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AND RADIO

NEWSPAPER

MARCH 25, 1963

Selling 'on-network' film programs overseas adds \$36 million for distributors 27

Next week in Chicago: a complete preview of the 41st NAB convention 82

Sales successes whet advertisers' appetite for syndicated films 59

Rep. Harris puts Pulse, Nielsen on hot seat at ratings probe 34

COMPLETE INDEX PAGE 7

STORER PROGRAMS INTRODUCES
THE
LITTEST
HOBO



**A NEW HALF-HOUR
ADULT-ADVENTURE SERIES
AVAILABLE FOR FALL
SEE PAGES 76 and 77**



NEWS 5

CONSISTENTLY ON TOP

	WDAU	A	B
*7 P.M. NEWS WITH JOHN PERRY	20.6	14.9	17.3
*11 P.M. NEWS WITH TOM POWELL	17.1	12.4	13.5
** 7 P.M. NEWS WITH JOHN PERRY	17.0	13.0	11.0
**11 P.M. NEWS WITH TOM POWELL	15.0	13.0	10.0

People in Scranton and Wilkes Barre look to news-dominant WDAU-TV early and late, where they know news is good news. Every other aspect of WDAU-TV programming reflects the same know-how. For more information, call H-R Television. Find out what else is new.



**The hand that rocks
the cradle...**



mows the lawn...



cooks the dinner...



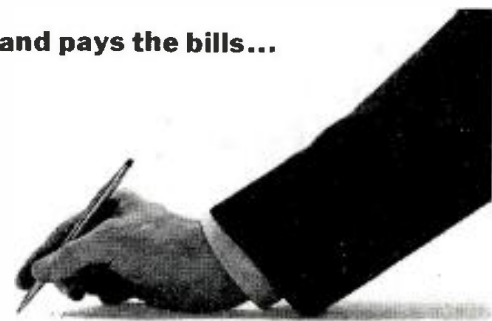
starts the car...



buys the hats...



and pays the bills...



Responsible adults demand informative radio. Each week WCBM reaches them with 17 hours of local and regional coverage, gathered by Baltimore's largest radio news team, plus 15 hours of CBS news. Our responsible programming is geared to maintain WCBM's extensive adult reach. **REPRESENTED NATIONALLY BY METRO RADIO SALES**

tunes to WCBM RADIO, Baltimore

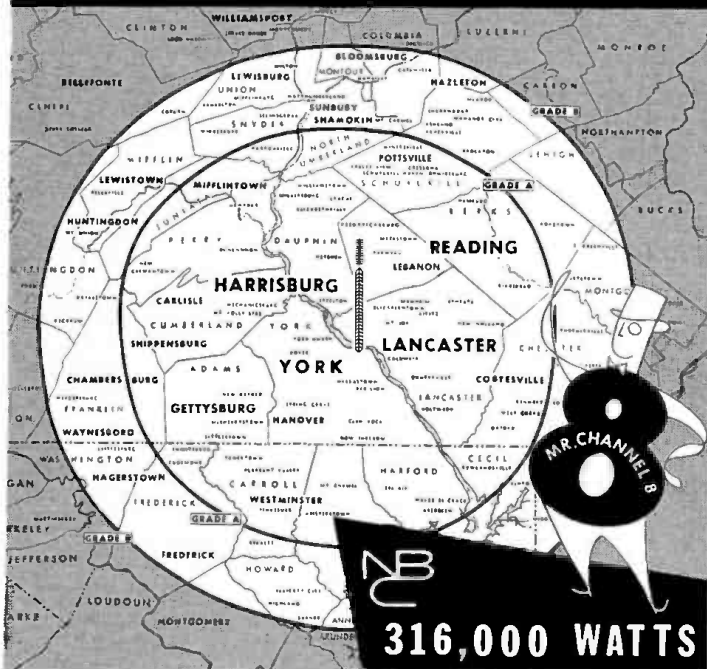


WCBM, BALTIMORE, MD. 10,000 WATTS ON 680 KC AND 106.5 FM, A CBS RADIO AFFILIATE

you always win when you use **WGAL-TV**



MULTI-CITY TV MARKET



Only single medium assuring full sales power in the entire region . . . a multi-city market including the metropolitan areas of Lancaster, Harrisburg, York, and many other communities. And, area-wide, the Channel 8 viewing audience is unequalled by all other stations combined. This is full sales power. Use it to build sales and increase profits.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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

The thing to do

Newton N. Minow is still publicly refusing to confirm (or deny) BROADCASTING's Feb. 11 report that he will resign soon as FCC chairman, but he's done some research that chairman who intended to stay on would not be apt to do. In private conversation last week he said he had looked up tenures of former FCC chairmen and found they had served average of about two years. Mr. Minow passed his second anniversary in office March 2.

Schroeder-Quarton-Strouse

It's odds-on bet that Willard Schroeder, vice president-general manager of WOOD-AM-FM-TV Grand Rapids, will be elected chairman of NAB joint board to succeed Clair R. McCollough, president of Steinman stations. And pre-NAB convention grapevine has Ben Strouse, president, WWDC-AM-FM Washington, slated to succeed Mr. Schroeder as chairman of radio board. William B. Quarton, president, WMT-AM-TV Cedar Rapids, Iowa, incumbent chairman of television board, is expected to be re-elected.

Mr. McCollough has stiff-armed draft to retain joint board chairmanship since he's taken on added responsibilities of supervision of recent Steinman acquisitions (KOAT-TV Albuquerque and KVOA-AM-TV Tucson). He'll serve until June board meeting, but election of radio and tv board heads will come during next week's NAB convention in Chicago.

Treyz to Schick

Ollie Treyz, ex-ABC-TV president who resigned last week as vice president of Warner Bros., will join Schick Inc. as executive in charge of sales promotion and merchandising. Company plans immediate expansion of its electric and safety razor business to encompass full line of men's toiletries and related masculine product items. Mr. Treyz is expected to visit Schick manufacturing headquarters in Lancaster, Pa., this week, returning from Florida vacation.

Schulke to Fm Assn.

National Assn. of FM Broadcasters has found its man. James A. Schulke, director of advertising and sales promotion of Magnavox Co., is slated to become chief executive officer of NAFMB, with headquarters in New York, following NAB convention in Chicago next week. NAFMB meets March 30 in Chicago and is expected to ratify appointment cleared last week by 12-man board of directors. Mr. Schulke, former vice president of Paramount Television Productions and

CLOSED CIRCUIT®

in charge of KTLA (TV) Los Angeles, has had extensive agency background (Y&R) and has been in talent field with James Saphier. His assignment: To do for fm what RAB and TvB are doing for am radio and tv.

As advertising-sales promotion head of Magnavox, Mr. Schulke was actively engaged in development of plan for fm promotion underwritten by that company to extent of \$150,000 appropriated for block time purchases on NAFMB member stations. Plan was developed by Frank Freimann, Magnavox president and strong proponent of commercial fm as quality aural service.

Fee bite revived

Proposal that FCC charge fees for all applications is being revived and showdown vote is expected soon. Fee idea was bombed when released for comments last spring (BROADCASTING, May 21, 1962). But some commissioners, notably Chairman Minow, still favor it. So does Bureau of Budget, which would like all regulatory agencies to pay their way. Proposed fee schedule has been revised, but fees that would be charged broadcasters are same as those included in original plan released last year.

Specials on spec

David Susskind, head of Talent Assoc.-Paramount Ltd., has bought script for 90-minute dramatic special written by actor-writer Peter Ustinov and has signed Mr. Ustinov and Anthony Quinn to star in it. Story is called "The Velvet Knife" and is set in Italy in period immediately following Mussolini's death. No sponsor or network has been set. Mr. Susskind also has deal with Lawrence Olivier to star in second 90-minute special. Mr. Olivier's first appearance on U.S. tv was in another Susskind special, "The Power and the Glory," last season.

Renewal relief?

Relief may be in sight for harried radio broadcasters on license renewal forms. Oral motion, made at last Wednesday's FCC meeting by Commissioner Fred W. Ford, that *en banc* hearing be held to procure updated information on how am radio operates these days (as distinguished from pre-television era when present forms were adopted) was unanimously approved. Staff was instructed to prepare document on role of modern radio in relation to tv and fm broadcasting. FCC previously had decided to separate am and tv renewal forms.

By procuring from broadcasters informed judgment on modern radio operations, FCC would be in position to revise Part IV of renewal form relating to program service, recognizing differences and possibly eliminating category breakdown so that supplemental statement would suffice.

Little left to sell

ABC-TV is close to SRO on its *Arrest* and *Trial* programs for next season. Ford division of Ford Motor Co., through J. Walter Thompson Co., has affirmed order for all of 45-minute *Arrest* and two other advertisers—one is Liggett & Myers Tobacco, also through JWT, and other unidentified—are signing for *Trial*, other 45-minute show in back-to-back scheduling on Sunday evenings. Sales will leave two minutes open in *Trial*. Shows are part of new concept wherein they can be seen as "package" but one is not dependent on viewing of other.

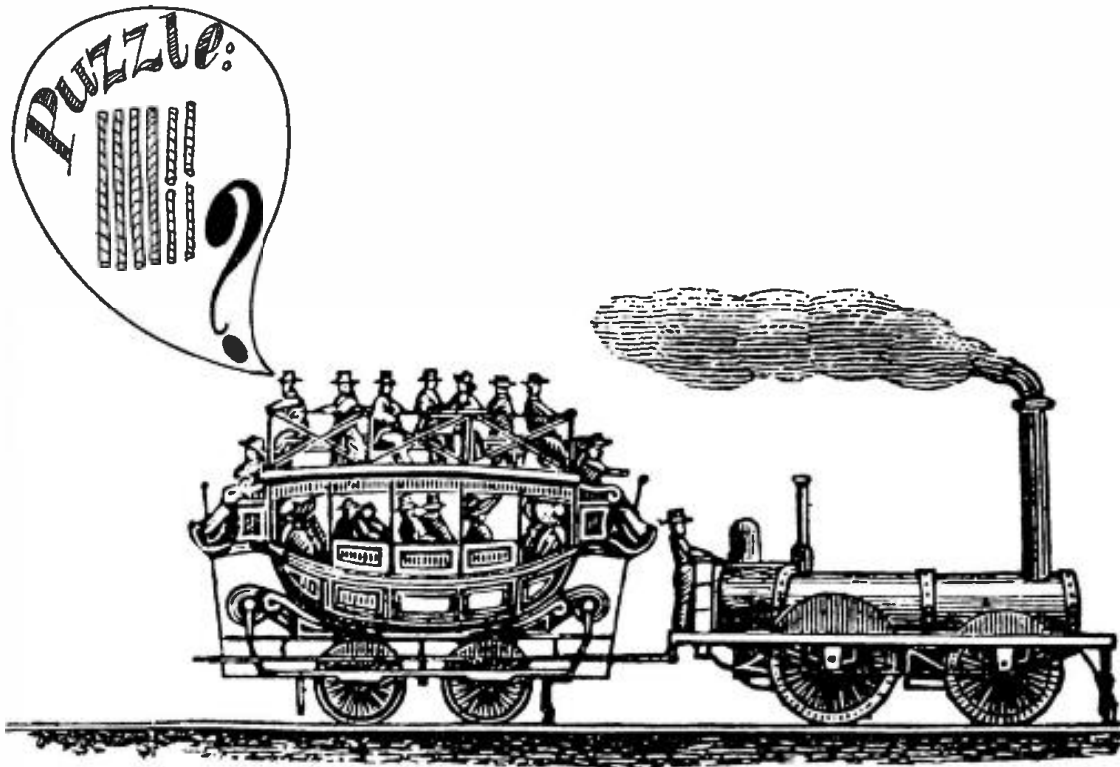
Shirt sleeves

Warm-up for FCC's shirt-sleeve panel at NAB convention in Chicago next Wednesday (April 3) is scheduled for today (March 25) at Mayflower Hotel in Washington. In addition to seven members of FCC, NAB Joint Board Chairman Clair R. McCollough, who will be moderator, and NAB President LeRoy Collins, will be on hand. Last year charges of "rigged" panel developed because NAB permitted FCC to screen questions submitted in advance and to throw out those considered too "controversial." Moreover, questions were assigned in advance to individual commissioners, and audience was not told that session had been "rehearsed."

About face

It will be another two or possibly three weeks before FCC opinion denying seven vhf drop-ins is released. That's because Broadcast Bureau had written decision other way, i.e., to authorize drop-ins. Upshot is staff had to jettison half-inch-thick document and start over to write opinion justifying 4-3 opinion against drop-ins.

Although ABC has already petitioned FCC to reconsider denial, formal request for reconsideration can't be filed until official decision is published. Two-station vhf markets in which third v at less than standard separations would have been dropped in are Johnstown, Pa. (ch. 8); Baton Rouge, La. (ch. 11); Dayton (ch. 11); Jacksonville, Fla. (ch. 10); Birmingham, Ala. (ch. 3); Knoxville, Tenn. (ch. 8) and Charlotte, N. C. (ch. 6).



What to Do with Six Straws in a Dry State

WMAL's redoubtable VP and general manager, Fred Houwink, is also a keen puzzle buff. He and a band of WMAL cohorts, heading to Chicago for the NAB convention, took to the rails after being grounded by weather. The group had just settled down to the long haul in the club car of the Capitol Limited when the train entered a dry state.

Finding himself with six straws and no glass in one hand and time* on the other, Fred suggested a problem to while away the thirsty stretch.

He cut two of the six straws in half. Then he asked his cohorts** to use the eight pieces (four long and four short) to construct three squares of equal size.

If you're not a straw man, check with us for a solution. If you are, send us your answer (use one color to designate short straws, another for long)—for a suitable reward.

**Harrington, Righter & Parsons, Inc. dispense another kind of Fred's time—the number-one-in-its-time-slot type (according to latest NSI for Washington) on Monday, Tuesday and Wednesday at 11:30 PM with Thriller, as SurfSide 6 and Checkmate. Check HR&P for availabilities.*

****Since you asked, they were, reading from left to right:**
 Neal Edwards, Harold Green, Ted McDowell, Dick Stakes, Al Powley, Stan Hamilton and Herb Victor
 Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.
 Address answers to: Puzzle #76, WMAL-TV, Washington 8, D. C.

wmal-tv abc

Evening Star Broadcasting Company WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSWA-TV and WSWA, Harrisonburg, Va.

WEEK IN BRIEF

Heaviest number of broadcasters ever expected to flood Chicago for NAB's 41st annual convention. More than 40 organizations plan separate meetings, film producers are staging own show, and 71 manufacturers are exhibiting in largest exhibition in association history. See...

OFFICIAL AGENDA, EVENTS... 82

WHERE TO FIND IT... 122

TECHNICAL PAPERS, AGENDA... 88

MAJOR DISPLAYS AT EXHIBITS... 96

Heavy trend toward "on-network" tv shows in overseas market reported, with more than half of exported productions being run in foreign countries at the same time they are being shown on U. S. networks. See...

NEW SHOWS SEEN OVERSEAS... 27

Congressional committee opens up with big guns on Pulse and Nielsen. Investigators rake Pulse activities and imply that Nielsen devices can be rigged. Researchers fight but committee hints worst is to come. See...

'CON' LABEL PUT BY HARRIS... 34

Under Newton Minow's leadership the FCC has moved hard and fast into tougher regulation—approaching in minds of many broadcasters the forbidden area of censorship. Expected is chairman's swan song. See...

TWO BUSY YEARS WITH MINOW... 53

All channel tv receivers are on the market and have been for months. All major set makers have vhf-uhf sets, with price differences running \$20-\$30. Come April 30, 1964, all-band receivers only. See...

VHF-UHF OUTPUT PERKING... 136

NAB charges FCC with attempted censorship in hearings in Chicago and Omaha. Association labels city-wide proceedings "irresponsible" attempt to impose "illusiv" views on programming. See...

LOCAL HEARINGS CENSORSHIP... 128

Commissioner Lee has resignedly given up in his campaign to move all tv into uhf band. He tells EIA meeting that change in multiple ownership rules, permitting ownership of five v's and five u's may help uhf. See...

LEE CONCEDES ALL-UHF TV... 136

SPECIAL REPORT: TFE-'63

The boom in syndicated and feature film product for tv lies in a single result: successful selling for the advertiser. Selling patterns have changed, but film producers continue on top of market. See...

SUCCESSES BUILD MARKET... 59

There's a big demand for more and better syndicated film programs by television stations. Survey shows that three out of four stations would like to have more shows from syndicators for use in prime time. See...

STATIONS LOOK AT FILM... 72

DEPARTMENTS

AT DEADLINE	9	THE MEDIA	139
BROADCAST ADVERTISING	30	MONDAY MEMO	22
BUSINESS BRIEFLY	30	OPEN MIKE	18
CLOSED CIRCUIT	5	OUR RESPECTS	169
DATEBOOK	12	PROGRAMMING	143
EDITORIAL PAGE	170	WEEK'S HEADLINERS	10
EQUIPMENT & ENGINEERING.....	136		
FATES & FORTUNES	150		
FILM SALES	146		
FINANCIAL REPORTS	147		
FOR THE RECORD	156		
GOVERNMENT	34		
INTERNATIONAL	148		
LEAD STORY	27		



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WHAT IS THE MEASURE OF A BROADCASTING STATION?

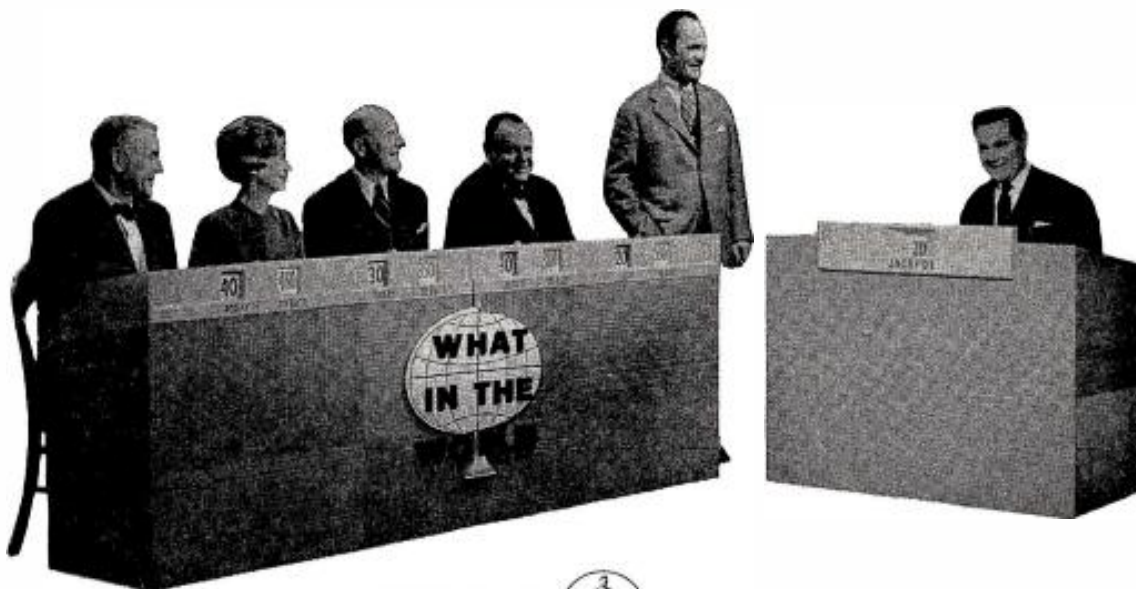
The pleasant folks* pictured here are part of a local Connecticut television show . . . a show which, consistently, has bested nighttime network competition. Titled "What in the World," the program is basically a quiz . . . which insults neither intelligence nor credibility . . . on the geography, history and architecture of the world's interesting places . . . and the habits, customs and accomplishments of people. The prizes are modest . . . and they don't go to people but to institutions which have need.

Funny thing about the show! It has only one commercial, three minutes long, smack dab in the middle of the program, . . . and, usually, it is so interesting, it draws fan mail!

