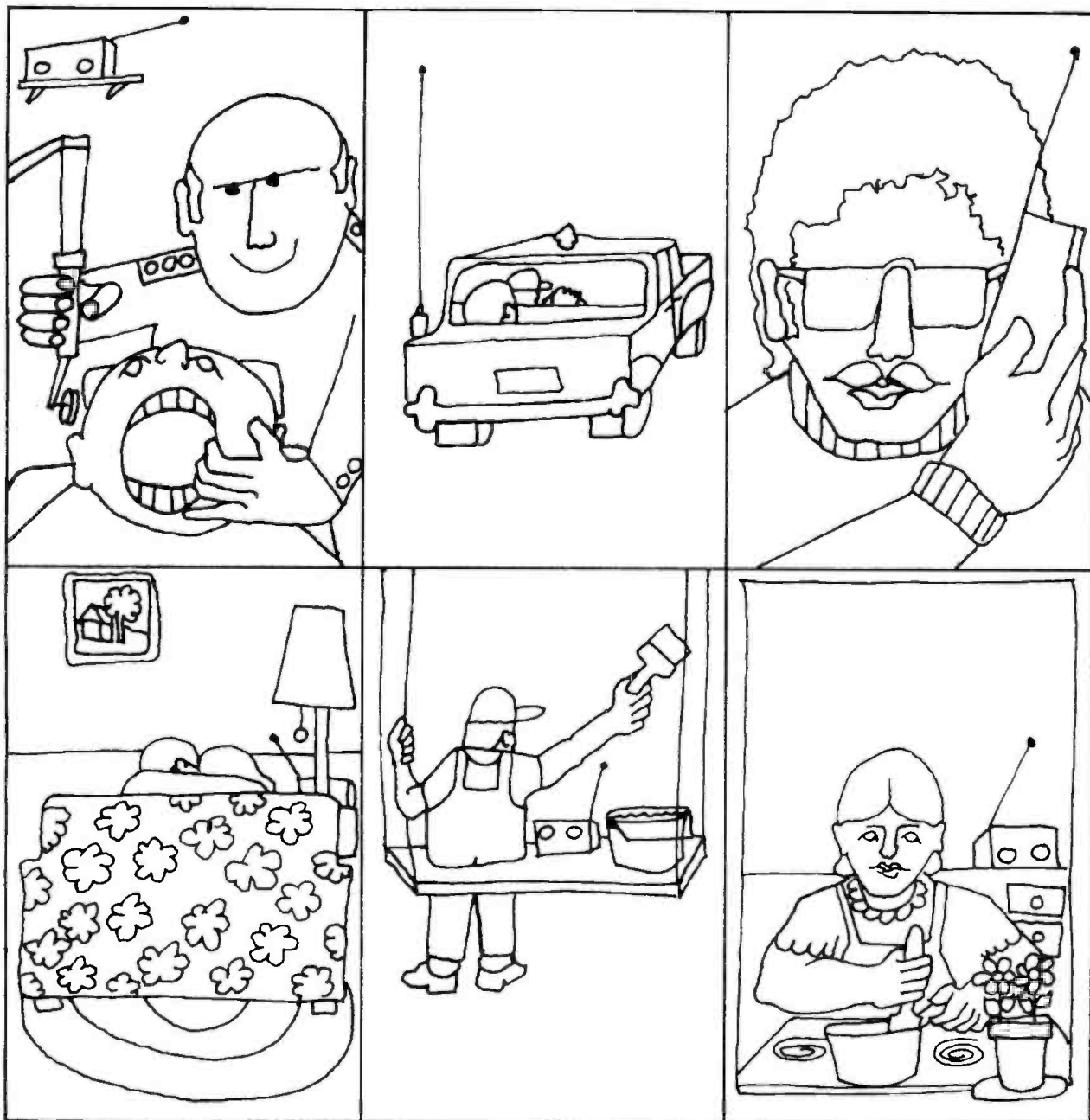
Meredith Corp. publishes *Better Homes and Gardens*, *Successful Farming*, special interest publications, and text and consumer books. It also prints

magazines and catalogues and manufactures world globes. Its broadcast properties are WHEN-AM-TV Syracuse, N. Y.; WOW-AM-FM-TV Omaha; KCMO-AM-TV and KFMU(FM), all Kansas City, Mo., and KPHO-AM-TV Phoenix.

WNEM-TV will be Meredith's first NBC affiliate. The AM and TV stations in Syracuse, Omaha and Kansas City are CBS affiliates, KPHO-TV is an independent and KPHO is an MBS affiliate.

WNEM-TV which has been on the air since 1954, is on channel 5 and has 100 kw visual.

Howard E. Stark, New York, negotiated the sale.



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Stanley Grieve, Everette J. Hougen, James W. Hunt Jr., Harold L. MacVay and William E. McCarthy. Robert D. MacVay is partner in a brokerage and securities firm. Mr. Grieve is general manager of KLIK and has 20% interest in KLIK Radio 950 Inc.

Racial proposal of FCC hit

Citizen groups say it is inadequate, broadcasters say present laws suffice

Religious and civic organizations lined up against commercial and educational broadcasters last week in their reactions to the FCC's rulemaking proposal and policy statement prohibiting racial discrimination in broadcasting.

The citizens' groups agreed in comments filed with the commission that the FCC proposals will contribute little of substance to the battle for racial equality unless broadcasters are required to demonstrate compliance with equal-opportunity regulations as a prerequisite to the granting and renewal of their licenses. While most applauded the commission's concern and acknowledged that its proposals would be a helpful beginning, all said that an effective anti-discrimination policy would be impossible if the burden of proceeding and proof were placed upon the public, as the commission proposed, rather than with broadcast licensees. The religious and civic groups were also unanimous in their assertion that broadcasting bears a special responsibility for the elimination of racial bias, as the most important source of information for Americans in general and the ghetto dweller in particular.

Broadcasters, on the other hand, argued that existing federal laws deal adequately with discrimination employment practices, and warned that new commission regulations could become an administrative burden on government and industry alike, creating new expenses and needless duplication. Some said that discrimination as a factor in license renewals should be equated with violations of the fairness doctrine; both can be grounds for license revocation, it was noted, but compliance with the fairness doctrine is assumed in the absence of complaints. The same practice, these broadcasters said, should be employed in dealing with racial discrimination. While the broadcasters criticized the commission's procedural proposals, however, all lauded its policy objectives.

A total of 14 comments were filed during the final week for response to the commission's proposals. The deadline for comments was Wednesday (October 9).

The commission issued its three-part

order and rulemaking proposal on July 5 in response to a petition by the Office of Communications, the Board of Homeland Ministries and the Committee for Racial Justice Now of the United Church of Christ. The opening section, a statement of policy, said that broadcasters face license revocation if they discriminate in employment. The second section proposed the adoption of a rule specifically requiring that equal opportunity notices be posted in radio and television employment offices and on employment application forms. In the final section, the commission called on broadcasters "as a matter of conscience" to go beyond the minimum policy requirements and actively seek solutions to the problem of discrimination.

Regarding the controversial issue of compliance, however, the commission said that to adopt a rule and to place the burden of proof on broadcasters would involve cease-and-desist procedures and forfeitures when "the matter is of such a serious nature as to call into question the basic grant of operating authority." Noting that the issue would generally require a hearing even without a rule, the commission said that a new rule "would not appear to contribute greatly" to the effective dispatch of its duty. Instead, it was proposed that complaints from the public be referred to the Equal Opportunity Commission or to state and local authorities as appropriate, with the commission assuming jurisdiction in cases not covered by other offices. The commission would then maintain liaison with the acting agency and the Department of Justice, and would withhold action on pending applications of the accused licensee until the matter could be resolved.

It was the question of enforcing compliance which polarized citizens' and broadcasters' reactions. The United Church of Christ, which in its original petition for rulemaking had advocated annual demonstration of compliance by broadcasters, was particularly adamant in pressing that demand. In comments filed jointly with United Presbyterian Church in the U. S. A., it was held that a broadcaster's employment practices are as important a yardstick of his ability to serve the public as are financial, technical, and other standard criteria.

The commission's proposal is inadequate to the task of rectifying past errors, the churches said, because a "history of exclusion" from a particular occupation discourages members of minority groups from acquiring the necessary training for the work, from applying for jobs even if they have the background, and from pursuing litigation to gain access by "force" when they feel unwanted in a particular line of work. Moreover, it was held, proof of discrimination is difficult for a citizen when the employer can easily invoke his right to make subjective choices.

According to the churches, a broadcast licensee is as much a public servant as are members of public school boards, and his compliance with federal laws governing his profession should be no less strictly regulated. In addition to the annual showing of compliance, the churches said, licensees should be subject to commission spot checks similar to those conducted by the Internal Revenue Service for tax returns. The churches also requested that oral argument be held on the proposed rules.

ABC, in a direct rebuttal of the churches' arguments, said that the approach of the United Church of Christ in its petition for rulemaking was too mechanical to be viable. "The implication is," ABC said, "that all national policies should be embodied in a 'no license shall be granted to . . . if such policy is violated' approach." According to ABC, existing laws provide a more suitable framework for dealing with charges of discrimination. The network also questioned the wisdom of the commission's proposed notice requirements, which it said would create unnecessary duplication.

The National Association of Educational Broadcasters also took issue both with the commission's notice proposal and with the churches' burden-of-proof arguments. According to NAEB, a specific showing of nondiscrimination should no more be required than a showing of compliance with the fairness doctrine. If such a rule is adopted, NAEB said, it should not be applied to educational stations, which are usually small and ill-equipped to bear the financial burden of more elaborate legal proceedings. Additionally, the association noted, most educational stations are bound by equal-employment rules when they receive grants from the Department of Health, Education and Welfare, and a new rule for them would therefore be superfluous. NAEB also took exception to the proposed notice requirement, which it said would be an unnecessary administrative and financial burden, especially for small stations.

Another noncommercial broadcast group, the Citizens' Committee for Public Broadcasting, disagreed. CCPB was the only broadcast organization to support the United Church of Christ's proposal.

Eastern Broadcasting Corp. echoed the argument of a petition filed three weeks ago by CBS (BROADCASTING, Sept. 16) that charges of discrimination should be dealt with according to the commission's procedures for handling alleged antitrust violations. As applied to racial bias, those procedures would require broadcasters to list on their license renewal applications all lawsuits alleging discrimination to which they are a party, and the commission would then decide on a case-by-case basis what action it should take.



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Republicans enshrine Section 315

In week of wild maneuvering on the Hill
GOP saves equal-time law as out for Nixon

Section 315 of the Communications Act remains intact this week after one of the hardest-fought battles on Capitol Hill in the history of broadcasting. Despite passage by the House of a suspension resolution that would have permitted televised presidential debates—after a spectacular 27 hours of fireworks, delaying tactics and debate—the measure sank without a trace in the Senate the next day. But in the process the way was paved for consideration of permanent changes in the law next year.

The suspension resolution, earlier passed by the Senate and modified by the House to include American Independent Party candidate George Wallace, was controversial from the start. Despite the opposition of individual members in both bodies, the issues finally polarized along strict party lines and the measure, responding until the last to the Democratic superiority of numbers in the Congress, passed all but one final Senate hurdle. But the final vote was a vote that never came, and in the end the Democratic majority didn't count because it wasn't counted.

A Senate strategist said time ran out for the measure. And Republicans in the House and Senate took full credit for the delay that finally left the Democratic Senate leadership with too few troops and not enough time to fight for that one last vote.

It was a week for the history books that wrote, some said, the end of periodic efforts to suspend the section that had begun with the precedent set in 1960, when Congress paved the way for the Kennedy-Nixon debates. It was a week that saw the whole House of Representatives locked up in the dead of night, midstream in what was to become either the longest or second-longest session on record (Hill antiquarians said the record was clouded by the unrecorded length of a slavery debate more than a century ago) lobbying in the House corridors by the president of the Senate (who, wearing other hats, is also the Vice President of the U.S. and the Democratic presidential nominee), a boycott by Republicans in the Senate and a House filibuster that also set a record for the number of quorum calls and precipitated the all-night session.

Leader of the Senate opposition that

finally killed the House-amended measure (S.J. Res. 175) was Senator Everett McK. Dirksen (R-Ill.), who stationed pages and staff members at entrances to the Senate chamber to warn arriving Republican members, responding to a quorum call, not to enter. The Democrats, with only some 37 senators on hand (the rest were already out of Washington, hitting the campaign trail), couldn't muster the 51 members necessary to conduct business. Even if they had, Senator Dirksen had made it plain that the Republicans were ready to conduct "extended debate" on the resolution—until after election day, if necessary.

Prospects for a Republican filibuster were made clear late Wednesday (Oct. 9), shortly after the House had approved the legislation and sent it directly to the Senate (a development that usually waits for the next day's business). Senate Communications Subcommittee Chairman John O. Pastore (D-R. I.), floor manager for the resolution, was prepared for immediate Senate consideration and acceptance of the measure as passed by the House, a maneuver that would have avoided the necessity for a House-Senate conference and further delay.

But Majority Leader Mike Mansfield (D-Mont.) moved late Wednesday that the Senate take up the matter on Thursday morning (Oct. 10). Mention of the equal-time suspension attracted an immediate circle of concerned Republicans who promptly served notice that they expected plenty of time, not just equal time, to debate the proposal.

Minority Leader Dirksen's no-quorum strategy kept the planned debate from ever occurring. Faced with a filibuster threat, even if a quorum could be mustered, and with time run out for an extended fight—even a day's fight—Senators Mansfield and Pastore agreed to "indefinitely postpone" consideration. Only after word was circulated to the Republicans that they had won did sufficient senators appear in the chamber to permit Senator Mansfield to make the motion that in effect killed the resolution.

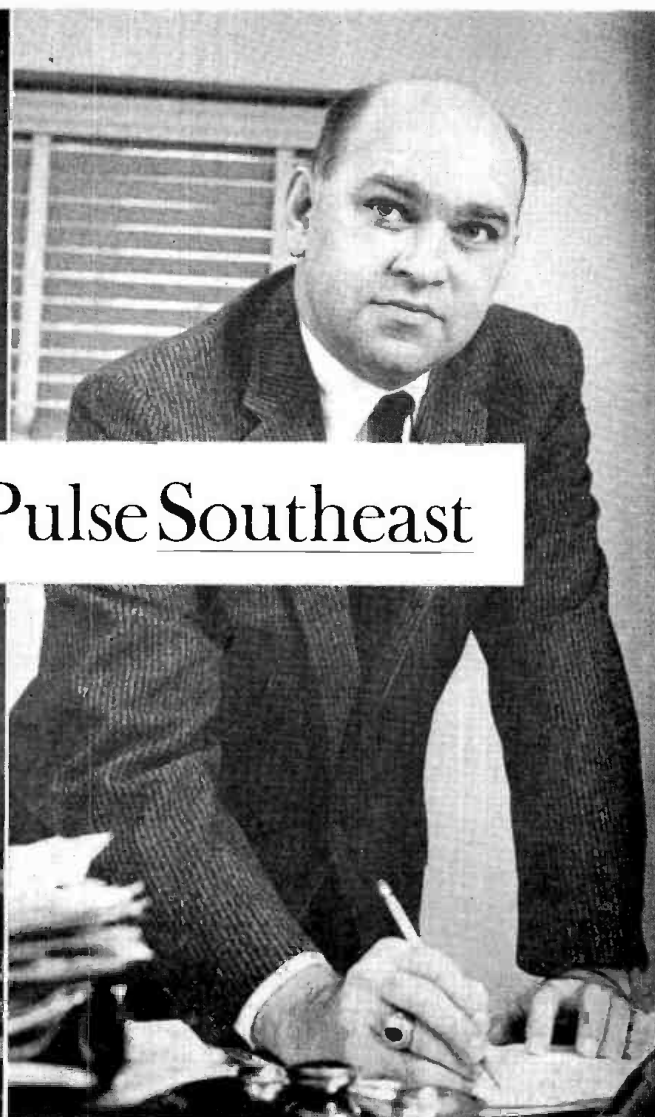
The three key House Republicans who deprived the Senate Democrats of even one extra day to attempt to save

the suspension were Representatives Donald Rumsfeld (Ill.), Robert Taft Jr. (Ohio) and Minority Leader Gerald Ford (Mich.). Mr. Taft, however, on final passage did not vote against the resolution. He voted "present," as did two other representatives with either direct or family broadcasting interests. They were Clarence Brown Jr. (Ohio) and John R. Dellenback (Ore.).

Messrs. Rumsfeld and Taft, with a small group of supporters that has become known as "Rumsfeld's raiders," set out again, as they had two weeks previously, to demonstrate that the House rules, strictly applied, would bring the legislative process to a stop: Ostensibly promoting legislation to reform House and Senate rules (which incidentally would provide for opening House committees for TV coverage), Rumsfeld's raiders this time struck during the attempt to consider the pending suspension resolution, and found themselves with the support of the Republican House leadership.

Minority Leader Ford made no bones about the fact that opposition to the suspension resolution was the Republican order of the day, but also insisted that the reform bill, lodged in the Rules Committee, was the true target of the Rumsfeld exercise in unlimited quorum calls. The Democrats couldn't keep a quorum on the floor because the Republicans had also blocked unanimous consent to dispense with the reading of the entire previous day's record, and sufficient Democrats could not be persuaded to remain on the floor during the reading of their own previous day's production (that would have taken hours, even without the interruption for quorum calls and sundry parliamentary discussions, one of which finally persuaded House Speaker John McCormack [D-Mass.] to lock everybody in, Democrats and Republicans alike).

After House passage, and the next day, in a brief post-mortem discussion as the Senate was tabling the resolution, Senator Dirksen frankly said he'd have used "every weapon at the command of the minority leader to stop the suspension." He noted that the Democrats had blocked a suspension resolution in 1964, saying "if it was fish then, it ought to be fish now. If it



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was fowl then, its fowl now."

Senator Pastore said the Senate's failure to approve the legislation was "tragic," and that the losers were not Messrs. Wallace, Humphrey and Richard Nixon, but the American people. Senator Hugh Scott (R-Pa.) said he could have supported the resolution but not in the form adopted by the House, which amended the proposal to allow Mr. Wallace "opportunity for equivalent appearances" on any televised confrontations. Senator Scott said the measure was a disservice to the two-party system and would have given too much recognition "to the most blatant of demagogues."

But the real debate had occurred in the House the day earlier, after House leadership finally pushed forward through the obstructionist thicket erected by the stalling Republicans. Although the outcome was never in doubt, once the matter could be brought to a vote, the Republicans launched attack after attack on the provisions of the resolution and the motives of the sponsoring Democrats. And in the process, broadcasters got their lumps for everything from "slanted news coverage" to computerized projections of election results.

Foremost in the critics' attacks were allegations of almost unlimited profits in the industry, which could easily, several Republicans charged, operate under the existing equal-time law, give free time to all the presidential candidates, "and still continue to make money to pay high salaries and pay off the stockholders and become more wealthy than they are," as Representative Glenn Cunningham (R-Neb.), a Commerce Committee member, put it.

The ploy that "the public ought to have the right to hear all the bona fide qualified candidates" was also reiterated by Minority Leader Ford in a filmed interview aired during the "Rumsfeld raid" and before the start of the House debate.

It wasn't until well into the debate that any of the resolution's defenders got around to answering the let-everyone-be-heard argument. Representative Brock Adams (D-Wash.) illuminated the issue by naming some of the parties that would, without a suspension, be also entitled to edify the viewing public on free time if any of the major contenders were given exposure.

In addition, he said: "Some candidates run as individuals and not as party representatives. For example, Clay Harvey bills himself as the 'Atlanta bomb,' and Louis Abalafia [is] a nudist who runs on the slogan: 'I have nothing to hide.'"

And Representative Lester Wolff (D-N.Y.) was the only debater to point out, late in the discussion, that broadcasters face "a nonelastic 24-hour day." But his point was lost in a subsequent argument about what sort of news or discussion programs are already exempt from equal-time claims under the 1958 amendments to Section 315. The exemptions for regularly scheduled news interview programs were also cited as an argument that the networks did not need any further exemption.

Much of the Republican opposition, led by Representative William L. Springer (R-Ill.), ranking minority member of the Commerce Committee, centered on arguments against outright repeal of Section 315, although time and again Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) reminded the debaters that the measure at issue was only a suspension and that House candidates would not be affected.

Representative John Dingell (D-Mich.) said Mr. Springer had "set himself up a straw man of immense size and of a frightening appearance." But Mr. Cunningham struck a prevalent note on the specter in many congressmen's minds when he said: "If they get that [outright repeal], then you are going to be at the mercy of all these

big, wealthy TV and radio people. Then you will have nothing you can do about it if they favor your opponent."

But if the common and often-expressed-before sentiments in the House point up the difficulties that any reform of Section 315 would face in the Congress, a number of the debaters indicated they were ready to chart new directions in the coming Congress. Influential Judiciary Chairman Emanuel Celler (D-N.Y.), who had earlier said he would oppose the suspension but then changed his mind and supported the measure—as a matter of practical politics, not principle, he explained—added that "a study in depth is required."

Minority whip Leslie Arends (R-Ill.) said he favored a complete investigation of broadcasting "when the next Congress convenes," and suggested "a study or investigation of the role of the networks in our national affairs and just how far these federally licensed activities ought to be allowed to get into the business of influencing the public and how they should do it."

A need for the review of at least the Section 315 problems was indicated by Commerce Committee Chairman Harley O. Staggers, who, in his introductory remarks in behalf of the suspension resolution (but which were not reported fully in the next morning's *Congressional Record*), said he didn't think that the suspension resolution was the correct way to handle even the present problem, but that time had run out.

Mr. Staggers added that he believed "in the next session the law should be completely gone over. . . ." He previously said he would never again consider a suspension resolution, which, he said, weakens the law, and that any future change should be permanent (BROADCASTING, Sept. 30).

Other congressmen calling for permanent changes in the equal-time law, or at least that an attempt be made to



House Republicans Donald Rumsfeld (Ill.), Minority Leader Gerald Ford (Mich.) and Robert Taft Jr. (Ohio) set the stage for the equal-time suspension's defeat by stalling action until the ball could be frozen in the other court.



Senate Minority Leader Everett Dirksen (Ill.) kept his troops away until the clock ran out, later in victory speech said he had been prepared to use "every weapon available" to prevent final vote on television debates resolution.

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avoid any future partisan imbroglio such as last week's, were Messrs. Delenback, Adams, Celler, Richard Ottinger (D-N.Y.), James Harvey (R-Mich.) and John Buchanan (R-Ala.).

But the only positive suggestion for a change that might provide some relief to broadcasters (yet not expose congressmen to the excessive risks of competition for their seats that a broader suspension might effect) was offered by Representative Harvey, also a Commerce Committee member. Mr. Harvey, reflecting the widespread sentiment against considering any future temporary suspension, repeated a suggestion made by Representative John E. Moss (D-Calif.) in the minority report on the resolution, that the definition of "legally qualified candidate" be redefined to exclude simple publicity seekers. A test that might be applied on the presidential or vice presidential level could be the one used in the House amendment that included Mr. Wallace while keeping the fringe candidates out—by specifying candidates qualified to appear on the ballots of at least three-fourths of the states.

Despite the rock-ribbed Republican opposition in the House, the suspension on final passage drew only 35 opposing Republican votes. The final tally was 280 for, 35 against, with three voting "present." But on a previous motion to recommit the resolution to committee with instructions to report back a measure providing for separate TV appearances of the three candidates, the recommitment, which would have buried the resolution, failed on a party split of 204-112. It was speculated that the Republican opposition saw this as the key vote and that many Republicans switched their votes on final passage in an attempt to provide ammunition against criticism that the Republicans torpedoed the debates at the behest of the Republican candidate.

Democrats were quick to make the charge anyway. And Senator Edmund S. Muskie (D-Me.), Democratic Vice Presidential candidate, at once responded that the Republicans, by stalling the measure to death by threatening a filibuster, had denied the benefits of debates to the American people.

Among the networks, only NBC had commented by late Thursday on the collapse of the suspension. Julian Goodman, NBC president, said: "I am deeply disturbed that there will be no relief from the equal-time restrictions of Section 315 for the 1968 campaign. NBC has long urged that broadcasters be freed from this unreasonable and unproductive provision, not for any selfish interest, but only so we might provide a better, more valuable service to the public. Broadcasters are not the losers. The public is."

Seasoned observers on both sides of the Hill held out no possibility that the

measure could be revived. But a number of insurgent Democrats in the House late Thursday threatened to stage their own walkout, in retaliation of the Senate Republicans' stalling tactics, thus stopping all action by preventing a quorum from being assembled.

The group, led by Representative James O'Hara (D-Mich.), thinks that any adjournment resolution could be blocked, thus forcing the Senate to remain in session until it considered the equal-time suspension. But such a move was seen as hurting the Democrats more than the Republicans. With a lagging presidential candidate leading the ticket, Democratic congressmen and senators are generally running upwind races for re-election, and are anxious to leave Washington for serious campaigning. Many Republicans up for re-election, by contrast, are said to feel they have the wind at their backs.