We'd like to take full credit for "What in the World" but must hasten to assert that it is the brainchild and production of Baker Advertising of Hartford. We do take credit, however, for recognizing its merit and charm a long time ago. In fact, "What in the World" has been on WTIC-TV as long as the station has been telecasting.

Sorry — but "What in the World" is not for sale. It is sponsored by the Electric Companies of Connecticut, as it has been since its very first broadcast.

*Left to right: John F. Schereschewsky, Director of the Rumsey Hall School; Aline Saarinen, art critic; Charles C. Cunningham, Director of the Wadsworth Atheneum; James N. Egan, attorney; Ben Hawthorne, announcer; and Quizmaster John Dando, Associate Professor of English at Trinity College.



WTIC  TV3

Broadcast House, 3 Constitution Plaza, Hartford 15, Connecticut

WTIC-TV is represented by Harrington, Righter & Parsons, Inc.

NIELSEN CO. ASKS FCC/NAB RATINGS AID

Company witnesses coming back to House probe tomorrow

A. C. Nielsen Co. witnesses suggested to House subcommittee investigating broadcast measurement business Friday (March 22) that FCC and NAB become involved in straightening out some of problems in ratings.

With three weeks of ratings investigation behind them, members of Special Subcommittee on Investigations concentrated fully on Nielsen, giant of ratings industry, whose witnesses will return to stand tomorrow (Tuesday) afternoon as congressmen try to wind up hearings this week.

In Nielsen's nine-point suggestions on ratings problems, firm recommends asking "FCC and/or NAB to take strong stand" to discourage outside interference in sampling, and to develop standards for deciding when "hypoing" occurs during rating surveys. Other suggestions: government credentials for ratings firms, technical committee on radio research, complaint bureau on ratings abuses, uniform definition for metro areas.

Returning to question whether Nielsen firm recommended that MBS and

ABC Radio add more 50 kw stations (see page 35), counsel Robert E. L. Richardson revealed Nielsen presentations to networks which showed about 50% of NBC and CBS Radio audiences accounted for by "powerhouse" stations.

After showing standard error in Nielsen Cumulative Audience reports ranges between 50,000 and 100,000, subcommittee pointed out Nielsen vice presidents advised MBS on interpretations of WOR, WINS, both New York, audience shares of between .5 and .8. Such precise figuring was "perfectly ridiculous," said Dr. Herbert Arkin, subcommittee statistical consultant.

Other evidence showed Nielsen, which in 1952 presented strongly worded attack on mail ballot system used by competitor Broadcast Measurement Bureau, adopted method as its own in next NCA report after BMB died.

Nielsen witnesses said 100 of 1,150 tv homes used in national sample will be changed by fall of 1963, based on 1960 census. Firm admitted that homes now are based on modified sample constructed in 1947 with 1940 census data.

man of parent Commerce Committee and sponsor of resolution, said "more experience" with manner in which broadcasters handle political broadcasts would be desirable before extending suspension to lesser candidates.

Party chairmen said suspension of law in 1960 to permit debates between presidential candidates John F. Kennedy and Richard M. Nixon contributed greatly to education of electorate on campaign issues.

But they said present law must be retained for protection of candidates for local and state office.

Mr. Bailey said that "until we have conclusive, concrete evidence there will be no abuses," state and local candidates should have protection of present law.

Salinger counterattacks; asks study of news media

Pierre Salinger, White House news secretary, flung charges of news management by Kennedy Administration back at "city editors and managing editors" of newspapers and radio and tv "news directors."

Responding to mounting criticism of administration's news activities (see page 130), Mr. Salinger told Women's National Press Club in Washington Friday that study should be undertaken to determine whether newspapers, magazines and radio-tv are being operated in public interest.

Cox to take FCC oath Tuesday from Douglas

Kenneth A. Cox is scheduled to be sworn in as FCC commissioner tomorrow (March 26) by Associate Justice William O. Douglas of Supreme Court.

Mr. Cox, now Broadcast Bureau chief, had planned to assume office last week, but President Kennedy left for Central American trip without signing official commission. Signature still was lacking late Friday, but White House said commission would be signed in time for ceremony in FCC meeting room.

FTC hits St. Joseph ads based on medical study

False advertising charges were leveled against Plough Inc.'s St. Joseph aspirin by Federal Trade Commission Friday. FTC charged that St. Joseph newspaper, magazine and tv advertising incorrectly stated results of analgesic study reported in Dec. 29, 1962, Journal of American Medical Assn.

Also charged in complaint is Plough's advertising agency, Lake-Spiro-Shurman, Memphis. Tv spots claimed "America's leading medical journal reports St. Joseph aspirin is your 'best

buy' in pain relief," FTC said.

Opinions expressed in Journal article are those of clinical investigators, not AMA, according to complaint. Similar charge of false advertising in use of same study has been made by FTC against Bayer aspirin (BROADCASTING, March 18).

Plough owns WMPS-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore and WPLO-AM-FM Atlanta.

Bailey, Miller limit equal time exemptions

Chairmen of Democratic and Republican National Committees urged Congress Friday to suspend equal-time section of Communications Act for 1964 presidential and vice presidential races.

But Democrat John M. Bailey and Republican William E. Miller opposed extending suspension to candidates for lesser offices.

Party leaders gave views to House Communications Subcommittee, which is considering administration-backed measure (H Res 247) to waive equal-time requirement as it applies to presidential and vice presidential candidates (BROADCASTING, March 11).

Rep. Oren Harris (D-Ark.), chair-

Hosts take note!

With NAB convention activities to be closed down Tuesday afternoon (April 2) in Chicago, delegates will have no choice but to go to hospitality suites if they want liquid refreshments.

And, note to hosts—stock up early because all public liquor sales will be prohibited in Chicago that day until after 6 p.m. Even host hotel will not be able to replenish stocks because Chicago municipal elections fall on same day. Local law requires all bars and liquor stores to close while polls are open.

Old 'friend' of broadcasters, Lar (America First) Daly, is write-in candidate for mayor, running against Democratic incumbent Richard Daley and Republican challenger Benjamin Adamowski.

WEEK'S HEADLINERS



Mr. Klatt

Albert A. Klatt, vp-creative director of Needham, Louis & Brorby, Chicago, named vp in charge of creative services. In his new position, Mr. Klatt will be responsible for all of agency's broadcast and print creative work. **Harold Kaufman**, creative group head, appointed director of radio-tv production. Mr. Kaufman has been with NL&B for nearly four years and previously had been with Leo Burnett Co., Chicago.

Thomas D. Tannenbaum, executive assistant to Ray Stark, vp of Seven Arts Productions, named to post of vp in charge of newly created tv production department. Mr. Tannenbaum will head new tv production effort for Seven Arts (see story, page 143). He has served as associate producer on Seven Arts' motion picture "Rampage" for Warner Bros. release



Mr. Tannenbaum

and served as head of Famous Artists Television before joining Seven Arts. He will divide his time between New York and Los Angeles.



Mr. Koren



Mr. Snyder

Kenneth C. T. Snyder, senior vp of Needham, Louis & Brorby and manager of agency's Hollywood office, resigns as of April 1 to become president and executive producer of The Funny Co., which will produce 260 five-minute color animated programs of same name, which Mattel Inc. (toymaker) will use as advertising vehicle in major markets in 1964 (BROADCASTING, Feb. 11). Mr. Snyder and **Charles B. Koren**, former MCA vp, have formed Snyder-Koren Productions, radio-tv commercial and programming consultancy, to create and produce advertising for both advertisers and agencies. Mr. Koren is vp of The Funny Co.

Theodore F. Shaker assumes respon-

sibility as acting general manager of WABC-TV New York, replacing **Joseph Stampler**, vp and general manager, who has resigned over policy difference. Mr. Shaker also is president of ABC-owned tv stations and of ABC Television Spot Sales. Also resigned is **Arthur Gross**, WABC-TV program manager. **Richard Beesemyer**, sales manager of Los Angeles office of ABC Television Spot Sales, replaces **James E. Szabo** as WABC-TV general sales manager. Mr. Szabo may move into another sales area at ABC. Mr. Beesemyer served in station sales posts in Los Angeles, Chicago and New York.

Edward A. Warren, program director of WNBC-TV New York, appointed program director for ABC-owned tv stations. Prior to joining WNBC-TV in May 1962, Mr. Warren was director of programming for WGN-TV Chicago. In his new position, he will report to Theodore F. Shaker, president of division. ABC-TV Stations are WABC-TV New York; WBKB (TV) Chicago; KGO-TV San Francisco; KABC-TV Los Angeles; and WXYZ-TV Detroit.



Mr. Warren

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

Ford, Marlboro take CBS-TV pro football

Ford Div., Ford Motor Co., through J. Walter Thompson Co., both Detroit, and Philip Morris Co. (Marlboro cigarettes), New York, have each signed for quarter share sponsorship of 94-game regular season schedule of National Football League over CBS-TV, starting Sept. 15 and running through Dec. 15, CBS-TV announced Friday (March 22). Remaining half-sponsorship will be on regional basis.

Three games will be presented nationally, according to William C. MacPhail, vice president of CBS Sports. Twelve regional networks will carry remaining games, presenting seven contests simultaneously on Sundays.

Couric warns against public service laws

"Paste public service [broadcasting] on the statute books in the form of 'thou shalt devote so much time to public service programming' and you

will have killed charity," John Couric, NAB pr manager, said last Friday.

In Philadelphia speech before Goodwill Industries luncheon honoring broadcasters, Mr. Couric warned against any attempts to "fence in" radio-tv's freedoms to act in public service. Broadcasters, he said, do not need "a marked map" to guide them in meeting needs of public. He criticized "the blackballers of broadcasters . . . automatic reactors at the mention of . . . radio, tv or broadcasting" and "kneejerk critics who kick the electronics media without knowing why."

Alcoa drops 'Premiere' for Huntley-Brinkley

Aluminum Co. of America next fall drops 10-year formula of identifying itself with particular tv entertainment programs. It will turn to "greater reach and frequency" of new half-hour *Huntley-Brinkley Report* on NBC-TV (Mon.-Fri. 7-7:30 p.m. EST).

Alcoa, currently sponsor of ABC-TV's *Alcoa Premiere*, has bought 78

quarter-hours (in 52-week schedule) of *Huntley-Brinkley*, according to Alcoa's agency, Fuller & Smith & Ross, New York. Budget for new show is about \$4 million; budget for *Premiere*, \$4.1 million. *Premiere's* last play will be Sept. 12, and sponsorship in half-hour news show starts Sept. 9.

EIA pushes for repeal of tax on all-channel tv

Electronic Industries Assn. is going to try to get excise tax removed from all-channel tv sets. Board of directors Friday authorized staff to work for removal of 10% impost after hearing Robert W. Galvin, Motorola president, report that elimination of fee would permit all-band receivers to be sold at near same price as present vhf-only sets.

EIA board of director's action came after consumer products division urged move and legislative committee opposed on ground industry is better served by working for administration's tax reduction program (see earlier story, page 136).

In Detroit...

WWJ NEWS is all

GO!



WWJ Newsmen Dick Westerkamp interviews U. S. Immigration officer.



Ven Marshall covers salvage of British motorship "Montrose".



Don Perrie, hot after a story, climbs into WWJ Newsmobile.



Fran Harris chats with popular circus performer visiting Detroit.



Britton Temby interviews one of the city's leading businessmen.



Dwayne Riley investigates recent medical advances.



William Fyffe reports status of U. S. Air Defense team.



Kirk Knight is at scene of a major Detroit fire.

No schedule-shackles. No clock-straitjackets. Whatever it takes to get the story and get it across, WWJ News does. Result — spontaneous, accurate news coverage from the word GO!

THE
WWJ NEWS STATIONS WWJ-TV

Owned and Operated by The Detroit News • National Representatives: Peters, Griffin, Woodward, Inc.



Spring Has Hardly Begun

But as usual, we are busy as bees selling our clients' products to 325,600 TV homes. With 10 years experience - we're the best selling bees in Virginia's number one market.

Buzz your nearest Katz representative—he will tell you what busy bees we are!

WSLS-TV 10

ROANOKE, VIRGINIA



THE KATZ AGENCY, INC.

National Representatives

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

DATEBOOK

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

*Indicates first or revised listing

MARCH

*March 25—Hollywood Ad Club Shirtsleeves session on "Creative Media Selling," 12 noon to 2:30 p.m., Hollywood Roosevelt. Emil Reisman, advertising manager, Gallenkamp Shoe Stores, chairman. Rick Clark, Relaxacizor; David Blair, Bullock's department store; Robert Forestal of McNaughton, Laub, Forestal and Jeff Rogers of Honig-Cooper & Harrington will report on successful advertising ideas contributed by media salesmen. Jack O'Mara, TVB western manager, will preside.

March 25-28—Institute of Electrical & Electronics Engineers, International convention, New York Coliseum and Waldorf-Astoria Hotel.

*March 26—Federal Communications Bar Assn. luncheon meeting in the grand ballroom of the Willard Hotel, Washington, D. C. Kenneth A. Cox, new FCC commissioner and former chief of the commission's Broadcast Bureau, will speak.

March 26—Final date for the filing of applications for ch. 5 in Boston. Applications will compete comparatively with present occupant WHDH-TV.

March 26—Board of Broadcast Governors hearing, Ottawa.

March 27—Eleventh annual Management Conference of U. of Chicago, McCormick Place, Chicago. The one-day conference is sponsored by the Graduate School of Business and the university's Executive Program Club. Charles G. Mortimer, chairman of General Foods Corp., White Plains, N. Y., will speak at the evening conference banquet on "Developing a Climate Conducive to a Growing Economy."

*March 28—Merchandising Executives Club of Los Angeles, dinner meeting at the Cove Restaurant. Ray Edwards, Glendale Federal Savings & Loan Assn.; James P. Felton, Seaboard Finance Co., and Willard Adams, Bank of America, will discuss "Money Merchandising." Carroll Sugar, BBDO, is chairman of the day.

March 29—The Chicago chapter of Sigma Delta Chi (The Headline Club) dinner meeting, 6:30 p.m. (cocktails 5:30), Sheraton-Blackstone Hotel. Pierre Salinger, White House news secretary, will speak on managed news and other press-government friction.

March 29—Advertising Women of New York Foundation, World's Fair Ball, Grand Ballroom, Waldorf-Astoria Hotel, New York City. Cocktail service, 6:30 p.m.; dinner, 8:00 p.m.; dancing to Lester Lanin's orchestra from 8:00 p.m. to 2:00 a.m.

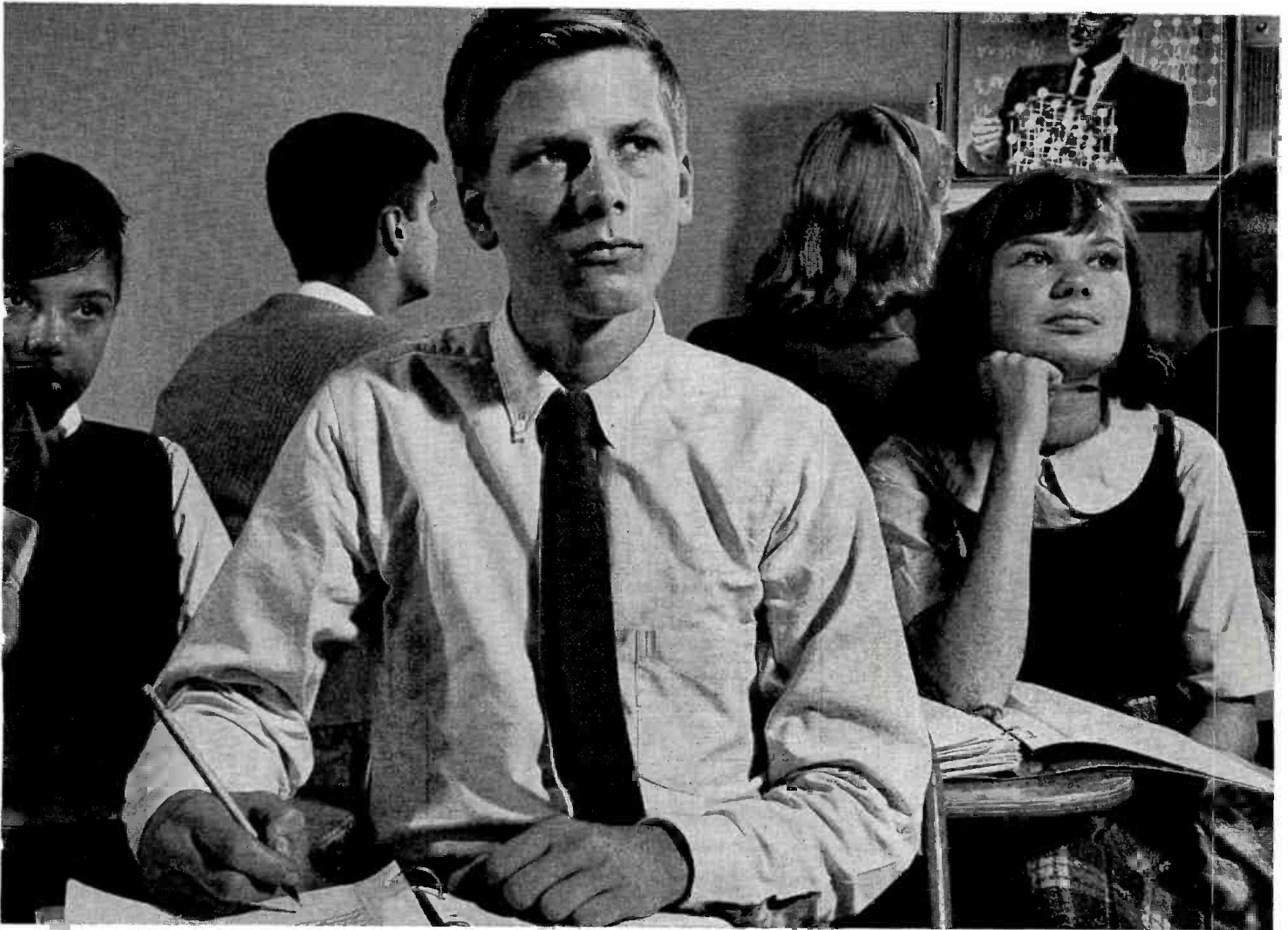
March 29—Twenty-fourth annual convention of the Assn. of Background Music Operators, Conrad Hilton Hotel, Chicago.

March 29-30—Spring conference of Sixth District (Illinois, Indiana and Michigan) of Advertising Federation of America, Sheraton-Chicago Hotel. Host organization, Chicago Federate Advertising Club, extends welcome to broadcasters. Speakers include AFA Board Chairman George Head, National Cash Register Co. and AFA's new president, Mark F. Cooper. Celebrity reception is scheduled March 29, 6-8 p.m., at Mid-America Club.

March 29-30—National Assn. of Educational Broadcasters Region II conference, Tampa, Fla. WEDU (TV) Tampa-St. Petersburg (educational ch. 3) is host station for conference and its general manager, LeRoy Lastinger, is conference chairman. Among the speakers are William Harley, NAEB president, and Richard Hull, of Ohio State U., NAEB board chairman.

*March 30—Annual meeting, National Assn.

educational television:



help for busy teachers hope for crowded classrooms

Today, education in America faces a severe challenge. An accelerating world requires new and broader curriculums. An expanding population begs for more teachers, more classrooms.

Many communities have turned to Educational Television as an imaginative way to expand course subjects, to bring more effective teaching techniques into the classrooms without sacrificing personalized instruction.

Because of our long experience in the research and development of telephone, television, and defense communications networks, it was natural that the Bell System was called on to develop facilities for one of the first ETV networks in the country, in Hagerstown, Maryland.

We have since helped pioneer the first state-wide, closed circuit Educational Television system, in South Carolina.

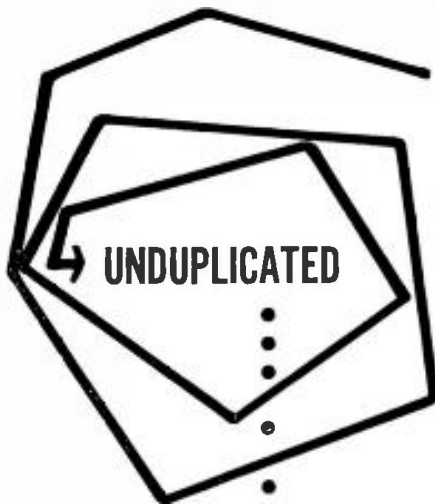
In doing this, we have developed a transmission service that provides several channels of instruction. It is low in cost and makes use of the service and maintenance facilities of local Bell Telephone Companies in communities of any size.

Helping communities like yours find the answer to better learning through Educational Television is just one more way of putting Bell System research and skills to work serving you and your family.



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Owned by more than two million Americans



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THE
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SHOWS**

Unduplicated coverage makes WSUN your most efficient buy in the Tampa Bay market.



Tampa - St. Petersburg

Get all the facts from
Natl. Rep. Venard, Torbet
& McConnell
S. E. Rep. James S. Ayers

of Fm Broadcasters, Conrad Hilton Hotel, Chicago.

March 31—Board of directors meeting, Institute of Broadcasting Financial Management, 9 a.m., Blackstone Hotel, Chicago.

March 31—Assn. of Maximum Service Telecasters annual membership meeting, Conrad Hilton Hotel, Chicago.

March 31—Annual meeting of the Assn. of Professional Broadcasting Education, Chicago. Dick Mendenhall, editorial director of WSB-AM-FM-TV Atlanta, Ga., and Worth McDougald, head of radio-tv sequence at the University of Georgia's School of Journalism, will speak.

March 31-April 3—Annual NAB convention, Conrad Hilton Hotel, Chicago.

APRIL

*April 1—Annual stockholders meeting, Wometco Enterprises Inc. 400 North Miami Ave., Miami, Fla.

April 1—Deadline for petitions to FCC for reconsideration of its new rates for leased, private telegraphic services and establishment of special press rates for wire services.

April 1—Deadline for comments on FCC proposed rulemaking to reserve ch. 39 in Allentown for etv use, assign ch. 36 to Altoona, ch. 3 to Clearfield, ch. 65 to Harrisburg, and ch. 68 to Scranton, all Pennsylvania, for etv use.

April 1—Deadline for comments on FCC proposed rulemaking to add ch. 18 to Gaithersburg, Md.

*April 1—Eighth annual membership breakfast meeting of Tv Stations Inc., Mayfair Room, Sheraton-Blackstone Hotel, Chicago. Sylvester L. (Pat) Weaver, board chairman of McCann-Erickson International, will be guest of honor and principal speaker. Other speakers will be W. D. (Dub) Rogers, Tv Inc.'s chairman, who will also preside, and the organization's president, Herb Jacobs.

April 2—Premium Advertising Conference, conducted by Premium Advertising Assn. of America, McCormick Place, Chicago. The theme of the conference, which is held in conjunction with the National Premium Buyers' Exposition is "Operation Greater Economic Growth Through More Productive Advertising and Sales Promotion." Featured speakers are Dr. Arno Johnson, vice president and senior economist at J. Walter Thompson Co.; Stanley Goodman, president of Sales Promotion Executives Assn.; Richard F. Tomlinson, president of Food Field Reporter and Food Topics; Daniel L. Goldy, U. S. Dept. of Commerce; and William Dunham, president of Premium Advertising Assn. of America.

April 3-5—Assn. of National Advertisers West Coast meeting, Santa Barbara Biltmore Hotel, Santa Barbara, Calif.

April 4-5—Assn. of National Advertisers annual West Coast meeting, Biltmore Hotel, Santa Barbara, Calif. Speakers: Alan Stoneman, Purex Corp.; Fairfax Cone, Foote, Cone & Belding; Gilbert H. Weil, ANA general counsel; John B. Hunter Jr., B. F. Goodrich Co.; E. J. Beam, Hughes Aircraft; Ralph Carson, Carson/Roberts Adv.; Courtenay Moon, Grey Adv.; Harry F. Schroeter, National Biscuit Co.; Don Connell, Market Research Corp.; Peter Langhoff, Young & Rubicam, and Donald Kanter, Tatham-Laird.

April 6—American Women in Radio & Television, Projection '63 workshop, 10 a.m.-12:30 p.m., tv wing, McCann-Erickson Inc., 485 Lexington Ave., New York.

April 6—Georgia AP Broadcasters Assn. meeting, Atlanta. News clinic featuring specialists in various phases of broadcast news coverage. Awards banquet at night, with AP Assistant General Manager Louis Kramp speaking.

April 11—Seminar on radio broadcasting and community leadership under joint auspices of Southern California Broadcasters Assn. and U. of Southern California Dept. of Telecommunications. USC campus, Los Angeles.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office

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Another important plus... documented research tells the story!

They like us

WGN Radio has the most highly respected programming in Chicago. Chicago area adult listeners rate* WGN first in these categories...

- Good program variety
- Well-rounded news coverage
- Good sports coverage
- Good taste
- Advertising of high quality products
- Broad family appeal
- Appeal to intelligent people

That's why we reach more

WGN Radio reaches the largest audience of any broadcasting station west of the Hudson River. (NCS, 1961—1,677,600 homes reached weekly.)

WGN Radio reaches more homes and more cars than any other Chicago radio station. (NCS, 1961; The Chicagoland Auto Radio Audience Survey, 1961.)

For ten consecutive months, WGN Radio has reached more homes per average quarter hour (6 a.m. to midnight) than any other Chicago radio station. (NSI Bi-Monthly Radio Reports, April, 1962—January, 1963.)

That's why we say

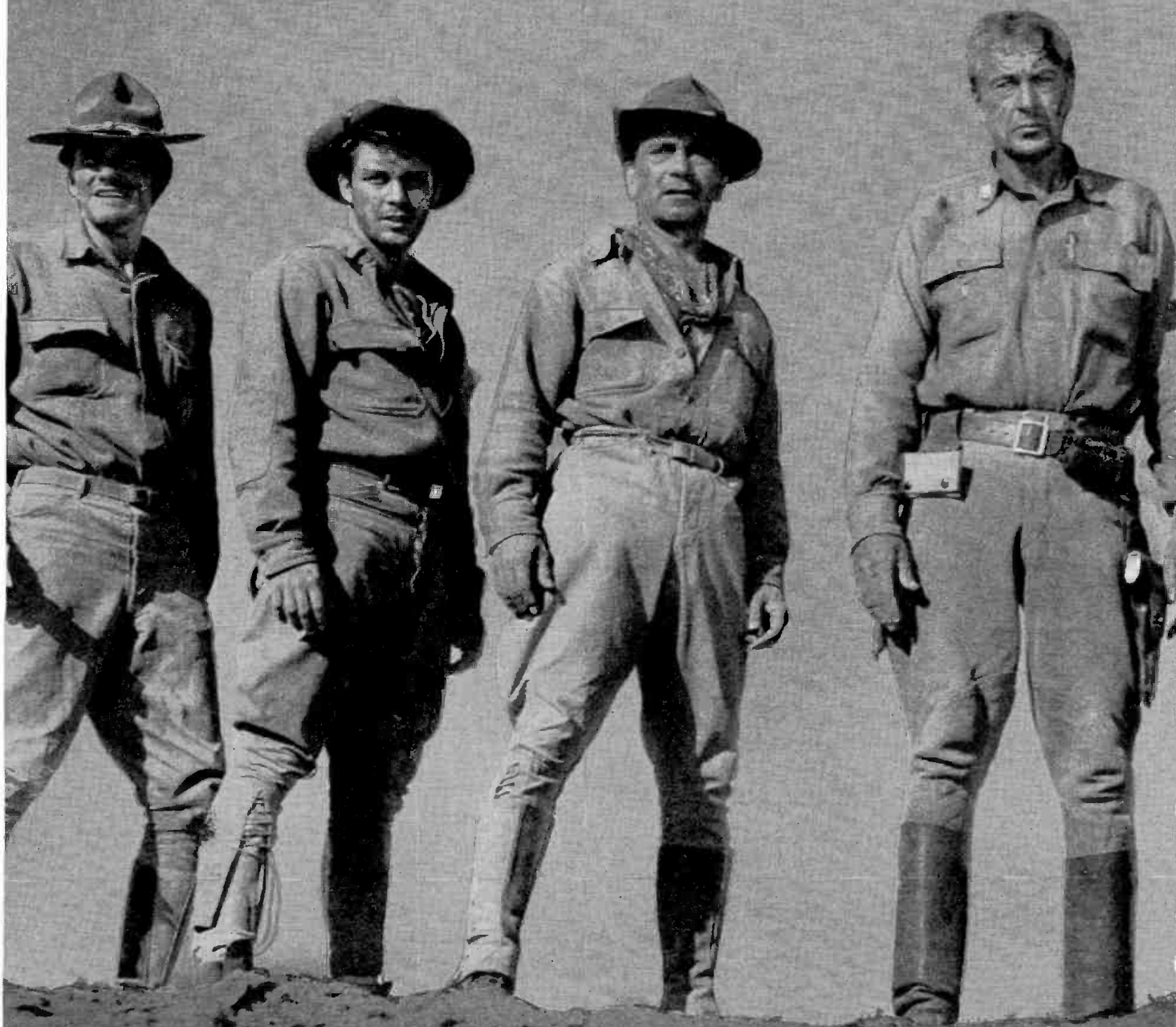
WGN IS CHICAGO

The most respected call letters in broadcasting

*Market Facts Chicago Radio "Image" Study, 1960

Big-as-all-outdoors!

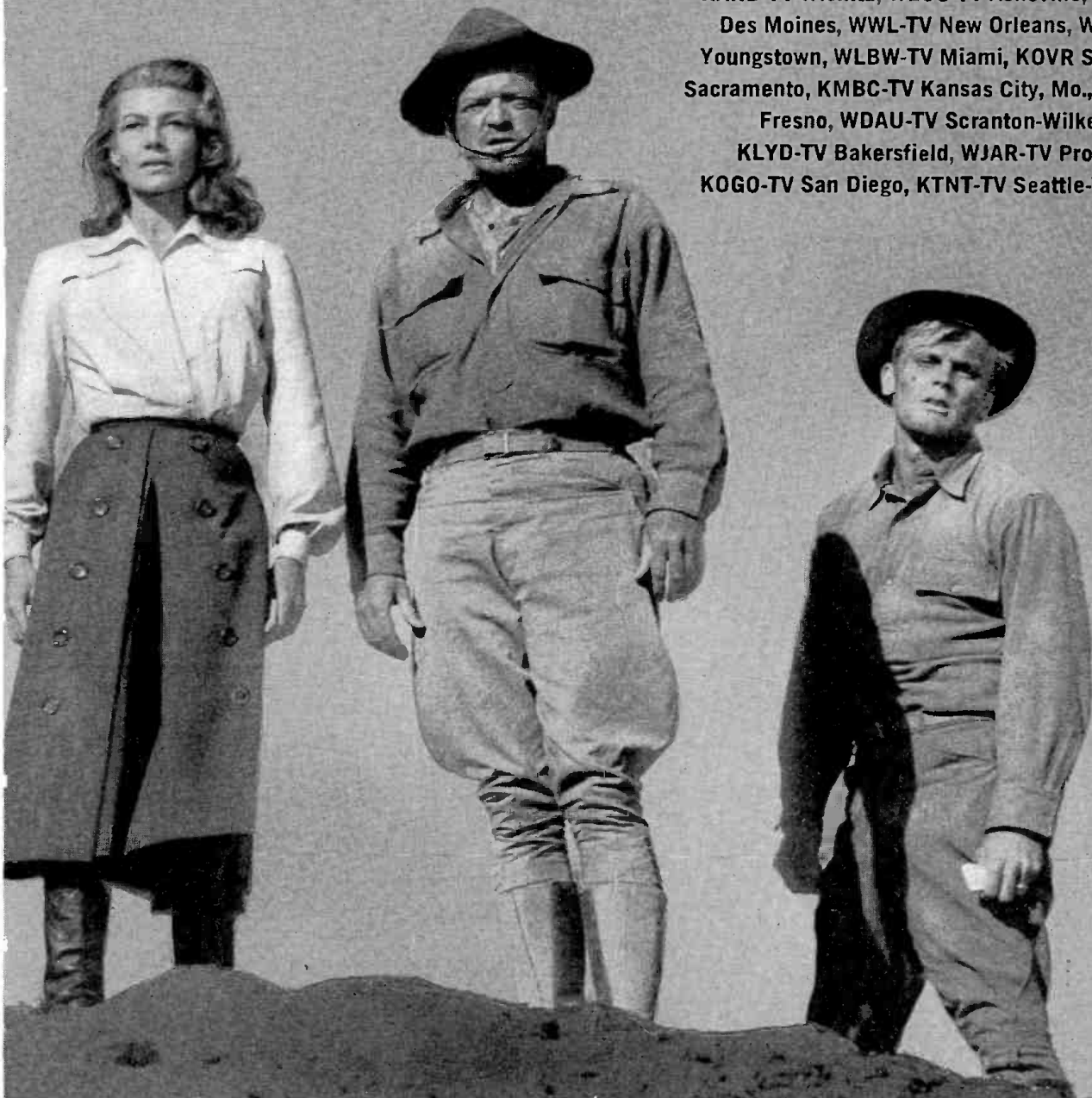
"THEY CAME TO CORDURA"... Gary Cooper, Rita Hayworth and Van Heflin lead a brilliant array of top Hollywood and Broadway performers in one of the most exciting adventures ever brought to the screen. Robert Rossen's taut direction makes it a memorable outdoor film. It's another of the 73 great box-office hits, newly released for television, that have been added to the roster of the COLUMBIA POST-48's.



Member



Already sold to: WCBS-TV New York, KGO-TV San Francisco, WTPA Harrisburg-Lancaster, WGAN-TV Portland, Maine, WCAU-TV Philadelphia, WBBM-TV Chicago, WOOD-TV Grand Rapids-Kalamazoo, KENS-TV San Antonio, WJHG-TV Pensacola-Panama City, WAPI-TV Birmingham, WALB-TV Albany, Ga., WSYR-TV Syracuse, WBAY-TV Green Bay, KHSL-TV Chico-Redding, KGMB-TV Honolulu, KLAS-TV Las Vegas, KPHO-TV Phoenix, KGW-TV Portland, Oregon, WRGB Albany-Schenectady, KMOX-TV St. Louis, KTVT Ft. Worth-Dallas, WOKR Rochester, N. Y., WEEK-TV Peoria, KARD-TV Wichita, WLOS-TV Asheville, WHO-TV Des Moines, WWL-TV New Orleans, WKBN-TV Youngstown, WLBW-TV Miami, KOVR Stockton-Sacramento, KMBC-TV Kansas City, Mo., KMJ-TV Fresno, WDAU-TV Scranton-Wilkes-Barre, KLYD-TV Bakersfield, WJAR-TV Providence, KOGO-TV San Diego, KTNT-TV Seattle-Tacoma.



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- Installation supervision
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Broadcasters have selected RCA for dependable service over the past 30 years.

To guard performance of all your equipment . . . simply telephone one of the following field offices: Atlanta (phone 799-7291), Chicago (WE 9-6117), Camden (GL 6-7984), Hollywood (OL 4-0880). Or contact Technical Products Service, RCA Service Company, A Division of Radio Corporation of America, Bldg. 203-1, Camden 8, N. J.



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EDITOR: CONGRATULATIONS ON AN ACCURATE, HONEST APPRAISAL OF THE WEST VIRGINIA ECONOMY. WANT 1,000 REPRINTS OF YOUR MARCH 18 OHIO VALLEY SPECIAL REPORT.—*Tom Garten, WSAZ-TV Huntington, W. Va.*

EDITOR: THE WEST VIRGINIA CENTENNIAL COMMISSION DEEPLY APPRECIATES YOUR PRESENTING THE POSITIVE SIDE OF THE WEST VIRGINIA STORY IN OUR CENTENNIAL YEAR.—*Carl R. Sullivan, executive director, West Virginia Centennial Commission, Charleston.*

Fm trouble at the top

EDITOR: An acute problem exists for many fm broadcasters.

Most, if not all, small market fm stations are hard-pressed to sell advertising. Fm service is supported by an income in the hope that the increasing popularity of fm will one day make it a saleable medium.

To illustrate the point of this letter, our WRFL (FM), after 17 years of operation made possible because of the remote control provision of the FCC rules, is faced today with the necessity of discontinuing this service because of the new FCC automatic logging provision. As of April 8 a first class license holder must personally inspect all transmitting equipment DAILY and log his visit, stating need for remedial action and what steps were taken to perform it.

The WRFL transmitter is in the Blue Ridge Mountains, virtually inaccessible for days at a time during winter months and during spring thaws. It is six miles from the nearest passable road. . .

It boils down to the addition of two extra engineers and a road crew for an fm facility which can give no income for some years.

You can help by getting the word to those involved. It is remotely possible that if enough broadcasters petition the FCC for a stay, one might be granted. At best these fm stations with remote mountaintop installations should implore the FCC to carefully consider the consequences.—*Philip Whitney, general manager & chief engineer, WRFL (FM) Winchester, Va.*

Carried to the extreme

EDITOR: FCC Chairman Newton Minow, in his testimony before the House judiciary antitrust subcommittee last week, expressed a view that seems to me to be interesting in its implications. He defined the public interest as set out in the Communications Act as including the well-being of newspapers.

. . . Since Mr. Minow is not considering licensing newspapers as well as

protecting them by a kind of indirect subsidy, it would seem he is stretching the concept of the public interest.

If newspapers are to get a boost by the granting of valuable licenses over other equally worthy applicants, why not also insure that these publications are in fact operating in the public interest? How about an examination of the readership firms so that newspapers can experience the "tar brush" of congressional investigation?

I hope that if the commission does begin to award broadcasting licenses to newspapers as a boost to their economic misfortunes that it will also encourage the other benefits that go along with operating in the public interest.—*M. C. Topping, assistant professor, Oklahoma State U., Stillwater, Okla.*

Mr. Martin's remarks

EDITOR: In reporting my remarks at the state presidents' conference (BROADCASTING, March 4), your man has placed quotation marks around a statement I didn't make. Since it relates to the sentiments of the membership of the Colorado Broadcasters Assn., I would appreciate a correction.

I did not say that the membership of CBA was "not interested in anything the NAB has to say." What I said was that our membership had requested that our convention program this year omit an appearance by an NAB staff member paraphrasing Mr. Collins. . .—*Bob Martin, president, Colorado Broadcasters Assn.*

[An experienced BROADCASTING reporter made notes when Mr. Martin delivered his remarks. The story has been described as accurate by NAB executives.]

Old diaries not used

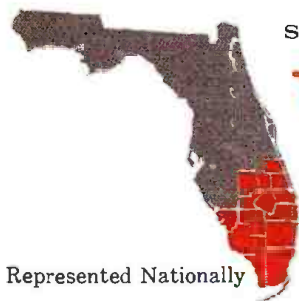
EDITOR: This . . . concerns page 46, March 18 BROADCASTING: ". . . company obtains multiple-market data by using its old sample by referring to diaries stored in warehouse . . ."

Any multiple market composite undertaken by us concerns the problem of sample design and distribution. We do not refer to old diaries for current information on viewing. We do observe the geographic distribution of past samples from tables we have; study Census of Housing data; current set ownership patterns; and then design multiple-market subsamples. Current diaries are then sent such a sample when multiple-market composites are studied. All of this is separate and distinct from local market sample work.

The foregoing is quite different from the statement in BROADCASTING and I believe the confusion comes from the terms of the subsample and past sample distribution in the letter I left with [your reporter] at the hearings. . .—*Allan V. Jay, Videodex Inc., New York City.*



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South Florida's Largest Daily Circulation

WTVJ



A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.