Stations oppose exclusivity proposal

FCC rule would restrict territorial agreements involving nonnetwork shows

The FCC's proposal to restrict the kind of territorial exclusivity agreements that television stations may make with non-network program suppliers drew a negative response in the four comments filed in the rulemaking proceeding last week.

Three of the comments expressed opposition to any rule on the subject. And all four said that if a rule is adopted it should be less restrictive than the one the commission has proposed.

The commission's proposal would limit territorial exclusivity agreements involving nonnetwork programs to the community of license of the station involved. Its aim is to make additional syndicated and feature-film programing available to small-market television stations.

The proposed rule would parallel one now governing exclusivity arrangements for network programing. But the commission conceded, in issuing the proposal in May, that it had little information on which to make a suggestion and indicated a willingness to consider "a less restrictive rule" (BROADCASTING, May 13).

One of the comments, filed jointly by the licensees of 13 television stations, said that the "infinite variety of factual situations involved" makes it impractical to establish a general rule governing exclusivity agreements between stations and their program suppliers.

However, if the commission does not agree, the comment added, it should permit stations, "at an absolute mini-

mum, to obtain program exclusivity rights within their grade A contour" or, if mileage figures are used, "within a 75-mile radius."

Unless stations were assured of that degree of exclusivity, the comment said, they would be unwilling "to take the risks, financial and otherwise, necessary to develop and promote the circulation of successful nonnetwork syndicated programing." As a result, their comment added, there would be less of such programing available to stations, rather than more.

The licensees filing the comment and their stations are Coral Television Inc. (WCIX-TV Miami), RKO General Inc. (WOR-TV New York, WHBQ-TV Memphis, WNAC-TV Boston, KHJ-TV Los Angeles, WHCT-TV Hartford, Conn.), Royal Street Corp. (WDSU-TV New Orleans), Roywood Corp. (WALA-TV Mobile, Ala.), Time-Life Broadcast Inc. (KLZ-TV Denver, WFBM-TV Indianapolis, WOOD-TV Grand Rapids, Mich., KOGO-TV San Diego and KERO-TV Bakersfield, both California.)

WGN-TV Chicago, KETV-TV Omaha and WPIX-TV New York argued in favor of a rule permitting agreements between stations and their nonnetwork program suppliers that would provide for exclusivity within the stations' grade B contours. WGN and KETV both expressed a preference for no rule at all.

WGN-TV said that denial of a stations' exclusive rights to programs "in any substantial area of their circulation will simply lead to duplication of program services available to large audience segments." But if exclusivity is preserved with the stations' service area, WGN-TV added, diversity of programing will be promoted—"stations will develop their own programing, whether live, from network sources (new or existing) or from nonnetwork suppliers. . . ."

KETV and WPIX cited their own competitive problems in opposing the commission's proposed rule.

Each station cited its own competitive problems in expressing opposition to KETV noted that it is within 50 miles of Lincoln, where four television channels have been allocated and two stations (including one educational outlet) are in operation. The 53,000 television homes in the county in which Lincoln is located are within KETV's grade A or grade B contour.

If the Lincoln stations were able to televise the same nonnetwork programs as those it purchases, KETV said, it would lose many viewers to the Lincoln stations and the value to it of the syndicated programs and feature films would be diminished.

WPIX, noting its position as an independent station competing with network-owned stations in the televised-saturated northeast, said that "the com-

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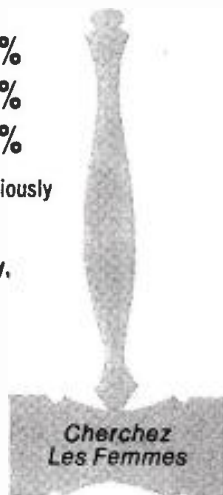
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See page 50



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paratively smaller audiences of the non-network stations would be seriously diluted if the programs available to them were likewise available to other stations serving the same area."

And in reference to the commission's concern with the programming available to independent UHF stations, WPIX said it is unfair to promote the competitive

advantage of such stations "by penalizing the existing independent stations and leaving untouched the network stations that have by any measurable standard the dominant position in the market."

Comments in the rulemaking processing, originally due July 8, were postponed from Oct. 8 to Dec. 9.

A crimp in vote-projection plans

Three-way division of presidential vote
may frustrate early calls by networks

The race among the networks to be first to call the winners in recent elections may slow to a crawl this year.

With three presidential candidates cutting up the national vote and others on the ballots in some states, early projections based on fragmentary returns are expected to be risky.

A survey of network election unit personnel by BROADCASTING indicates that the night of Nov. 5 will see the most cautious exercise in educated, automated and computerized crystal-ball gazing since the start of the whole fad to get on the air fastest with predictions of the winners.

"Obviously we are going to exercise more care," said Frank Jordan, NBC News director of election operations.

"When a presidential candidate gets 270 electoral votes, we will say he won," said Robert Chandler, director of operations for the CBS News election unit and producer of its Vote Profile Analysis system. "Either somebody gets 270 votes or he doesn't. There's going to be no such thing as a close call in that race, and we will have no embarrassment about saying it is too close to call."

"We are not going to be in a race with the other networks to call anything," said John Thompson, manager of the ABC News election unit. "We are going to be cautious and conservative and be much more sure of detail because of the volatile nature of the electorate and all the things that have happened in the past year—and could happen."

There is unanimous agreement that the projection of this year's presidential winner will have to come later than it did in the one-sided 1964 Johnson-Goldwater contest in which the outcome was called before 7 p.m. EST.

At best, "it will take longer, even assuming Nixon is as strong as the polls say," according to CBS's Mr. Chandler, "because the first states to come in will include several Southern states where Wallace has strength this time but which Johnson carried in '64. Nixon won't be able to reach 270 electoral votes as soon as Johnson did."

At the latest, of course, the race could go to Jan. 20, 1969, or beyond, if

no candidate gets a majority of the electoral votes and the presidential decision is thrown into the House of Representatives—a possibility which the network election forecasters say is further complicating their jobs because of the necessity to focus much more careful attention on the 435 House races on election night. In addition the networks will be covering 108 other races, including Senate seats and governorships—some of which also may end in close contests.

In many states for the presidential race, the networks are building their reporting and tabulating equipment to handle four- and five-way races (in addition to Humphrey, Nixon and Wallace, there are Senator Eugene McCarthy, Eldridge Cleaver and Dick Gregory, though not all on the same ballot).

"In most states we will concentrate only on the basis of three or four leading candidates," says Mr. Chandler. "At this point, we plan on McCarthy being the fourth candidate in two states, Cleaver in five and Gregory in three or four. But the difficulty comes in a state like New York where you've got at least five candidates who could conceivably get significant portions of the vote, plus the problem of analyzing what these votes may do to the regular liberal line."

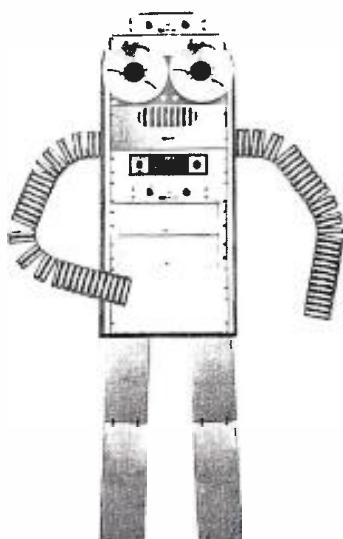
While all three networks will show the presidential race's actual vote totals provided by the news election service, only NBC will attempt to project the presidential popular vote.

Both ABC and CBS will attempt to foresee only the electoral votes on a state-by-state basis. NBC will project both the electoral vote and the popular vote. Mr. Jordan described the popular vote as "meaningless but interesting."

To cope with the complexities of this year's presidential contest, all three networks are relying heavily on their individual "key precinct" systems—the carefully drawn and jealously guarded model precincts.

There will be more of these sample precincts used by the networks than ever before: about 3,000 nationwide by ABC, which used them in only about half the states for the 1964 election

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("our setup is considerably larger and more sophisticated than it was then," says Mr. Thompson); 4,000 precincts will be used for CBS's Vote Profile Analysis, the first election analysis to be set up by CBS personnel rather than farmed out to the Lou Harris firm; NBC will use 5,600 precincts, 3,100 for vote projections and 2,500 for vote analysis, "a little more"—600 or so—than in past years.

Although NBC's Mr. Jordan says "it cost us a lot of time and money to revise our projection models" to cope with multicandidate races, executives of all three networks agree with his opinion that "the lack of historical precedent or information is not going to be too much of a limiting factor" in use of the projection units.

All point out that basically all that has been necessary is different—and more complex—methods of selecting the statistical samples, and that while a simple Democrat-Republican race would be much easier to handle by matching this year's returns against those of previous elections, the networks have gained experience in primary elections which must be handled with few precedents for the voting patterns.

The networks also acknowledge that in many areas where voting returns tend to be slow—such as California, where many ballots are taken to centralized computing centers for counting—all three networks have made arrangements with the county clerks to see that their sample precincts get counted first.

One major coverage tool that is expected to be greatly upgraded this year is the News Election Service—the co-operative unit formed in 1964 by the three networks and AP and UPI to provide a standardized count of the actual popular vote returns across the country.

For the first time this year NES will also be completely computerized (11 Western states were computerized as a test in the 1966 election), and it will use some 130,000 people across the country—between 20,000 and 25,000 more than in 1964.

Only the name has changed

Westinghouse Broadcasting Co.'s production and syndication organizations have officially changed their names, substituting Group W for WBC. It's now Group W Productions Inc. and Group W Program Sales Inc., both New York. Jerome R. Reeves, president of the companies, said the name change was made to emphasize the identification with the parent broadcast group and to clear up confusion caused by the WBC initials which are no longer being used by the Westinghouse broadcast operation.

FCC again slaps NBC's wrist

This time it involves charges that network didn't oversee independent producer

For the third time in a month and the fourth time since May, the FCC last week publicly rebuked NBC. The commission, in a letter to the company, said it had been lax in its supervision of two quiz shows.

The commission emphasized that it found no evidence of a violation of the law banning quiz-show rigging in connection with either program—*Hollywood Squares*, a network offering, or *PDQ*, which is shown on the five NBC-owned television stations.

But it said that inadequate procedures on the part of NBC had permitted the independent producer of *Hollywood Squares*, Heatter-Quigley Inc., to mislead the public by providing guest celebrities with questions or answers or both, prior to the show, without NBC's knowledge. And it said NBC's procedures for guarding against improper practices on *PDQ* had been lax. The commission, reportedly, was concerned about apparent lack of security on the show.

The commission also said that although NBC "promptly undertook inquiries" into all of its contest programs after receiving allegations regarding *Hollywood Squares* and made some changes in procedures, "we do not believe even your present procedures are adequate."

The commission said it would consider the matters involved in connection with the pending applications for the renewal of license of KNBC-TV Los Angeles, which is responsible for the supervision of *PDQ*. The other NBC stations carrying that program are WNBC-TV New York, WRC-TV Washington, WMAQ-TV Chicago, and WKYC-TV Cleveland.

The letter came three weeks after the commission had rebuked NBC for "misleading" advertising promoting a "million-dollar" contest broadcast over its WKYC-AM-FM last year (BROADCASTING, Sept. 23). And it came a month after the commission told the network it had "fallen short of its responsibilities" in having failed to disclose commentator Chet Huntley's interests in aspects of the meat industry on which he had broadcast commentaries.

Earlier, the commission had rapped the network for "substantially" misleading the public in connection with the several presentations of the annual Golden Globe program, in which the Hollywood Foreign Press Association presents awards for various categories

of performances in television and motion pictures (BROADCASTING, May 6). NBC has since severed its connections with the program.

The commission said the production of *Hollywood Squares* did not involve a violation of the law banning quiz-show rigging since the guest celebrities do not compete for prizes on the program and since there is "no evidence that the contestants themselves had been supplied with secret assistance." The format calls for the contestants to determine whether the answers given by the celebrities are correct.

But, the commission added, the public had been given no indication that the celebrities had been furnished questions or answers in advance. As a result, the commission said, contestants and viewers were led "falsely to believe that the guest celebrities had no foreknowledge of the questions they were attempting to answer."

The commission said that investigations it and NBC carried out indicate that of 46 guest celebrities interviewed who had participated in the program, "at least five had been given one or more questions to be asked during the program" in advance and that "at least three others had been given both questions and answers."

"We have no information as to how many of the other 140 celebrities who had appeared on the program through May 1968 might have been given similar information," the commission said.

NBC, after undertaking its own investigation of allegations that questions were being supplied the celebrities, began inserting the visual statement that "celebrities are briefed in advance." Later the master of ceremonies was instructed to refer to such briefings orally.

But the commission said that "the legend would not appear to inform the public that questions or answers were being supplied to celebrities." It also said that although the network had outlined steps taken to assure the integrity of the program, network officials have acknowledged that NBC representatives attended few briefings of celebrities between the early broadcasts of the program in the autumn of 1966 and March 1968, after "our investigation began."

The commission's investigation began last spring when an anonymous letter from "an actor" who claimed to have appeared on the program informed the agency of the pre-show briefings given the celebrities.

The commission's letter did not state specifically the manner in which supervision of the production of *PDQ* appears to have been inadequate. However, the commission's concern is said to involve the contention that copies of answers to questions asked on the program had been in circulation without



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adequate precautions against their falling into the wrong hands.

Following its own investigation, NBC said, it made changes in its procedures to guard against improper practices. But the commission noted that the man in charge of KNBC's standards and practices department at the time of the commission's investigation said he had not attended any taping sessions of *PDQ* during the time he had that job.

NBC also said it has a contractual arrangement with another person to supervise the production of the program and that he has attended every taping session. But the commission said that an interim investigative report on the program by NBC's legal counsel says that "this person's duties are so broad as to limit the amount of time he can spend on security problems, and that in this respect he is not able to draw upon experience from other programs."

The commission directed NBC to provide information as to any further changes it makes in the conduct of quiz shows, and to forward copies of the reports on the investigations of all other contest programs being conducted by its counsel.

Universal hopes CBS will buy 'Name' concept

Universal Television, which this season is making a more than \$10-million investment in *The Name of the Game* on NBC-TV in hopes of extending the concept of movies-for-television on a weekly basis, is plotting more of the same for CBS-TV next season. The studio is preparing *The Protectors*, a two-hour drama about a detective captain assigned to special duty with the office of the police commissioner in a large midwestern city, as a feature film for first-time presentation on CBS-TV. The television motion picture also will serve as a pilot for a projected 90-minute series for CBS.

The TV series version of *The Protec-*

tors, like *Name of the Game*, would have stars rotating in the leading roles. Van Johnson has been signed to star as the detective captain. Other "protectors," not yet cast, would include a physician with the city's office of health and hospitals and deputy district attorney.

N.Y., Washington stations set on interline feed

Metromedia's desire to create an interconnected news network gets another push tonight (Oct. 14) when WNEW-TV New York and WTTG-TV Washington begin using a leased AT&T microwave line to interfeed stories for the stations' Monday-Friday 10 p.m. newscasts. The project has been in the works for more than six months (BROADCASTING, May 6, April 22).

Metromedia will lease the line for one month and then evaluate its worth. If the pilot project seems successful, the group operator will probably apply to the FCC for its own microwave connection between New York and Washington.

Basically, the two stations will feed tape and film reports prior to the one-hour nightly newscasts. However, on election night, Nov. 5, the line will be used for live election coverage between 10 and 11 p.m.

In addition to stories coming directly from WNEW-TV the line will enable the New York outlet to feed UPITN film and film and tape from the British Broadcasting Corp. to WTTG.

The BBC product is something new to the U. S. and is being tested by the Metromedia outlets. The BBC will daily jet 30-40 minutes of tape and film reports from London to New York. The top stories will be used at the two stations.

Reportedly Metromedia is making the news feed available to Kaiser Broadcasting's WKBS-TV Burlington, N. J.-Philadelphia, which also has a 10 p.m. newscast. Beyond the addition of that station, Metromedia is looking ahead to a

successful test of the microwave hookup and the eventuality of other stations in the East and Midwest subscribing to a Metromedia-originated news service.

While the interconnected news program gets underway, WTTG has begun syndication to WNEW-TV and Metromedia's KTTV-TV Los Angeles of one hour daily of its *Panarama* program.

The show began on WTTG in January 1967 as a Washington-type *Today* program, with news, interviews and features. It is carried in Washington Monday-Friday, 12-2 p.m. The first hour, because of its local flavor will not be syndicated, but the second hour, with items of more general interest will go to New York and Los Angeles, both on a one-week delay.

KTTV is to begin carrying the program today at 9:30-10:30 a.m. WNEW-TV has not set a starting date but has tentatively slotted the show at 7:30-8:30 a.m.

KEMO-TV gets Oaks' rights for five years

KEMO-TV San Francisco, a UHF that went on the air earlier this year, has signed a five-year, \$500,000 contract with the Oakland Oaks of the American Basketball Association.

The Oaks' first television pact includes a minimum of 20 regular season games each year, with additional play-off and championship games if the Oaks are involved. Hal Peterson, KEMO-TV sports director, will announce the games. This season's telecasts begin Oct. 18 and end March 21, 1969.

Lawrence M. Turet, the station's general manager, also announced last week that KEMO-TV planned to spend more than \$500,000 during the five years in a multi-media promotional support of the Oaks telecasts.

ABC-TV to Sunset Strip

ABC-TV's West Coast program department, for 18 years at 1539 Vine Street in Hollywood, is moving some five miles west to the Sunset Strip. The new programming office will occupy 8,500 square feet of space on the second floor of a 12-story structure at 9255 Sunset Boulevard. It will contain offices for ABC-TV President Elton Rule, as well as for Leonard Goldberg, vice president in charge of TV network programming; Barry Diller, executive assistant to Mr. Goldberg and also director of feature films; Steve Mills, vice president of current film programming, West Coast; Paul Picard, vice president, program development, West Coast; and an office for use by visiting vice presidents and other network executives. In all nearly 40 executives and staff members will be involved in the move.

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CBS finds it's in winter rerun

FCC probe into WBBM-TV 'pot party' produces same testimony given House subcommittee

A college marijuana party filmed and aired by WBBM-TV Chicago in late 1967 was a "routine" news-actuality although dubbed a news special. It was not staged and it was "on campus" at Northwestern University even though it may not have been held in a university-owned or controlled building.

This was the basic story employees of CBS-owned WBBM-TV held to last week in Chicago as the FCC opened its inquiry about the controversial program.

The FCC probe, being conducted before Chief Hearing Examiner James D. Cunningham and expected to run through all of this week too, was substantially a replay of testimony taken earlier this year by the House Investigations Subcommittee in its Washington hearing on the program (BROADCASTING, May 13). At that hearing charges were raised that the program had been staged and had not been filmed on campus. Northwestern itself made these claims at the time the program was aired.

Station employees involved with the program's planning or production also denied last week that they had any advance knowledge of a special rating survey taken the night of the airing of the second part of the two-part program which was inserted in the regular 10 p.m. news show.

They also described the extra on-air and local newspaper promotion of the program as not unusual for that type of news special. Much also was made by commission counsel of the fact the program film outtakes (footage shot but not used in final program) had been so soon destroyed or work memos thrown away, but these circumstances were explained as purely routine and not premeditated.

WBBM-TV employee testimony seemed in harmony on this broad assessment: the pot-party filming was a function of traditional investigative reporting even though the act of marijuana smoking itself during the filming was a crime—a point which appeared to concern the examiner more than once—and it was the responsibility of broadcast journalism to tell the story of this growing problem in America's suburbs and on college campuses.

The commission was represented by Joseph Stirmer with the assistance of Charles Kelly. Mr. Stirmer said the FCC's portion of the hearing probably would run through this Wednesday and although he would not say definitely it might include a closed session involving the pot-party participants, until now not

identified. Examiner Cunningham has been given authority by the FCC to close the probe to the public when he thinks it necessary.

Newton Minow, former FCC chairman who is CBS counsel in the case, hoped it might be concluded next week.

Mr. Minow last week indicated CBS would have "plenty to say" about the First Amendment and news freedom before the FCC hearing is completed.

Several times last week Mr. Minow claimed WBBM-TV had not been furnished with the complaints even though CBS had cooperated fully with the FCC and supplied everything possible. Examiner Cunningham explained there were no charges in the hearing and it was not an adjudicatory proceeding. Rather, he said, its purpose is to learn the facts.

WBBM-TV's license renewal has been withheld temporarily by the FCC. The renewal, however, is not involved in the present commission inquiry. At the House subcommittee probe last May, Chairman Harley O. Staggers (D-W.Va.) said that the subcommittee inquiry was not accusing CBS of anything. His opening statement, though, said the purpose was to learn whether the station violated the Federal Communications Act and the Federal Trade Commission Act. The purposes also, he said, were looking toward the "competence" of the FCC in the light of the facts and circumstances of the event under probe and whether legislative remedy were needed.

The House subcommittee also took secret testimony from the pot party participants. It has not been revealed. At times last week references were made to the public portions of the subcommittee investigation.

The WBBM-TV program in dispute was titled *Pot Party at a University* and it consisted of two segments, each about six or seven minutes long. Part I was aired in the 10 p.m. news program on Nov. 1, 1967, and the 6 p.m. news on Nov. 2. Part II was aired in the 10 p.m. news on Nov. 2 and on the 6 p.m. news on Nov. 3. The program consisted of films showing unnamed young people smoking and talking about marijuana and separate interviews about drug use and effect by a federal narcotics agent and a doctor. The pot-party portion was filmed Oct. 22, 1967. The FCC's key witness last week was the WBBM-TV reporter involved in the pot-party filming, Jack Missett, 23, a June 1967 journalism

graduate of Northwestern who previously had been a student intern at WBBM-TV.

He "categorically" denied the pot party was staged for TV's benefit although he admitted that for a while after the show he had not told his WBBM-TV superiors about certain facts at the event. These were that he had paid \$5 for some marijuana after the party from his "contact" or host and had "possessed" it for a few moments until he was able to throw it away from the porch of the apartment where the party was held.

He explained he did this to escape and avoid a "confrontation" and "ultimatum" posed by the contact and because of the complaints of the party participants that they were hungry and had no money to buy food. He also said one of the filming crew had suggested picking up some of the marijuana to take back to the station, possibly to show on the air.

Mr. Missett denied giving any instructions to the pot-party participants and or ever telling them "to light up." He said he had no prepared script for the filming. He said he did recognize about half of the eight participants as Northwestern students. A ninth appeared briefly and left.

Mr. Missett said he was concerned over reported growing use of marijuana and discussed this over a period of time with his WBBM-TV superiors around August 1967 and suggested he might find a contact among students at Northwestern and get invited to a party for a first-hand report or perhaps interview users. He said the possibility of filming a party eventually was raised but discounted as not realistic.

He said his supervisors urged him to investigate and he did. He noted the WBBM-TV news guidelines clearly forbade him from staging the filming of a party or offering any inducement or compensation.

The initial contact was a former student, Malcolm Spector, a surprise witness at the House subcommittee hearing who raised rigging charges. Whether Mr. Spector will appear at the FCC hearing was not known last week.

Eventually, Mr. Missett related, another student contact at Northwestern was found through an acquaintance and the "possibility" of a personal invitation to attend what he considered would be a "regular" party was obtained. With the approval of his WBBM-TV superiors in the news department, he said, he pursued the lead.

The party lasted two-and-a-half to three hours, he said. About 2,200 feet of film was shot, or about an hour-plus. He said the site was "on campus" according to Northwestern's own map.



Legal counsel for CBS and the FCC discuss preliminaries before the FCC inquiry into the November 1967 "pot party" programs aired by CBS-owned WBBM-TV Chicago. L to R: Kenneth Franklin and Al Dwyer, both of CBS,

New York; Newton Minow, Chicago attorney who headed the CBS legal team at the hearing; Joseph Stirmer and Charles Kelly, FCC attorneys, and Tom Morsch and Henry Mason, law firm associates of Mr. Minow.

even though he did not know specifically if the building was strictly a university structure.

Mr. Missett's testimony generally was corroborated by the WBBM-TV news supervisory employees put on the stand by the FCC. The crew that accompanied him on the story also testified. They appeared to agree the site was "on campus" even if not actually an NWU building.

They also thought the pot-party participants appeared to be "students" even though perhaps "hippie types" and from conversations they overheard it appeared to most the party was a regular practice and would have been held anyway.

The members of the crew also denied giving any instructions to the party participants and testified that Mr. Missett didn't give any either.

WBBM-TV's news director, Robert Ferrante, testified that when Mr. Missett suggested he might be able to get an invitation to a pot party "I told him to pursue it."

Asked if he suggested to Mr. Missett to try to film such a party, Mr. Ferrante said, "I asked him to see if the possibility existed after he got invited," but indicated he didn't think such an opportunity would ever evolve. He said he also was concerned about the rising drug-use problem and felt such a program significant.

Mr. Ferrante said his regard for Mr. Missett's character and professional skill was not diminished in spite of his revelation of having violated the WBBM-TV guideline in buying the marijuana after the party and failing to promptly relate it. "He was imprudent at one point," Mr. Ferrante said, but other-

wise he felt the young reporter had stuck to the guidelines in preserving the integrity of the actuality coverage.

Lawrence Morrone, now staff producer for CBS News in Washington but last year executive producer for news at WBBM-TV, recalled newsroom talks with Mr. Missett and others about the marijuana program plans. He said the possibility of actually filming a pot party was raised and he told them it interested him.

However, he recalled, he emphasized "it would have to be a pure actuality" and in no way staged or encouraged.

Late Thursday (Oct. 10) the WBBM-TV advertising director, Bruce Bloom, told of last-minute push to get a newspaper advertising and on-air promotion barrage for the programs. He said some \$3,600 was spent for ads but this was not an unusual amount.

He denied any advance knowledge that a special rating survey was planned for the night of the second segment.

WBBM-TV's vice president and general manager, Edward Kenefick, was to be quizzed on Friday.

Rote produces sports specials

Beckwith Productions. New York, and 44 Productions New York, which is headed by sportscaster Kyle Rote, have joined forces to produce and distribute a group of sports TV packages, it was announced last week. Aaron Beckwith, president of Beckwith Productions, 1600 Broadway, said a weekly horse-racing presentation has been completed and is ready for showing to agencies and sponsors, and a year-end special featuring the sports highlights of 1968 is in the final stages of preparation.

It's a wrong-way FCC on news

CBS tells commission it's bound by law to defend, not question, air journalism

When broadcast news is under fire from those seeking government control or censorship of the medium, the FCC should interpose itself as a defender of the integrity of broadcast journalism, not as another inquisitor.

CBS made that comment last week in the course of its response to the hundreds of letters that the commission has received from viewers around the country complaining about alleged bias on the part of the networks in covering the Democratic convention in Chicago and the accompanying civil disorders.

The commission last month asked all three television networks to comment on the complaints, which now number over 1,200 (BROADCASTING, Sept. 16). ABC also filed its response last week but, unlike CBS, declined to make it public. NBC has been given additional time, until next week, in which to respond.

Richard W. Jencks, vice president and general counsel of CBS, who presented the network's position, characterized as "without foundation" the allegations that CBS failed to report acts of provocation by the Chicago demonstrators or that CBS failed to give exposure to the view of Chicago officials.

He said CBS correspondents, in covering what he described as "the violent events which . . . were without precedent either in the history of American politics or in the experience of American journalism," reported "many instances of provocation . . . as well as instances of direct incitement of mob violence on the part of demonstration leaders."

And he noted that the television film subsequently prepared in behalf of the city of Chicago contained, as "the key presentation of the city's official viewpoint," excerpts from a 23-minute Walter Cronkite interview with Mayor Richard Daley which had been broadcast by CBS News in prime time on the last night of the convention.

He also drew on the prestige and popularity television news has long enjoyed. Noting that the allegations of bias were directed against all three networks, he said: "By thus indicting three independent and fiercely competitive news organizations, the complaints impute incompetence or bias to hundreds of trained professional newsmen."

"Prominent among these are reporters whose names and faces—and whose reputations for fairness and objectivity

—have been familiar to the public at large, as well as to the commission, for months and years in hundreds of news broadcasts."

But his major concern appeared to be with government intrusion into the area of broadcast journalism. He said the commission should regard the non-censorship provision of the Communications Act "as giving it an affirmative obligation to support the independence of broadcast news."

Broadcasters, Mr. Jencks said, do not need support when, "as is usually the case, there is general public approbation of what we do."

But, he added, when "the passions aroused by a difficult period in our national life have brought about demands for government censorship and control of this great medium, more than ever there is a need for the commission to interpose itself . . . as a shield for the defense of the integrity of broadcast journalism and as a champion of the First Amendment rather than as a willing inquisitor." CBS officials said Mr. Jencks had originally used that language in responding to a commission request for comment on a complaint regarding a CBS News documentary, in a matter that is still open.

Mr. Jencks's letter represented the third public defense of the performance by the networks in Chicago, in general, and by CBS, in particular, by a CBS executive in recent weeks. Previous defenders were Dr. Frank Stanton, CBS Inc. president, in a speech before the Vancouver, B. C. Board of Trade, and Richard Salant, president of CBS News, in an appearance before the convention of the CBS Radio Affiliates Association (BROADCASTING, Sept. 30). Both speeches were made part of the CBS response to the commission last week.

Mr. Jencks's concern with the role of government in questioning broadcast journalists involves the commission's practice of asking for comments on complaints—a practice he asked the commission to reexamine. Such letters, he said, "take on the nature of a command" and extend the appearance of program content control beyond what the commission's decisions would indicate.

He sees the practice as coming close to a violation of the constitutional guarantee of free speech—a point he said is underlined by the decision of the U. S. Court of Appeals for the Seventh Circuit that struck down the commission's personal-attack rules. The court,

he noted, questioned "the commission's contention that the broadcast press is entitled to a lower order of First Amendment protection than the printed press."

He said he is particularly concerned when the complaints on which comments are requested maintain that a licensee has given "insufficient attention to views or statements of government officials or has displayed bias against the policies of the national government."

"That those charges are unfounded," he said, "does not lessen the grave implications which would be raised by any attempt, on the part of an agency authorized to license broadcasters, to require broadcasters to make special efforts to disseminate approved government views."

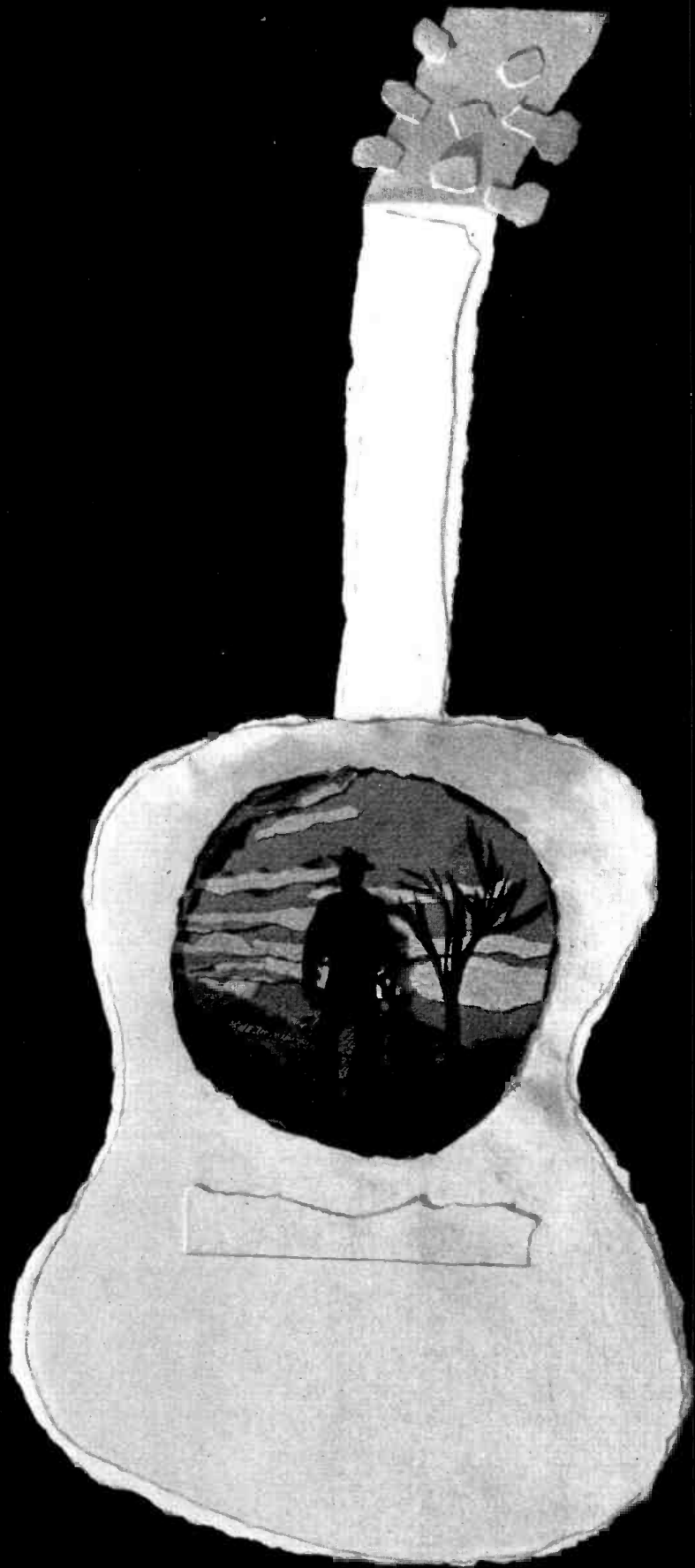
Mr. Jencks's letter provided the only breakdown thus far made of the complaints that have been received. At the time his letter was prepared, 653 letters were on file. Of these, he said, 516 contained allegations of bias or distortion in reporting of the demonstrations and the subsequent confrontations between demonstrators and police. There were 94 complaints of bias in the reporting done from the convention itself, and 63 complaints about the networks cutting away from the podium presentations to cover delegate interviews and activities.

Siepmann lectures on TV—on TV

A series on "Communications and Society," consisting of 40 lectures by Charles Siepmann, professor emeritus at New York University, began last Monday (Oct. 7) on noncommercial WNDT(TV) Newark, N.J.-New York by raising the question of whether the increasing barrage of information could contribute to international "understanding" and citing the important need for intelligent and responsible leadership in broadcasting.

Mr. Siepmann will devote two lectures a week to each subject (Mondays and Thursdays, 7:30-8 p.m.), and will discuss such topics as Section 315, the Fairness Doctrine, the Blue Book (of which he was an author), broadcasting in relation to politics and justice, research, advertising, economics, the Communications Act of 1934 and news and commentary, in addition to the history of communications.

He will also interview such broadcasting figures as FCC Chairman Rosel Hyde and Sylvester Weaver.



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CBS goes to front in latest NTI

NBC, ABC close behind as movies fall victim to situation comedies

In the first Nielsen Television Index to cover new programming on all three networks, CBS-TV was ahead with a 20.3 rating, NBC-TV second with 19.0 and ABC-TV third with 15.6. NBC led the previous week's NTI, prior to the other networks' new shows (BROADCASTING, Oct. 7).

For the week of Sept. 23-29, situation comedies, CBS's forte, beat out the movies as the top-ranking programs (see below).

In last week's (Oct. 4-9) Trendex and New York Nielsen reports, however, feature films continued to win most nights. The exception was on Sunday (Oct. 6), when ABC's usually strong combination of *The FBI* and the ("Do Not Disturb") movie lost ground to CBS's *Ed Sullivan Show* (with Tiny Tim), *The Smothers Brothers* (with the Beatles) and *Mission: Impossible*.

Other programs doing well during the week were ABC's *Land of the Giants* and *Mod Squad*; CBS's *Gomer Pyle*, *Mission: Impossible* and *Carol Burnett*; and NBC's *Ghost and Mrs. Muir*, *Laugh-In* and *Julia*.

Trendex ratings were not available after Oct. 6.

Shares
N. Y.
Nielsen Trendex

Friday, Oct. 4

7:30-8 p.m.		
ABC Operation:		
Entertainment	13	26.0
CBS Wild Wild West	32	30.1
NBC High Chaparral	21	23.8
8-8:30 p.m.		
ABC Operation:		
Entertainment	16	29.4
CBS Wild Wild West	35	32.9
NBC High Chaparral	22	23.5
8:30-9 p.m.		
ABC Felony Squad	13	21.1
CBS Gomer Pyle	32	37.9
NBC Name of the Game	32	27.7
9-9:30 p.m.		
ABC Don Rickles	17	23.3
CBS Movie "Singing Nun"	36	40.0
NBC Name of the Game	35	24.3
9:30-10 p.m.		
ABC Will Sonnett	12	18.3
CBS Movie	39	49.7
NBC Name of the Game	32	24.0
10-10:30 p.m.		
ABC Judd for the Defense	17	19.6
CBS Movie	40	45.5
NBC Star Trek	24	21.5
10:30-11 p.m.		
ABC Judd	15	22.0
CBS Movie	40	45.9
NBC Star Trek	30	24.7

Saturday, Oct. 5

7:30-8 p.m.		
ABC Dating Game	19	23.2
CBS Jackie Gleason	33	37.9

NBC Adam 12	24	27.8
8-8:30 p.m.		
ABC Newlywed Game	16	33.7
CBS Jackie Gleason	33	31.4
NBC Get Smart	28	28.9
8:30-9 p.m.		
ABC Lawrence Welk	18	29.2
CBS My Three Sons	29	31.4
NBC Ghost & Mrs. Muir	35	33.1
9-9:30 p.m.		
ABC Lawrence Welk	19	33.1
CBS Hogan's Heroes	27	30.8
NBC Movie "Khartoum"	38	32.5
9:30-10 p.m.		
ABC Hollywood Palace	21	31.1
CBS Petticoat Junction	24	28.8
NBC Movie	38	32.7
10-10:30 p.m.		
ABC Hollywood Palace	24	34.1
CBS Mannix	26	26.3
NBC Movie	38	32.9
10:30-11 p.m.		
ABC Local	13	21.2
CBS Mannix	35	29.2
NBC Movie	42	38.1

Sunday, Oct. 6

7:30-8 p.m.		
ABC Land of the Giants	35	47.0
CBS Gentle Ben	23	21.8
NBC Walt Disney	17	17.4
8-8:30 p.m.		
ABC FBI	25	31.4
CBS Ed Sullivan	43	40.9
NBC Walt Disney	17	25.0
8:30-9 p.m.		
ABC FBI	27	33.6
CBS Ed Sullivan	47	40.5
NBC Mothers-In-Law	15	21.2
9-9:30 p.m.		
ABC Movie "Do Not Disturb"	27	26.7
CBS Smothers Brothers	43	45.4
NBC Bonanza	26	27.6
9:30-10 p.m.		
ABC Movie	27	29.2
CBS Smothers Brothers	41	43.4
NBC Bonanza	26	27.0
10-10:30 p.m.		
ABC Movie	29	28.8
CBS Mission: Impossible	47	36.0
NBC Phyllis Diller	13	27.7
10:30-11 p.m.		
ABC Movie	29	32.2
CBS Mission: Impossible	50	42.8
NBC Phyllis Diller	15	20.2

Monday, Oct. 7

7:30-8 p.m.		
ABC Avengers	19	
CBS Gunsmoke	19	
NBC I Dream of Jeannie	29	
8-8:30 p.m.		
ABC Avengers	17	
CBS Gunsmoke	21	
NBC Laugh-In	47	
8:30-9 p.m.		
ABC Peyton Place	20	
CBS Here's Lucy	21	
NBC Laugh-In	49	
9-9:30 p.m.		
ABC The Outcasts	24	
CBS Mayberry RFD	25	
NBC Movie "The Rare Breed"	37	
9:30-10 p.m.		
ABC The Outcasts	23	
CBS Family Affair	27	
NBC Movie	34	
10-10:30 p.m.		
ABC Big Valley	12	
CBS Carol Burnett	30	
NBC Movie	37	
10:30-11 p.m.		
ABC Big Valley	11	
CBS Carol Burnett	31	
NBC Movie	40	

Tuesday, Oct. 8

7:30-8 p.m.		
ABC Mod Squad	27	
CBS Lancer	20	
NBC Jerry Lewis	27	

8-8:30 p.m.		
ABC Mod Squad	32	
CBS Lancer	22	
NBC Jerry Lewis	26	
8:30-9 p.m.		
ABC It Takes a Thief	25	
CBS Red Skelton	20	
NBC Julia	36	
9-9:30 p.m.		
ABC It Takes a Thief	27	
CBS Red Skelton	24	
NBC Movie "Gambit"	33	
9:30-10 p.m.		
ABC NYPD	23	
CBS Doris Day	19	
NBC Movie	38	
10-10:30 p.m.		
ABC That's Life	16	
CBS 60 Minutes (Nixon)	11	
NBC Movie	45	
10:30-11 p.m.		
ABC That's Life	16	
CBS 60 Minutes	7	
NBC Movie	50	

Wednesday, Oct. 9

7:30-8 p.m.		
ABC Here Come the Brides	24	
CBS Dakarti	16	
NBC The Virginian	26	
8-8:30 p.m.		
ABC Here Come the Brides	26	
CBS Dakarti	19	
NBC Virginian	27	
8:30-9 p.m.		
ABC Peyton Place	27	
CBS Good Guys	19	
NBC Virginian	25	
9-9:30 p.m.		
ABC Movie "Dr. Strangelove"	42	
CBS Beverly Hillbillies	19	
NBC Kraft Music Hall	21	
9:30-10 p.m.		
ABC Movie	44	
CBS Political (Nixon)	6	
NBC Kraft Music Hall	27	
10-10:30 p.m.		
ABC Movie	39	
CBS Jonathan Winters	13	
NBC The Outsider	23	
10:30-11 p.m.		
ABC Movie	42	
CBS Jonathan Winters	13	
NBC The Outsider	25	

Two new shows rank in top-10 ratings

Comedy took over the top-rating positions in the national Nielsen "fast" report covering the first week (Sept. 23-29) in which all three television networks programed new schedules. It was premiere week for ABC-TV and CBS-TV and the second week for NBC-TV's new schedule.

Movies failed to make the top-10 listing. Two new shows did make it: *Doris Day* on CBS and *Julia* on NBC. Three half-hour comedies, all on CBS, were in positions one through three. *Rowan & Martin's Laugh-In* on NBC-TV was fourth. The only drama to make the first 10 was NBC's *Bonanza*.

The top 10, rating and share

1. Mayberry RFD (CBS)	36.3	52
2. Here's Lucy (CBS)	30.0	44
3. Family Affair (CBS)	28.9	43
4. Rowan & Martin (NBC)	27.3	41
5. Bonanza (NBC)	26.4	40
6. Doris Day (CBS)	26.2	41
7. Carol Burnett (CBS)	24.7	42
8. Gomer Pyle (CBS)	24.7	44
9. Bob Hope (NBC)	24.3	38
10. Julia (NBC)	24.1	36

Two movies (both CBS's "Sex and

Why are we destroying our own service stations?

So we can help build a more attractive community. By assuming industry leadership in getting rid of old and unsightly obsolete service stations. We've already begun the project. ☐ Our new service stations are planned to conform and blend with the neighboring architecture wherever possible. These contemporary stations are already rising in neighborhoods across the country. ☐ So why are we going to all of this extra expense? For the same reason we're running this ad. We'd like people to know we're a responsible part of their community. ☐ And we're out to prove it.

AMERICAN OIL COMPANY



the Single Girl" and "Gypsy") led the ranking of the next 10 shows—they were followed by *Red Skelton* on CBS; *FBI* on ABC; *Ironside* on NBC; *Good Guys*, new CBS show; *Dragnet* on NBC; *The Ghost and Mrs. Muir*, new NBC show; *Mission: Impossible* and *Gunsmoke* on CBS.

Other new shows with a 20 or better rating: *Here Comes the Brides* and *Mod Squad*, both on ABC; with over a 15 rating but under 20; *Lancer*, *Hawaii Five-0* and *Blondie*, all CBS, *The Outsider* and *The Name of the Game*, both NBC, and *Land of the Giants* (Sun., 7-8 p.m.) on ABC. New shows below 15: NBC's *Adam 12* and *Phyllis Diller*; ABC's *Don Rickles Show*, *Journey to the Unknown*, *Outcasts*, *That's Life* and *The Ugliest Girl in Town*.

Hagan in production pact with Nashville's Show Biz

The Colin Group Inc., New York, headed by former NBC News producer Chet Hagan, and Show Biz Inc., Nashville, have announced an agreement to coproduce network television specials, syndicated programs, and documentaries.

Scheduled for presentation in the joint production and sales venture are a youth-oriented game show, a network country music program, a series of documentaries on pop and rhythm-and-blues music and an afternoon talk strip.

Show Biz specializes in country-western music programs, including *The Porter Wagoner Show*, *The Wilburn*



Show Biz President Jane Dowden and Mr. Hagan

Brothers Show, *The Flatt & Scruggs Show* and *Billy Walker's Country Carnival*.

Mr. Hagan formed the Colin Group, an independent production company, after 18 years at NBC (BROADCASTING, Sept. 2).

World Series rendition of Anthem not hip

WFLA-AM-FM-TV Tampa, Fla., has taken a stand against "hippie renditions" of the National Anthem, following a highly styled version of "The Star Spangled Banner" carried by NBC during the World Series coverage. Not only has the station editorialized against the practice of improvising on the standard rendition, but George W. Harvey, WFLA's vice president and general manager, has written a letter of protest to Julian Goodman, NBC president, all NBC affiliates, the affiliates committee,

senators, mayors and Baseball Commissioner William Eckert.

Mr. Harvey says he has issued orders to cut in a standard version of the National Anthem whenever a deviant version appears, whatever the source of origination.

In its editorial, the station says the anthem should "not be used as a vehicle for individual publicity of an individual singer's style. It should be presented straight—right down the middle of America."

Adding a "public notice to all . . . producers, singers, directors, and funny writers: If you want to swing the National Anthem, soul-sing it, or folksong it, you can do it in your own pad, man, not in the living rooms of America."

Huntley-Brinkley set for 6 day-a-week show

The five-day a week *The Huntley-Brinkley Report* on NBC-TV is to expand to six days a week on Jan. 4, 1969, adding Saturday evening to the current Monday-Friday schedule. Feed times remain 6:30-7 p.m. NYT for the first transmission and 7-7:30 p.m. NYT for the second.

The Saturday program will "pre-empt" the *Frank McGee Saturday Report*, an arrangement that Reuven Frank, NBC News president, said would give Mr. McGee more time for his "reporatorial duties and editorial participation in connection with the space program" and other special events and documentaries. He will continue with *The Frank McGee Sunday Report*.

Promotion

National Safety Council honors broadcast media

Representatives of the broadcast media were recipients of the National Safety Council's Public Service Award for their distinguished contributions to accident prevention.

Singled out for contributions in the network category were ABC and CBS News. Metromedia Inc., New York, which owns numerous broadcasting and distributing companies, was cited in the mass medium category. Jo Swerling Jr. of Universal Studios, Universal City, California, and producer of 'Cry Hard, Cry Fast,' in NBC's *Run For Your Life* series, was also recognized.

Radio and television stations accounted for three awards. WVL-TV New Orleans, and William H. Capellaro and Michael Crivello, WISN-TV Milwaukee, were award winners in the television category. Lee Rashall, editorial direc-

tor, KGO San Francisco, received the award in the radio category.

The awards will be presented in Chicago, Tues., Oct. 29, at the Council's 56th National Safety Congress.

Speakers, judges put on BPA agenda

Plans for the Broadcasters Promotion Association annual seminar got into high gear last week with naming of a luncheon speaker and judges for the audience-promotion competition. The BPA's 13th annual seminar will be held Nov. 17-20 in Miami Beach.

Ivan Tors, TV producer, who lists shows such as *Gentle Ben*, *Daktari*, and *Flipper*, in his fold, will speak at the Nov. 19 luncheon.

Six judges from the Chicago area will look at entries in the audience-promotion field. The entries will be judged in Chicago, according to Chet Campbell,

WMAQ-TV Chicago, chairman of that committee, and the awards will be made at the Florida seminar.

The judges are: Morton Goldsholl, Design Center; Steve Lehner, vice president and copy group supervisor, North Advertising; Chuck Olin, The Film Group Studio; Clay Rossland, media buyer, J. Walter Thompson; James Green, regional manager, *TV Guide*, and Joe Faroci, art director, *Advertising Age*.

The awards will be in two classifications: on-air promotion, and integrated all-media campaigns. There is a sub-grouping by metro areas of more than and less than one million population.

In addition to business sessions at the seminar, delegates to the BPA will also be able to take in college and professional football games at the Orange Bowl, a BPA golf tournament, a deep-sea fishing expedition, and sightseeing trip.

RCA produces new type color-TV tape recorder

The RCA Commercial Electronic Systems Division last week announced the development of a new compact color-TV tape recording system.

According to A. F. Inglis, division vice president, the system's advanced design is able to remove "virtually all technical imperfections" and makes possible the duplication of program tapes into the fourth generation with no significant loss in picture quality.

The TR-60 contains a built-in wave form monitor and is available in domestic and foreign models. It will be demonstrated at the National Association of Educational Broadcasters convention in Washington in November.

Satellite construction permission given by FCC

The FCC has granted an application by Communications Satellite Corp. to participate in construction of four new satellites to be owned by the International Telecommunications Satellite Consortium. Construction cost for the Intelsat IV series is estimated at \$73 million.

The first of the series is to be

launched the first quarter of 1971 into synchronous orbit to provide global communications. Each satellite is designed for a life of seven years, with 6,000 equivalent voice-grade half-circuits and capable of relaying all types of communications simultaneously between two or more earth stations.

The National Aeronautics and Space Administration has advised the commission that the planned satellites are technically feasible for the service proposed.