WTVJ
WLOS-TV

WLOS-TV
WEGA-TV
(Affiliate)

LOOK IN AT THE LION'S DEN* when visiting TFE '63 in Chicago, March 30-April 3. That's where you'll find the usual MGM hospitality—and a full complement of TV programs for stations. *MGM Television, Washington Room, Pick Congress Hotel.



LOOK WHO'S BACK* America's favorite light-hearted sleuths are now available for the first time on a market-by-market basis. Get full details about The Thin Man series at the MGM suite at TFE '63. *Phyllis Kirk, Asta, Peter Lawford.



1540 BROADWAY, NEW YORK 19 • CHICAGO • CULVER CITY • TORONTO



Are tv commercial production costs really up?

If a good one-minute tv spot cost \$5,000 to produce in 1958, how much would it cost today—\$5,000? \$10,000? \$15,000?

If you estimated \$10,000 or more, you're probably a client. If you estimated \$5,000 or less, you probably run a production house—and, incidentally, you're probably right!

Of course, total tv advertising costs are rising. Talent re-use payments have skyrocketed as a result of recent contracts negotiated by the Screen Actors' Guild and American Federation of Television & Radio Artists. Talent and air-time costs have gone up, too, along with the cost of living. On the production side some costs are up but others have come down.

Result: It need cost no more to produce good commercials today than it did five years ago.

Why Higher Estimates? ■ If this is true, why are production estimates submitted by agencies so much higher? Because many agencies do not separate true production costs from non-production items. Their production estimates include charges for such non-production things as talent re-use payments, prop items that do not rightfully belong in a commercial production budget. The latter items seem to be increasing in scope and number.

Actual film production costs include only non-recurring items—net to the production house, costs of special services or props, talent session fee, agency commission and local taxes.

This total should be shown separately from the residual costs which are completely dependent on the media buy. For example, if the gross commercial production cost was \$8,000 and the spot was to be used in a one-city test market and had two on-camera performers, the session cost would be \$199.50, including pension and welfare. However, if the same commercial were to be shown for 13 weeks on a prime network show, the session cost would be \$1,092, including pension-welfare.

Agency failure to make clear that residual payments are dependent on the media buy has resulted in the widespread wrong impression that commercial production costs have risen.

Which costs have gone down? Chiefly production house profits. First, as a result of rising overall tv costs, clients are tending to produce fewer commercial spots and run them more often. Second, there has been a rapid increase in the number of companies producing tv commercials. Over 80% of the 236 New York City film producers are less

than two years old.

Buyer's Market ■ The resultant increase in the availability of talent has tended to create a buyer's market. That's why production houses sometimes charge less today for comparable services than they did five years ago despite a 20% increase in hourly rates of production unions.

To meet the competitive situation, they are turning to ingenious production methods, many of which are not only more effective for the product but more economical as well.

There are two good reasons why they can do this: 1) personnel and 2) mechanical. Greater experience, inventiveness and skill on the part of production personnel save time and costly mistakes. And improved equipment, which required a large capital investment, has resulted in reduced studio logistics costs.

For example, magnetic tape has revolutionized sound recording. Now, instead of having to record sound on film, then send it to the lab for developing and printing, which used to take a day or two and often resulted in errors that required costly re-recording, you can record directly on magnetic tape during shooting. Magnetic tape is to sound what video tape is to film.

Miniaturization and new light-weight cameras, lighting and sound equipment have greatly reduced studio and location shooting costs.

And finally the film itself, both black and white and color, has been improved radically. This allows more flexibility in shooting and cuts down on time previously required for critical lighting.

Jet Age Commercials ■ Furthermore, contrary to popular belief, location-shooting costs have actually decreased in many cases. Before the days of jet travel, a crew sent to Florida or the Caribbean during the winter months

sometimes sat around for ten days or more waiting for good shooting weather. Today you can jet crew and talent directly to a guaranteed good-weather location, shoot the footage in one or two days and lower both talent and production costs.

For example, you can transport camera crew, agency producer and one actor from New York to Rio, where seasons are reversed, shoot your footage and bring them all back for approximately \$2,000 (via jet economy flight).

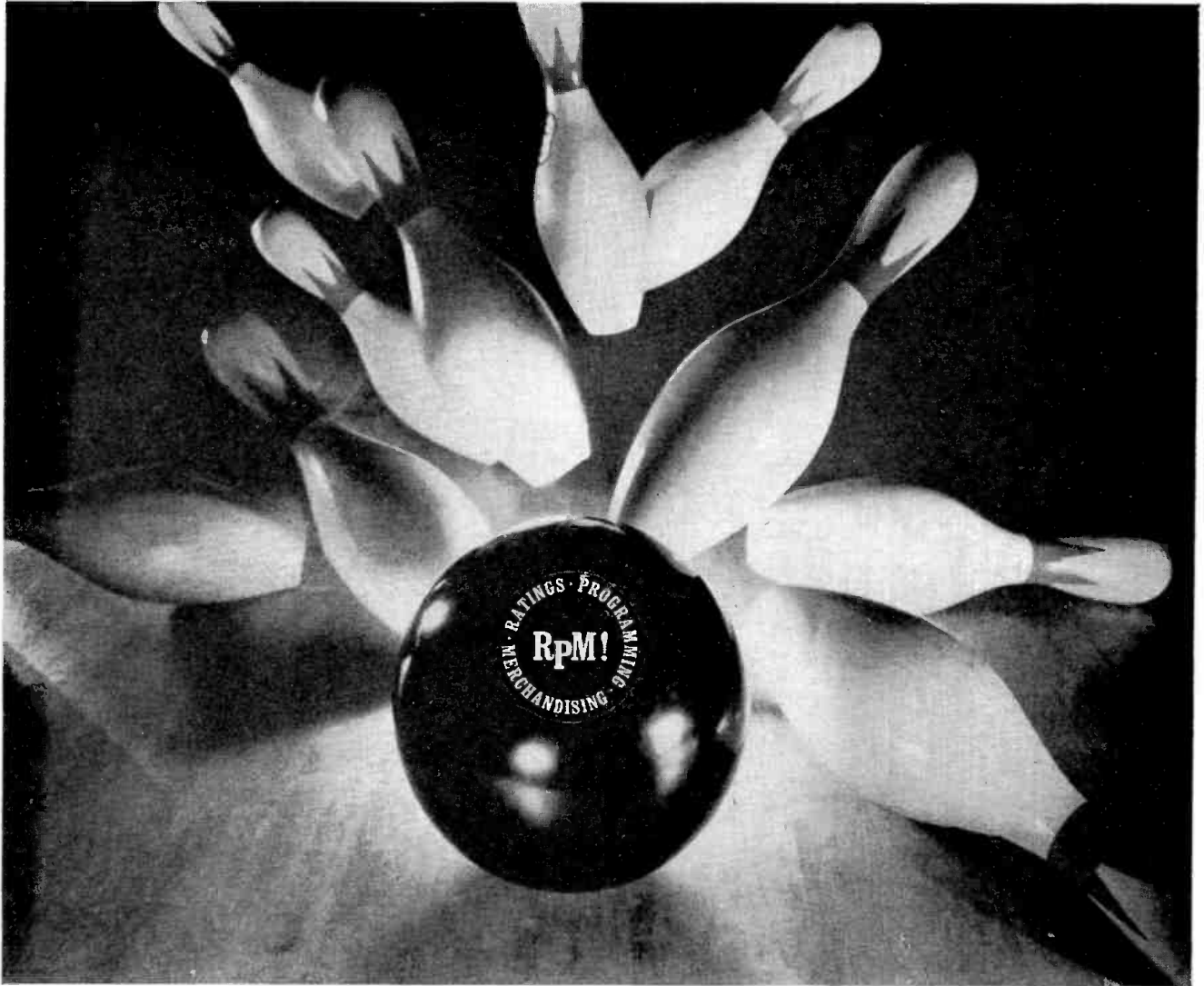
Production houses, in cooperation with the unions, are doing more than their share to hold down tv commercial production costs. Here are several ways the agency production supervisor can save money in large chunks:

1. Schedule shooting during the October-March period and try to avoid the peak production months.
2. Do not insist on using a certain producer when he's already up to his ears. "There's only one man who can do this". . . is a lot of nonsense . . . and can cost a lot of money.
3. Avoid crash-production schedules. Overtime in shooting, editing or lab work doubles the cost.
4. Urge creative staff—writers, artists and producers—to develop inventive new ways of reducing talent re-use payments which may even increase the effectiveness of the commercial.
5. Make multiple use of sets and props whenever possible.

It's true that tv commercial production costs are not higher today than they were five years ago. Prove it to yourself. Pull out a storyboard shot in 1958. Select the right production company and cost it out, applying some of the economy tricks you've learned since then. You may even find you can do it better for less!



Edward H. Mahoney has been in the advertising agency broadcast field for 16 years. Prior to joining Fuller & Smith & Ross Inc. in 1960 as vice president and manager of broadcast, he was vice president in charge of television for Cunningham & Walsh in New York for three years. Before that, he was vice president of commercial tv for Benton & Bowles for eight years. Mr. Mahoney was graduated from Harvard College where he also did graduate study in architecture.



It Takes RPM To Move The Goods!

Ratings . . .

Programming . . .

Merchandising . . .

you get *more* with WELI's RPM Radio! Depend on BIG-Buy WELI for IMPACT in the rich New Haven-centered market! Ten strike!

National Sales: H-R Representatives, Inc.; Boston: Eckels & Co.

WELI/960 THE SOUND OF NEW HAVEN/5000 WATTS

STATION AFTER STATION CALLED THE POLICE!

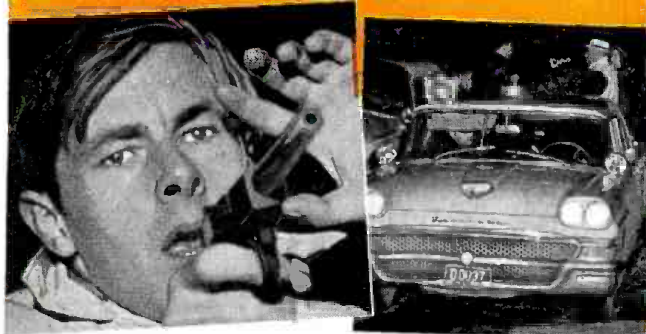
They told Police Chiefs of a plan to televise their Departments in action, in a case that (1) dramatizes the forces that lead to crime and (2) adds a chapter to the record of heroic police service.

...and the Police came running...

More than a score of metropolitan PD's responded enthusiastically. They are bringing before the camera the REAL culprits, the "innocent bystanders", the victims and the officers involved in A REAL AND IMPORTANT CASE IN ITS FILE. Result:

1963's Great Law Enforcement Series

the LEE MARVIN Show



POLICE CHIEF F. C. RAMON, Seattle, states:

"This television series illustrates the desperately dangerous risks the Policeman faces on the job . . . and he faces them for the Community. The citizens should know about this and, above all, should know how they can help."

POLICE CHIEF C. L. SHUPTRINE, Houston, asserts:

"The modern criminal accentuates the demand for up-to-the-minute law enforcement agencies . . . flexible, dynamic and effective. This television program accurately portrays today's Police Departments in action."

Learn details at
UA-TV's Hospitality Room
TELEVISION FILM EXHIBIT
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Chicago, Mar. 30-Apr. 5



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WSB-TV Atlanta
WMAR-TV Baltimore
WHBF-TV Binghamton
WHDH-TV Boston
WSAZ-TV Charleston—Huntington
WLYH-TV Harrisburg—Lebanon—York
WZZM-TV Grand Rapids—Kalamazoo

WGN-TV Chicago
WKRC-TV Cincinnati
WTVN Columbus
WFAA-TV Dallas
WLW-D Dayton
KLZ-TV Denver
WJBK-TV Detroit
WJXT-TV Jacksonville

TV'S MOST POPULAR LAW ENFORCER

Documented Drama
of **THE LAWLESS
AND THE LAW** . .

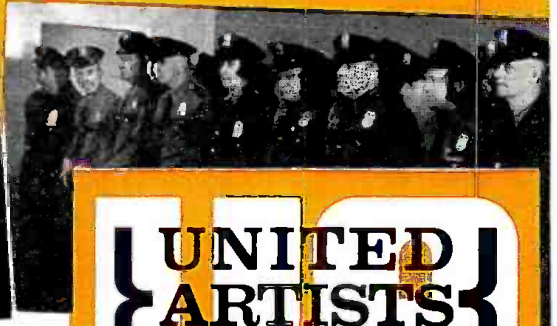
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LEE MARVIN talks
to real lawbreakers,
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Before your viewers'
very eyes, he
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—the "why?" of it
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by The Law.

filmed **WHERE THE LAW
IS BROKEN**
at "the scene of the crime"

—**WHERE THE LAW
GOES INTO ACTION**
at headquarters, on patrol

—**WHERE THE LAW
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Two leading communications systems in Indiana



IN TV: WSJV-TV (28), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne
RADIO: WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne
NEWSPAPERS: *The Elkhart Truth* (Eve.); *The Mishawaka Times* (Morn.)



John F. Dille, Jr., *President*

BROADCASTING, March 25, 1963

NEW TV SHOWS SEEN OVERSEAS TOO

U.S. distributors get \$36 million a year from programs now on networks here; second run sales add another \$24 million

A steadily increasing trend to sales of "on-network" tv series overseas by U.S. distributors is looming as a greater factor in the evaluation of the global market.

This pattern of "on-network" sale is different from "off-network" in that it covers the U.S. distributor sale in foreign markets of tv programs—such as a *Perry Mason* or a *Bonanza*—currently being run on the networks in this country.

Television program distribution internationally already is a near-\$60 million business this year, and it's estimated conservatively that approximately 60% of this amount, or \$36 million, will accrue from the "on-network" area alone.

A check last week of several leading distributors in the U. S. reveals that for many of these top firms, the "on-network" sales practice has supplanted the so-called "off-network" release of programs overseas as the principal revenue source in these markets.

The trend to "on-network," however, is not a new development, and is known to have been started as far back as 1953, and for certain programs the pattern has grown over the years. During the 1962-63 season, in fact, approximately 75% of the three networks' prime-time programs were being sold abroad concurrent to their showing here.

Of the \$60 million base projected by the television division of the Motion Picture Export Assn. for international distribution, the \$36 million in "on-network" distribution is actually considered a conservative estimate. Here are some of the reasons:

- The largest and best-paying international markets, including the United Kingdom, Japan, Australia, Canada and Latin America—are demanding and purchasing the new shows while buying proportionately fewer of the older syndicated and off-network shows—that is, programs which have completed their cycles on CBS-TV, ABC-TV and NBC-TV.

- The most active international marketers—Screen Gems, MCA, NBC Films, CBS Films, and to a lesser extent, the William Morris Agency—are deriving in the neighborhood of 80% of their overseas gross from on-

network sales, because they hold the rights to the programs.

Off-network programs still find a market; but more and more, these productions will find exposure only on stations that cannot afford the newer, more expensive shows and then will face stern competition for time slots with the contemporaneous product.

Prices Low ■ Even the active distributors of on-network programs acknowledge, however, that this growing sales pattern does not necessarily mean that overseas markets will pay more for these new shows. They agree unanimously that prices in virtually all over-

seas air are "unreasonably low" (story, p. 28) and such conditions as quotas, lack of inter-station competition, government monopolies and the availability of U. S. programs in abundance, creating a "buyer's market," have tended to perpetuate prices that U. S. distributors consider inadequate.

Willard Block, international sales manager of CBS Films, pointed out that this emerging pattern has had a subtle but unmistakable influence on depressing prices on occasions, especially for the only moderately successful show. He explained that if a network program is offered one year and not



Investigators snipe at Nielsen researchers

A House Commerce subcommittee had a big day last Thursday taking pot shots, in the name of public service, at the biggest of the television-radio research organizations, A. C. Nielsen Co.

For more than six hours the investigation group headed by Oren Harris (D-Ark.) pried into the methodology of the various A. C. Nielsen Co. broadcast reports (story page 34).

Main targets of the probers were Warren Cordell (left), Nielsen vice

president and chief statistical officer in charge of the services, and Henry Rahmel, manager of the media research division and executive vice president. Others who appeared for the Nielsen firm were George Blechta, client relations vice president for station services, New York, and John Boesel, client relations vice president for national services.

The Nielsen witnesses were roughed up as they gave technical answers to lay queries and backed them up with sheafs of charts.

NEW TV SHOWS SEEN OVERSEAS TOO continued

bought internationally, the buyer will insist upon a reduction in price if the same show is placed on the market the following year. The rationale: the program is old; it's been around.

BROADCASTING's study last week indicated more than 70 programs carried in prime network time have been sold to foreign countries during the current season. The outlook is for a widening of this sales concept in 1963-64. An independent study by one of the leading international distributors, who asked to remain anonymous, reveals that concurrent programming to be offered abroad for next season will amount to a weekly minimum of 12½ hours of comedy, 31½ hours of drama, 14 hours of music variety, four hours of panel shows and 4½ hours of news and public affairs.

Though the "newness" factor mentioned by Mr. Block has been a prime one in accelerating the growth of on-network programs abroad, overseas distributors mentioned other considerations:

- The opening up of stations in key markets has stiffened competition to some extent, and stations and advertisers have insisted on programs they consider "the best," which becomes translated into "the latest."

- There is a psychological dimension in that overseas operators want the programs that are being played in the

number one tv market—the United States—and are unwilling to play "second fiddle." They also want the feeling of decision-making, acting out the role of a programming executive, by picking the shows they predict will be "hits."

- The leading tv film distributors—Screen Gems, CBS Films, NBC Films and MCA particularly—have been active in the global market for years and have "used up" their older properties to a considerable extent. Their pre-eminence in network programming has enabled them to consolidate their leadership by selling their concurrent shows.

Growing Market ■ The practice of buying concurrent programs dates back at least to 1953 when several U. S. shows were bought for Great Britain. Canada and Australia have been on-network purchasers for at least eight years but have stepped up their number in recent years. U. S. distributors observed that in the last three years the United Kingdom, Japan and Latin America particularly have expanded their concurrent programming purchases and this practice has spread, on a more limited basis, to other countries.

In some instances, an overseas broadcaster may purchase a popular U. S. series that has been running on a network for several years, and may either begin to program from the first year's cycle or from the latest year's output. In many instances, an overseas station

will buy the initial output, schedule it 52 weeks a year and eventually "catch up" with the latest episodes.

Lloyd Burns, international vice president of Screen Gems, voiced the view that concurrent programs are demanded particularly in the UK, Australia, Canada and Japan, but said that in Latin America the main consideration is "whether it's a good action-adventure show." He added that it is SG's policy to sell its new, network programs even in smaller markets, irrespective of the low price tag that it may accrue. There is no attempt, he said, to foist a rerun instead of a current SG production on a small-market overseas operator.

Programs for '63-'64 ■ From the buyer's point of view, Charles Michelson, president of Charles Michelson Inc., New York, which serves as purchasing agent in the U. S. for Television Corp. Ltd., Sydney, reported that negotiations now are in progress for programs to be carried during 1963-64. Mr. Michelson noted that Television Corp. generally negotiates for the entire Australian rights to a series and often carries U. S. programs on from four to six stations.

During the spring Ken G. Hall, chief executive of Television Corp. visits the U. S. and screens pilots of upcoming shows and reviews scripts. Starting next month Mr. Michelson and Mr. Hall will evaluate the new programs and by early or late summer will have decided on the purchases they will make of concurrent programs. Mr. Michelson reported that the vast majority of shows bought for Australia are those shown currently in the U. S. but he added that "we do fill in with some other older product and feature films."

One of the unusual aspects of concurrent sales was pointed out by Alvin Ferleger, international sales manager of NBC. He stressed that in Canada, the buyer insists upon pre-release of new products, which means that stations there invariably present U. S. network programs in advance of their showing here. Canadian broadcasters have insisted on this prerogative, because in some areas of the country, particularly those adjacent to Detroit, viewers are able to pick up U. S. programs.