EIA's Shepherd sees even greater sales ahead

Some 400 electronic industry executives heard last week a rosy prediction of 1968-69 electronic sales from Mark Shepherd Jr., president of the Electronic Industries Association, during EIA's annual four-day West Coast conference in San Francisco.

According to Mr. Shepherd, who is also president of Texas Instruments Inc., dollar volume of U. S. factory sales of electronic products from 1967 to 1968 will increase 6.8% and dollar volume of sales from 1968 to 1969 will increase 4.1%. Mr. Shepherd further predicted that of those sales figures consumer product sales would increase

4.1% from 1967 to 1968 and register a 3.3% increase from 1968 to 1969.

Mr. Shepherd attributes the projected increases to an acceptance of color TV which he says "has been adequately demonstrated. The present trends are towards a larger portion of the market being captured by smaller screen or portable sets, many of which are a second or third color set in the house." Monochrome sets are on the rebound this year, Mr. Shepherd says, because of a "rebirth of popularity" in the smaller screen portable TV sets, many of which are battery operated.

IVC produces \$14,800 camera

International Video Corp., Mountain View, Calif., has introduced low-cost broadcast and closed-circuit color television cameras and portable video-tape recorders, designed to operate on SECAM as well as PAL color systems. The cameras are 50 cycle versions of the IVC-100 NTSC color cameras now in use in broadcast and closed-circuit applications in the U. S. They are priced from \$14,800. The newly introduced IVC-801 is a monochrome video tape recorder that also records and plays back SECAM color. The IVC-811 is designed for PAL color standards.

FocusOnFinance

RCA sets new highs in 3d quarter

NBC earnings attain record with 10% gain despite program pre-emptions for news

Record sales and earnings were achieved by RCA in the third quarter and the first nine months of 1968, Robert W. Sarnoff, president and chief executive officer of RCA, announced last week.

Earnings in the first nine months rose by 6% over the same period of 1967 and sales jumped by 4% over last year's level. Net profit for the third quarter was \$1.2-million over the corresponding quarter last year while sales for the period increased by \$5 million.

Mr. Sarnoff said the company's third-quarter performance was marked by new all-time sales and profit records for NBC for the period, with sales increasing 10% despite the substantial cost of pre-empting commercial programs to permit extensive coverage of political events and of other unscheduled news

happenings.

Mr. Sarnoff noted that government sales in the third quarter declined by 6% from a year ago. But he expressed the view that the economy has demonstrated its "underlying strength" in the third quarter, and added:

"While there are obviously uncertainties ahead, such as a possible slowdown in the first half of 1969, the long-range prospects for the economy appear bright. Within this framework of anticipated growth, I believe the prospects are good for RCA to wind up 1968 with a seventh successive year of record sales and profits.

"In 1969 we will observe the 50th anniversary of RCA's founding. We are determined to make it a springboard for another half century of productive

growth and development in our diversified global operations."

Consolidated Earnings Statement Nine months ended Sept. 30

	1968	1967
Products and services sold	\$2,288,400,000	\$2,206,800,000
Cost of operations	2,090,300,000	2,027,900,000
Profit before federal taxes on income	198,100,000	178,900,000
Federal taxes on income	96,100,000	82,900,000
Net profit for nine months	102,000,000	96,000,000
Net profit per share of common stock	1.56	1.47

Three months ended Sept. 30

	1968	1967
Products and services sold	\$809,400,000	\$804,400,000
Cost of operations	734,600,000	735,400,000
Profit before federal taxes on income	74,800,000	69,000,000
Federal taxes on income	36,300,000	31,700,000
Net profit for the quarter	38,500,000	37,300,000
Net profit per share of common stock	.59	.57

The Broadcasting stock index

A weekly summary of markets movement in the shares of 69 companies associated with broadcasting, compiled by Roth Gerard & Co.

	Stock symbol	Ex- change	Closing Oct. 10	Closing Oct. 3	Closing Sept. 26	1968 High	1968 Low	Approx. Shares Out (000)	Total Market Capitali- zation (000)
Broadcasting									
ABC	ABC	N	71½	74¾	70¼	74	44	4,709	\$330,200
CBS	CBS	N	54½	53½	53½	61	44	23,665	1,269,000
Capital Cities	CCB	N	77½	75	73½	77	43	2,811	203,100
Corinthian	CRB	N	35¾	34¾	36½	41	23	3,384	119,700
Cox	COX	N	54½	56¼	53½	65	44	2,879	153,700
Gross Telecasting	GST	O	33½	32	32	37	28	400	13,100
Metromedia	MET	N	49½	45¾	47	53	34	4,862	224,300
Reeves Broadcasting	RBT	A	36½	39½	32½	48	10	1,825	63,600
Scripps-Howard	SHB	O	31	30	28¾	34	24	2,389	70,500
Sonderling	SDB	A	39½	39¾	36½	48	24	930	37,800
Taft	TFB	N	40	41	42½	46	30	3,363	137,000
Wometco	WOM	N	31¾	33½	30¾	33	18	3,815	121,600
						Total		55,032	\$2,743,600
Broadcasting with other major interests									
Avco	AV	N	44½	46½	46¼	65	37	14,075	\$659,800
Bartell Media	BMC	A	15½	14¾	14¼	21	9	2,106	30,800
Boston Herald-Traveler	BHT	O	65	60	64	71	48	569	34,100
Chris-Craft	CCN	N	36¾	36½	37¼	45	27	1,153	40,500
Cowles Communications	CWL	N	16¾	15¼	14¾	17	13	3,625	52,600
Fuqua	FQA	N	38½	37	35¼	45	33	3,100	88,900
Gannett		O	39¾	42¾	43	44	23	4,736	198,900
General Tire	GY	N	32½	33½	30¾	34	23	17,061	571,500
Gray Communications		O	12	12¾	12¾	15	9	475	5,900
LIN		O	28½	30	31¼	31	16	1,550	46,500
Meredith	MDP	N	41¾	41¾	40¼	43	23	2,732	114,100
The Outlet Co.	OTU	N	28½	29	28½	34	20	1,184	32,600
Rollins	ROL	N	73½	76	71¼	77	43	3,959	302,900
Rust Craft	RUS	A	45	47¼	48½	52	29	779	37,800
Storer	SBK	N	56¾	57	56¼	63	36	4,188	236,600
Time Inc.	TL	N	101¼	104	103	109	86	7,018	722,900
						Total		68,310	\$3,176,400
CATV									
Ameco	ACO	A	14¾	15¾	16¼	19	8	1,200	\$19,400
Entron	NRN	O	11½	10¾	10¾	11	4	607	6,100
H & B American	HBA	A	20¼	21¼	22¼	24	10	2,956	65,000
Teleprompter	TP	A	70	68½	72	78	24	994	70,100
Vikoa	VIK	A	29¾	34¼	36¼	37	13	1,364	48,400
						Total		7,121	\$209,000
Programing									
Columbia Pictures	CPS	N	40½	42¾	38¾	43	23	4,701	\$185,100
Commonwealth United	CUC	A	19¾	21¾	18½	21	7	6,087	118,900
Disney	DIS	N	74¼	76	75½	76	42	4,230	313,000
Filmways	FWY	A	36¾	38¼	38	39	17	961	35,800
Four Star		O	8¼	7¾	7¾	10	5	666	4,700
Gulf & Western	GW	N	46½	46¾	46	66	39	11,680	535,800
MCA	MCA	N	51	50½	50½	53	43	7,764	391,100
MGM	MGM	N	52½	51¼	44¾	52	36	5,759	301,600
Screen Gems	SGE	A	39	40	36¾	40	23	4,048	150,800
Trans-Lux	TLX	A	75¾	78½	79¾	84	22	753	60,800
20th Century-Fox	TF	N	36¼	38¼	34¾	40	25	7,035	262,900
Walter Reade		O	14¼	14	13¼	14	7	1,662	22,200
Warner-Seven Arts	WBS	A	46¼	45½	44¾	46	26	3,810	168,100
Wrather Corp.		O	14½	14¾	13½	15	4	1,760	25,500
						Total		60,916	\$2,576,300
Service									
John Blair	BLA	O	38¾	38¼	37	38	20	1,080	\$40,500
Comsat	CQ	N	50¾	52	55	65	42	10,000	540,000
Doyle Dane Bernbach		O	33	32	28½	41	31	2,104	63,100
Foot, Cone & Belding	FCB	N	15	14¾	14½	20	13	2,157	30,700
General Artists		O	13¼	14	14	26	10	610	9,200
Grey Advertising		O	15½	15¾	17½	20	12	1,201	19,500
MPO Videotronics	MPO	A	16¼	6¾	15¾	18	11	517	8,900
Movielab	MOV	A	12¾	12¾	12¾	18	13	1,404	18,600
Nielsen		O	36	36¾	37¼	40	27	5,130	192,400
Ogilvy & Mather		O	18¾	19¾	19¼	21	14	1,090	21,300
Papert, Koenig, Lois	PKL	A	7	7¼	6¾	10	5	791	5,300
						Total		26,084	\$949,500
Manufacturing									
Admiral	ADL	N	21	21¼	21¼	25	17	5,110	\$107,900
Ampex	APX	N	37	37¼	34½	37	27	9,629	351,500
General Electric	GE	N	88½	86½	85¼	100	80	91,068	7,763,500
Magnavox	MAG	N	55¾	55½	57¾	59	37	15,442	847,400
3M	MMM	N	105	102¾	104¾	120	81	53,793	5,554,100
Motorola	MOT	N	135	135¼	135½	154	97	6,122	863,200
National Video	NVD	A	14¼	13	13¼	25	12	2,782	36,500
RCA	RCA	N	50¾	51	49¼	55	44	62,606	3,106,800
Reeves Industries	RSC	A	6¾	7	7¾	9	5	3,240	23,100
Westinghouse	WX	N	76½	76¾	77½	78	60	38,064	2,926,200
Zenith Radio	ZE	N	57¼	57	59	66	51	18,860	1,096,200
						Total		306,716	\$2,676,400
Grand total								524,179	\$32,311,200
Standard & Poor Industrial Average			112.75			112.75		95.05	
N-New York Stock Exchange A-American Stock Exchange O-Over the counter									
								Shares outstanding and capitalization as of Sept. 30	

Columbia Cable offers 175,000 shares for sale

Columbia Cable Systems Inc., Westport, Conn., multiple CATV owner on the West Coast, has filed a registration statement with the Securities and Exchange Commission offering 175,000 shares for public sale through Hallgarten & Co., New York.

The offering price is estimated at \$16.50 per share maximum, which will bring to the company \$2,887,500.

Columbia has agreed to sell Hallgarten, for \$125, five-year warrants to purchase 12,500 common shares.

The company owns five CATV systems serving Imperial Valley, Calif.; Yuma, Ariz.; Pasco-Kennewick and Omak-Okanogan-Tonasket, all Washington, and Pendleton-Pilot Rock, Ore. The systems had 22,950 subscribers as of June 30.

Of the net proceeds from the sale, \$300,000 will go to Columbia Television Co., a subsidiary, and \$517,500 will pay off Home Life Insurance Co. The remainder will be added to the company's general funds and be available for new CATV construction or expansion of existing systems.

Columbia was organized in 1962. As of June 30, the company had total assets of \$5,323,123, of which \$572,224 were current assets. Total current liabilities were \$675,970 and long term obligations were \$4,130,400. The company had a total deficit of \$649,121.

For the year ended Sept. 30, 1967, it had losses of \$154,448. For the 9 months ended June 30 it had losses of \$79,036 on revenues of \$1,351,203.

David H. Strassler is chairman of the board and chief executive officer. Robert M. Rosencrans is president and has a five-year contract for \$30,000 per year. Martin R. Flug, treasurer, owns 10.3% and directors Sidney Kriser and Joseph Moore Jr. own 10.2% and 18.5%, respectively.

This is the fourth public offering by a CATV company within the last three months. The others were Cox Cablevision Corp., Television Communications Corp. and American Television and Communications Corp.

H&B offers sale of 31,547 shares

H & B American Corp., Beverly Hills, Calif., multiple CATV firm, has filed a registration statement with the Securities and Exchange Commission seeking registration of 31,549 shares, which may be offered for public sale at an estimated price of \$22.75 per share maximum.

In keeping with an agreement with Jack Kent Cooke, the company pro-

This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these shares. The offer is made only by the Prospectus.

NEW ISSUE

490,000 Shares

Cox Cable Communications, Inc.

(A subsidiary of Cox Broadcasting Corporation)

Common Stock

(Par value \$1 per share)

Price \$15 Per Share

Copies of the Prospectus may be obtained only from each of the underwriters as may lawfully offer the shares in this state.

Lazard Frères & Co.

Blyth & Co., Inc.

Drexel Harriman Ripley
Incorporated

Eastman Dillon, Union Securities & Co. Glore Forgan, Wm. R. Staats Inc.

Goldman, Sachs & Co.

Hornblower & Weeks-Hemphill, Noyes

Kidder, Peabody & Co.
Incorporated

Lehman Brothers

Loeb, Rhoades & Co.

Merrill Lynch, Pierce, Fenner & Smith
Incorporated

Paine, Webber, Jackson & Curtis

Smith, Barney & Co.
Incorporated

Stone & Webster Securities Corporation

Wertheim & Co.

White, Weld & Co.

Dean Witter & Co.
Incorporated

Paribas Corporation

W. E. Hutton & Co.

Courts & Co.

The Robinson-Humphrey Company, Inc.

October 4, 1968

This announcement appears as a matter of record only.

\$3,500,000

H & B American Corporation

Notes due October 1, 1983

Private placement of these securities has been arranged by the undersigned.

Loeb, Rhoades & Co.

October 8, 1968

poses to acquire all of the outstanding capital stock of Jack Kent Cooke Inc. and Continental Cablevision Inc., group CATV owners, in exchange for 1,600,000 shares.

An H&B stockholders meeting scheduled for last Thursday (Oct. 10) in New York has been postponed to Oct. 21. Share owners will be voting on the acquisitions of Cooke and Continental Cablevision.

In addition to its CATV holdings, H & B American Corp. owns KNEZ Lompoc, Calif., and is applicant for a CP for a new UHF station at Dubuque, Iowa. In addition, the company is participating with a market research firm to use CATV to develop market research services for TV advertisers and broadcasters.

William M. Jennings is chairman and president, G. Norman Penwell and John R. Penwell propose to sell 4,389 and 4,117 shares, respectively, and 16 others propose to sell the remaining shares being registered.

RKO's AM's have strong showing in 3d quarter

RKO General Inc. reported revenues and earnings for six of its seven AM stations reached record highs in the third quarter ended Aug. 31, and anticipated that they would show continued improvement for the remainder of the year through the separation and expansion of its FM operations. The prognosis was made in General Tire and

Rubbers' nine-month report. General Tire's report for the nine months ended Aug. 31:

	1968	1967
Earnings per share	\$1.62	\$0.85
Gross income	740,531,000	724,184,000
Net income	28,876,000	15,034,000

Norton Simon Inc. shows 1st quarter profit gain

Norton Simon Inc., Fullerton, Calif., which this month completed acquisition of Talent Associates Ltd., reported a substantial boost in profits for the first quarter of its current fiscal year. First quarter profits for both the current year and a comparable period last fiscal year include results of Talent Associates Ltd.

For the first quarter ended Sept. 30:

	1969	1968
Earnings per share	\$0.57	\$0.34
Revenues	242,000,000	219,300,000
Net earnings	7,310,000	5,250,000

Tape/Net Inc. offers 150,000-share sale

Tape/Net Inc., New York, has filed a registration statement with the Securities and Exchange Commission offering 150,000 shares for public sale through A. D. Gilhart & Co., New York.

The company has agreed to sell to the Gilhart firm six-year warrants to purchase shares exercisable after a year at \$6 a share.

The company is engaged in the production and distribution of television

programs and animated cartoons.

Of the net proceeds from the sale, the company will use \$100,000 to expand its selling and distribution, \$50,000 to promote film and entertainment properties, \$100,000 to expand its production facilities and the balance to add to its working capital.

Tape/Net Inc. has 400,000 shares outstanding, of which Stephen Krantz, president, owns 81%.

Company reports:

Wometco Enterprises Inc., Miami, diversified company with broadcasting interests, reported a 8.6% increase in profits and an 18.7% rise in revenues for the nine months ended Sept. 7:

	1968	1967
Earnings per share	\$0.86	\$0.88
Gross income	45,567,335	38,403,701
Net income before income taxes	5,791,343	5,163,022
Net income	3,191,343	2,938,022
Average shares outstanding	3,717,250	3,335,985

Pacific and Southern Broadcasting Co., New York, for nine months ended Sept. 30 reported a substantial increase in revenues and pretax earnings 3.2 times that of the comparable 1967 nine-month period. The company's broadcast holdings include WQXI-AM-FM-TV Atlanta; KHON-TV Honolulu; WSAI-WJBI-FM Cincinnati.

	1968	1967
Earnings per share	\$0.36	\$0.11
Gross revenues	7,241,000	5,954,000
Net revenue	6,010,000	4,914,000
Net income before federal income taxes	880,000	277,000
Net income	577,000	182,000

Fates&Fortunes

Broadcast advertising

Gilbert L. Dannehower, VP and senior management officer, McCann-Erickson,

New York, joins Sullivan, Stauffer, Colwell & Bayles there as VP and management supervisor.

Lawrence J. Zeman, account executive,

H-R Television, Chicago, joins WKBG-TV Cambridge-Boston as sales manager.

George M. Rogers Jr., director of business affairs and TV account supervisor, BBDO New York, elected VP.

Richard Thomas, art director, Cunningham & Walsh, New York, elected VP.

Robert Stoller, art director, Gumbinner-North Co., New York, named VP.

Morris I. Scherzer, with L. W. Frohlich and Co., New York, joins Sudler and Hennessey Inc. there as VP and account supervisor.

Howard M. Kamin, director of media analysis and assistant media director, Grey Advertising Inc., New York, elected VP. **Joseph M. Murray**, assistant media director and group head, and **Thomas F. Roche**, head of production and control, also elected VP's. **Norman F. Best**, manager, Campbell-Mithun, Los Angeles, joins Grey's Bev-

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET

NEW YORK, N. Y.

(212) 355-0405

Nobody makes “band-aids.”

(Not even Johnson & Johnson.)



Lots of people make adhesive bandages. So, everyone puts a brand name on his product. BAND-AID is the brand name for the adhesive bandages Johnson & Johnson makes. That's why, when you mean our bandages, please say BAND-AID Brand Adhesive Bandages. Because nobody makes "band-aids," not even Johnson & Johnson.

erly Hills, Calif. office, as VP and account supervisor.

Stanley Paul, art director, Buchen Advertising Inc., Chicago, joins Bozell & Jacobs Inc., that city, as VP and art director.



Mr. Bracken



Mr. Makrianes

Joseph R. Bracken Jr. and **James K. Makrianes Jr.**, VP's and management supervisors, Young & Rubicam, New York, named senior VP's.

Charles Way, regional sales representative, WGHP-TV High Point-Greensboro-Winston-Salem, N. C., appointed to newly created position of assistant general sales manager.

Cecil M. Hunt, account manager, Cooper, Strock & Scannell, Inc., Milwaukee, named VP.

William G. Pendill, formerly VP and

account supervisor, Post-Keys-Gardner, Chicago, joins North Advertising Inc., there in same capacity.

Herb Yager, account supervisor, Carson/Roberts/Inc., Los Angeles, named VP and account management supervisor. He is succeeded by **John H. Gerlach**, associate partner, Jack Tinker & Partners, Los Angeles.

Wendell Eastling, media director, Carson/Roberts/Inc., Los Angeles, named VP, operations. **Len Pearlstein**, associate media director, succeeds Mr. Eastling.

Eugene Azzam, art director, W. B. Doner & Co., Detroit, named executive art director.

John H. Schaper, media buyer, Gardner Advertising Co., St. Louis, joins KMOX-TV there as national sales service manager.

Ralph Becker, with Metro TV Sales, San Francisco, joins KNEW-TV there as sales manager.

Don Kennedy, production manager, WSPA-TV Spartanburg, S. C., appointed director of sales development. **Bill Baillie**, studio manager, succeeds Mr. Kennedy.

Bob Foster, account executive, WTVN-TV Columbus, Ohio, appointed local

sales manager.

Frank H. Oxarart, local sales manager, KFWB Los Angeles, joins KYW Philadelphia, as general sales manager. Both are Westinghouse stations. **Chuck Heiser**, account executive, Radio Advertising Representatives Inc., New York, re-joins KYW as sales manager.

B. F. Mann, food sales manager, WAYS Charlotte, N. C., appointed to newly created position of regional sales manager.

Tim Barnett, with WPIX(TV) New York, appointed national sales research supervisor.

Cecil M. Sansbury, executive VP and general manager, WHP-AM-FM-TV Harrisburg, Pa., and president, Canterbury Cablevision, Columbus, Ohio, joins Barcroft Advertising Agency Inc., Columbus, as minority owner and executive VP.



Mr. Tripp

Granger Tripp, VP and creative supervisor, J. Walter Thompson, New York, elected senior VP.

Robert H. Huntington Jr., account manager, Compton Advertising Inc., New York, named VP and account man-

agement supervisor.

Kenneth Cowan, director of creative services and sales development for WOR-TV New York, and director of station services for parent RKO General Broadcasting, has resigned to pursue personal business interests.

Arnie Kuvent, promotion manager, WGAN-TV Portland, Me., named sales promotion and advertising manager, Guy Gannett Broadcasting Services, licensee of WGAN-TV.

Media

David A. Grimm, eastern sales manager, ABC Radio, New York, appointed director of station relations.

Gino A. Conte, manager, production services, West Coast, NBC-TV, named director, production services, West Coast. **Maurice J. Corwin**, manager, broadcast facilities and operations, West Coast, appointed director, broadcast facilities and operations. **George Habib**, manager, unit managers, West Coast, named director, unit managers. **John R. Kennedy**, manager, technical operations, West Coast, named director, technical operations, West Coast.

H. Lawrence Cooper, director of programming, U. S. Communications Corp., Philadelphia, joins WKBS-TV Burlington, N. J.-Philadelphia as special assistant

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to general manager.

Carl Wagner, general sales manager, WTVN Columbus, Ohio, joins WBRC Birmingham, Ala., as general manager. Both are Taft stations.

Programing

Richard C. Thrall Jr., program director, WLWC(TV) Columbus, Ohio, becomes manager-corporate TV programming for parent Avco Broadcasting Corp., Cincinnati.

C. D. Zimmerman, program director, WLWT(TV) Cincinnati, joins WKBG-TV Cambridge-Boston, as program manager.



Mr. Hellard

Jerry A. Hellard, promotion director, WDAF-TV Kansas City, Mo., appointed operations manager.

George Burns, program director WSAI Cincinnati, appointed assistant general manager and program director.

Harry Joseph, station manager, KUNM(FM) Albuquerque, N. M., joins WRVR(FM) New York, as program director.

News

Dan Bloom, Saigon bureau manager, CBS News, named European news producer, London, succeeding **Peter Herford**, who becomes associate producer, *CBS Evening News with Walter Cronkite*. **David Miller**, national assignment editor, New York, named to Saigon post. **Lee Townsend**, night news manager, succeeds Mr. Miller, and **Desmond Smith**, producer for ABC News, succeeds Mr. Townsend.

Tom Franklin, newsman, KFI Los Angeles, named news director.

Arthur G. Keeney Jr., news director, WKRG-FM-TV Mobile, Ala., joins WEEI Boston, as executive news editor/producer.

C. Audran Willis, news director, WYFE Rockford, Ill., joins KRNO San Bernardino, Calif., in same capacity.

Promotion

Eugene Swerdloff, sales development manager, Screen Gems, New York, joins Peters, Griffin, Woodward, that city, as promotion executive, creative services department.

Elliott Fouts, sales manager, KFRE Fresno, Calif., named promotion manager, KFRE-AM-FM-TV.

George Goldman, writer, Chuck Blore

Creative Services, Hollywood, joins KFWS Los Angeles, as advertising and sales promotion manager.

Fred Bergendorff, publicity manager, KOGO-AM-FM-TV San Diego, joins KABC-AM-FM Los Angeles, as director of advertising, promotion and publicity.

Equipment & engineering

Daniel J. Yomine, director of staff manufacturing operations, Ampex Corp., Redwood City, Calif., elected VP.

Patrick Cocchiaraley, head of Copat Associates, Cherry Hill, N. J., joins Jerrold Electronics Corp., distributor sales division, Philadelphia, as national sales manager. **Bert Wolf**, sales manager, southeastern region, named to newly created position of sales manager, eastern region.

Richard G. Ellis, technical director, KYW-TV Philadelphia, appointed chief

engineer.

Arnold M. Durham, administrator for product information, RCA, electronic components division, Harrison, N. J., appointed manager, news and information.

International



Mr. Madden

Jerry Madden, general manager, NBC Sports, New York, appointed director, color planning and operations, international department, NBC.

William J. Wilson, superintendent, radio regulations engineering,

Postmaster-General department, Ottawa, appointed chief, radio regulations.



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As compiled by BROADCASTING, Oct. 2 through Oct. 9 and based on filings, authorizations and other FCC actions.

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 action

■ Flint, Mich.—Flint Television Corp. Broadcast Bureau granted UHF ch. 66 (782-788 mc); ERP 31.1 kw vis., 3.31 kw aur. Ant. height above average terrain 390 ft.; ant. height above ground 444 ft. P. O. address: 190 North State Street, Chicago. Estimated construction cost \$312,242.63; first-year operating cost \$225,000; revenue \$225,000. Geographic coordinates 43° 03' 45" north lat.; 83° 37' 30" west long. Type trans. RCA TTU-2A. Type ant. RCA TFU-30J. Legal counsel McKenna & Wilkinson, Washington; director of engineering Alfred J. Petzke, Rockford, Ill. Principals: H & E Balaban Corp., Elmer Balaban, president and Harold Froelich, vice president. Mr. Froelich is general manager and 10% stockholder of WTVO(TV) Rockford, Ill., and has interest in WFLD-TV Chicago and WMTI Canton, Ohio. H & E Balaban Corp. has current interests in WTVO(TV), WICS(TV), and WICD(TV) Springfield-Champaign-Decatur, all Illinois, and WHNB-TV New Britain, Conn. Action Oct. 2.

Other action

■ Review board in Anaheim, Calif., TV broadcast proceeding, Docs. 18295-18300, granted petition for extension of time filed Oct. 1 by Broadcast Bureau, extended to Oct. 17 time within which to file responsive pleadings to petitions to enlarge issues filed by Golden Orange Broadcasting Co. Action Oct. 3.

Actions on motions

■ Hearing Examiner Isadore A. Honig in Brampton, Mich. (WFRV Inc.), TV proceeding, granted motion by WFRV Inc. and further postponed prehearing conference from Oct. 15 to Nov. 15, and further postponed hearing now under indefinite postponement to date to be set at prehearing conference (Doc. 18221). Action Oct. 8.

■ Hearing Examiner Forest L. McClenning in Jacksonville and Miami, both Florida,

and Asheville, N. C. (Florida-Georgia Television Co., Community First Corp., New Horizons Telecasting Co., Florida Gateway Television Co., Wometco Enterprises Inc., Wometco Skyway Broadcasting Co.), TV proceeding, granted motion by Wometco Enterprises Inc. and Wometco Skyway Broadcasting Co. and extended time to Oct. 21 in which to file responsive pleading to answers and objections of Antwin Theaters Inc. to written interrogatories (Docs. 10834, 17582-4, 18185-6). Action Oct. 3.

■ Hearing Examiner Chester F. Naumowicz Jr. in Yakima, Wash. (Sunset Broadcasting Corp., Apple Valley Broadcasting Inc., Northwest Television & Broadcasting Co. [a joint venture]), TV proceeding, on informal request by Broadcast Bureau extended date for filing reply comments to Oct. 9 (Docs. 16924-6). Action Oct. 1.

■ Hearing Examiner Herbert Sharfman in Orlando, Fla. (Orange Nine Inc., Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television Inc., Comint Corp. and TV 9 Inc.), TV proceeding, granted petition by Mid-Florida for leave to amend application to show resignation of Ray Ruester as vice president in charge of news and special events (Docs. 11081, 11083, 17339, 17341-2, 17344). Action Oct. 7.

Rulemaking actions

■ FCC dismissed petition by Apple Valley Broadcasting Inc. for partial reconsideration of order which designated for hearing three applications to operate on Yakima, Wash. ch. 35. Action Oct. 9.

■ FCC denied rulemaking petition by Joaquin Baez Jr. to reassign ch. 13 from Fajardo to Mayaguez, P. R. Action Oct. 2.

Existing TV stations

Final action

■ *KBYU-TV Provo, Utah—Broadcast Bureau granted license. Action Oct. 2.

Other action

■ FCC, answering complaint by Socialist Workers 1968 National Campaign Committee asking for equal time to interview with presidential candidate George Wallace on *WNDD-TV New York, concluded that interview was exempt from equal opportunities requirement of Sec. 315 of Communications Act. Action Oct. 2.

Action on motion

■ Chief Hearing Examiner James D. Cunningham in Boston (Integrated Communications Systems Inc. of Massachusetts [WREP (TV)]), TV proceeding, designated Hearing Examiner Basil P. Cooper to serve as presiding officer, scheduled prehearing conference for Nov. 21 and hearing for Dec. 23 (Docs. 18338-9). Action Oct. 2.

Rulemaking petitions

■ WYES-TV and WVUE(TV), both New Or-

leans—Request institution of a rulemaking proceeding looking toward amending table of television assignments to New Orleans and at conclusion of rulemaking proceeding to issue orders of modification to petitioners specifying operation of WYES-TV on ch. 12 and WVUE(TV) on ch. 8.

■ KVII-TV Amarillo, Tex.—Requests institution of a rulemaking proceeding to designate triangular area northwest of Amarillo, Tex. as ant. farm for towers in excess of 1,000 ft. above ground.

Call letter applications

■ KRAK-TV, Hercules Broadcasting Co., Sacramento, Calif. Requests KRAQ(TV).

■ WECO-TV U. S. Communications Corp. of Pittsburgh, Pittsburgh. Requests WTVP (TV).

New AM stations

Application

■ Yabucoa, P. R.—Efrain Archilla-Roig. Seeks 1300 kc. 5 kw. P. O. address: Box 454, Manati, P. R. 00701. Estimated construction cost \$51,589.86; first-year operating cost \$55,000; revenue \$65,000. Principals: Efrain Archilla-Roig, sole owner. Mr. Roig has law practice, 50% and 33 1/3% interest in two land development companies and has 55.4% interest in WMNT Manati, P. R. and in application for new FM station at that city. Ann. Sept. 30.

Other actions

■ Review board in Elmhurst, Ill., AM broadcast proceeding, Docs. 16965-66, granted petition for extension of time filed Oct. 4 by Du Page County Broadcasting Inc., extended to Oct. 23 time within which to file replies to exceptions to initial decision. Action Oct. 8.

■ Review board in Warwick, N. Y., AM broadcast proceeding, Docs. 18274-77, granted petition for extension of time filed Oct. 1 by Warwick Broadcasting Corp., extended to Oct. 16 time within which to file reply to opposition to petition to enlarge issues filed by Everette Broadcasting Co. Sept. 23. Action Oct. 3.

■ Review board in Warwick, N. Y., AM broadcast proceeding, Docs. 18274-77, granted motion for extension of time filed Oct. 4 by Blue Ribbon Broadcasting Co., extended to Oct. 18 time within which to file responsive pleadings to petition to enlarge issues filed by Taconic Broadcasters. Action Oct. 7.

■ Review board in Sunbury, Pa., AM broadcast proceeding, Docs. 18291-93, granted petition for extension of time filed Sept. 30 by Broadcast Bureau, extended time for filing responsive pleadings to petition to enlarge issues to date 10 days after board's action on joint petition for approval of agreement. Action Oct. 4.

■ Review board in Sunbury, Pa., AM broadcast proceeding, Docs. 18291-93, dismissed as moot petition for extension of time filed Oct. 3 by Sunbury Broadcasting Corp. Action Oct. 7.

■ FCC waived rule section 1.569(b)(2)(i) and accepted for filing applications by TV Cable of Waynesboro Inc., Waynesboro, Pa., for new daytime AM station on 1130 kc. 1 kw-DA; and WASP Brownsville, Pa., to change from 1 kw-D to 5 kw, 1 kw-CH, DA-D. Actions Oct. 2.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.), AM proceeding, on examiner's own motion scheduled further prehearing conference for Oct. 9 (Docs. 18204-5). Action Oct. 7.

■ Hearing Examiner Isadore A. Honig in Warwick and Walden, both New York, and Pittsfield, Mass. (Warwick Broadcasting Corp., Everette Broadcasting Co., Blue Ribbon Broadcasting Inc., Taconic Broadcasters), AM proceeding, granted petition by Everette Broadcasting Co. for leave to amend application to show temporary employment of Mr. Clesie Everette, a principal. Amendment is accepted without relieving

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petitioner of onus of its failure to tender subject amendment within 30-day period prescribed by rule 1.65 (Doc. 18274-7). Action Oct. 4.

■ Hearing Examiner Isadore A. Honig in Henrietta, Genesco and Warsaw, all New York (What The Bible Says Inc., Oxbow Broadcasting Corp. and John B. Weeks), AM proceeding, denied the Broadcast Bureau's motion to strike, etc. and accepted reply findings and conclusions of What The Bible Says Inc. (Docs. 17571-3). Action Oct. 4.

■ Hearing Examiner Isadore A. Honig in Warwick and Walden, both New York, and Pittsfield, Mass. (Warwick Broadcasting Corp., Everett Broadcasting Co., Blue Ribbon Broadcasting Inc., Taconic Broadcasters), AM proceeding, on examiner's own motion rescheduled prehearing conference for Oct. 10 (Docs. 18274-7). Action Sept. 27.

■ Acting Chief Hearing Examiner Jay A. Kyle in Hartsville and Florence, both South Carolina (Community Broadcasting Co. of Hartsville and Eastern Carolina Broadcasters Inc.), AM proceeding, continued to date to be specified by subsequent order hearing scheduled for Oct. 14 (Docs. 18198-9). Action Oct. 7.

■ Hearing Examiner Jay A. Kyle in Bellaire, Tex. (T. J. Shriner), AM proceeding, on examiner's own motion scheduled further hearing conference for Oct. 17 (Doc. 17635). Action Oct. 8.

■ Hearing Examiner Chester F. Naumowicz, Jr. in Springfield, Mo. and Ozark, Ark. (Babcom Inc. and Giant Broadcasting Co.), AM proceeding, denied motion by Babcom Inc. to dismiss and petition by Giant Broadcasting Co. to permit exchange of engineering exhibits; dismissed move to strike motion to permit exchange of engineering exhibits filed by Babcom Inc.; granted motion by Babcom Inc. to cancel rebuttal exchange date and continue hearing; ordered record closed; and set Oct. 21 as date for filing proposed findings of facts (Docs. 17921, 17923). Action Sept. 27.

■ Hearing Examiner Chester F. Naumowicz, Jr. in Kettering, Ohio (Kittyhawk Broadcasting Corp.) et al., AM proceeding, granted petition by Gem City Broadcasting Corp. for leave to amend application to reflect re-evaluation of engineering calculations based on physical proposal (Docs. 17243-7, 17249-50). Action Sept. 30.

■ Hearing Examiner Chester F. Naumowicz, Jr. in Kettering, Ohio (Kittyhawk Broadcasting Corp.) et al., AM proceeding, granted request by Gem City Broadcasting Co. and Bloomington Broadcasting Co. for postponement of filing of corrections to transcript and ordered that corrections to entire transcript be filed within 10 days of notice of certification of transcript of reopened record; denied request by Kittyhawk Broadcasting Corp. for further evidence (Docs. 17243-7, 17249-50). Action Oct. 4.

Call letter applications

■ Circuit Broadcasting Co., Hattiesburg, Miss. Requests WORV.

■ E. C. Stangland, Sioux Falls, S. D. Requests KCHF.

Designated for hearing

■ FCC designated for hearing mutually exclusive application of Jackson Missouri Broadcasting Co. for new daytime AM station at Jackson, Mo. on 1170 kc with 250 w-D; and of WLBH Mattoon, Ill. to change daytime power from 250 w to 5 kw-DA. Actions Oct. 9.

Existing AM stations

Applications

■ WYSE Inverness, Fla.—Seeks CP to change hours of operation from unlimited to daytime; make changes in ant. system. Ann. Oct. 7.

■ KZIA Albuquerque, N. M.—Seeks CP to change from 1580 kc, 1 kw-D to 1580 kc, 10 kw-D; change type trans. Ann. Oct. 4.

Final actions

■ KAFF Flagstaff, Ariz.—Broadcast Bureau granted license covering changes, specify type trans. Action Oct. 2.

■ KCUB Tucson, Ariz. — Broadcast Bureau granted application for remote control. Action Oct. 3.

■ KMFB Mendocino, Calif.—Broadcast Bu-

reau granted license covering change in frequency from 1300 kc, 1 kw-D to 1520 kc, 1 kw-D. Action Oct. 2.

■ KRPL Moscow, Idaho—Broadcast Bureau granted license covering use of former main trans. as alternate-main nighttime trans. and auxiliary daytime trans.; remote control permitted. Action Oct. 2.

■ KLEO Wichita, Kan.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 23, 1969. Action Oct. 3.

■ KOLM Rochester, Minn.—Broadcast Bureau granted license covering use of former main trans. Action Oct. 2.

■ KUKU Willow Springs, Mo.—Broadcast Bureau granted license covering installation of new auxiliary trans. Action Oct. 2.

■ KDEF Albuquerque, N. M.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Oct. 2.

■ WKYK Burnsville, N. C.—Broadcast Bureau granted license covering changes. Action Oct. 2.

■ WTNS Coshocton, Ohio—Broadcast Bureau granted mod. of CPs to extend completion dates for main and alternate main trans. to March 22, 1969. Action Oct. 3.

■ KKEY Portland, Ore.—Broadcast Bureau granted mod. of CP and extended completion date to Nov. 22. Action Oct. 3.

■ WLLL Lynchburg, Va.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 4. Action Oct. 3.

■ WOSH Oshkosh, Wis.—Broadcast Bureau granted license covering changes. Action Oct. 2.

Other actions

■ FCC in response to request from KSEE Santa Maria, Calif., stated a licensee may maintain policy under which agency commissions are not paid for political advertising placed by advertising agency if it applies same policy to local commercial advertising. Ann. Oct. 8.

■ FCC waived rule section 1.569(b)(2)(i) and accepted for filing application of WSNE Cumming, Ga. to change from 1410 kc, 1 kw-DA-D to 1170 kc, 1 kw-D. Action Oct. 2.

■ FCC denied petition for reconsideration by WQTE Monroe, Mich. of order denying rule waiver to permit nighttime operation. Action Oct. 2.

Actions on motions

■ Chief Hearing Examiner James D. Cunningham in Henderson, Nev., (1400 Corp. [KBMT], Joseph Julian Marandola), AM proceeding, amended action to provide that hearing shall be held in Henderson, Nev. in lieu of Washington, and dismissed petition by Broadcast Bureau for change of hearing site (Docs. 16813-4). Action Oct. 4.

■ Hearing Examiner David I. Kraushaar in Camden, N. J. (City of Camden, assignor, and McLendon Corp., assignee), for assignment of license of WCAM, rescheduled hearing for Oct. 30 (Doc. 18303). Action Sept. 30.

■ Hearing Examiner Herbert Sharfman in Milton, Fla. (Milton Broadcasting Co.), renewal of license of WEBY, on unopposed request of Milton Broadcasting Co. scheduled further prehearing conference for Oct. 4 (Doc. 17613). Action Oct. 3.

■ Hearing Examiner Herbert Sharfman in Milton, Fla. (Milton Broadcasting Co.), proceeding on renewal of license of WEBY, issued statement and order after further prehearing conference and denied applicant's oral motion for continuance of Oct. 28 hearing; permitted applicant to take depositions proposed in notice of taking depositions filed Sept. 26 on terms set forth in transcript and issued under rule 1.313 protective order (Doc. 17613). Action Oct. 7.

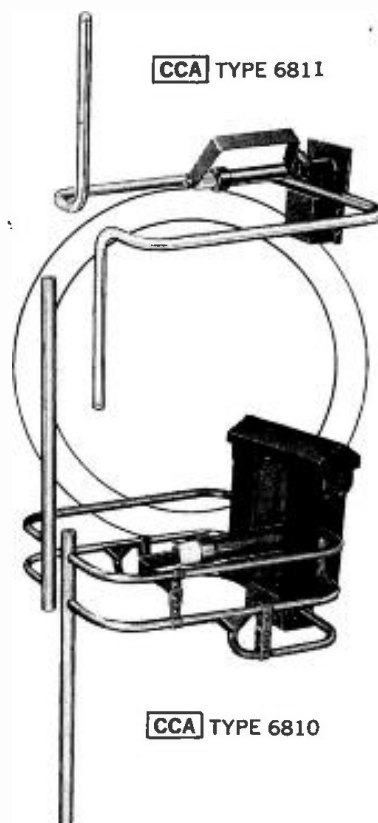
Fines

■ FCC notified WRSJ Bayamon, P. R. of apparent liability for forfeiture of \$1,500 for rule violations including Secs. 1.89, 73.55 and 73.79 of rules. WRSJ has 30 days to request reduction or remission or pay forfeiture. Action Oct. 2.

■ FCC notified WWRS St. Albans, Vt. of apparent liability for forfeiture of \$500 for rule violations, including Sec. 73.57(a) in that power was not maintained within prescribed limits on at least seven occasions. Action Oct. 2.

■ FCC notified WQVA Quantico, Va. of

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apparent liability for forfeiture of \$500 for rule violations including Secs. 73.93(e), 73.47(a, b) and 73.114 of rules. WQVA has 30 days to request reduction or remission or pay forfeiture. Action Oct. 2.

Call letter applications

- WBRY, Lowell W. Paxson, Waterbury, Conn. Requests WTBY.
- WAPO, Turner Advertising Co., Chattanooga. Requests WGOW.

Call letter actions

- WHHT, Allen Broadcasting Co., Lucedale, Miss. Granted WRBE.
- WOHP, WOHP Inc., Bellfontaine, Ohio. Granted WTOO.
- WDMS, Rulon Maynard Corp., Lynchburg, Va. Granted WLGM.

New FM stations

Applications

- Pochontas, Ark.—Adrian L. White Inc. Seeks 103.9 mc, ch. 280A, 3 kw. Ant. height above average terrain 147 ft. P. O. address: Box 508, Pochontas, Ark. 72455. Estimated construction cost \$15,927.33; first-year operating cost \$7,000; revenue \$10,000. Principal: Adrian L. White, sole owner. Mr. White owns KPOC Pochontas, Ark. Ann. Oct. 3.

- Tulare, Calif.—Clyde B. Love, W. R. Patton and Elbert H. Dean db/as Mineral King Broadcasters. Seeks 106.7 mc, ch. 294, 870 kw. Ant. height above average terrain 2,530 ft. P. O. address: c/o Elbert H. Dean, Box 5176, Fresno, Calif. 93755. Estimated construction cost \$6,000; first-year operating cost \$34,000; revenue \$30,000. Principals: Clyde B. Love, William Robert Patton and Elbert H. Dean (each 33%). Mr. Love owns 33% of finance company, 50% of music service and 50% of Automatic Retailers of America. Mr. Patton owns 50% of vending equipment company, 50% of one vending company and 51% of another. Mr. Dean has 50% interest in real estate holding company, 33% interest in background music company and with wife is sole owner of KXQR-FM Fresno, Calif. He also has 50% interest in two applications for new AM stations at Clovis and Morro Bay, both California. Ann. Oct. 2.

- Rushville, Ind.—Rush County Broadcasting Co. Seeks 94.3 mc, ch. 232A, 3 kw. Ant. height above average terrain 300 ft. P. O. address: c/o Gene H. Kinman, R.R. 3, Rushville, Ind. 46173. Estimated construction cost \$71,971; first-year operating cost \$29,000; revenue \$50,000. Principals: Gene H. Kinman, president, Dudley Curtis, vice president (each 6%), Richard Waggoner, secretary (3%) et al. Mr. Kinman is partner in pharmacy, Mr. Curtis is owner of furniture company and Mr. Waggoner has interest in another furniture company. Ann. Oct. 3.

- Edgar Kitchen, Catlettsburg, Ky.—Seeks amendment to application, which requests CP for new FM station, to change applicant to Edgar Kitchen and Hal Murphy db/as K & M Broadcasting Co. Ann. Oct. 8.

- Horseheads, N. Y.—Chemung County Radio Inc. Seeks 100.9 mc, ch. 265A, 3 kw. Ant. height above average terrain minus 104 ft. P. O. address: c/o Manuel N. Panosian, Hanover House, Hanover Square, Horseheads, N. Y. 14845. Estimated construction cost \$17,286; first-year operating cost \$20,000; revenue \$30,000. Principals: John Arikian, president (49%) and Manuel N. Panosian, vice president-treasurer (51%). Mr. Arikian is teacher. Mr. Panosian is 40% owner of shoe store, clothing store and women's uniform store. He is also sole owner of one coin laundry and owns 66% of another. Messrs. Arikian and Panosian own WIQT Horseheads, N. Y. Ann. Oct. 8.

Other actions

- Review board in Lincoln, Neb., FM broadcast proceeding, Docs. 17410 and 18174, denied petition to enlarge issues filed May 21 by Cornbelt Broadcasting Co. Action Oct. 8.

- Review board in Lincoln, Neb., FM broadcast proceeding, Docs. 17410 and 18174, granted appeal from hearing examiner's denial of petition for leave to amend filed Sept. 10 by KFMQ Inc. Action Oct. 8.

- Review board in Albany, N. Y., FM broadcast proceeding, Docs. 18210-12, granted to extent indicated and denied in all other respects petition to enlarge comparative issues filed by Functional Broadcasting Inc.

on July 22. Action Oct. 4.

- Review board in Albany, N. Y., FM broadcast proceeding, Docs. 18210-12, granted to extent indicated and denied in all other respects petition to enlarge issues filed by WPOW Inc. on July 22. Action Oct. 4.

- FCC denied application of Dr. O. C. Carter, Paul Fuqua and Dr. Robert D. Ingram db/as Breckinridge Broadcasting Co. for review of review board action turning down petition to include misrepresentation issue against J. C. Blancett tr/as Blancett Broadcasting Co. Both parties are applicants in comparative proceeding for new FM stations at Hardinsburg, Ky. (Docs. 17856-7). Action Oct. 2.

Actions on motions

- Chief Hearing Examiner James D. Cunningham in Fresno, Calif. (Radio KYNO Inc., International Radio Inc.), FM proceeding, granted motion by Radio KYNO Inc., continued certain procedural dates, and continued hearing from Oct. 28 to Jan. 28, 1969 (Docs. 18202-3). Action Oct. 4.

- Chief Hearing Examiner James D. Cunningham in Reno (Brian E. Cobb), FM proceeding, rescheduled hearing from Oct. 16 to Oct. 23 (Doc. 18135). Action Oct. 2.

- Hearing Examiner Thomas H. Donahue in Pleasantville, N. J. (WMID Inc.), FM proceeding, issued notice of ruling denying petition filed by WMID Inc. for leave to amend. WMID had sought to make changes in survey and programing data in application (Doc. 18005). Action Oct. 7.

- Hearing Examiner Jay A. Kyle in London, Ky. (H. & C. Broadcasting Co., London Broadcasting Co.), FM proceeding, upon request by H. & C. Broadcasting Co., scheduled prehearing conference for Oct. 11; cancelled hearing scheduled for Oct. 21 (Docs. 18200-1). Action Oct. 3.

- Hearing Examiner Herbert Sharfman in Flora and Salem, both Illinois (Flora Broadcasting Corp., Doyle Ray Flurry, Salem Broadcasting Co.), FM proceeding, set certain procedural dates, rescheduled hearing from Oct. 30 to Dec. 2 (Docs. 18288-90). Action Oct. 3.

Rulemaking actions

- FCC amended FM table of assignments, Sec. 73.202 of rules to assign ch. 292A to Lancaster, Calif. Report and order assigning channel becomes effective Nov. 18 and terminates rulemaking proceeding (Docs. 18127). Action Oct. 9.

- FCC amended FM table of assignments in Sec. 73.202(b) of rules to substitute ch. 252A for ch. 244A at Lynchburg, Va. (not affecting existing assignments of chs. 261A and 269A) and delete ch. 252A from Lexington, Va. Action Oct. 2.

Call letter applications

- Mena Broadcasting Co., Mena, Ark. Requests KENA-FM.

- St. John's University Broadcasting Inc., Moorhead, Minn. Requests *KCCM-FM.

- School District of the City of Omaha, Omaha. Requests *KIOS-FM.

- Southern Oregon College, Ashland, Ore. Requests *KSOR(FM).

- Erskine College, Due West, S. C. Requests *WARP(FM).

- Vermont New York Broadcasters, Burlington, Vt. Requests WVNY(FM).

Existing FM stations

Final actions

- KBMS(FM) Los Angeles—Broadcast Bureau granted CP to install new type trans.; new type ant.; remote control permitted; condition. Action Oct. 3.

- *KCSB-FM Santa Barbara, Calif.—Broadcast Bureau granted CP to change frequency to 91.5 mcs, ch. 218. Action Oct. 3.

- KSRT(FM) Tracy, Calif.—Broadcast Bureau granted mod. of license covering change in name of licensee to KSRT Broadcasting Inc. Action Sept. 30.

- WMOD(FM) Washington—Broadcast Bureau granted CP to install new type ant.; ERP 31 kw; antenna height 485 ft. Action Oct. 3.

- WMYR-FM Fort Myers, Fla.—Broadcast Bureau granted mod. of CP to extend time to Nov. 15. Action Sept. 30.