Extra Servicing ■ Another sidelight was noted by Harold Klein, vice president and worldwide sales manager of ABC Films, who pointed out that concurrent programming entails extra servicing, including the distribution of prints and the need for dubbing. The latter consideration is highly significant in Latin America, necessitating a backlog of 13 or more concurrent shows before the dubbing process is started.

Though the major markets for concurrent shows are the big five of the United Kingdom, Latin America, Japan,

Better prices for U.S. programs campaign

The Television Program Export Assn., which represents some of the distributors of U. S. tv shows abroad, is planning to undertake a campaign to increase the prices paid for U. S. programs in overseas markets.

John G. McCarthy, president of the TPEA, announced the project at a news conference in New York last week after returning from a six-week business trip to markets in the Far East, Middle East and Europe. Mr. McCarthy said he would call a meeting of the organization's board of directors shortly to set up a committee of foreign sales managers to work with him on a market-by-market analysis of pricing throughout the world.

Mr. McCarthy said that in many markets of the world prices were "inadequate." He attributed this circumstance largely to quotas and to price-fixing arrangements among buyers of U. S. programs. He was asked by a newsman what steps could be taken to raise prices if overseas buyers continued to resist



Mr. McCarthy

increases. He replied TPEA members were prepared to take "defensive counter measures," but said that only in an extreme circumstance would distributors withhold product from a particular market.



At left the principal negotiator for Screen Gems in program sales abroad, Lloyd Burns (l) stands beside S. W. Caldwell, president of the CTV Television Network in Canada, as Ray Junkin (seated), general manager of Screen Gems (Canada) signs a programming contract with CTV. At right on the Hollywood set of the new Clif-

ford Odets-Richard Boone anthology series scheduled for NBC-TV next season, Alvin Ferleger (2d from right), NBC International sales manager, discusses overseas sales plans now being made for the series with (l to r) Mr. Boone, Mr. Odets and Marvin Goodman of the NBC International staff.

Australia and Canada, sales have been made in other markets, including Germany, Italy, Sweden and the Philippines.

Richard A. Harper, director of features and syndicated sales for MGM-TV, reports that the company's *The Eleventh Hour* has been sold in Finland, Manila, Nigeria and Italy as well as Canada and Latin America while *Sam Benedict* has been sold in Manila and Italy as well as in Great Britain and various Latin American nations. Mr. Harper noted that sale of concurrent programs poses certain problems because of dubbing and shipping, and adds to already-heavy print costs. But he acknowledged it's a growing practice and one under which the distributor must operate in the future.

Tom Seehof, eastern sales manager of Desilu Sales Inc., reported the company has had "excellent results" with *The Untouchables* and *The Lucy Show*. Thirteen countries in Latin America have bought *The Untouchables* and other sales were in the Philippines, Australia, Japan, New Zealand, Lebanon, Sweden, Germany and Canada, he said. Sales on *Lucy* have been made in Australia, the Philippines, Japan, Great Britain, Germany, Malta, Nigeria, France and Canada.

In general, distributors agree that the emerging pattern is for the older, off-network and syndicated properties to find acceptance in new and/or less developed markets of the world, while the newer, on-network shows are sought

and bought in the older, established and flourishing television operations. But officials can point to deviations from the norm in certain countries for certain shows.

A representative list of prime-time, concurrent programming with the name of the international distributor follows (based on available information):

ABC Films: *Ben Casey*, *I'm Dickens-He's Fenster*, *Ozzie and Harriet*, and



Perry Mason's voice in Japan is supplied by actor Hideo Sato, whose voice has been dubbed into the series for the four years it has been playing in that country, which stresses concurrent network shows.

Combat.

CBS Films: *Rawhide*, *The Defenders*, *Have Gun—Will Travel*, *Beverly Hillbillies*, *Perry Mason*, *The Nurses*, *G. E. True*, *Gunsmoke*, *Eyewitness*, *20th Century*, *Twilight Zone* and *CBS Reports*.

Desilu: *The Lucy Show*, *Fair Exchange* and *The Untouchables*.

MCA: *Jack Benny Show*, *Alfred Hitchcock Hour*, *Mr. Ed*, *Wagon Train*, *Leave It to Beaver*, *My Three Sons*, *Wide Country* and *International Showtime*.

MGM-TV: *The Eleventh Hour* and *Sam Benedict*.

William Morris Agency: *The Rifleman*, *Saints and Sinners*, *Lloyd Bridges Show*, *Danny Thomas Show*, *Andy Griffith Show*, *Dick Van Dyke Show*, *New Loretta Young Show*, *Ensign O'Toole*, *Mc Keever and the Colonel*, *The Real McCoys*, *Sing Along with Mitch* and *Joey Bishop Show*.

NBC Films: *Bonanza*, *It's A Man's World*, *Don't Call Me Charlie*, *Dr. Kildare*, *Dick Powell Theater*, *Laramie*, *Jack Paar Show*, *Andy Williams Show*, *NBC White Papers*, *The World Of—*, *David Brinkley's Journal* and *Chet Huntley Reporting*.

Screen Gems: *The Jetsons*, *Dennis The Menace*, *Empire*, *Route 66*, *The Flintstones*, *Our Man Higgins*, *Naked City* and *Donna Reed Show*.

20th Century Fox TV: *Dobie Gillis*.
United Artists Television: *Stoney Burke*.

Warner Bros. TV: *Cheyenne*, *Hawaiian Eye* and *77 Sunset Strip*.

ARB updates its television homes figures

Of the 54,901,900 homes in the United States, 90% are television homes according to estimates released last week by the American Research Bureau.

The state and county breakdown shows 49,581,000 tv homes as of July 1962, based on ARB's updating

procedures using May 1962 regional census data for each county and state. The figures are for use in ARB reports Jan.-Aug. 1963.

On Dec. 17, 1962, BROADCASTING printed the A. C. Nielsen Co. complete county-by-county radio and television ownership estimates as of

September 1962. Nielsen listed 50,003,300 television homes, 91% of an estimated 55,092,400 homes.

(The Nielsen figures include Alaska; the ARB figures do not.)

The state-by-state figures, which are available in county form in the ARB booklet, follow:

UNITED STATES TELEVISION HOMES*

STATE	TOTAL HOMES	TV HOMES	TV %	STATE	TOTAL HOMES	TV HOMES	TV %
Alabama	900,800	730,700	81	Nevada	99,400	87,300	88
Arizona	409,800	352,900	86	New Hampshire	187,600	174,500	93
Arkansas	530,800	436,700	82	New Jersey	1,900,400	1,816,400	96
California	5,369,600	4,920,800	92	New Mexico	266,300	224,300	84
Colorado	546,400	488,700	89	New York	5,383,100	4,961,200	92
Connecticut	795,000	748,700	94	North Carolina	1,232,500	1,040,100	84
Delaware	135,000	124,300	92	North Dakota	177,300	160,300	90
District of Columbia	250,400	216,000	87	Ohio	2,938,900	2,759,300	94
Florida	1,704,200	1,478,000	87	Oklahoma	754,600	672,700	89
Georgia	1,094,300	921,900	84	Oregon	575,400	509,800	89
Hawaii	162,400	136,500	84	Pennsylvania	3,426,400	3,190,000	93
Idaho	202,800	182,400	90	Rhode Island	262,200	250,400	95
Illinois	3,179,100	2,930,400	92	South Carolina	613,100	500,800	82
Indiana	1,417,200	1,307,500	92	South Dakota	199,700	179,300	90
Iowa	853,000	787,600	92	Tennessee	1,027,300	873,500	85
Kansas	687,900	622,500	90	Texas	2,885,400	2,542,700	88
Kentucky	870,500	723,900	83	Utah	253,700	232,100	91
Louisiana	922,600	800,800	87	Vermont	113,100	103,700	92
Maine	292,000	270,400	93	Virginia	1,119,200	963,100	86
Maryland	906,300	844,200	93	Washington	921,400	836,200	91
Massachusetts	1,582,600	1,493,900	94	West Virginia	515,400	446,500	87
Michigan	2,303,000	2,169,300	94	Wisconsin	1,182,200	1,101,900	93
Minnesota	1,020,000	925,700	91	Wyoming	103,400	86,600	84
Mississippi	586,500	430,000	73	TOTAL HOMES			54,901,900
Missouri	1,391,600	1,243,700	89	TOTAL TELEVISION HOMES			49,581,000
Montana	205,600	174,100	85	TELEVISION PERCENTAGE			90%
Nebraska	444,500	406,700	91	*Excluding Alaska			

Business briefly . . .

The Institute of Life Insurance, through J. Walter Thompson, New York, will sponsor *American Landmark: Lexington-Concord*, an NBC-TV news special to be telecast Sun., April 21 (8:30-9 p.m. EST).

Scholl Mfg. Co., Chicago, through Donahue & Coe, New York, will participate in ABC-TV daytime shows: *Jane Wyman Presents, Who Do You Trust?, Father Knows Best, Day in Court, General Hospital, Seven Keys* and *Queen for a Day*. A two-month flight of five announcements a week is planned, beginning April 29.

Foremost Dairies, San Francisco, will begin a 13-week tv-radio campaign on April 1 to promote its new milk cartons carrying comic strips on the sides. The company declined comment on details of broadcast campaign. Agency: Guild, Bascom & Bonfigli, San Francisco.

I. Rokeach & Sons, Carlstadt, N. J., has purchased 250 radio spots on New

York City and Newark, N. J., stations for its Passover campaign, commencing today (March 25). The spots will run during a two-week period on WOR, WHN, WEVD, WQXR and WINS, all New York, and WVNJ Newark. Agency: Co-ordinated Marketing Agency, New York.

Reynolds Metals Co., Richmond, Va., has signed for an alternate weekly hour of the new *The Richard Boone Show* on NBC-TV next season. The show goes into the Tuesday, 9-10 p.m. period. Lennen & Newell is the agency.

Philadelphia agencies merge

Gresh & Kramer Adv. and Harold S. Gilbert Adv., two Philadelphia advertising and public relations agencies, have completed arrangements for a merger, it has been announced by Bernard J. Kramer, president of the former company, and Mr. Gilbert.

The new organization will retain the name of Gresh & Kramer and will remain at 1717 Sansom St. Mr. Gilbert will assume the title of vice-president.

Chesebrough-Pond's groups its accounts

Chesebrough-Pond's Inc., New York, has completed consolidation of its advertising activities with the appointment of William Esty Co. to handle its Q-Tips cotton swabs and cotton balls and J. Walter Thompson as agency for its Cutex line of cosmetics.

The new appointments now place all of the firm's cosmetics with JWT and its proprietaries with Esty. Lawrence C. Gumbinner previously handled the Q-Tips account while Doherty, Clifford, Steers & Shenfield the Cutex products.

The move was tailored to conform to Chesebrough-Pond's domestic realignment during 1962, when the company divided its marketing operation into two segments, the cosmetic division and the proprietaries and specialties division.

Rep appointments . . .

- Dixie Network: Grant Webb & Co., West Coast regional representative.
- KAPR Douglas, Ariz.: Elisabeth M.



"PUBLIC SERVICE AT ITS BEST"... *VARIETY*

The power of television was never more dramatically demonstrated than when WBNS-TV took 100,000 Central Ohioans into already overcrowded Ohio Penitentiary. The shocking conditions, accentuated by too many people, too few opportunities for rehabilitation, need attention from the Ohio Legislature. To date, mail received at WBNS-TV indicates the Legislature will hear plenty. This kind of editorial impact is what makes television the medium that gets things done, and WBNS-TV the prime mover in the community.

WBNS  TV
Born and raised in COLUMBUS, OHIO

STEEL JUNGLE

Narrator: Bill Pepper
Producer-Writer: Tom Dorsey
Director: Jack Hunter
30 mins. Wed. 8:30 p.m.
PARTICIPATING
WBNS-TV, Columbus

Overcrowded conditions and inadequate facilities for rehabilitation of the 4,000 prisoners in the Ohio Penitentiary at Columbus were highlighted in this one-shot teleumentary. Despite the violence indicated by its title, "Steel Jungle" was a non-sensational look at the chronic bad environment in which convicts exist behind the grim walls of the state's maximum security prison.

Well-written by producer Tom Dorsey, ably directed by Jack Hunter and narrated with interest by Bill Pepper, the filmed half-hour show gave viewers a new insight into prison life. Stan Vingle's lensing, done under adverse conditions, was noteworthy. His camera poked into cell blocks, the chapel, gym, workshops and dining halls.

An unidentified prisoner, off-screen, keyed the effect that the big house has on its inmates when he said "It scared hell out of me when I first came here." The Dorsey script said changes for the better must come from public demand. Revision of parole regulations is needed, he indicated. "Prison without hope is a failure," he said.

"Steel Jungle" was filmed with the cooperation of Warden E. L. Maxwell and Maury Koblenz, director of the state's Division of Mental Hygiene and Correction. It is an example of public service at its best.

Popo.

Beckjorden, New York, as national representative.

▪ WHLD Niagara Falls: Mort Bassett & Co. as representative.

▪ WNEG Toccoa, Ga., WLYB Albany, Ga., WVNA Tusculumbia, Ala., and WINI Murphysboro, Ill., appoint Hal Walton & Co. as representative.

NBC-TV easing back on product protection

A new modification on product protection has been made by NBC-TV. Advertising agencies were told of the two changes which went into effect earlier this month.

An advertiser that has a minute participation in a program no longer receives product protection in an adjacent network show, and opening and closing billboards placed both in the daytime schedule or in participation shows no longer have product protection.

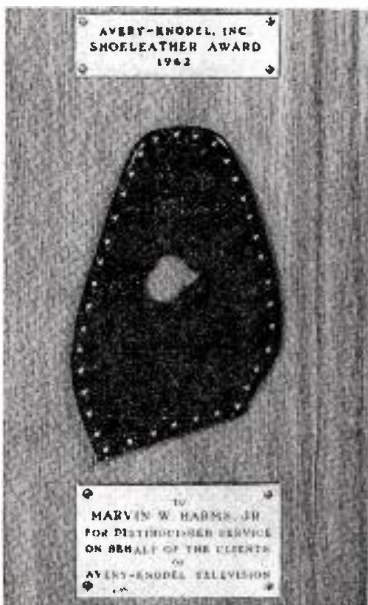
The changes are seen as a continuing trend narrowing the spacing, or protection of advertised products from competing or related products on network tv, particularly the minute advertiser.

In fact, NBC noted the policy revision was necessary because of the continued increase in the number of minute advertisers in network television.

What complicates product protection is the practice of rotating minutes within such program blocks as motion pictures in prime time (next season, as this, NBC-TV will have two such movies, Mondays and Saturdays).

Also in advertising . . .

Expansion planned ▪ Ralph Bing Adv. Co., Cleveland, has moved to the top floor of that city's Park Bldg., Public Square. The Bing agency had been located in the Frederick Bldg., East Fourth St., for the past 17 years. Its present move reportedly is to accommo-



Harms gets half-sole

The mounted half-sole of shoe leather pictured above was presented last week to Marvin W. Harms Jr., assistant tv sales manager of Avery-Knodel Inc.'s Chicago office, in recognition of his service on behalf of A-K clients.

J. W. (Bill) Knodel, president of the company, conceived the Shoelather Award because, he said, "You can look at the bottom of a salesman's shoes and it will tell you as much as you want to know."

The plaque will be displayed at A-K's Blackstone Hotel suite during the NAB convention.

date recently acquired business and will entail the hiring of additional personnel. Ralph S. Bing is agency's president.

New agency ▪ Gradle & Briggs, new advertising and pr firm, has been

formed by Michael W. Gradle and Carl Briggs, with executive offices at 17100 Ventura Blvd., Encino, Calif. Telephone is 789-5441. Mr. Gradle, formerly manager of advertising and promotion for KNBC (TV) Los Angeles, and previously with Foote, Cone & Belding; Crowell-Collier and Needham, Louis & Brorby, is president of the new firm. Carl Briggs, veteran advertising and pr man whose background includes service with the Richard Prosser Agency, Arnoux Corp., Security Title Insurance Co., Grove Mortgage Corp. and Pacific Public Relations, will be vice president. Leonard Murphy, with financial industrial experience, will be secretary-treasurer.

New Walton offices ▪ Representation firm Hal Walton & Co. with headquarters in New York has announced the opening of new sales offices in Los Angeles at 1540 N. Highland Ave.; in San Francisco at 681 Market St. and in Atlanta in the William Oliver Bldg.

A new VPI ▪ VPI of California has been established by VPI of New York, tv commercial production company. Peck Prior, formerly vice president and general manager of Don Fedderson Commercial Productions, is president of VPI of California, which has opened offices at 1515 N. Western Ave., Hollywood 28. Telephone is Hollywood 6-8691. The eastern and western organizations are operating in close alliance, with directors interchanged as the work demands.

Harper describes changes in marketing concepts

The concept of marketing has changed from the "we make it, you sell it" theory to one of "consumer preference built into a producer's design." This is how Interpublic Inc. President Marion Harper Jr. described the impact of automation in marketing to the Sales-Marketing Executives of Chicago last week.

"The essence of marketing is communications," said Mr. Harper, who is also chairman of the board of the American Assn. of Advertising Agencies. "The operation of business today has become, more and more, the management of information . . . we are dealing far more with data than with things," he said.

Harper foresaw the day when "programmed effort will drive out non-programmed effort," or the era of the "punch card."

He stated that the principle of feedback—relaying information from various stages of a process to a central control—has already been applied in marketing, in inventory and warehousing; and increasingly it would come to play a role in product development, advertising, sales promotion and selling.



Dale Moudy's spreading the word:

"WING, the colossus of Dayton Radio and an Air Trails station, is an à la Carte subscriber. This is radio programming at its very best . . . a great sound." Hear it with Milt Herson and Marv Kempner in Suite 1119A, Conrad Hilton Hotel.

Mark Century Corporation
6 West 57th St., N. Y. 19, N. Y. CI 5-3741

This is Atlanta...



and she just turned 21!

Atlanta has just jumped to 21st position as a television market in Sales Management's* "Survey of Television Markets". The rank is based on Nielsen's average nighttime circulation, which shows a high achievement of potential by WSB-TV—the dominant station in the Atlanta market.

*Copyright Sales Management Feb. 1, 1963 Survey of Television Markets; further reproduction is forbidden.

WSB-TV

Channel 2 Atlanta

Represented by

Edward Petty & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

Is Pulse running a 'con game'?

REP. HARRIS ASKS THAT QUESTION, THEN PUTS NIELSEN ON HOT SEAT

The accuracy of audience ratings on which \$900 million dollars worth of tv and radio timebuying depends was challenged last week by a House Commerce subcommittee.

Chairman Oren Harris (D-Ark.) and his colleagues spent a busy week probing the methodology of A. C. Nielsen Co. and the Pulse Inc. ratings. The questioning was rough at times in the manner of congressional investigations—so rough that The Pulse Inc. was inferentially termed “a con game” by Chairman Harris.

Last Thursday the Special Subcommittee on Investigations turned giant killer, subjecting Nielsen executives to questioning that challenged the authenticity of that company's methods and

David J. Mahoney, executive vice president of Colgate-Palmolive, reiterated his suggestion that networks should give guaranteed circulation (BROADCASTING, March 11) but voiced willingness to stay with the present ratings system.

Mrs. Dorothy Rabell, KITT (FM) San Diego, Calif., complained that Pulse ratings don't adequately report fm coverage.

Ross Baker, KCCO Lawton, Okla., said an isolated Pulse report hurt his ratings and cut sharply into local and national business.