- WRLJ(FM) Jacksonville, Fla.—Broadcast Bureau granted mod. of CP and extended time to March 18, 1969. Action Sept. 30.

- WCON-FM Cornelia, Ga.—Broadcast Bureau granted application for remote control. Action Sept. 27.

- WTIM-FM Taylorville, Ill.—Broadcast Bureau granted mod. of CP to extend time to Dec. 1. Action Sept. 30.

- KTWN(FM) Anoka, Minn.—Broadcast Bureau granted application for remote control. Action Sept. 30.

- WPAT-FM Paterson, N. J.—Broadcast Bureau granted mod. of CP to extend time to Nov. 15. Action Sept. 30.

- WPAB-FM Ponce, P. R.—Broadcast Bureau granted mod. of CP to extend time to Dec. 22. Action Sept. 30.

- WRPC(FM) San German, P. R.—Broadcast Bureau granted application for remote control; condition. Action Oct. 3.

- WTCV(FM) Memphis—Broadcast Bureau granted mod. of CP to extend time to Jan. 1, 1969. Action Sept. 30.

- KTSa-FM San Antonio, Tex.—Broadcast Bureau granted mod. of CP to change ant. trans. location to Tower of the Americas, San Antonio; change type trans.; make changes in ant. system, increase height to 660 ft., ERP 100 kw hor.; 64 kw ver.; remote control permitted. Action Oct. 2.

Action on motion

- Hearing Examiner Forest L. McClenning in San Antonio, Tex. (Bexar Broadcasting Co., Turner Broadcasting Corp. [KBUC-FM], FM proceeding, set certain procedural dates and continued hearing from Oct. 31 to Dec. 10 (Docs. 18238-9). Action Oct. 3.

Rulemaking actions

- FCC in FM rulemaking proceeding in Doc. 17969, amended Sec. 73.203(b) of rules, effective June 4, 1968. Rule provides conditions under which FM channels listed in FM table of assignments become available to unlisted communities. A community not listed in table may obtain only one channel under amended rule and only one channel may be removed from community listed in table. Amendment also tightened the former 25-mile limit to 10 and 15 miles as distances within which FM channels may be assigned from listed to unlisted neighboring communities. The 10-mile limit applies to class A channels and the 15 miles to class B and C. Following is list of community listed in table of assignment, unlisted community authorized and call letters and channel assigned to unlisted community: Opelika, Ala.—West Point, Ga., WCJM(FM), ch. 265A; Conway, Ark.—Jacksonville, Ark., KGMR-FM, ch. 282; Fairfield, Calif.—Vacaville, Calif., KVFS(FM), ch. 237A; Fort Bragg, Calif.—Mendocino, Calif., KMFB-FM, ch. 224A; Hayward, Calif.—Livermore, Calif., KTUX(FM), ch. 269A; Tahoe Valley, Calif.—South Lake Tahoe, Calif., KTHO-FM, ch. 276A; Turlock, Calif.—Patterson, Calif., KOSO(FM), ch. 226; Littleton, Colo.—Lake-wood, Colo., KLAQ(FM), ch. 298; Darien, Conn.—Norwalk, Conn., WDRN(FM), ch. 240A; Hartford-Meriden, Conn.—Meriden, Conn., WBMI(FM), ch. 239; Eau Gallie, Fla.—Palm Bay, Fla., WPBA-FM, ch. 296A; Ocala, Fla.—Dunnellon, Fla., (no call), ch. 272A; Sanford, Fla.—Apopka, Fla., WTLN-FM, ch. 237A; Atlanta—Decatur, Ga., WAVO-FM, ch. 235; Cartersville, Ga.—Canton, Ga., WCHK-FM, ch. 288A; Covington, Ga.—Jackson, Ga., WJGA-FM, ch. 221A; Eastman, Ga.—Cochran, Ga., WVMG-FM, ch. 244A; Carpentersville, Ill.—Dundee, Ill., WVFV(FM), ch. 280A; Granite City, Ill.—Columbia, Ill., WCBW(FM), ch. 285A; Kankakee, Ill.—Crete, Ill., WTAS(FM), ch. 272A; Brazil, Ind.—Greencastle, Ind., WXTA-FM, ch. 232A; Fort Wayne, Ind.—Auburn, Ind., WIFF(FM), ch. 288A; Logansport, Ind.—Monticello, Ind., WTVL(FM), ch. 237A; Marion, Ind.—Hartford City, Ind., WWHC(FM), ch. 285A; Decorah, Iowa—Waukon, Iowa, KENI-FM, ch. 280A; Dubuque, Iowa—Platteville, Wis., WSWW-FM, ch. 257; Coffeyville, Kan.—Nowata, Okla., KNFB(FM), ch. 232A; Junction City, Kan.—Abilene, Kan., KABI-FM, ch. 252A; Ashland, Ky.—Grayson, Ky., WGOH-FM, ch. 272A; Louisville, Ky.—St. Matthews, Ky., WSTM(FM), ch. 276A; Bogalusa, La.—Poplarville, Miss., WRPM-FM, ch. 300; New Orleans—La Place, La., WCKW(FM), ch. 222; Oakland, Md.—Morningside, Md., WPGC-FM, ch. 238; Waldorf, Md.—La Plata, Md., WSMD-FM, ch. 281; Western, Md.—Oakland, Md., WMSG-FM, ch. 221; North Attleboro, Mass.—Taunton, Mass., WRLM(FM), ch.

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Summary of broadcasting

Compiled by BROADCASTING, Oct. 9, 1968

	Licensed	On Air CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial A 4	4,204 ¹	24	4,228 ¹	70	4,298 ¹
Commercial FM	1,846	54	1,900	207	2,107
Commercial TV-VHF	495 ²	10	505 ²	12	517 ²
Commercial TV-VHF	117 ²	51	167 ²	152	320 ²
Educational FM	343	11	354	28	382
Educational TV-VHF	68	6	74	3	77
Educational TV-UHF	65	19	84	28	112

Station boxscore

Compiled by FCC, Sept. 1, 1968

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,194 ¹	1,829	509 ²	339	127
CP's on air (new stations)	23	47	48	10	30
Total on air	4,217 ¹	1,876	556 ²	349	157
CP's not on air (new stations)	76	231	177	32	31
Total authorized stations	4,293 ¹	2,107	834 ²	381	188
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	0	0	0

¹ Includes two AM's operating with Special Temporary Authorization.

Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

227; Albion, Mich.—Marshall, Mich., WALM-FM, ch. 244A; Lincoln Park, Mich.—Detroit, WCAR-FM, ch. 222; Salline, Mich.—Ann Arbor, Mich., WOIA-FM, ch. 275; Duluth, Minn.—Superior, Wis., WWJC-FM, ch. 286; Minneapolis—Richfield, Minn., WPBC-FM, ch. 267; Pascagoula, Miss.—Moss Point, Miss., WCIS-FM, ch. 285A; Omaha—Council Bluffs, Iowa, WRCE-FM, ch. 253; Amsterdam, N. Y.—Johnstown, N. Y.—W1ZR(FM), ch. 285A; Babylon, N. Y.—Smithtown, N. Y., WGSF-FM, ch. 232; Ogdensburg, N. Y.—Canton, N. Y., WSLU(FM), ch. 244A; New Bern, N. C.—Bridgeton, N. C., WVWB-FM, (pending ch.); Wilmington, N. C.—Burgaw, N. C., WPGF-FM, ch. 260. Ann. Oct. 7.

Call letter applications

■ KPEN(FM), Pacific FM Inc., San Francisco. Requests KIOI(FM).
■ WDLF-FM, Dixie Radio Inc., Panama City, Fla. Requests WPAF-FM.
■ WWOM-FM, Wagenvoort Broadcasting Co., New Orleans. Requests WZOW(FM).
■ WMIN-FM, Mairite of Minnesota Inc., St. Paul. Requests KEKY(FM).
■ WIKI-FM, WIKI Radio Inc., Chester, Va. Requests WDYL(FM).
■ WVXL(FM), Fox River Communications, Kaukauna, Wis. Requests WVLE(FM).

Renewal of licenses, all stations

■ FCC granted applications for license renewals for KSL-AM-FM-TV, Salt Lake City. In conjunction with grant, commission rejected objections to the renewal of KSL filed by two Salt Lake City residents. Action Oct. 4.
■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KANN Ogden, Utah; KBAR Burley, Idaho; KBET Reno; KBIM-AM-FM Roswell and KCCC Carlsbad, both New Mexico; KCGO Cheyenne, Wyo.; KCKY Coolidge, KDJI Holbrook and KDOT Scottsdale, all Arizona; KDYL Tooele, Utah; KENT Prescott, Ariz.; KEVA Evanston, Wyo.; KFBR Nogales, Ariz.; KGAK Gallup, N. M.; KHFF Sierra Vista and KIFN Phoenix, both Arizona; KIML Gillette, Wyo.; KLEA Lovington, N. M.; KMER Kemmerer, Wyo.; KMOR Murray, Utah; KOB Albuquerque and KOBE Las Cruces, both New Mexico; KOH and KOLO, both Reno; KPTL Carson City, Nev.; KRIZ Phoenix; KSGT Jackson, Wyo.; KSIL Silver City, N. M.; KSPT Sandpoint and KSFA Salmon, both Idaho; KSCR Socorro, KSWS Roswell, KTNM Tucumcari and KSYX Santa Rosa, all New Mexico; KTWQ Casper, Wyo.; KURA Moab, Utah; KVIN Coeur d'Alene, Idaho; KVOC Casper, KVOW Riverton and KVRs Rock Springs, all Wyoming; KVSE Santa Fe, N. M.; KYCA Prescott, Ariz.; KYVA Gallup, N. M.; KSOP-FM Salt Lake City; KCRH Nampa, Idaho; KBIM-TV Roswell, N. M.; KBLU-TV Yuma, Ariz.; KCPX-TV Salt Lake City; KOLO-TV Reno; KTWQ-TV Casper, Wyo.; KTUF Tempe, Ariz.; KNIX(FM)

and KMEO-AM-FM, both Phoenix; KIFI-TV Idaho Falls, Idaho. Actions Sept. 30.

■ Broadcast Bureau granted renewal of licenses for the following UHF and VHF TV translator stations: K70BI Big Lake, K76AP Big Lake, K77AQ Memphis, K80AU Memphis, K82AZ Memphis, Lakeview and Esteline; K76CL Bryan and College Stations, K83BE Doss, Cherry Springs and Loyal Valley, K74CX Mason, K77AX Mason, K80AZ Mason, K70DB Clarendon, K72CD Clarendon, K74CJ Clarendon, K71BG Wellington and Dodson, K73AU Wellington and Dodson, K75AV Wellington and Dodson, K78AZ Matador and Roaring Springs, and K83AQ Matador and Roaring Springs, all Texas; K77BI, K79AZ and K81AN, all Cherokee and Alva, Oklahoma; K77AF, K80AJ and K74ES, all San Saba, Texas; K72BZ and K74CH, both Childress, Tell and Cee Vee, Texas; K79BJ Stradley-Gage Ranch, Tex.; K77BL and K79BB, both Snyder, Texas; K72BB, K76AW and K80AS, all Texoma, Texas and Guymon, Oklahoma; K06DF Pampa, Tex.; K04DY Tahlequah, Okla.; K13HB Elkhart and Stocum, Tex.; K11EJ and K13EC, both Terrell Plant, Texas; K05CQ Keyes and US Bureau of Mines helium plant, Okla.; K08DZ and K12BV, both Keyes and Keyes helium plant, Sturgis area and Southwest Elkhart area, Oklahoma; K11HD Big Bend National Park, K09GN Presidio, and K11FO Shafter, all Texas; K12FJ and K09GA, both rural area South of Guymon, and Guymon, Oklahoma; K02EQ Paris, Tex.; K05CG rural area South of Guymon, and Guymon, Oklahoma; K72BN Uvalde (rural) and Knippa, Tex.; K02AA and K13AG, both Texline, Texas; K12GA, K10FR and K07FX, all May, Fort Supply, Fargo, Gage, Oklahoma; K81AI Alpine and Marfa, Texas. Actions Sept. 30.

Other actions, all services

■ Broadcast Bureau granted licenses covering following new stations: KMND-FM Mesa; KPGE Page; KCVN Williams, and KSWW Wickenburg, all Arizona; KTNM-FM Tucumcari, N. M. Action Oct. 2.
■ Broadcast Bureau granted licenses covering following new stations, specify type trans.: KVSL Show Low, Ariz.; KMCW Augusta, Ark.; KFMCFM Provo, Utah; KRBB Sallisaw, Okla. Action Oct. 2.
■ Hearing Examiner Charles J. Frederick in San Antonio, Tex. (Walmac Co.), renewal of licenses of KMAC and KISS(FM), dismissed written interrogatories of Walmac Co. addressed to chief, field engineering bureau, comments on interrogatories filed by chief, field engineering bureau, and opposition to field engineering bureau's comments on interrogatories; dismissed and/or denied written interrogatories of Walmac Co. addressed to chief of Broadcast Bureau, the Broadcast Bureau's objection to interrogatories, interrogatories by Walmac Co. addressed to the Broadcast Bureau, motion to compel answer to interrogatories filed by Walmac Co., and Broadcast Bureau's op-

position to the motion to compel (Docs. 18223-4). Action Oct. 2.

■ Acting Chief, Broadcast Bureau granted request by Association of Federal Communications Consulting Engineers and extended time to Nov. 7 to file comments and to Nov. 21 to file reply comments in matter of amendment of part 73 of rules regarding field strength measurements for FM and TV stations (Doc. 18052). Action Oct. 8.

Translators

Actions

■ K07FP Show Low, Ariz.—Broadcast Bureau granted assignment of license to Melvin F. Berstler db/a Show Low Area TV Service. Action Oct. 2.
■ TV PIX Inc., Lake Tahoe, Calif.—Broadcast Bureau granted CPs for new UHF TV translator stations to serve South Lake Tahoe on ch. 71 by rebroadcasting KOLO-TV Reno; ch. 73 by rebroadcasting KOVR-TV Stockton, Calif.; ch. 75 by rebroadcasting KCRL-TV Reno; ch. 78 by rebroadcasting KXTV-TV and ch. 82 by rebroadcasting KVIE-TV, both Sacramento, California. Action Sept. 30.
■ North Mendocino County Chamber of Commerce, Laytonville, Calif.—Broadcast Bureau granted CPs for new VHF TV translator stations to serve Laytonville on ch. 6 by rebroadcasting KTVU-TV Oakland, Calif.; ch. 10 rebroadcasting KPIX-TV and ch. 12 by rebroadcasting KGO-TV, both San Francisco. Action Sept. 30.
■ Board of Public Instruction, Sebastian, Fla.—Broadcast Bureau granted CP for new UHF TV translator station to serve Vero Beach on ch. 76 by rebroadcasting WMFE-TV Orlando, Fla. Action Sept. 30.
■ K77BT Rushford, Minn.—Broadcast Bureau granted mod. of license covering change in primary TV station for UHF TV translator to KTCA-TV Minneapolis. Action Sept. 27.
■ K74CZ Winona, Minn.—Broadcast Bureau granted assignment of license of UHF TV translator station to Southern Minnesota Broadcasting Co. Action Oct. 2.
■ K74BL Lewistown, Mont.—Broadcast Bureau granted assignment of license of UHF TV translator station to Crain-Snyder Television Inc. Action Oct. 2.

CATV

Other actions

■ Review board in Atlanta, CATV proceeding, Doc. 16865, granted motion to correct transcript filed Sept. 17 by Midwest Television Inc. Action Oct. 4.
■ Review board in Van Buren, N. Y., CATV proceeding, Docs. 17131-36, 17273-78, granted petition for extension of time filed Oct. 2 by W.R.G. Baker Television Corp., extended to Nov. 21 time within which to file exceptions to initial decision. Action Oct. 3.

Actions on motions

■ Chief Hearing Examiner James D. Cunningham in Charleston-Huntington, W. Va. TV market (C&S TV Inc., Capitol Cablevision Corp., Kanawha Cable Television Co.), CATV proceedings, designated Hearing Examiner Millard F. French to serve as presiding officer, scheduled prehearing conference for Nov. 12 and hearing for Dec. 4 (Docs. 18327-9). Action Oct. 4.
■ Jud Inc., West Palm Beach, Fla.—CATV task force dismissed objection to notice of proposed CATV service filed by Teleprompter Corp. with reference to new service in communities of Lake Worth, Palm Springs, Riviera Beach, and West Palm Beach, all Florida. Action Oct. 7.
■ The Montana Network, Billings, Mont.—CATV task force dismissed motion for dismissal of petition for relief from proposed CATV system operation. Action Oct. 2.

Ownership changes

Applications

■ WRMA Montgomery, Ala.—Seeks transfer of control of WRMA Broadcasting Co. from OK Realty & Investment Co. (100% before, none after) to Stan Raymond, president and

(Continued on page 94)

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Virginia two station operation seeks experienced stable salesman, permanent position, would want to become part of management and share in profits; must be a good radio man. If this man is you, contact us today. Box K-23, BROADCASTING.

Aggressive married radio salesman needed for expanding sales force in major southern market. Send complete resume immediately. Box K-23, BROADCASTING.

Rare opportunity. Large east coast metro market, excellent salary. Must have top sales references. Challenging for go-getter. Send resume and references to Box K-100, BROADCASTING.

Ground floor opportunity for salesman or experienced radioman wishing sales. Complete resume required. No phone calls. Please. Dale Low. KLSS/KSMN, Mason City, Iowa.

We're almost sold out at night. Can you sell us out the rest of our twenty hour day, sales manager opening to right man right now. Start \$150 per week draw on twenty percent commission. Great opportunity, good music full time stereo. No comm. Reply in confidence. WFMN, Box J, Newburgh, N.Y. 12550.

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Talk man—Experienced communicator for regular shift at one of nation's outstanding all-talk, two-way radio stations—with substantial experience. Must have first phone ticket, but will do no maintenance. Top station in a top market. Send resume, air check and references to Box H-3, BROADCASTING.

If you want to grow—grow with our chain. Immediate opening for announcer with 1st ticket. No maintenance. 6 to midnight shift at MOR on the east's beautiful DelMarVa peninsula. Send tape, resume and references to Box H-283, BROADCASTING.

Dynamic radio only group has career position for accent free pro at top rated 5,000 watt CGW in sunny Florida. Tight fast paced format, group, life and medical insurance. Send tapes and resume to Box J-310, BROADCASTING.

Florida 5,000 watt regional full-time station. Program director and morning man. Contemporary format, hard worker. Believable mature voice. \$200.00 per week. Write and send tape to Box J-321, BROADCASTING.

Announcer experienced in commercial writing and production. Part time sales possible. non-metropolitan, southwest. Box K-8, BROADCASTING.

Experienced announcer-newsman for single station market in northern Ohio. Send resume complete with audition tape, picture and salary requirements. Box K-21, BROADCASTING.

Midwest major station. Mature sounding young midwest announcer with 3rd class endorsement. Potential more important than experience. Send photo, tape, resume and salary requirements to Box K-54, BROADCASTING.

Announcers—(cont'd)

Full-time 5 kw rocker wants pro on the way up. Key eastern market. Tape resume picture Box K-63, BROADCASTING.

Announcer: Morning man, literate, bright capable of continuing large audience. Upstate New York medium market. No. 1 station. Ideal area. \$125.00 a week. Box K-89, BROADCASTING.

Dynamic, intelligent, aware, concerned, articulate, dedicated host for 9-mid. Talk program wanted to develop show on 50 kw covering half the U.S. plus. Good money to start plus solid increase for performance. Resume, tape and refs. immediately to: Box K-95, BROADCASTING.

Contemp. adult giant in God's country, seeks AM & PM drive personality—preferably men who understand basics of top forty . . . must be mature, stable, without problems. Exceptional compensation (I don't mean \$500 a month) for good people. Get me a tape, resume and solid references now. Box K-96, BROADCASTING.

Afternoon drive personality with first to maintain kw non-directional. Finest audio equipment. Join America's fastest growing multiple group operation in ideal southern California market. Excellent opportunity with top fringe benefits. Box K-105, BROADCASTING.

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Mature, first ticket. News, production and shift. Send tape—KDKO, 1725 Sherman, Denver, Colorado.

3rd class announcer-sales. Immediate opening KHIL, Wilcox, Arizona.

We've got a good job and want a good first phone announcer. Bob Clark, KNCY, Nebraska City, Nebraska, AC 402-873-3348.

We're down to specifics. KWIX needs a "country-politan" jock and a combo board and/or newsman heavy on sports and play by play, for which we'll pay. Call or send tape and resume to Lawrence Weller, Program Director, Moberly, Missouri 65270. 816-263-1230.

Progressive middle of road New Jersey station seeks strong, creative board man. Send tape and resume immediately to Program Director, WERA, Plainfield, New Jersey 07060.

WGKV Charleston, W. Va. Opening for announcer—popular music. 28 Capitol City Building, Charleston, W. Va. Phone 343-0651.

Announcers—(cont'd)

Swingin' C/W operation in St. Louis area needs first ticket dee jay who can operate a tight board. Send resume to Chuck Norman, WCNU, Granite City, Illinois.

Experienced combo—bright news/sports MOR, standard. Salary \$150, first phone. WHMC, Gaithersburg, Maryland.

WHTG, Eatontown, New Jersey seeks experienced announcer who can gather and write news.

Immediate opening for announcer looking for permanent position. First class license an asset. Good pay. Send tape and resume to: Don Wealer, General Manager, Radio Station WMIX, Southern Illinois' Most Powerful Radio Voice, Mt. Vernon, Illinois.

Announcer . . . commercial experience preferred . . . to work night shift. Pay up to \$100 area to start. Want pleasant, non-rock personality. Send resume and tape, which will be returned to WPAM, P.O. Box 629, Pottsville, Pa. If we're interested interview will follow.

First phone announcer, MOR AM, 50,000 watt stereo FM newspaper affiliated stations. Beginner considered. \$500 to \$563 month paid Blue Cross insurance with major medical benefits. WRSW AM-FM, Warsaw, Indiana 46580. Phone 219-267-3111.

Experienced air personality for daytime slot with contemporary MOR format modern studios and equipment. Six station medium market. Minimum three years experience. Contact Rod Wolf, Mgr. WRTA, Altoona, Pa.

Morning man with first phone, for New Castle, Indiana. MOR. No maintenance. Good working conditions. Salary open. Call 317-529-2600 immediately.

Immediate opening first phone announcer. Unlimited opportunity and growth potential. Call me and I'll tell you about it. Get excited! Bob Clark, AC 402-873-3348.

First ticket combo man for 5kw full time Pennsylvania adult music station with heavy accent on news and sports. No. 1 in medium market. Modern operation with top sound. No maintenance or selling. Good salary and fringe benefits. 215-696-3590.

First phone MOR combo man for upper midwest #1 5 kw immediate employment call 1-701-775-4611 collect

Technical

Chief engineer needed for Ohio three stations at once. Must be experienced in maintenance and constructing AM and FM. Box J-27, BROADCASTING.

1st phone needed at once. Salary commensurate to board and maintenance. Experience plus fringes. Opportunity to advance with group in upstate New York—vacation heartland small market. Send audition, photo, resume and salary requirements to Box J-226, BROADCASTING.

Chief engineer. Able to handle minor evening announcing shift. Great Plains college community of 25,000. Stable operation. Start \$560 monthly or above. Box K-36, BROADCASTING.

Chief engineer/announcer . . . immediate opening. Northern Illinois daytime . . . send resume, references, tape, picture to Box K-42, BROADCASTING.

Chief engineer—AM-FM. directional experience. Multi station chain. Excellent salary and advancement opportunities. Box K-51, BROADCASTING.

Chief engineer wanted, 5,000 watt New York City suburban AM-stereo FM. Big job, big future. Administrative maturity, intelligence, technical know-how and competency needed. Box K-59, BROADCASTING.

Immediate opening for chief engineer to serve two growing stations in Arizona. Send resume to KDOT, Box 1527, Scottsdale, Arizona 85251

NEWS

Major Ohio market wants experienced newscaster who can take charge of the news operation. \$10,000 minimum. Tape, photo, details immediately. Box J-154, BROADCASTING.

Experienced radio newsmen---for 50,000 W established, northeast station in fast growing group. Must be able to write, produce and air newscasts. Excellent company benefits. Send audition tape, copy and resume to Box K-72, BROADCASTING. Equal opportunity employer.

Color CBS network affiliate in intermountain vacationland seeks qualified young aggressive newsmen capable of writing and airing radio news and television sports in addition to handling general assignment and feature work. College degree preferred but not required. Salary commensurate with experience and abilities. Position available immediately to fill key vacancy on nine man news and public affairs staff. Excellent working conditions and fringe benefits. Only qualified need apply. Box K-111, BROADCASTING.

News director-top rated station in large tri-city market over 1,000,000 needs aggressive leader to direct expanding news operation. Send tape, photo and resume to Box K-124, BROADCASTING.

Immediate opening for newsmen need not have vast experience but must type well, read well and have good voice. Starting salary to be negotiated 6 day week, three vacation, hospitalization, etc. Apply H. M. Thayer, WCHQ Kingston, N.Y. Send tape if possible and full background.

Programing, Production, Others

Immediate opening in midwest for program director and drive time disc jockey. We play a combination of top 40 and R&B. Take over complete control of programing. Box K-71, BROADCASTING.

Production director: Creative production ability and good air sound are necessary. Leading adult station in important Florida market. CBS affiliate. Send tape and resume to: Box K-131, BROADCASTING

Operations manager needed by a top midwest MOR station. Finest facilities, excellent salary, benefits, growth and opportunity for advancement. A position of responsibility for a career broadcaster. Send audition tape and resume immediately and we will contact you with complete details. Box K-133, BROADCASTING.

Wanted for permanent position: Experienced continuity writer-announcer at a top notch southeastern Ohio MOR station. Contact Jim Saul, Radio Station WATH, Athens, Ohio.

Wanted: Farm program specialist at once. If you have flare for sales and public relations it will be helpful. Excellent opportunity for right man. Contact John R. Livingston Area code 815-399-1395 or write 3810 Brookview Rd., Rockford, R.I.

Situations Wanted Management

Turned on. Can-do young (31) family man. Currently sales manager for biggest station in competitive market of almost 1 million. Wants more. Can move sales team, manage things and people. Excellent industry reputation. Will move for \$25,000 base plus strong incentive. Box J-100, BROADCASTING.

Large market salesman with programing experience desires management. College degree and engineering experience with first phone. Excellent references. Box K-32, BROADCASTING.

After 12 years ownership of radio property looking for management-sales manager with large chain operation. Experience includes television. Married--age 39. Box K-81, BROADCASTING.

Sales manager of major market contemporary desires growth opportunity in radio management. Outstanding local and national sales record. Excellent references and contacts. Reply to Box K-87, BROADCASTING.

Pro: 15 years in all phases desires management midwest, alumni includes WIND, Chicago, WOXI, Atlanta, KHB, Kansas City, WJIM, Lansing. Box K-92, BROADCASTING.

Small market owner: Need management that understands problems of ownership? Former owner-operator 15 years experience offers good administration, sales, 1st phone, programing, knowledgeable supervision all departments. Sober, sincere, family. Box K-94, BROADCASTING.

Vigorous young manager, brought #3 to #1 in 3 station market, billing up 20% in 15 months Loves work and community involvement. Presently employed, looking for opportunity equal to ability. First phone, too. Box K-99, BROADCASTING.

Man--early 40's seeking position of manager Good salesman--good announcer--hard worker--no bad habits--stable--looking for permanent position. Good references. Write Box K-106, BROADCASTING.

Selling manager, experienced small market; community minded and involved, 1st phone. Box K-114, BROADCASTING.

Management--(cont'd)

Successful small town general manager desires move to medium size market--experienced, stable, family, sales oriented. first phone, all around radio man. A real credit to any organization. Box K-122, BROADCASTING.

Manager, 11 years experience 36 years old. Best references Sober, reliable. Will accept full responsibility. 1-607-324-2615.

Outstandingly successful 42 year old business executive desires general manager or sales manager position with stable Radio or TV station in market under 100,000. Background in Radio includes staff announcer, continuity, PD, sales manager, general manager. Offered executive position in other industry some years back by National Corporation. Developed outstanding intangible sales organization of over 12 million annually in Omaha--7 1/2 million in Texas. Would prefer future ownership possibilities. Midwest top preference. Home owner, 4 sons, Lions Club, NALU, etc. Write: 3920 Clayton Road West, Fort Worth, Texas 76116.

Announcers

Voice, audience, format, tape, continuity for audition, first reply, contract a must. Box J-20, BROADCASTING.

No cute gimmicks, just a plea for a job. Some experience, good voice and talent. For tape and resume, write Box J-212, BROADCASTING.

Black personality disc-jockey . . . program variety show and jazz. Best radio ratings in the country. Dependable, married. Resume, tape upon request. Box J-259, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box J-271, BROADCASTING.

Majors only: Professional Top 40 more music personality presently medium market pd, #1 by 13%, great program concepts but desires move up. College grad, draft deferred. Box J-273, BROADCASTING.

DJ-announcer, 3rd ticket, tight board, good production, New York area. Box K-3, BROADCASTING.

First phone! Seven years experience, veteran, MOR or news. Prime concern is best offer. Box K-6, BROADCASTING.

Play by play, all sports, 3rd endorsed, news, sales, married. Box K-29, BROADCASTING

Negro jock, first class license, three years experience, Draft exempt single, experienced in programing and production. Relocate anywhere. Box K-65, BROADCASTING.

Seeking announcing and/or production position with your station. Pleasant voice, good production. MOR. Third endorsed. Military completed. Box K-84, BROADCASTING.

Young ambitious family man desires long term position. Broadcast graduate experienced play-by-play-sales-boardwork-midwest preferred. Box K-85, BROADCASTING.

17 years as rock, C&W & pop jock desire program director's chair at midwest full-time; alumni includes WSPD, Toledo, WEBC, Duluth, WOWO, Fort Wayne, WJIM, Lansing Box K-93, BROADCASTING.

Experienced female disc jockey, third endorsed, good voice and attitude. Prefer Ohio. Looking for full-time employment. Box K-102, BROADCASTING.

First phone-announcer-news-sales. Looking for a permanent position with a future in radio-television. Middle forties. Five years experience in all formats. Non-drinker. \$150.00 salary. Box K-103, BROADCASTING.

Dependable dj, tight board, third endorsed, community man. Relocate. Box K-104, BROADCASTING.

Mature announcer with 20 years experience seeks position with large market station only. Good references. Write Box K-105, BROADCASTING.

Soul brother now working part time at soul station. Desires full-time disc-jockey position. Will locate anywhere. Want opportunity. Send all replies to Box K-110, BROADCASTING. Available immediately.

Seek good position. Two years experience, third phone Box K-112, BROADCASTING.

1st phone, sales, copy, production, dj-all formats. Box K-113, BROADCASTING.

New York Broadcast school grad., young personality looking for start. Veteran. 3rd end. MOR or top 40. Box K-116, BROADCASTING.

Have you heard what's in this year? Girls! Yes, girls. I am a girl, 26 yrs with a 3rd phone endorsed. No experience but raring to go. Good voice, can swing, flow softly or MOR. Will send tape, photo. All replies appreciated. Box K-123, BROADCASTING.

Announcers--(cont'd)

1st phone announcer, 5 yrs. experience, prefer C&W, \$140, Box K-126, BROADCASTING.

Am humble but top hip for present station. East preferred. Box K-127, BROADCASTING.

Wanna go west. 3rd phone announcer, seeks coast or Nevada work. Rock, MOR, tight board. Production, copy, music knowledge. Current number one mid-morning in market. Box K-130, BROADCASTING.

Announcer dj. Looking for start in this business. Very reliable and willing to settle. Box K-134, BROADCASTING.

Disc jockey announcer, experienced, tight board, versatile, aggressive, dependable, will relocate. Box K-136, BROADCASTING.

Beginner: Would like work in all phases of broadcasting. Work hard. Have 3rd endorsed. Box K-138, BROADCASTING.

Pro from top N.Y. R&B station. Available. Relocate. Box K-139, BROADCASTING.

Mature, intellectual, progressive announcing style, combo operator looking for challenging position. Box K-140, BROADCASTING.

Mature announcer desires announcer/Sales position or sales manager position. Excellent sales record. Excellent newscaster. Salary plus commission arrangement. Midwest, small to medium market. Call 817-732-6532.

Female announcer-newscaster. Midwestern graduate. Prefer Illinois or Wisconsin location. Contact Kate Leonard, 113 North Cora, Fox Lake, Illinois 60020. 312-JU 7-2872.

Inexperienced third class license holder requests experience on board as disc jockey or announcer--Will offer determination, success and loyalty. Location preferable in entire Massachusetts, Rhode Island, Southern New Hampshire, and parts of Connecticut and New York adjoining Massachusetts. Have available: all evenings, early mornings and weekends. Music forum--All types excluding jungle noises. Holder to enroll late spring, early summer for first ticket. Reply to Mel Christo, 66 Quinapoxet Lane, Worcester, Massachusetts.

In desperate need of job. I'm twenty years old, a beginner, and draft exempt. Have had two years of college radio, willing to work anywhere, just put me on the air. Call or write: John A. Lingua, 146 South Center Street, Windsor Locks, Conn. 203-623-7997.

Intelligent New York City area announcer with background in markets including Philadelphia, Scranton, and the New York City metropolitan areas interested in a major market. Bob Curley 233 Thomas Street, Woodbridge, N.J. 634-5024.

Send telegram to Box 313, Jack McCormack, WCAI, Fort Myers, Fla. Available for personal interview, Monday Oct. 7. Call 813-334-2392.

Technical

Opening for engineer with experience in broadcast technical equipment to work for company with maintenance contacts for radio stations. Box K-29, BROADCASTING.

1st phone engineer wants transmitter watch/maintenance position under chief engineer. Experienced and available immediately. Box K-107, BROADCASTING.

First phone, tech school graduate, desires to be chief engineer with announcing. Box K-118, BROADCASTING

Engineer, first class license, located in Pennsylvania, wants position. \$130 week minimum. Will relocate some place between St. Louis-Boston. Single, 44, car, considerable radio some TV experience. Immediately available. Box K-121, BROADCASTING.

NEWS

Experienced competent newsmen seeks major mid-west or northeast market move. College graduate--Vietnam veteran Box K-12, BROADCASTING.

Experienced news director available for challenging new position. Hard working digger, knowledgeable all phases news operation. College graduate, married, draft-exempt. Tape and resume available. Box K-97, BROADCASTING.

Aggressive, energetic and imaginative newsmen, presently news director, seeks position major market. Five years in field. College grad, draft exempt, married. Box K-98, BROADCASTING.

Excellent writer-newscaster-seeks challenge. First phone. Box K-109, BROADCASTING.

News position sought by radio neophyte. Gather, write, report. Journalism experienced, has first. Mature. West Coast only. After 6 P.M. (408) 736-7056

News—(cont'd)

Major market professional newsmen seeks news director's position. 512-HL 5-3194.

Program, Production, Others

Thirteen year veteran, top lock, excellent production, modern, ideas, desires PD but would consider jockeying in right location. Box K-86, BROADCASTING.

Announcer with 21 years diversified experience desires PD assignment. Can program, produce, direct, write, teach, sell. Not a hotshot, just a serious pro who wants the challenge. Location of little consequence. Box K-119, BROADCASTING.

Creative genius? Well, that's what I've been called. Expert production plus comedy. Salesmen love me 'cause I write and voice "specs" that make Freberg envious. Current position two years. 26, family. 1st ticket. Some TV. 13153 "B" Gwyneth, Tustin, Calif.

TELEVISION—Help Wanted

Sales

Are you a professional local TV salesman who's wondering where your career is headed? Local business is big business with us . . . and frankly we do it well. If you think you're ready to be paid for your effort and know-how; if you're ready for the fast pace of mid-America's most dynamic TV market, let's see the best presentation (because it will be selling you) you've ever done. Send it to Box K-35, BROADCASTING.

Announcers

Personable, dependable announcer for south Texas station. Box K-49, BROADCASTING.

California television station medium market needs announcer-director. Strong on-air requirements and resume to Box K-101, BROADCASTING.

Staff announcer—we have an immediate opening for an experienced television staff announcer with a background in sports to handle general announcing assignments. Starting salary is \$170 with annual increases and a complete range of fringe benefits. Send resume and tape to Mr. Don Prijatel, Production Manager, WLW-D, 4590 Gwyno Drive, Dayton, Ohio 45439. An equal opportunity employer (m/f).

Technical

Engineering position available in major midwest market. Experienced maintenance of RCA TK-27, Ampex 2000, first class license required. Station full-color group ownership. Send complete resume to Box K-18, BROADCASTING.

Opportunity for qualified, reliable assistant chief engineer, southwest VHF. Box K-50, BROADCASTING.

First phone engineer for studio switching and transmitter operation. Permanent position. Contact Chief Engineer, WBJA-TV, Binghamton, N. Y., . . . 607-72-1122.

TV engineer for control room operation and maintenance in station now installing full color, FCC first class phone license required. Contact Chief Engineer, WLX-TV, 1510 Springport Road, Jackson, Michigan 49204 or telephone 517-783-2621.

Chief engineer, new UHF under construction. Familiar with all phases of TV operation. WLXT-TV 17 South Stolp, Aurora, Illinois 60504. 312-897-0466.

Needed immediately—broadcast technicians with television camera operating experience for studio and remote camera operations. Permanent Civil Service position and excellent fringe benefits. Send complete resume or contact Mr. John Hollenbeck, Civilian Personnel Office Redstone Arsenal, Alabama 35809, phone area code 205—Extension 576-5798. Federal Civil Service procedures apply. An equal opportunity employer.

Broadcast technicians—we have openings at our midwest VHF television stations for experienced broadcast technicians with a first class FCC license. We offer a good starting salary, substantial regular pay increases, and an excellent fringe benefits program. Send a confidential resume to the Employment Manager, AVCO Broadcasting Corporation, 1600 Provident Tower, Cincinnati, Ohio 45202. An Equal Opportunity Employer (M/F).

NEWS

Maybe we're the last one left—but we're old fashioned, traditionalist and we know it. We need a TV news director that fits our mold. The man we want will anchor our 6 and 11 p.m. news and have full authority to run the entire news operation. It's not a 9 to 5 job, but the compensation in many ways is here for the right man. We're looking for maturity, experience and a willingness to make a career in a medium sized mid-west market with a dominant CBS station with excellent news sources. Send resume along with tape film, or photograph. Box K-82, BROADCASTING.

News—(cont'd)

News oriented announcer wanted by a leading television station in the northeast. Anchor news shows, do interviews and booth work. VTR or SOF and resume to Box K-90, BROADCASTING.

Top rated network station in three station, medium sized mid-western market, has opening for news director. Ability to do on camera, newscasts and film experience essential to head up small but hard hitting news department. Send resume and salary requirements to Box K-132, BROADCASTING.

Programing, Production, Others

Young writer/director needed by midwest network affiliate. You're recently out of college or the service and you're ready for that first (or second) important job. You possess the basic knowledge to handle this position and you're willing to work hard to polish your skills. As director, you'll be responsible for producing a quantity of programs and commercials. Part of your time will be spent writing commercials. You'll be busy, but you'll be learning a great deal, too. Send us a resume that includes everything you've learned and done which would qualify you for this position. Box K-56, BROADCASTING.

Accepting applications for a bright, ambitious TV director for full color, newly equipped net-affiliate station. Opportunity to grow with a chain operation. Send resume of experience to: Bruce Cronen, KAUS-TV, Austin, Minn. 55913.

Producer/director—experienced: Heavy in creative local commercial development—both video tape and film. All replies given serious consideration. Contact Raymond A. Gilvard, Director of Operations, WGAN-TV, Portland, Maine 04111.

TV—Situations Wanted

Management

Fifteen years major market decision making experience—all areas TV operations. Presently employed in responsible management position. Would like to be your full-charge operations manager. Box K-117, BROADCASTING.

Sales

Top salesman seeks great group with ideas for growth. Terrific background for sales management. Box K-120, BROADCASTING.

Sales position wanted in good area to raise family. Well experienced, community minded, stable. Also announce and have first phone. Box K-125, BROADCASTING.

Announcers

Radio pro wants TV! Will sacrifice for right opportunity. 1st phone, sales, copy. Box K-115, BROADCASTING.

Programing, Production, Others

Sports director—aggressive, creative, organizational. Want daily competitive market with station commitment to "specials." Ambitious local sports minded stations only. Box H-255, BROADCASTING.

Versatile, imaginative, dependable producer/director, NY agency experience, currently employed NY network, has impossible dream. Operations manager position in dynamic station, Northern California, with comfortable salary and genuine growth potential. Good family environment essential. Box K-40, BROADCASTING.

Sports/weatherman . . . 11 years R-TV pro know how . . . current medium market, modest 5 figures per year . . . looking for advancement. Versatile, married, stable. Box K-68, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irburde St., Laredo, Texas 78040.

5 kw low band VHF transmitter. Prefer General Electric, TT-40. Phone 206-624-6000.

FOR SALE—Equipment

Coaxial-cable—Heliox, Styroflex, Spiroline, etc., and fittings. Unused marl—large stock—surplus prices. Write for price list, S-W Elect., Box 4665, Oakland, Calif. 94623, phone 415-532-3527.

Collins 737 amplifier converted to 4CX5000A tubes, 51750, f.o.b. Los Angeles. Good condition. Also Moseley SCG-4, 67kc. Generator like new, \$450. Write or phone Adams, KUTE Radio, Occidental Center, Los Angeles 90015.

For sale: WE 405 B-1. Still in service as alternate main. Good for parts only. Being disassembled end of October. Make offer. Box K-11, BROADCASTING.

FOR SALE—Equipment—(cont'd)

20,000 watt FM transmitter. New Standard Electronics Type 2014. Bargain for you if you're interested in saving your company money. Contact Mr. R. T. Bentley, KTAJ-FM, Shreveport, Louisiana.

Davin type 11A transmission measuring set \$200: KE compensating polar planimeter, \$50. Both new used for one proof only. Box K-125, BROADCASTING.

3 1/2 inch coax. 210' in standard 20' lengths. \$75.00 per 20' length. Box K-85, BROADCASTING.

Ampex PR-10-2, cased, \$675. Ampex 1260, Stereo 1/2 track, \$225. Magnecord P-75, unmounted, \$375. Ampex 401-A, cased, \$250. Last two need minor work, all have good heads. WECI, Richmond, Indiana 47374. 317/962-6561, ext. 268.

RCA TG-2A Sync Gen with Dot-Bar, \$800.00; RCA TG-1A sync gen, \$200.00; RCA Monoscope \$300.00. All just taken out of service. Pat Finnegan, WLBC-TV, Muncie, Ind.

Brand new Spottmasters 31 units. (1) record/play-back and (2) play-backs, all three: \$33.21 monthly. Audiovox, Box 7067-55, Miami, Florida 33155.

Towers, any type. Groundwire new 70¢ per lb. Bill Angle, P.O. Box 55, Greenville, N.C. Telephone 919-752-4030.

Immediately available: Mint condition 3 camera 1 VTR mobile unit. Ready to shoot with no additional equipment required. A-1 4 1/4" cameras and studio quality viewfinder vidicons also immediately available. New waveform monitors at 1/2 original cost. Many other bargains in the finest used and surplus broadcast equipment. For details write, wire or phone ED RIES AND ASSOCIATES, 414 North Alfred Street, Los Angeles 90048—(213) 651-5050.

MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Wanted to buy, record albums LP's stereo or mono., or 45's. DJ's clean out your record library. Call Mr. King, LOCUST 7-6310, King Co., 15 N 13th., Phila., Penna.

35,000 professional comedy lines! Forty speakers' joke books plus current comedy, a topical humorous service period. Catalog free. Sample selection, \$5. John Rain Associates, Inc., 252 Madison Avenue, New York City 10016.

Jewish-Centile radio outreach: A twenty-two year Ministry in midwest area being offered as nationwide service. Non-denominational; designed to interest Jew and Centile; no request for funds; New Testaments given free 15 and 30 minute sample tapes available. Jewish-Centile Hour, 1349 Midway Parkway, St. Paul, Minnesota 55109. A unique broadcast weekly.

Wizard of Odds' basketball forecasts start 22nd year December. 1st. Now on 215 stations. Details: Americana 2313, Prescott, Ariz. 96301.

Former Romper Room executive has produced a new concept in promotable and merchandisable children's programming. Half hour color videotape pilot available. Great for station promotions—sponsor promotions—toy promotion. Use it live or pre-packaged. Contact: Jeff Davids, Video International Productions, 422 Statler Office Bldg., Boston, Mass. 02116 AC 617-452-1119.

Top the competition! Use Newsbeat ideas for features, specials, editorials. Over 200 satisfied clients! Exclusive, 3 month trial, \$5 Newsfeatures Associates, Box 14183, St. Louis, Mo.

"365 Days of laughs"—daily radio gag service—may be available in your market. Sample a month 50¢. Box 3736, Merchandise Mart Sta., Chicago 60654.

INSTRUCTIONS

F.C.C. License Course available by correspondence. Combination correspondence-residence curriculum available for BSEE Degree. Grantham Schools, 1505 N. Western Ave., Hollywood, California 90027.

New Orleans now has Elkins' famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 353 St. Charles Avenue, New Orleans, Louisiana.

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.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2693 Inwood Road, Dallas Texas 75235.

INSTRUCTIONS—(cont'd)

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programming, 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.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, Minneapolis or Los Angeles. Our seventeenth year of teaching FCC license courses. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266.

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. Several months ahead advisable. Enrolling now for Jan. 8, April 2. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st Class exams; New programed methods and earn while you learn job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combomans, and Announcers.

Radio Engineering incorporated Schools has the finest and fastest course available for the 1st class Radio Telephone License (famous 5 week course). Total tuition \$350. Classes begin at all R.E.I. Schools Nov. 11, Jan. 6, Feb. 10, Mar. 17. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office, 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922.

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

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., Va., 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, 1653 No. Cherokee, Hollywood, Cal. 90028. HO 2-3281. Find out the reasons why our students are in demand!

RADIO—Help Wanted

Sales

DIVISION SALES MANAGER

Responsible and challenging position for a self-starter with broadcast sales know-how, leadership skills and demonstrated ability to keep learning and growing. We are the leading regional rep firm in the country and can offer a very competitive salary, full fringe benefits and excellent growth potential. Send resume including salary history in confidence to:

Don O. Hays, VP-Sales
REGIONAL REPS CORP.
P.O. Box 5010
Cincinnati, Ohio 45205

Announcers

\$800 per Month

Personalities, first phone, if possible. Top 50 market. Send one hour tape directly to:

Box K-135, Broadcasting.

Technical

RADIO BROADCAST TECHNICIANS

The Voice of America, U.S. Information Agency, has positions available for RADIO Broadcast Technicians in Washington, D.C. These positions require a MINIMUM of FIVE years progressively responsible experience in both Studio and Recording activities. Starting salary rates are \$3.99, \$4.47, and \$4.94 per hour, depending on experience and training. Under Civil Service. Applications (CSC Form 171, available at local Post Office or other Federal offices) should be sent to: Chief, VOA Personnel Office, U.S. Information Agency, HEW-South Building, 330 C Street, S. W., Washington, D. C. 20547.

AN EQUAL OPPORTUNITY EMPLOYER

CHIEF ENGINEER

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NEWS

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Immediate opening for experienced writer-newscaster nights. Salary open, excellent benefits. Move up to net-affiliated \$30,000 metro market station. Tape and resume to:

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We have several openings in all phases of broadcast engineering for men under 35. Radio and TV Chief Engineers. Studio and Transmitter Supervisors plus Maintenance Engineers and Video Tape Technicians. Send resume immediately to

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Technical—(cont'd)

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Permanent openings for experienced television engineers at expanding midwest station originating Big Ten sports. Opportunity to advance to supervisory post. FCC First Phone license required. \$500 up depending on experience with VT, color, microwave, and transmitter maintenance. Send resume to

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NEWS

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An Equal Opportunity Employer (M/F)

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Hope to get them cheap, so write us your best terms. Describe condition: work needed to put them in shape.

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RCA TJ-56 TV MOBILE UNIT

Completely equipped to originate three-camera monochrome remotes. Includes large assortment of lenses and 1800 ft camera cable. Truck and equipment in good operating condition.

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Sherlee Barish, Director

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Add personality to the sound of your shows promoting your personalities, news, features, commercials, etc., with authentic sounding impersonations of Walter Brennan, Ed Sullivan, Jimmy Cagney, Edward G. Robinson, Arthur Godfrey, Jimmy Stewart, Boris Karloff, Peter Lorre, etc. You write what you want the voices to say, or we'll write them for you. Package of 12 promo's tailor-made for you, exclusive in your market for only \$25.00! Also commercials with voices at low rates!

BE DIFFERENT!

RAISE RATINGS!
VOICES UNLIMITED
9536 W. OHIO PLACE
DENVER, COLORADO

PROGRAMMING IDEA

All Midget Panel Show or Midget Entertainer-Kid Show for Network TV.

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Flip through our computer printed directory of every possible call letter combination and find the one that gives extra spark to your station. Available for only \$50 from Data Operations, Inc., 2464 Massachusetts Avenue, Cambridge, Massachusetts 02140. 617-868-0500.

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Confidential Listings

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High power Cleveland, Ohio FM radio station for sale. Excellent facilities and programming. Offers less than \$750,000 will not be considered. Principals contact.