After hearing the parade of witnesses, the subcommittee kept indicating it wants answers to a single question, “Are broadcasters, advertisers and pub-

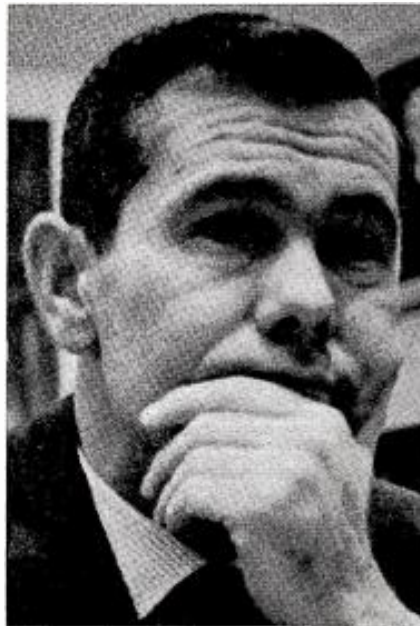
Nielsen reports.

His comments were so fiery that Chairman Harris pointed out the subcommittee really wasn't attacking Nielsen witnesses or the company but merely felt it had a duty, after five years of study, to raise questions about Nielsen and other survey firms.

“Insofar as the networks are concerned,” he said, “90% of the information they rely on comes from your [Nielsen] company. If this is true, and if networks produce \$800 or \$900 million of advertising per year, your work is very important. We are entitled to raise questions about the methodology and use of statistics. We are not attacking you ‘as such.’ We have developed some interesting things—most-



David Mahoney



Johnny Carson



Dr. Sidney Roslow

hinting that it's possible to rig Nielsen's mechanical devices (Audimeter and Recordimeter-Audilog diaries).

And the Thursday probe wound up with open hints that the Nielsen executives hadn't seen anything yet. Although no definite information was supplied on what was still to come, it was obvious that nearly two years of investigating by subcommittee staff investigators have unearthed material from former Nielsen field men and meter-equipped homes that will maintain interest in the hearing.

Nielsen and Pulse were the main targets last week. Several witnesses testified as to their personal views on ratings in general:

lic defrauded by faulty or inadequate ratings.”

Rep. John E. Moss (D-Calif.), obviously seething with indignation, said at the end of a long Nielsen probe Thursday evening that Nielsen had advertised that it had “complete compatibility” among its station, radio and tv data; yet subcommittee testimony showed they are sharply at variance and unreliable. He said it's the use these ratings are put to that counts, claiming Nielsen induced advertisers, stations, networks, agencies and others to rely on its reports in buying time. He added a dark threat promising revelations to be made later on about the

ly interesting things about other people. We can be helpful to the public and the country. We hear talk of censorship. When you realize that programming companies and stations and individuals rely on what they get from you, you can see how far-reaching it is.”

Bog of Statistics ■ The Thursday hearing bogged down in statistics centering around suggestions by subcommittee members that Nielsen has used the coverage of 50 kw stations as reported by its mechanical recorders as a sales device. The apparent inference was that the nature of the radio band's variable tuning across a dial could be

used to influence the inner mechanical devices of recorders and thus give a break to 50 stations.

The probe took an unusual turn when a key Nielsen witness, Henry Rahmel, executive vice president and media research manager, asked a spectator if his network had been so approached. The witness, Harper Carraine, CBS Radio research director, denied he had ever been given any advice or suggestions along this line.

Another long exchange at the Thursday hearing was based on purported discrepancies in Nielsen local and national radio data on two programs, *Speaking of Sports* and *Alex Dreier* on ABC Radio. Earlier testimony by Robert R. Pauley, ABC Radio president, was recalled by the subcommittee to show discrepancies between Nielsen's local and national surveys (BROADCASTING, March 11). Mr. Pauley had cited a 1961 Nielsen station index that showed a Dreier program with 371,000 homes on 218 ABC stations whereas Nielsen's local reports covering 17 ABC stations

Main Nielsen witnesses were Mr. Rahmel; Warren Cordell, vice president and chief statistical officer in technical charge; George Blechta, client relations vice president for station services, and John Boesel, client relations vice president for national services.

Mr. Rahmel emphasized that Nielsen, in serving advertisers, agencies, broadcasters and program producers, provides a breadth of information that extends beyond simple audience-size or ratings information. He urged the committee to make a clear distinction between questions concerning commercial broadcasting programming policy and questions dealing with the validity of broadcast audience measurements. His detailed explanation of U. S. Census Bureau 400-home samples brought broad questioning from the subcommittee. He said relatively small samples, properly selected, can provide precise estimates. And he stressed the word estimate is "a term of art in the lexicon of statisticians," subject to recognized sample tolerances that are included in Nielsen reports.

homes with Nielsen meters are "conditioned" by presence of the devices. Investigating congressmen became involved in the use of don't-answer and busy-signal homes in the base of telephone coincidental surveys conducted by Nielsen for checking purposes. Nielsen's own figures showed extremely close similarities for its own station index and its checkups via telephone coincidentals.

Members of the subcommittee were violently critical of Nielsen witnesses' presentation of a series of charts showing viewing and listening habits during special events and comparisons of audience habits by a series of breakdowns. They said they weren't interested in what Nielsen was selling but rather in the way the material was gathered and processed. "You have showed us many documented uses without determining if the tools of measurement are valid," Rep. Moss said.

Getting down to Audimeter film reports, the subcommittee asked about operation of the Nielsen field staff. Field men make eight calls per year



Henry Rahmel



John Boesel



George Blechta

showed the same program reached 368,206 homes.

Nielsen Tolerance ■ Nielsen witnesses contended the figure, and another purported discrepancy involving *Speaking of Sports*, were well within the sample tolerance.

All day Thursday subcommittee members sniped at Nielsen's witnesses on the ground they were giving long, technical explanations dealing with stacks of charts. In turn the witnesses said they were merely stating the methodology behind development of samples used for local and nationwide reports. At one point Chairman Harris said Nielsen witnesses were filibustering.

Different ways of obtaining research data were explained by Mr. Rahmel—face-to-face questioning, telephone, telephone or face-to-face recall, diary records and meters. After reviewing the history of the three-decades-old Audimeter, he explained Nielsen's newer Recordimeter-Audilog technique. This is based on a machine that registers when the set is turned on (without specifying stations) augmented by detailed diaries of the home's tuning.

'Conditioned' Homes? ■ The subcommittee was irked by the technical explanations of charts given by Mr. Cordell, who dealt with methodology. He contended there is no evidence that

in Audimeter homes, the subcommittee was told, and ways of calibrating meters and trouble-shooting were outlined. Field supervisors do their own checking, too, it was stated.

About 10% of Audimeters don't work or present unusable data, Mr. Rahmel said. When Mr. Cordell submitted a 300-page report on a Nielsen checking study with the observation, "This is an unusual report for us in that it gives everything," Chairman Harris scolded the audience for its laughter.

Robert E. L. Richardson, special subcommittee counsel, entered the questioning late Thursday, asking about bias



Ross Baker



Warren Cordell



John Box

and operation of the field men. He and subcommittee members wondered if a few Audimeter homes could be influenced by outsiders and sharply affect Nielsen data.

Asked about pay for field men, Mr. Rahmel said the average was \$600 a month, plus expenses and an auto. Mr. Richardson asked if pay started at \$1.25 an hour but Mr. Rahmel said the figure applied to a former contract. Then Mr. Richardson asked if field men were paid according to the amount of usable film received at the Nielsen main office. Mr. Rahmel said this was the case, describing it as based on efficiency.

Could Reports Be Faked? ■ A long colloquy followed on the possibility field men could run test checks and fake an Audimeter report by conducting a fake run in their own homes. Mr. Rahmel conceded the chance of dishonesty but emphasized that checkups are careful. He said 88% to 92% of home tapes are usable.

Other questions deal with the length of time the 1,100-plus meters have been in homes, Mr. Richardson hinting some have been in the same homes since 1947. Mr. Rahmel said there is a 12% turnover in homes having meters. Counsel followed with the hint some people might be willing to pay up to \$10,000 to know where meters are located, saying he could show 30 examples where homes have been located.

Rep. Moss confessed he was baffled at the type of people who would allow a Recordimeter in their homes, "buzzing and blinking, all for \$1 a week." He asked "Is this home typical?" Mr. Rahmel said Nielsen has data showing the metered audience is a good cross-section.

Mr. Blechta said Nielsen has matched

Audimeter and Recordimeter-Audilog (diary) panels of around 1,100 homes each, plus a national panel and local measurements adding up to 44,000 homes recording reception in over 200 tv and 32 radio markets.

A. C. Nielsen, founder of the firm, and A. C. Nielsen Jr., president, were not present at the hearing.

Criticism Hits Pulse ■ The testimony of Dr. Sydney Roslow, president of The Pulse Inc., concluded Wednesday with a barrage of sharply critical statements by subcommittee members and a professional statistical consultant.

Chairman Harris told Dr. Roslow that while he didn't want to be unfair,

Pulse's rating service "appears to me to be a con game."

Rep. Paul G. Rogers (D-Fla.) said the measurement firm's record had shown him one of "the most shocking examples that I have seen of supposedly a legitimate business."

Rep. J. Arthur Younger (R-Calif.) said he was "hopeful" Dr. Roslow would refund money to subscribers for receiving payment "under false pretenses."

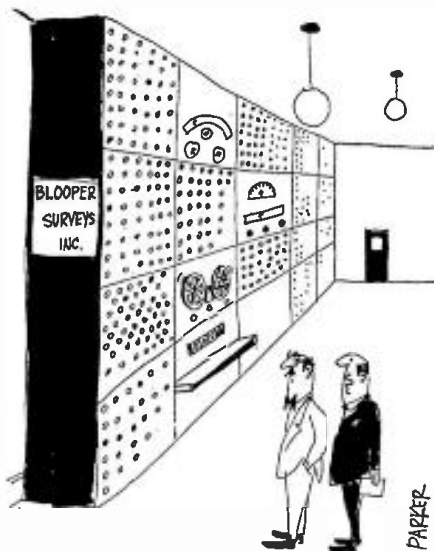
Dr. Herbert Arkin, professor of business statistics at the City College of New York and special consultant to the subcommittee, testified that Pulse uses "highly questionable techniques" and recommended an auditing system be established to provide some control over reliability of rating survey information.

In an opening statement Tuesday, Dr. Roslow said his firm attempts to do a conscientious job. "We do not believe that unfounded charges should be spread on the public record before the business involved is given an opportunity to submit its point of view," he said.

At the conclusion of his testimony Wednesday, and after he had listened to the subcommittee's strong criticism, Dr. Roslow was asked by a reporter if he had any comment to refute charges raised about his company. The Pulse president said he had no statement to make.

When Dr. Roslow admitted that Pulse formerly used a weighting process (described as a "trade secret") which it applied to audience share figures that changed more than 50% from one report to the next, Mr. Richardson charged that the "secret" was merely an arbitrary method which allowed Pulse to adjust figures any way it wanted.

Dr. Roslow said neither the FTC nor



Parker in the Washington Post

"That does it . . . Who's going to tell the subcommittee chairman his tv appearance scored the lowest rating ever?"



Have you ever heard of our "Party Line"?

WE don't want to spoil it by trying to compress the whole story of our "Party Line" program into this brief space.

Suffice it to say here that "Party Line" is a participating program on the most popular TV station anywhere *near* the great Red River

Valley. It is producing big results for some big advertisers. For example, we recently offered a Party Line Pattern Book, at \$1 a throw. Result: 14,928 copies!

Ask PGW, will you? They have the whole story of this spectacular program.

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives



JOHN P. BLAIR
PRESIDENT JOHN BLAIR & COMPANY

"Our contemplation of our own accomplishments during the past twenty years must be tempered by a realization of the importance of the contribution of the stations we represent to our success — not just that they have paid us our commissions, but that they have worked with us, suggested, advised, responded to suggestions and advice. Perhaps our happiest accomplishment is that we have been able to work in effective partnership with able broadcast station managements, to the mutual profit of stations and ourselves. And perhaps our happiest augury for the future is the continuation of this teamwork toward the benefit of the national spot industry."

John Blair—April, 1953

These are the words we used to describe our 20th Anniversary in April, 1953. Now on our 30th Anniversary, it is interesting to me to see that they have just as much meaning today as they did ten years ago.

Ours is a personal service company. We have no factories, no warehouses, no inventories. What we do have are people, capable people, and our success as a Company depends entirely on them.

In looking back over our 30 years of radio and television representation, I feel that we have been exceptionally rewarded by our association with outstanding broadcasting management people. They have worked with us very closely; they have advised us, consulted with us, responded to suggestions and recommendations. In short we have been able to form a working partnership of the greatest effectiveness with each of the stations we represent. As I stated in 1953, this is perhaps our happiest accomplishment.

We have been more than fortunate in the caliber of the people we have attracted to our organization. They are able, dedicated people whose primary interest is to do the best possible job for the stations with which they work.

By far the largest part of the compensation of the Blair salesmen comes from an incentive commission plan which Blair initiated when the Company was formed and which is well known to the industry. To put it

plainly, the salesmen earn more as they sell more. Furthermore, each of the salesmen and department heads is a stock holder in the Company. All of the stock is owned by active employees of the Company. It is this type of compensation plan along with Company ownership which creates the enthusiasm and the drive which inevitably result in increased sales and a faster rate of growth and progress for the stations.

It should be noted here that the closeness of the relationship between John Blair and Company and station management is probably greater than that of any other similar business. We take an intense personal interest in the operation of the stations represented and have been instrumental in the development of their businesses. By the same token, the operators take an intense personal interest in the development of our Company.

Many years ago we began to build our service departments and they have now, after 30 years, evolved into a very important function in our total operation. These departments work with stations in research, programming, promotion, public relations and advertising.

However, the service departments have another function — that is, to help the salesmen sell. Every project undertaken by any of the service departments must have a direct effect on sales.

We have always felt that a major effort on the part of this Company should be the creation of new business on an industry-wide basis. To this end, five years ago we created the Blair Group Plan; an entirely new method of selling spot radio, principally to advertisers who had not been users of the medium. The plan has been outstandingly successful and has brought many new advertisers into profitable use of the medium. The details of the Plan are by now well known to the industry. We have implemented it with a complete department, with specialized salesmen, estimators and coordinators to make it an efficient and hard-hitting sales device. In addition, the entire radio organization is intimately concerned with the promotion of the Blair Group Plan. In our opinion this Plan is making a very important contribution to the growth of the spot radio industry, through its exposure of the powerful influence of radio to all key advertisers.

In television, we have developed an important creative sales device in the Test Market Plan, which enables an advertiser to assess accurately the results of a spot television campaign. Literally hundreds of advertisers and agencies have employed this plan with outstanding results and have been encouraged in their use of spot television through it.

As we move into our 31st year, already three major projects which will benefit the entire industry have been announced and are in motion. The first is Radio '63; a compelling demonstration of the effectiveness of spot radio, particularly the Blair Group Plan. The second is a national research study which demonstrates the continuing strength of radio.

Similarly, Blair Television is redoubling its efforts in the special projects department. This department, new to the representative field was created in 1962 to encourage the sale of local programs especially in the field of live public affairs broadcasts on the local level, civic events, of high local interest, sports and other local activities of this general nature. Already considerable interest has been created among important national advertisers because of the strong local interest which is generated in their products. As this interest expands through the efforts of the special projects department, the revenue potential for stations will obviously grow.

In our fourth decade, we are confident that continuing vigorous activity of this nature in the interests of our Company, our represented stations and the industry will be a major factor in keeping broadcasting strong and prosperous. We know that our work in this area will continue to receive the enthusiastic support of the stations we represent as it has in the past, and the mutuality of endeavor among the stations and ourselves will continue at a very high level.

John Blair, President



ARTHUR H. MCCOY
PRESIDENT BLAIR RADIO

DAVID LUNDY
PRESIDENT BLAIR TELEVISION

Pulse method changes detailed by Roslow

Dr. Sydney Roslow, president of The Pulse Inc., last week told a House subcommittee investigating broadcast measurement firms (see page 34) that his company has made "rather significant" changes in its methodology since signing a consent order with the Federal Trade Commission in December (BROADCASTING, Jan. 7).

Some of the changes Dr. Roslow described:

- Sample size is reported in detail.
- Control of supervisors by Pulse has been strengthened from a contractual to an employer-employee relationship.
- All interviewing is performed after 6 p.m. This reduces not-at-home experiences and ends hearsay reports because more people are at home during evening hours and can describe their own listening habits.

- Interviewers are required to make one revisit to question persons absent on initial visits.

- Questionnaires now list all respondents by sex and age, and all listeners in visited households are included.

- Interviewers are required to check each aided-recall questionnaire to indicate that station program rosters have been shown to interviewees.

- All questionnaires must be initialed by respondents.

- Postcards sent to listed interviewees (as a check on interviewer performance claims) request more information about interviews than in the past.

- Interviewers now are evaluated by their field supervisors.

- The rating firm furnishes supervisors composites of each interviewer's raw data.

the Madow committee had criticized his firm for weighting. Chairman Harris said, "I don't care. I don't like you to tell me that this is a trade secret when you can't even define it."

A comparison of staff tabulations of

Pulse interviews in Louisville for November 1961 with published Pulse results for that period showed wide variances in many cases. "It just goes every-which-way," Mr. Richardson said. WLOU Louisville, which features Ne-

gro programming, was given half its actual share of audience by Pulse, he said.

Dr. Roslow said the weighting was an "unfortunate policy" and was discarded in June 1962 because it wasn't sophisticated enough for automation.

"You rather amaze me that after 21 years [Pulse was founded in 1941] you had not gained sophistication," Rep. Moss commented.

The subcommittee revealed a failure of Pulse to supervise effectively its sample execution and field work when Mr. Richardson showed that some interviews were being conducted repeatedly in counties in the wrong state.

Clark and Floyd are Indiana counties which, with Jefferson County, Ky., comprise metropolitan Louisville. But investigation disclosed that Pulse has been regularly interviewing people in two Kentucky counties: Winchester (Clark County), located 85 miles from Louisville, and Prestonburg (Fulton County), about 165 miles from Louisville.

Not only was the interviewing being done in the wrong places, Mr. Richardson said, but Mrs. Hazel Newkirk, Pulse's supervisor in Louisville, has sworn to the subcommittee that she has repeatedly pointed out the apparent error to Pulse headquarters in New York, and furnished maps to illustrate the problem.

"What bothers me is," Dr. Roslow said, "that we're probably doing this in the present survey right now." Later he said the error had been rectified in subsequent reports.

Mr. Richardson charged that Pulse had tried to hire back on Monday night a San Diego supervisor whom Dr. Roslow testified had been fired in September 1961 for being "derelict in the performance of her duties."

Dr. Roslow had revealed the dismissal of Mrs. Mae Dutelle Tuesday in an effort to discredit statements regarding performance of Pulse interviewers disclosed on Monday by Mrs. Fred Rabell, a San Diego fm station owner (see page 44).

When Mr. Richardson said Dr. Roslow's statement about Mrs. Dutelle was not in keeping with efforts by his company to re-employ her, Dr. Roslow said he did not know of any recruiting activity by his associates.

Mr. Richardson also charged that Pulse had fired its entire field staff in San Diego after it learned subcommittee investigators had talked to them. The timing of these dismissals was a coincidence, Dr. Roslow said. Besides, he said, the then-current supervisor, Mrs. Florence Hovland, "had a heart condition."

Pulse efforts to contact other persons who had talked to the subcommittee set off a verbal row during a mid-day



WAVE-TV

gives you

28.8% more WOMEN



Since Nov.-Dec., 1957, NSI Reports have *never* given WAVE-TV *less* than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the *superiority* during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales!
Ask Katz for the complete story.