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Your ad here . . .

gives you nationwide display
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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FOR SALE—Stations

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Ga.	small	daytime	\$ 65M	terms	West	small	fulltime	\$ 75M	nego
Ariz.	medium	fulltime	85M	SOLD	Wyo	small	fulltime	100M	nego
M.W.	medium	AM & FM	200M	\$70M	N.M.	medium	fulltime	175M	cash
Coastal	metro	daytime	225M	terms	Ill.	metro	daytime	370M	29%
East	major	daytime	650M	29%	Colo.	suburban	daytime	110M	cash



CHAPMAN ASSOCIATES

media brokerage service*

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Atlanta, Ga. 30309

(Continued from page 88)

Zenas Sears, vice president (each none before, 50% each after). Messrs. Raymond and Sears hold respective positions and interests in OK Realty & Investment Co., which will be liquidated by transfer. No consideration involved. Ann. Oct. 2.

■ **KATO Safford, Ariz.**—Seeks assignment of license from Willard Shoecraft to Al G. Stanley for \$85,000. Mr. Shoecraft owns KIKO Miami, Ariz. Mr. Stanley is general manager of WTSB-AM-FM Lumberton, N. C., owns 50% of insurance and real estate company and 75% of loan company. Ann. Oct. 7.

■ **KWIP Merced, Calif.**—Seeks assignment of license from Cambridge Broadcasting Corp. to K.W.I.P. Broadcasting Inc. for \$100,000. Sellers: Robert Wiley Miller, president et al. Buyers: Keith L. Stine, secretary-treasurer and Glenn H. Hilmer, president (each 50%). Buyers are former owners of WHOU Houlton, Me. Ann. Oct. 2.

■ **KCTY Salinas, Calif.**—Seeks assignment of license from Allen C. Bigham Jr. to JECO Inc. for \$156,000. Principal of JECO Inc.: James E. Coyle, sole owner. Mr. Coyle has minority interests in KALI and KECC-TV, both El Centro; and KVEZ-FM San Mateo, all California. Ann. Oct. 2.

■ **KUBC Montrose, Colo.**—Seeks assignment of license from Uncompahgre Broadcasting Co. to Woodland Broadcasting Co. for \$199,000. Seller: George O. Cory, president et al. Buyers: Gerald R. Proctor, president (50%), Jerry Johnson, M.D., vice president-treasurer (10%) et al. Mr. Proctor is employee of broadcasting company, sole owner of landrom and has 50% interest in application for new AM station at Vidor, Tex. Mr. Johnson is ophthalmologist. Ann. Oct. 2.

■ **WFCS Southington, Conn.**—Seeks assignment of CP from Fitzgerald C. Smith tr/as Southington Broadcasters to Willie Broadcasting Co. for \$34,100. Principals: Herbert C. Rice, chairman of the board (67%) and Edward Gerbic, president (33%). Mr. Rice has majority interest in KVNI Coeur d'Alene, Idaho and WILI Willimantic, Conn. He also has interest in WINY Putnam, Conn. Mr. Gerbic also has interest in WILI and WINY. Ann. Oct. 2.

■ **WKKY-FM Erlanger, Ky.**—Seeks assignment of license from Ken Thomas Inc. to Christian Broadcasting Association Inc. for \$36,000. Sellers: Kenneth R. Thomas, president (87.75%) et al. Buyers: Edwin M. Mortenson, president (75%) and Jack M. Mortenson, executive vice president and secretary-treasurer (25%). Messrs. Mortenson are pastors and own WTOF Canton, Ohio.

■ **WSMB New Orleans**—Seeks transfer of control of WSMB Inc. from Radio Hawaii Inc. (50% before, none after) to Macmillan Ring-Free Oil Co. (none before, 50% after). Principals: John M. Shaheen et al. Mr. Shaheen owns 55.3% of WSMB and 47% of Macmillan Ring-Free Oil Co. Radio Hawaii Inc. is sole owner of KORL Honolulu and WFBL Syracuse, N. Y.; and owns 80% of WNYT-TV Syracuse, N. Y. Macmillan Ring-Free Oil Co. owns 20% of WNYT-TV. Consideration: \$1,350,000. Ann. Oct. 3.

■ **KKIN Aitkin, Minn.**—Seeks assignment of license from Lake Region Broadcast Service Inc. to Upper Minnesota Broadcasting Corp. for \$60,000. Sellers: Fred H. Moegle, president et al. Buyers: Ralph J. Coursolle, president (99%) and F. P. Rolfe, treasurer (1%). Mr. Coursolle is sole owner of law practice and has 55% interest in application for new AM station at St. James, Minn. Mr.

Rolfe has 14% in that application and is vice president of ad agency. Ann. Oct. 3.

■ **KCFM St. Louis**—Seeks transfer of control of Commercial Broadcasting Co. through purchase of stock from Robert J. Lipsitz (4.2% before, none after) by Harry Eidelman, president (46.5% before, 50.7% after). Consideration: \$6,000. Ann. Oct. 2.

■ **KDNL-TV St. Louis**—Seeks assignment of CP from Greater St. Louis Television Corp. to Evans Broadcasting Corp. for \$34,500. Sellers: Boyd Fellows, president (10%) et al. Buyer: Thomas M. Evans, sole owner. Mr. Evans is sole owner of investment company, 83% owner of underwriting and brokerage firm and has 67% and 16% interest in two manufacturing companies. Ann. Oct. 2.

■ **WYRN Louisburg, N. C.**—Seeks assignment of license from Joseph T. Lane tr/as Franklin Broadcasting Co. to Franklin Broadcasting Inc. for \$60,000. Principals: Euland C. McBride, president. A. F. Johnson Jr., vice president and Mollie B. Evans, secretary-treasurer (each 33%). Mr. McBride is WYRN program director and commercial manager. Mr. Johnson is WYRN news director. Miss Evans is WYRN secretary-announcer-salesman. Ann. Oct. 2.

■ **WDAR-AM-FM Darlington, S. C.**—Seeks assignment of license from Mid-Carolina Broadcasting Co. to Mid-Carolina Broadcasting Inc., its wholly owned subsidiary, for purpose of corporate reorganization. No consideration involved. Principals: Harry L. Welch (50%) et al. Mid-Carolina Broadcasting Co. is licensee of WSAT Salisbury and WTIK Durham, both North Carolina. WDAR-AM-FM also seeks transfer of control of Mid-Carolina Broadcasting Inc. from Mid-Carolina Broadcasting Co. (100% before, none after) to Dr. Stanley M. Boyd and Theodore J. Gray Jr. (none before, 50% each after). Dr. Boyd is dentist. Mr. Gray has controlling interest in WKDE Altavista, Va. and minority interests in WHEO Stuart, Va. and WAKS Fuquay-Varina, N. C. Consideration: \$19,657.45. Ann. Oct. 2.

■ **KRME Hondo, Tex.**—Seeks assignment of CP from Ben J. Conroy Jr. tr/as Medina Broadcasting Co. to William E. Berger, sole owner, for \$1,434.13. Mr. Berger is commissioner of Texas Water Rights Commission, owns 98% of a newspaper chain and has 28% interest in printing company. Ann. Oct. 2.

■ **KVKM-TV Monahans, Tex.**—Seeks assignment of license from John B. Walton Jr. tr/as Tri-Cities Broadcasters to Grayson Enterprise for \$530,000. Seller: Mr. Walton is sole owner of KDJW-AM-FM Amarillo; KBUY-AM-FM Fort Worth; and KERP-AM-TV El Paso, all Texas. He also owns KVOD Albuquerque and KAVE-TV Carlsbad, both New Mexico, and KIKX Tucson, Ariz., as well as minority interest in a CATV company. Principals of Grayson Enterprises Inc.: Dr. Ellis Carp, president, Theodore Shanbaum, chairman of the board (each 33 1/3%) et al. Dr. Carp is optometrist and owner of optical company managed by Mr. Shanbaum. Grayson Enterprises Inc. owns KBLK-AM-FM-TV Lubbock, KWAB-TV Big Spring and KTXS-TV Abilene, all Texas. Ann. Sept. 19.

■ **KEEE-FM Nacogdoches, Tex.**—Seeks assignment of license from J. C. Stallings to Voice of the Lakes Broadcasting Inc. to afford ownership interests to two parties for \$9,600. Principals: J. C. Stallings, president (52%), Jimmy Reed Stallworth and Ronald Douglas Cowling (each 24%). Mr. Stallings

is owner of KEEE Nacogdoches, Tex. Messrs. Stallworth and Cowling are KEEE employees. Ann. Oct. 2.

■ **WFAD Middleburg, Vt.**—Seeks assignment of license from Frank Alvin Delle Jr. and Donald G. Fisher db/as Voice of Middlebury Inc. to afford ownership interests to two parties for \$1. Principals: Frank Alvin Delle Jr., president (69%), Donald G. Fisher, vice-president-treasurer (29%), Elizabeth R. Delle and J. Debra Fisher (each 1%). Ann. Oct. 2.

Actions

■ **WVSM Rainsville, Ala.**—Broadcast Bureau granted transfer of stock of Sand Mountain Advertising Co. from Welton H. Norwood (17.3% before, none after) to Lawrence E. Kennamer, president (48.66% before, 66% after). Consideration: \$2,600.

■ **KAHR Redding, Calif.**—FCC granted assignment of license from High Fidelity Stations Inc. to William B. Grover, receiver. Assignment is to fulfill bankruptcy proceedings. Action Oct. 9.

■ **KAHR Redding, Calif.**—FCC granted assignment of license from William B. Grover, receiver, to California Northwest Broadcasting Co. for \$55,500. Principals: Carl R. McConnell, president and Leah McConnell, treasurer (jointly 100%). Principals own KVIQ-TV Eureka, Calif. Mr. McConnell owns 47.5% of KVIP Redding, Calif. Approval conditioned that Mr. McConnell divest himself of interest in KVIP before assuming control of KAHR. Action Oct. 9.

■ **WBRY Waterbury, Conn.**—Broadcast Bureau granted assignment of license from Crystal-Tone Broadcasting Co. to Lowell W. Paxson for \$237,000. Seller: Danny Stiles, sole owner. Buyer: Lowell W. Paxson, sole owner. Mr. Paxson is majority stockholder of WKSN-AM-FM and WNYP (TV), all Jamestown, New York, and has application pending to purchase WYND Sarasota, Fla. Action Oct. 3.

■ **KIKI Honolulu**—Broadcast Bureau granted transfer of control from Royal V. Howard (86.66% before, none after) to Court Broadcasting Co. (14.33% before, 100% after). Principals of Court Broadcasting Co.: C. C. Courtney, president and S. Lee Kohrman, treasurer (each 43.5%) and others. Mr. Courtney has no other business interests indicated. Mr. Kohrman is partner in law firm and has 25% interest in chain of beauty salons. Consideration: \$10,000 and agreement whereby Mr. Howard will be retained as engineering consultant for 10 years at \$10,000 per year. Action Oct. 4.

■ **KAIN Nampa, Idaho**—Broadcast Bureau granted transfer of control from Doyle Cain, deceased (50% before, none after) to Elizabeth L. Cain (none before, 50% after). Principals: Elizabeth L. Cain and Howard Nafziger (each 50%). No consideration involved. Action Oct. 3.

■ **WEIR Weirton, W. Va.**—Broadcast Bureau granted assignment of license from Tri-State Broadcasting Co. to 1430 Corp. for \$350,000. Sellers: Harry B. Chalfant, president. Tri-State Broadcasting is licensee of WEDO McKeesport, Pa. Buyers: Mone Anathan Jr., president (25%); Robert F. Anathan, secretary-treasurer (50%) et al. Mr. Mone Anathan Jr. has 50% interest in a department store, 33 1/3% interest in a business machine rental company and has other business interests. Mr. Robert Anathan owns 50% of a department store and a parking facility and has other business interests. Action Oct. 3.

Community-antenna activities

The following are activities in community antenna television reported to BROADCASTING through Oct. 9. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

■ **Richmond, Calif.**—Bay Cablevision Inc. has been granted a franchise.

■ **Sunnyvale, Calif.**—Peninsula TV Power Inc., a subsidiary of Foote, Cone & Belding, New York, has applied for a 10-year franchise. Company offers 24 channels at a monthly fee of \$4.95 and payments to the city ranging from 5% to 10%. Other applicants are Nation Wide Cablevision Inc., H&B Communications Corp., and Vumore

Cablevision of California (all multiple CATV owners), and Krane Cablevision.

■ **Colorado Springs, Colo.**—Vumore Video Corp. of Colorado Inc., Colorado Springs (multiple CATV owner), has been granted an exclusive franchise.

■ **North Brevard, Fla.**—North Brevard CATV Co. has been granted a franchise.

■ **Pompano and Deerfield, both Florida**—Teleprompter Corp., New York (multiple CATV owner), has applied for a franchise. Installation and monthly fees would be less than \$5 each. Teleprompter Corp. also holds franchises for West Palm Beach and Lake Worth, both Florida.

■ **Bicknell, Ind.**—Tech-Com Corp., Madisonville, Ky., has applied for a franchise.

■ **Logan, Kan.**—Charles R. Howard, Phillipsburg (multiple CATV owner), has been granted a franchise.

■ **Hillsdale and Jonesville, both Michigan**—Lamb Communications Inc., Toledo, Ohio (multiple CATV owner), has purchased the franchise of Twin Valley CATV Inc.

■ **Long Branch, N. J.**—Jersey Shore Cable Co., a subsidiary of Lomac, Inc., Red Bank, has applied for a franchise. Monmouth CATV, Elizabeth, holds a franchise in Long Branch.

■ **Columbus, Ohio**—Columbus Cable Service Inc., Upper Arlington, has applied for a nonexclusive franchise.

■ **Junction City, Ore.**—William J. Lauritzen, d/b as Televideo of Oregon, has been granted a 20-year nonexclusive franchise. Other franchise holder is Liberty TV Inc., Eugene (multiple CATV owner).

■ **Upper Saucon Twp., Pa.**—Twin County Trans-Video Inc., Northampton, has been granted a franchise. Previous applicant was Service Electric CATV Inc., Mahanoy City, Pa. (multiple CATV owner).

■ **Lone Star, Tex.**—Clearview Cables Inc., Dallas, has been granted a franchise.

■ **Kenosha, Wis.**—Telecable Corp., Norfolk, Va. (multiple CATV owner), has applied for a franchise.

■ **Racine, Wis.**—Telecable Corp., Norfolk, Va. (multiple CATV owner), and Journal-Times Co. have each applied for a franchise.

His first job in the industry was for National Screen Services in 1935. He had hitch-hiked from native New York to Los Angeles and landed the job as summer-replacement help. He painted over signs for movie houses that said "Ladies Please Remove Their Hats" and "Bank Night," so they could be re-used. He earned two dollars a day.

Today George Mitchell is vice president and general sales manager for Warner Bros.-Seven Arts. And he's back in New York again, living on Manhattan's upper East Side and working in Warner Bros.-Seven Arts' New York offices overlooking Park Avenue.

George "Never-Leave-a-Town-With-out-a-Sale" Mitchell, one of his associates calls him in fun.

Someone up at Warner Bros.-Seven Arts has kept a tally of Mr. Mitchell's successes. On behalf of Warner Bros.-Seven Arts he has distributed in the U.S. as of June 30 of this year: 1,016 feature films, 906 one-hour series, 495 half-hour series, 330 cartoons, eight one-hour specials, five half-hour specials. Testimony enough to his sales prowess.

Mr. Mitchell is also the liaison between the home office and the sales arm of Warner Bros.-Seven Arts in Canada.

Before thumbing his way to California some 30 years ago, Mr. Mitchell had been an assistant to an insurance adjuster in New York. He made the unlikely transition to the motion-picture business in 1935 and stayed with National Screen Services for five years.

Mr. Mitchell joined United Artists in 1940, remained for another five years, finally leaving to spend a year in the Army.

In 1946 he joined Republic Pictures as a branch manager in Portland, Ore. In 1950, he was promoted to branch manager in Republic's San Francisco office. His entrance into television sales came in 1954, when Mr. Mitchell joined Hollywood Television Service, a Republic subsidiary.

In 1958, Mr. Mitchell rejoined United Artists, this time in Dallas as Southwest Division account executive. He was appointed Southwest Division manager, which was his title when he left United Artists to join Seven Arts in 1960.

Formerly West Coast division manager and then vice president for sales on the West Coast, Mr. Mitchell migrated east again last year when he was appointed sales manager.

Mr. Mitchell says he never minded all the shuffling around the country his job demanded, but wonders if it wasn't hard on his family: "It's all right for a man, but a woman doesn't like to relocate as much as I've made my wife relocate."

Ironically, travel-for-pleasure has become one of the Mitchells' chief enthu-

From New York back to New York in 30 years of selling

siasms in the last 10 years. Their vacation trips have hardly been busman's holidays, since few sales trips include cities like New Delhi.

The Mitchells have just returned from three weeks abroad, most of it spent in Europe with an unorthodox "side trip" to the Taj Mahal. Mr. Mitchell's secretary is still trying to figure out how to wear the sari her boss brought her back, and Mr. Mitchell is still brimming over with anecdotes about his vacation.

The wanderlust, says Mr. Mitchell, was sparked by a trip to the Caribbean that he won as a sales incentive at United Artists. Since then they have traveled extensively, not only in Europe, but the Far East as well.

When his time is his own, and he's not in London, New Delhi or Hong Kong, Mr. Mitchell is basically a golfer. And that's not easy when you operate out of a Manhattan apartment. "This is

why I don't like New York. I played six times last year, against 52 times the year before."

Also something of a pastime for Mr. Mitchell, is investing in land. He has property in Hawaii and "20 acres in Arizona that anyone can buy."

The Variety Club in Los Angeles was and is one of Mr. Mitchell's chief interests. An organization made up of theatrical, motion-picture and broadcast professionals, the Variety Club raises money for children's charities. The club makes use of carnival jargon, such as calling its president chief barker—an office Mr. Mitchell held while active in the Los Angeles "Tent."

George Mitchell has been married to Helene Mitchell for almost as long as he has been married to theatrical and television distribution.

The Mitchells have two sons, Steve, 27, who was recently married, and Robert 18, who entered Denver University this fall. Steve, according to his father, has started his own company and is described as "a competitor of ours." Robert is a musician: "He's always wanted to be a talent, entertainment."

No picture of the man would be complete without mention of his fondness for pipes. George Mitchell himself considers it his trademark. "I'm sure most people see me 70% of the time with a pipe in my mouth." On this last trip abroad he bought one pipe in Paris as a souvenir. Previous trips to London have included earnest pipe-buying expeditions.

Because of his recent vacation, Mr. Mitchell lamented that he had seen only two of the new fall-season shows, but he adds: "I look at television religiously. I figure it's my livelihood. Before the next two weeks are out I guarantee I'll see all of them."

The two new shows he did see he pronounced "very disappointing." He fears that the anti-violence campaign launched by the broadcast industry may go too far and eliminate a lot of the excitement from the series. Some kind of dramatic conflict is necessary he says, "either a Hitchcock kind of suspense that you build up in your mind or something visual."

Mr. Mitchell is concerned with what he considers a decline in the quality of acting in the newer series. The contrast, he says, with the older shows and with feature films is alarming. "When they took someone for the movies—like a Marilyn Monroe—they gave her years and years of dramatic training."

When he is not watching the season's debuts out of a sense of duty, Mr. Mitchell prefers sports, any sports. He likes TV; he watches a lot of TV; "I resent the expression 'the idiot box,'" he says.

Week's Profile



George Mitchell, VP and general sales manager, Warner Bros.-Seven Arts; b. Jan. 20, 1916, Bronx, N. Y.; attended New York University; joined National Screen Services, 1935; United Artists, 1940-1945, served U.S. Army, 1945-46; branch manager, Republic Pictures, 1946-1958; rejoined United Artists as Southwest Division account executive in 1958; joined Seven Arts, 1960. m. Helen DeFord, 1936; children—Steve, 27, Robert, 18; hobbies—golf, travel.

Is Cox the court of last resort?

In the five-and-a-half years that he has been an FCC commissioner and in the two preceding years that he was chief of the agency's Broadcast Bureau, Kenneth A. Cox has spared no effort to assert his belief that the government is constitutionally empowered to invoke controls over broadcast programming.

As chief of the Broadcast Bureau he was discovered to be using the intimidation of official letters to persuade applicants to change their programming proposals at license-renewal time. The technique, as described in *BROADCASTING's* issue of Dec. 3, 1962, boiled down to this: Licensees whose program proposals failed to meet Mr. Cox's private specifications were asked to justify their plans. Those who clung to their original proposals kept getting other letters until it became evident that the way to get a license renewed was to make a promise corresponding to Mr. Cox's hints.

Mr. Cox's artful project to reshape the broadcast system's programming might never have been discovered if he had not overreached himself. At one swoop he asked the FCC to defer the license renewals of some 100 California stations. Awakened at last to what had been going on, the commission put a stop to it.

Within three months, however, Mr. Cox, a protege of Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, was appointed to the commission itself to fill the vacancy left by the resignation of Newton Minow. Since then he has been industriously applying his principles in whatever way he could. He has in recent times found an ally in Nicholas Johnson, who views the First Amendment eye to eye with Mr. Cox—a sort of double vision that fuzzes up some of the simplest language to be found in American writing. To the Messrs. Cox and Johnson the First Amendment means something else when it says that Congress shall make no law abridging the freedom of the press.

So far the Messrs. Cox and Johnson have failed to convince the FCC majority that it ought to follow them to their goal of program control, but they keep on trying. Only a few months ago the two of them put out a 308-page report criticizing the programming of Oklahoma broadcast stations and excoriating the FCC majority for refusing to tell all broadcasters what they should be putting on the air.

In the time that we have been observing Mr. Cox we have conceded to him a courage of conviction and steadfastness of purpose. Those qualities, we are now obliged to note, may be degenerating into mulishness. In a prepared statement delivered at a conference sponsored by Columbia University (*BROADCASTING*, Oct. 7), Mr. Cox took rabid exception to a unanimous opinion delivered by a U. S. Court of Appeals. This was a display not only of mulishness but also of egotism in disturbing extreme.

In a detailed attack on the seventh circuit's recent finding that the FCC's fairness rules governing personal attacks are unconstitutional, Mr. Cox all but called the judges boobs. "After all these years," he said at one point, "the broadcasters have found someone who believes their horror stories."

Mr. Cox is a lawyer and so he must know that the appellate decision stands as law unless it is stayed by the court that issued it or reversed by the U. S. Supreme Court. As a lawyer, Mr. Cox must surely be in sympathy with the principle that the law is to be observed—even by a federal bureaucrat who may privately think himself above it.

Some figures worth ogling

Spot radio is on the rise again. The comeback, after a year when none of the media had much of a gain to brag about, has been apparent for some time. Now the Radio Advertising Bureau's report on the first six months of 1968 documents the fact and provides a measure of its extent.

The RAB figures, reported in detail in this issue, show spot radio billings up 7.3% over 1967 first-half totals. That's not quite up to the 13%-15% increase being estimated for spot TV, but it appears to be a good bit better than the print media have been doing and, more important, some of the key elements in the gain hold promise for further growth.

For one thing, the question-mark that hung over automotive advertising a year ago appears to have been largely dissipated: General Motors, Ford and Chrysler retain their one-two-three ranking, all with increased spot outlays and Ford with a 50% increase. There's still a hang-up in cigarette advertising, but the picture is not entirely bleak.

Perhaps the most promising sign of all is that, among the top 100 spot-radio users, RAB counted 25 that have increased their spot spending this year by at least one-third. A dozen of these increased by more than 100%, and three—Lever, Texaco and L&M—by 225% to 240%. In total, the top 100 this year spent 11.6% more than the top 100 a year ago.

By definition, a boosted budget is the best tribute an advertiser can offer any medium. And his extra dollars generate still more, because his competitors soon get the word. It seems clear in RAB's first-half report that this process is again at work; the word once more is out about spot radio. Spread the word.

Congress makes a case against itself

The squalid performance of the U. S. House and Senate last week in using Section 315 as a political instrument put into action the worst fears of the writers of the First Amendment. Under political control, media of journalism are doomed to certain corruption.

The *Congressional Record* last Tuesday, Wednesday and Thursday is probably the best argument that could be presented to challenge the constitutionality of Section 315. Some day the opportunity will come to use it.



Drawn for *BROADCASTING* by Sid Hix

"Rewrite this story about the juvenile bank robber. You forgot to say the kid got the idea from watching TV."



Beeline Country...awfully big in Food Sales

...and BEELINE RADIO KFBK is a proven way to reach an important part of this market.

Over one and a half million listeners in Sacramento's 18-county market spend over \$589 million on food alone. And the best way to get your share of food sales and the total 2.59 billion dollar market is to advertise on Beeline Radio KFBK. KFBK's 50,000 watts of power put the cover on California's capital that boasts a per household effective buying income of \$8,969.

So get your sales cooking . . . get on Beeline Radio KFBK. And remember, KFBK is one of Beeline Radio's four stations covering California's rich Inland Valley.

Data Source: Sales Management's Survey of Buying Power, June 1968. (Retail Sales)

McClatchy Broadcasting

KATZ RADIO • NATIONAL REPRESENTATIVE



If you lived in San Francisco...



...you'd be sold on KRON-TV