LOUISVILLE, Channel 3

WFIE-TV, Evansville • WFRV (TV), Green Bay • WAVE Radio, Louisville
All NBC, All Represented By THE KATZ AGENCY

**SEE THEM ALL! THE MIGHTY HERCULES, GUEST SHOT,
ZODRAMA, ENCYCLOPAEDIA BRITANNICA FILMS, AMERICAN
CIVIL WAR, ANIMAL PARADE, FRONTIERS OF KNOWLEDGE,
JUNIOR SCIENCE, FEATURE FILMS, IT'S A WONDERFUL WORLD,
FELIX THE CAT, and introducing THE MAGIC ROOM.**

Visit us at the Carter Room, Pick Congress Hotel 5-8 P.M. for champagne, caviar and a surprise souvenir.
TRANS-LUX TELEVISION CORPORATION NEW YORK, CHICAGO, LOS ANGELES and MIAMI BEACH



**(Contents on View—March 30-April 3)
at the Television Film Exhibit 1963**



DOMINANCE in the AUGUSTA market

THE AUGUSTA TELEVISION AUDIENCE ESTIMATES

NOV/DEC 1962

NETWORK AND LOCAL TIME DAY PARTS	STATION AUDIENCE SUMMARY TOTAL HOMES	
	WJBF (NBC-ABC)	Station "A" (CBS)
MONDAY THRU FRIDAY 5:00 PM to 7:30 PM	33,200	14,000
MONDAY THRU SUNDAY 5:00 PM to 7:30 PM	31,500	13,200
7:30 PM to 11:00 PM	36,000	20,200
11:00 PM to Midnight	7,300	4,100
BROAD DAY-PARTS	WJBF (NBC-ABC)	Station A (CBS)
MONDAY THRU FRIDAY 9:00 AM to 12:00 Noon	12,300	8,400
12:00 Noon to 6:00 PM	16,500	10,300
SATURDAY & SUNDAY 9:00 AM to 12:00 Noon	12,900	5,400
12:00 Noon to 6:00 PM	16,500	10,900
MONDAY THRU SUNDAY 6:00 PM to 10:00 PM	39,700	19,100
10:00 PM to Midnight	14,300	9,000
6:00 PM TO MIDNIGHT	31,200	15,700
9:00 AM TO MIDNIGHT	21,600	12,000

AMERICAN RESEARCH BUREAU



CHANNEL
AUGUSTA, GEORGIA

call GEO. P. HOLLINGBERY COMPANY, national representatives

recess in the hearing. Harry M. Plotkin, a Washington communications lawyer and former assistant FCC general counsel, who had been retained as special Pulse counsel, charged staff investigators had "sealed up" subcommittee witnesses. Pulse's constitutional rights had been violated, Mr. Plotkin told investigators Richardson and Sparger.

Both men hotly denied the charges and warned Mr. Plotkin that the subcommittee would be quite deeply upset if any efforts were made to influence witnesses.

Mr. Plotkin said he would try to contact any witness the subcommittee had talked to in an effort to acquaint himself and his client about what the subcommittee had been told.

Since Pulse does not publish information showing margins of statistical variance, Mr. Richardson asked, how can broadcasters and time buyers determine the reliability of Pulse reports?

This would come only in terms of the judgment which a person using a Pulse report might have of a particular market, Dr. Roslow said. Pulse figures can fluctuate as much as 20 to 30% in a stable market, the witness said, but knowledge of station history and programming structures must be considered along with survey statistics.

BBDO is feeding rating figures into computers, Mr. Richardson said. Can computers exercise the kind of personal judgment the witness said was necessary to evaluate ratings? he asked.

Dr. Roslow said he understood the agency uses the computers only as guides for its time buyers.

Identifying Interviewers ■ Careful questioning of Dr. Roslow showed that while his firm tries to keep the identities of its interviewers secret, it is public knowledge that the company is cleared by the National Better Business Bureau and its local offices. Mr. Richardson said that in two of three markets investigated it was learned who the interviewers were because a broadcaster's telephone call elicited the names from local BBB offices.

This is not good, Dr. Roslow said. After admitting that any station following this detective procedure could learn interviewer identities, Dr. Roslow was asked if his interviewers could be influenced.

"People are people," he said. **'Hypoing'** ■ Since the subcommittee had brought admissions from other rating services that audiences could be artificially inflated ("hypoed") through giveaway and stunt promotion programming, Dr. Roslow was asked whether all stations get the same advance notice on when rating surveys are scheduled. Syndicated reports are issued on a regular basis, Dr. Roslow said,

GOING UP!
Daytona Beach
Orlando

NOW
FLORIDA'S
THIRD
MARKET

AND
SPACE AGE
CENTER
OF THE WORLD



WESH-TV

FLORIDA'S
CHANNEL

2

NB

for Orlando
Daytona Beach
Cape Canaveral



Thomas Wright

so stations would know about them equally.

Special reports, however, are set up at the request and convenience of clients, he said. Other stations are solicited, but the first client has a generous head start if he intends any "hyping," it was shown.

Dr. Arkin said Pulse's weighting scheme served as a method for doctoring its figures. He said the company made "casual, if any, checks" on tabulations for its card punch system, and added that statisticians have an old cautioning phrase, "garbage in, garbage out." Referring to variations in figures Pulse produced for its Negro survey in Louisville, the statistician said such data could not be relied on.

It is "very strongly my opinion," Dr. Arkin concluded, that the ratings services should get together and "police their own business," investigate all of their methods and services, publish what they do and how they do it, and provide an audit to give integrity to their figures. There will invariably be sampling errors, Dr. Arkin said, and he advised the measurement firms not to "mess with fractions." Small samples are not better than nothing, he warned; no survey is better than one built around an insufficient sample.

New Rating in Town ■ What happens when a rating report hits a two-station radio market which hasn't been rated for several years was detailed by Ross B. Baker, general manager of KCCO Lawton, Okla.

The Pulse Inc. surveyed Lawton for KSWO, that city, in September 1962, Mr. Baker said. Since publication of the report in November, showing KSWO had better than 50% of the audience, and that KCCO ranked

fourth behind KSWO and two out-of-town stations, his business has fallen off drastically, he said.

National business was hit first, but now the report has been circulated to local merchants, some of whom have been "questioning their own judgment," he said.

The result has reversed KCCO's billings picture: sales in 1962 were improving over corresponding months in 1961 by better than \$1,500, Mr. Baker testified, but have slumped so badly since November that in the first two weeks of this month the station is more than \$1,500 dollars behind all of March 1962 sales.

Asked how much audience he thought he really had, the manager said "three times what Pulse shows," and he should be ranked number two, about 5 or 10% behind KSWO.

Mr. Baker told the subcommittee of telephone surveys his own staff has made, and of parking lot checks of auto radio dial settings. These aren't professional surveys, and he wouldn't try to sell time on them, Mr. Baker said, but they have given him a general idea of his station's popularity.

Paints Dark Fm Picture ■ Broadcasters "live and die by the numbers" [rating points], but trying to exist without them "is a matter of Russian roulette," testified Mrs. Fred Rabell, who with her husband owns KITT (FM) San Diego, Calif.

Mrs. Rabell said KITT's experience with the rating firm "is a rather unfortunate story," but indicative of treatment given most fm stations.

Pulse formerly purported to measure all radio listening, but has admitted, since signing a consent order with the Federal Trade Commission in December (BROADCASTING, Jan. 7), that it lists only subscribers, Mrs. Rabell said.

Fm stations are "locked out" of the big advertising agencies because Pulse refuses to detail fm listening in its syndicated reports, subscribed to by most major agencies, she said. Hooper, which does measure and report fm listening, is frequently ignored by time buyers, she said.

Pinchhitter ■ Mrs. Rabell testified for her husband, confined to a San Diego hospital with diabetes. He is a former president of the National Assn. of Fm Broadcasters and is currently fm director-at-large of the NAB.

KITT appeared in Pulse reports only in 1960 when it was a subscriber to two consecutive reports, Mrs. Rabell said. After that "we disappeared." The station dropped \$10,000 in billings when it was omitted in subsequent Pulse reports, she said, even though Hooper reports indicated the station had a measureable audience. So much unspecified fm audience existed in Pulse reports, according to Mrs. Rabell,



**FINE
FOR
FISH**

...but
not for the
radio and television
audience. We know you
agree because we're talk-
ing about "bait" advertising...
of all kinds... sweet-sounding,
pretty copy with a not-so-pretty hook.
Representing 22,000 of America's
franchised new-car and truck dealers,
NADA has pledged itself to fight false
and misleading automobile advertising.
We invite the co-operation of every
station owner, manager, news editor
and advertising man. Together we
can lick this dishonest minority that
gives our business a black eye,
hurts your business by destroy-
ing believability in advertising,
undermines the sales power of
ethical advertising, and
cheats the public. If
your station has
not as yet estab-
lished its own high
standards of accepta-
bility for automotive
advertising, may we help you?

Please write for a free copy of "Recommended Standards of Practice for Advertising
and Selling Automobiles," prepared by NADA and the Association of Better Business Bureaus, Inc.

THE NATIONAL AUTOMOBILE DEALERS ASSOCIATION

Official Organization of America's Franchised New-Car and Truck Dealers



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**“THERE IS MORE
CONFLICT WITHIN A
SINGLE TROUBLED MIND,
THAN IN ALL THE
FICTION EVER WRITTEN.”**

—MCKINLEY THOMPSON, M.D., STAFF PSYCHIATRIST, YORK HOSPITAL, LOS ANGELES.



A man with a clarinet and a stammer, goes into fits of violent rage.

A striking blond movie star is loved by everyone—except herself.

These are some of the patients who find their way to the office of Dr. McKinley Thompson, psychiatrist. And these are some of the stories you will see on *Breaking Point*.

Breaking Point is a new hour-long television drama about the unconscious, uncontrollable, often illogical, self-destructive drives of troubled minds.

And of the help that comes to them through psychiatry.

There are no clichés, no couches, no Viennese accents. Problems are recognized, and the promise given of a brighter future with self-understanding.

Breaking Point, like the Ben Casey show, is produced by Bing Crosby Productions.

With great stars that build audiences. (Paul Richards plays Dr. Thompson. One show stars Oscar Homolka, Scott Marlowe, Sheree North and Millie Perkins.)

And with integrity.

Breaking Point premieres this fall — on ABC Television — along with more than a dozen other new shows.

One's a spectacular series based on a spectacular film (*Greatest Show on Earth*).

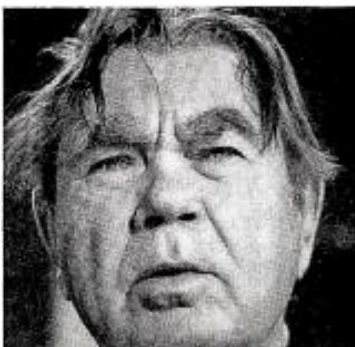
One is 120 minutes of unpredictability (*Jerry Lewis Show*).

And one show is actually two shows—*Arrest & Trial*. 45 minutes of chase. (*The Arrest*). 45 minutes of courtroom action (*The Trial*).

New shows, new formats and faces, new ideas—all with one thing in common.

Entertainment.

Exciting programming to attract the younger, larger families that we, and you, want to reach.



'BREAKING POINT' ONE OF THE BIG NEW SHOWS COMING THIS FALL

that there were times when the miscellaneous listening category exceeded the audience share of the highest-rated popular music station in the San Diego market.

Mrs. Rabell told the subcommittee that a Mrs. Maye Dutelle who identified herself (in a sworn statement) as Pulse's former field supervisor for San Diego, told her she had many doubts about the accuracy of reports compiled from interviews she and her workers submitted to the firm.

Mrs. Dutelle told her, Mrs. Rabell testified, that many interviews were conducted in remote rural San Diego communities in report after report. Mrs. Dutelle notified Pulse that it seemed odd to be sending interviewers back into places so often that respondents became irritated, but she said she was instructed to continue the practice.

Mrs. Rabell said she thought some federal intervention was necessary when fm stations faced a "your money or your life" situation.

Balaban's John Box - Subcommittee investigators tried to show that a broadcaster and his assistant had represented to two ratings firms that they had discussed their stations' ratings problems with subcommittee investigators in St. Louis during a February 1962 visit—

a month before the investigators reached that city.

John F. Box Jr., executive vice president and managing director of Balaban stations WIL-AM-FM St. Louis and KBOX-AM-FM Dallas, denied that he and his assistant, William T. McKibbin, had made such representations. There must have been some confusion with Federal Trade Commission investigators, Mr. Box suggested.

Mr. Richardson told Mr. Box that this testimony seemed peculiar in light of what the witness had told him and Mr. Sparger March 22, 1962—their first visit to St. Louis. Mr. Box told the subcommittee staff then, Mr. Richardson said, that the FTC investigators had not discussed ratings with Balaban employes.

Mr. Richardson had been referring to letters, phone calls and memoranda from Mr. McKibbin and Mr. Box to W. R. Wyatt of Nielsen and the latter's memoranda to J. K. Churchill, Nielsen vice president in Chicago.

According to a memo, Feb. 19, 1962: "Mr. McKibbin's whole attitude [complaints about Nielsen reports, which the stations had discontinued] centered around the fact that WIL has been involved during the past week with Mr.

Sparger and Mr. Richardson of the Harris Committee," Mr. Wyatt wrote his boss.

An Agency View - Given their turn to testify, an advertising agency media executive and a timebuyer insisted that ratings are only a factor among several considered in purchasing time.

But subsequent questioning showed that some of these other factors were based on audience composition and market definition, information which also is supplied by broadcast measurement services.

Miss Mary Lou Ruxton, buyer for Leo Burnett Co., Chicago, said her agency uses Nielsen data "when we can get it," but also accepts Pulse information.

Thomas R. Wright, Burnett media vice president, explained that his agency trains its buyers not to rely on ratings, but to use other factors: station programming, power, audience demographic information, costs and commercial policy.

When buying television time, Mr. Wright said, Burnett gives ratings a "minor" consideration, less than audience share.

Rating reliability, a subject thrown at every media witness, was put to Mr. Wright, who said Burnett left that problem to the agency's vice president for program analysis, Dr. Seymour Banks. Asked if Burnett had ever studied Nielsen's methodology, Mr. Wright said he understood Dr. Banks had and that Nielsen had been "very open" with Dr. Banks.

Determination of which measurement services Burnett uses is up to Dr. Banks, Mr. Wright said.

Mr. Richardson asked the agency executive about statements alluded to him at a conference of advertising executives arranged by Minnesota Mining & Manufacturing Co., MBS and Outdoor Advertising at Wonewoc, Canada in 1961. Mr. Wright said he had probably made statements like the following, which an investigator read from what was described as a transcript of the conference.

On the weight his agency gives to Nielsen radio ratings: "We get it free; it is so valuable. But that is not the only reason for disbelief, believe me, I will tell you the truth, the guys who were taking the Nielsen pocketpiece numbered over 100 in our company. We now have 11 copies. Nobody looks at them. I don't think anybody believes in them."

About the inadequacy of radio ratings: "We know Nielsen can't do the job; Pulse can't do the job. In fact, nobody is doing the job."

Who uses ratings: "It is the supervisor, the associate supervisor, the assistant, the timebuyer, down the line, who is growing in business, who is

sales message for **1** Call Western Union!

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*Sales Management, "Survey of Buying Power," June 1962

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REGIONAL REPRESENTATIVES
Harry S. Hyett Co., Minneapolis
The Soderlund Co., Omaha
Eugene Gray, Kansas City, Mo.

learning his lesson. He leans upon this thing. It is the only crutch that he has."

Programming ■ The subcommittee was curious how the agency was able to keep a check on the programming of 450 television and between 2,500 and 3,000 radio stations with which Burnett deals. Miss Ruxton said the agency maintains information on station programming which is reviewed before each buy.

Since Burnett does not monitor stations but relies on either presentation tapes prepared by the station or programming information provided by the stations, the subcommittee wondered whether it would not be possible that stations furnish samples of their best programming.

Rep. Rogers suggested that if as Mr. Wright had said Burnett time buyers are not required to listen to stations on which they purchase time, then programming "must not be very important."

He requested program sheets of 10 Florida stations from which Burnett had bought time in the past two months.

Guaranteed Circulation Challenged ■

The chief advocate of a magazine approach to television—guaranteed circulation—was accused of trying to make the ratings problem worse by requiring more reliance on numbers.

David J. Mahoney, executive vice president of Colgate-Palmolive Co., appeared Monday to recite for the subcommittee a speech outlining his circulation proposals which he had delivered two weeks earlier before a tv workshop of the Assn. of National Advertisers in New York (BROADCASTING, March 11).

Chief critic of Mr. Mahoney's proposal was Rep. Moss. There is no chance to test tv audiences to the exactness guaranteed circulation would require, he told Mr. Mahoney. Instead, the congressman suggested, perhaps networks should tell advertisers candidly that they cannot test, and that "we are charging you this because this is what the traffic will bear."

Mr. Mahoney maintained that advertisers are entitled to guaranteed circulation because such a system would make the tv networks stand behind ratings.

The Mahoney Plan ■ Mr. Mahoney explained that his proposal would:

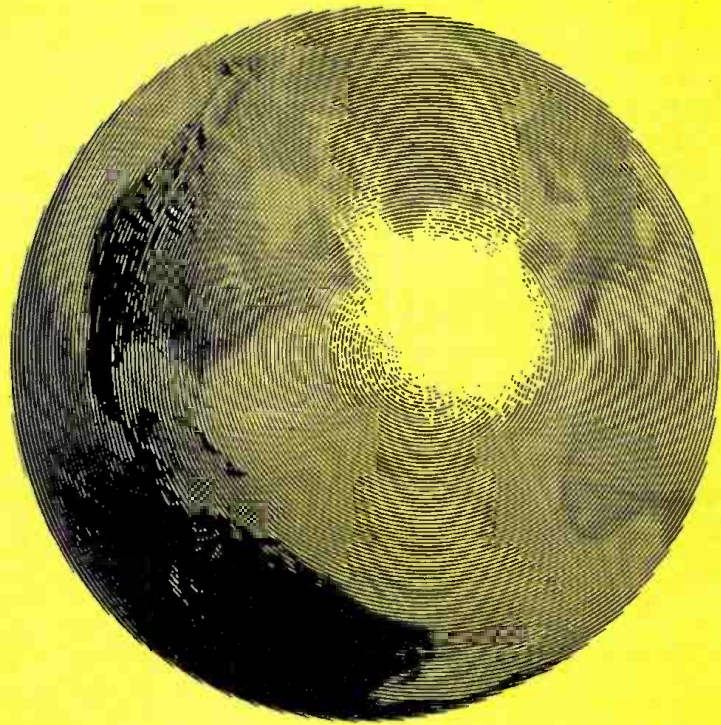
"Guarantee audiences so that risks may be more equally shared by networks and advertisers."

Provide "unbiased research of new shows," again to balance advertiser risk with the networks.

"Afford greater availability of good regional shows for test-market purposes."

His plan would depend on a ratings system, Mr. Mahoney said. Colgate-

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Palmolive relies on Nielsen, he added.

Questioned closely on the importance of ratings to networks and sponsors, Mr. Mahoney acknowledged that networks base their time charges on ratings.

NBC told the subcommittee ratings are only a guide, Mr. Mahoney was told (BROADCASTING, March 11). The Colgate vice president said he would think they are more than that. He said they were the principal guide. Pushed a little further on the subject, Mr. Mahoney said he would think ratings are the networks' "basic sales tool."

Seeking from television's ability to deliver mass audiences the same specialization and circulation control obtained from magazines can't work, Rep. Moss said. "You are demanding a standard which at no point has any one been able to come forward and show is attainable," he added.

Mr. Mahoney also said he thought their ownership of all but 12 current programs gave the networks a distinct advantage. "The only advertisers who can sleep well are those few who own controlling interests in successful shows," he said. "They can exert pressure on the networks for choice time periods and other advantages."

The 'Lifeblood' Theme ■ The first subcommittee witness to speak from the

tv performer's viewpoint said Monday (March 18) that the tv networks lean heavily on ratings in making programming decisions.

"Your whole life really is based on what happens with these ratings," said Johnny Carson, whose exact same remark made on his program Feb. 11 (*The Tonight Show*, NBC-TV) interested the subcommittee enough to call him to testify.

"Some performers have lost their shows on the basis of ratings," Mr. Carson said. Drawing on his own experience, he blamed the demise of two separate programs he did for CBS-TV in the mid-1950's (both titled the *Johnny Carson Show*) for lack of sufficient rating points to meet competition.

The effect of ratings "is acknowledged now as tremendous," observed Chairman Harris.

Congressmen Rated Too ■ Told by one congressman that they, too, are rated—"on our votes"—Mr. Carson replied quickly, "Congressmen get a two-year run. Most performers get 39 weeks."

Mr. Carson said he objected to the influence of ratings because, "Ratings as far as I know have no correlation with the quality of a show."

Despite their shortcomings, Mr. Carson admitted, there will have to be some

kind of rating system as long as television in the U. S. is commercial and its job is to sell goods.

But, he added, "I don't think loyalty of viewers to a particular commercial message" is shown by ratings.

WARD-TV says solution is dual operation

WARD-TV (ch. 56) Johnstown, Pa., told the FCC last week that for the sake of continued uhf tv in Johnstown the commission should reconsider and grant a ch. 8 drop-in to that city.

The Johnstown uhf operation urged that the commission allow the station to operate ch. 8 along with ch. 56. WARD-TV said that the surrounding terrain, with its mountains and deep recesses, is an obstacle to uhf propagation and does not let it compete with the area's two vhf stations.

WARD-TV has been in operation since the fall of 1953, the station pointed out, as a CBS-ABC affiliate. It competes with WJAC-TV (ch. 6) Johnstown, an NBC-ABC affiliate, owned by Johnstown's only daily newspaper (*Johnstown Tribune*); and WFBG-TV (ch. 10) Altoona, an ABC-CBS affiliate owned by the *Philadelphia Inquirer*.

As a result of this competition and WARD-TV's propagation problems the station said it has suffered a very low income. WARD-TV told the commission that a dual vhf-uhf operation would allow the vhf to carry the financial load of the uhf, and is the only solution for continued uhf operation.

ABC last week told the FCC that it supported petitions by Springfield Tv Broadcasting Corp. and Taft Broadcasting Co. for allocation of a uhf channel to Dayton, however, only so that it could be used as a ch. 11 drop-in there. This would allow a dual vhf-uhf operation, such as ABC proposed two weeks ago (BROADCASTING, March 18) in asking reconsideration of the FCC's drop-in decision. ABC said it opposed the allocation of the uhf channel only, such as Springfield and Taft requested.

The FCC last week...

- Received application from KTVB (TV) Boise, Idaho, for ch. 13 at La Grande, Ore. The proposed station would have a power of 12.9 kw and be operated as a satellite of KTVB.
- Received application from Integrated Communications Systems Inc. of Massachusetts for uhf ch. 44 in Boston. The station will have a power of 512.9 kw.
- Granted a new noncommercial educational tv station on uhf ch. 42 in Charlotte to The Charlotte-Mecklenburg Bd. of Education. The station will have a power of 233 kw.

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Two busy years with Newton N. Minow

MOST POLICIES HE USED WERE THERE BEFORE HIM, BUT HE GETS CREDIT

There will be no broadcaster in Chicago for the NAB convention beginning next week who will not recognize Newton N. Minow on sight.

He is the same Newton N. Minow who after two months as chairman of the FCC called tv programming a "vast wasteland" at the 1961 NAB convention in Washington.

He is the same man who, at the 1962 NAB convention in Chicago, said that radio too often is "a bazaar, a clamorous casbah of pitchmen and com-

mercials which plead, bleat, pressure, whistle, groan and shout" with "incredibly bad" programming.

Under the New Frontier's two years of leadership at the FCC, broadcasting has been threatened, harassed, cajoled, ridiculed and many, many, believe censored in violation of the U. S. Constitution and the Communications Act.

Next week, Mr. Minow will probably address his last NAB convention as chairman of the FCC. He has not denied the Feb. 11, 1963, BROADCAST-

ING report that he has informed the President of his intentions to resign this spring.

The Record ■ A close study of the FCC's record over the past two years discloses that practically all of the stricter FCC policies of regulation—except in the areas many believe approach censorship—were instituted before Newton N. Minow.

Mr. Minow, however, quickly embraced the toughened FCC policies adopted prior to his arrival (see below)

Collins, Minow: togetherness on tv

NAB'S PRESIDENT THINKS MAGAZINE CONCEPT HAS 'GREAT APPEAL'

LeRoy Collins, NAB president, came out last week for the magazine concept in television and said the idea of clustering commercials to avoid program breaks "has great appeal to me."

Gov. Collins's latest recommendations for revisions in industry practices were made during a television appearance with Newton N. Minow, FCC chairman. The two engaged in an informal conversation on *A Moment With . . .*, a half-hour program taped last Tuesday for later broadcast on WRC-TV Washington and perhaps on other NBC owned and operated stations if they decide to clear time. The program was done without script, although Messrs. Minow and Collins conferred beforehand.

The magazine concept was one of several subjects that were amiably discussed.

Both Messrs. Minow and Collins spoke warmly, and at some length, about the late Eleanor Roosevelt (Mr. Minow had brought along a picture of his three children and Mrs. Roosevelt; Gov. Collins recalled her as "a wonderful friend" and, at Mr. Minow's prompting, related some of his experiences as chairman of the 1960 Democratic national convention at which Mrs. Roosevelt's appearance set up exuberant demonstrations).

Both reflected (each at the prompting of the other) on achievements during the two years that Mr. Minow has been chairman of the FCC and Gov. Collins head of the NAB, and

both agreed that although each job has presented some frustrations, progress has definitely been made.

Mr. Minow complimented Gov. Collins' on his efforts to gain access for broadcasters to cover House committee hearings. The House Rules Committee buried the proposal the day after the program was taped.

Clustered Spots ■ The magazine concept for television came up when Gov. Collins asked Mr. Minow to tell about his recent trip to Geneva, for international conferences, and to London to inspect the BBC and the British commercial television system. Mr. Minow explained that the commercial system in England prohibits sponsorship of programs. It sells spot commercials that are "run together, perhaps six at a time, at the beginning or at the end of a program."

As Mr. Minow explained it: "In the middle of a serious thing you don't get an anti-acid commercial. . . Many people think that this system ought to be adopted here."

Gov. Collins joined in: "In other words, that will improve the art, so to speak, because you won't have a mood that is developed by serious drama interrupted by a commercial, say, dealing with rat poison or dog food or something that would be a clash with the mood created by the drama, and so it would be improvement for art's sake."

Mr. Minow pointed out that there were arguments for and against the adoption of the magazine concept in

American tv. To eliminate sponsor identification with programs might discourage programs like the specials sponsored by Hallmark cards.

"I know Mr. Hall [Joyce Hall, head of Hallmark]," said Gov. Collins, "and I think he makes a great contribution to television . . . but it would seem to me that some type of arrangement could be worked out that would still allow for that but still would provide so-called magazine concept at the same time."

Gov. Collins added: "The big advantage, aside from the art, is the fact that it would relieve the broadcaster from the pressure of sponsors and their fears and concerns about people who don't like the particular program taking it out on their product, and that sort of thing."

To Each Its Own ■ Mr. Minow pointed out that the British television system differed in several respects from American tv. He added: "I, as you know, have occasionally been critical of American broadcasting, but I'd say that certainly our system need not be ashamed when it's stacked up with what else is going on around the world."

In answer to a cue from Gov. Collins, Mr. Minow said he was "encouraged" by progress made during his administration. Three developments he mentioned were space communications, educational television and congressional enactment of the law that will require all tv sets to receive both vhf and uhf signals.

In answer to a cue from Mr. Minow, Gov. Collins said of his

and is generally given the credit for much that has transpired. The chairman has been highly effective in spotting key people throughout the commission staff who think like him. In some instances where the FCC has rejected a Minow viewpoint, individual staffers have nevertheless acted as if it were policy.

A case in point is an FCC letter to a midwestern tv station asking why it had dropped *CBS Reports* and what it programmed in the same time period. Chairman Minow had wanted such questions included in the program reporting form; the commission had rejected this idea but the letter went out anyway.

The lead story in the April 10, 1961, issue of *BROADCASTING* (nearly a month

before the vast wasteland speech) pointed out that a "new regulatory wind is reaching tornadic proportions in Washington and it could be an ill wind for many broadcast licensees."

A reappraisal of performance standards to be required of licensees at renewal time was then taking place on the staff level, the article pointed out. This was one month after the now Commissioner Kenneth Cox became chief of the Broadcast Bureau.

Chairman Minow termed the new attitude a "vigorous application of the law." Freedom of speech, he has said, should not be confused with freedom to break promises to exploit a public trust—a broadcast license. But the staff did not stop with holding a station to its promises.

Ill-fated Drive ■ In a campaign begun last spring, the FCC's Broadcast Bureau started, on its own, to defer renewal applications of tv stations which did not promise regularly scheduled, local, live, public service programs in prime time. This situation was first brought to the attention of a majority of the FCC members in a Dec. 3, 1962, *BROADCASTING* article. The story highlighted the experiences of WKY-TV Oklahoma City in (1) its bid for a renewal and (2) its application for approval of the purchase of KTVT (TV) Ft. Worth-Dallas.

The same article disclosed that the staff had asked the FCC to defer the licenses of some 100 California stations for alleged programming deficiencies.

As a result, the full FCC reviewed the authority it had delegated to the staff and took these actions: (1) Ordered WKY-TV renewed and (2) two weeks ago, ordered renewed the licenses of tv stations, which had been deferred by the staff, without regard for prime time, local public service programming (*BROADCASTING*, March 18).

This latter action was taken on a 5-2 vote, with dissents by Chairman Minow and Commissioner E. William Henry. Since that action, a third Kennedy appointee—Mr. Cox—has replaced Commissioner T. A. M. Craven.

But even with Commissioner Cox now having a vote, the New Frontier still needs one more to make its position stick that the FCC can force tv stations to schedule certain programs during given time periods. And, with Mr. Minow scheduled to leave the FCC soon, the minority position will be weakened rather than strengthened.

Barring unexpected circumstances, four Kennedy appointees will not serve at one time on the FCC until June 30, 1964—when Commissioner Frederick W. Ford's term expires. There now are three—Messrs. Minow, Henry and Cox—with a fourth New Frontier appointment to succeed Chairman Minow.

Dark Days ■ The FCC's more leisurely attitude toward license renewals actually began in 1959 with the rigged quiz show and payola disclosures by Congress and subsequent legislation. Then, late that year, the FCC adopted anti-payola rules and quizzed all broadcast licensees on payola practices.

In March 1960, Commissioner Ford succeeded John Doerfer as chairman and (1) established the FCC's Office on Complaints & Compliance and (2) started working on what Commissioner Ford terms the "magna carta" of broadcasting—The July 29, 1960, program policy statement. Commissioner Rosel Hyde dissented to this statement, maintaining that under it the FCC restricts competition and discourages programming changes and innovations.

Congress, in September 1960, passed

experience as president of the NAB: "I feel in this job a rather close association with the public interest. I feel the challenge of serving the broad needs of the people here. My difficulty here is that when I want to do something, I can't just go do it; because I can only advocate and urge . . . and that sort of thing.

"But I think the broadcasters are doing a much better job, and they're getting a greater consciousness of the need and the close relationship with the public welfare. I feel real proud of the development of our new research programs, strengthening our codes, and many other things that we've done that I think give the broadcasters a higher position of integrity and responsibility."

Friendly Difference ■ On only two

points did Messrs. Minow and Collins disagree. Gov. Collins criticized the type of local program hearing that was held in Omaha (for story on NAB's official objections to the Omaha hearing see page 128), and he raised questions about the FCC's policy on subscription tv.

Mr. Minow explained that the commission had approved tests of subscription television "to let the market place be the judge."

Gov. Collins said he was concerned that subscription television might get "to a point where the whole general public is denied a particular good program because it's channeled into pay television."

"Well," said Mr. Minow, "the commission would be very, very loathe to permit that to happen."



Getting ready to go on camera are FCC Chairman Newton Minow (l) and LeRoy Collins, NAB president. The program, part of a regular

series on NBC's WRC-TV Washington, was taped last Tuesday. At week's end an air date had not been set.

legislation permitting the FCC to fine stations for rules violations and to issue licenses for less than three years. The commission also had asked for authority to order a violator off the air temporarily but the Senate removed this provision from a House passed bill.

The FCC then adopted its own rules covering short term renewals (effective in December 1960) and fines (effective the following Feb. 13). The agency wasted no time in using the new power—five stations owned by Richard Eaton received short term renewals the same month and KDWB Minneapolis-St. Paul was fined in March 1961, two weeks after Chairman Minow joined the FCC.

Then KORD ■ Although the chairman was not around when the FCC began moving toward its promise vs. performance policy statement, he cast the deciding vote in ordering a renewal hearing for KORD Pasco, Wash., on programming representations. This action, on a 4-3 vote, came at the FCC's March 23, 1961, meeting, three weeks after the New Frontier took over at the commission.

Four months later, the FCC granted KORD a one-year license and at the same time wrote all licensees that they would be expected to live up to program representations. In program sanctions since then, the FCC nearly always

quotes either the 1960 policy statement or the KORD decision, or both.

In adopting the 1960 statement, the FCC expressly rejected the contention that it has the authority to require licensees to broadcast specific types of programs within specific time periods—the very action the staff was attempting in the tv renewal cases above. "With respect to this proposition, we are constrained to point out that the First Amendment forbids governmental interference," the FCC said in its program policy statement.

One of the FCC members who approved the policy statement had this in mind when he said of the disclosure on staff letters to tv stations because they were not regularly scheduling public service in prime time: "You caught us in outright censorship."

Fear with Club ■ When Mr. Minow became chairman of the FCC in March 1961, an administration source who refused to be identified said that "quality" programming in ever-increasing doses will be given the public through "fear, the moral persuasion technique and with an obvious club over the broadcaster's head." And, just three three weeks ago, Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, criticized Chairman Minow for the "real hammer" the FCC is wielding over the heads of broad-

casters in renewal matters (BROADCASTING, March 11).

The NAB has been strangely silent over the efforts of the FCC staff to force tv stations to alter their prime time program schedules to include local, live public service. No public statement on the subject has been made by the NAB or its president, LeRoy Collins, even though five of the seven commissioners themselves have publicly rebuked the commission staff.

In his confirmation hearing before the Senate, Mr. Minow promised that as FCC chairman he would improve programming. He said that he would do this through the power the FCC has in withholding or granting a station's license renewal.

In another move toward a closer check of licensee's programming, the FCC has been trying to adopt new program reporting forms since February 1961. Two separate proposals have been released for industry comment and a third is on the way.

Again, Commissioner Ford was the primer mover in this tightening move—started before his successor as chairman joined the commission.

The Headliners ■ Many FCC sanctions have been taken against stations for programming matters which have received wide publicity—and a large portion of these actions were begun under the chairmanship of Mr. Ford. He agreed with the majority that the staff had gone too far in trying to withhold tv renewals. Mr. Minow was sworn in as a member and chairman of the FCC March 2, 1961, succeeding then Chairman Ford.

The present chairman has been in on the "kill" in many instances but played no role in original actions which placed licenses in jeopardy. For instance, the ex parte cases, which had either been decided or set for rehearing before Minow.

The KRLA Los Angeles license renewal hearing for programming and other violations was ordered in 1960, as was the KWK St. Louis revocation proceeding, again on programming. The KWK case is still pending while the FCC refused to renew KRLA, which has appealed to the court.

WDKD Kingstree, S. C., was placed on the carpet in March 1961, at the second FCC meeting presided over by Chairman Minow. A WDKD disc jockey was charged with making "coarse, vulgar, suggestive" remarks over the air and the licensee with lack of candor and misrepresentations to the FCC. This case, too, now is in the courts. The first FCC fine came a week later—the chairman's third meeting—levied against KDWB Minneapolis-St. Paul for non-programming violations. Mr. Minow was not around when the

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first short-term licenses were issued although it must be admitted that he has pursued with vigor both types of sanctions—short-term licenses and fines.

Many fines, short-term licenses, renewal hearings and revocations have followed—many of which now are outstanding before the FCC. In these and other actions, the chairman has played a leading role.

For example, there is the FCC's Suburban decision under which broadcasters are required to survey local program needs in submitting an original application. This case was decided in July 1961 and has since been upheld by the U. S. Supreme Court. It involved an application by Suburban Broadcasters for a new fm station in Elizabeth, N. J., which was denied on a 4-2 vote because no effort had been made to determine local programming needs.

One of the chairman's first actions, in April 1961, was to instigate an inquiry to determine how a vhf channel in New York and Los Angeles could be assigned to educational tv. At that time, all seven vhf channels in each city were occupied by commercial stations and it came at a time when WNTA-TV New York was trying to sell. As a result, and with the active participation of the chairman's office, WNTA-TV (ch. 13) was sold to educators at a lower price than commercial interests offered.

There are many things the chairman has publicly advocated—mostly repugnant to broadcasters—which he has not been able to accomplish. Among these are license fees, the magazine concept of advertising, required free time for political candidates, network regulation, restriction of newspaper ownership in non-competitive situations, FCC adopting of the NAB codes on commercial time standards and relaxation of the rules to permit educational tv stations to collect revenues for the sale of time.

Powers Denied ■ Two attempts have been made to secure additional powers for the FCC chairman, who has often

expressed frustration at his inability to get things done because of (1) due process and (2) the equal status of all seven commissioners. In May 1961, the week of the vast wasteland speech, President Kennedy sent to Congress a reorganization plan for the FCC which critics maintained would have made the chairman a "czar." It was vetoed by Congress without much delay.

A year later, a private management study financed by the government recommended that the FCC "take the crucial step of making its chairman chief executive officer in fact as well as name." While the FCC has approved many of the recommendations in this report, it has stoutly refused to relinquish powers from the seven to the one.

One Accomplishment ■ The well-publicized statements of Chairman Minow have been directly responsible for a huge increase in the number of complaints filed with the FCC. For the fiscal year ending last June 30, the commission received over 12,000 letters complaining about radio and tv, "a substantial increase over the previous year."

As might be expected, dislike of specific programs brought by far the largest number of complaints—35%. The chairman has repeatedly urged the public to make such complaints to the FCC. This, over the silent objections of other members who say such letters just clog the FCC's overburdened staff since the agency is expressly forbidden

from reviewing individual programs.

Eight months after his vast wasteland speech, Chairman Minow outlined his philosophy in a speech before the San Francisco Commonwealth Club. "Those of us at the FCC have a right to freedom of expression," he said. "I will continue to speak out, to nudge, to exhort, to urge . . ." better programming.

Cries of censorship, he charged, are false cries. "If there are not examples of censorship, I suggest that broadcasters stop defending against an enemy who is not there," he challenged.

Five of his colleagues on the FCC, members of Congress and most Washington attorneys in communications practice now are pointing to the WKY-TV renewal as a clear example of attempted censorship—not by the commission itself but by the FCC staff with the endorsement of the Kennedy-appointed members.

As the chief regulator of the radio-tv industry, Chairman Minow has been in the public spotlight as no FCC chairman in history. He has far outshone many much higher ranking government officials in commanding press coverage.

He has traveled from coast to coast making speeches—often about how tv programming must be improved and how he proposes to do it. The 37-year-old Chicago attorney has been given credit for all that is good on television. And, for all that is bad, he asks the public to come to him for salvation.

Most comments oppose FCC's fm allocations

CRITICIZE OMISSION OF MANY COMMUNITIES FROM PLAN

The FCC last week was warned that its proposed table of fm allocations may leave some communities without an fm service, while facilities in others may lie unused.

This was the tone of comments by the Assn. of Federal Communications Consulting Engineers, Fm Unlimited Inc. and more than 150 others in com-

ments received at the commission last week.

The allocations table for the 80 commercial fm channels in the U. S. proposes to make 2,730 fm assignments to specific cities within the continental limits of the U. S., and was the final step in the FCC's plans to revamp fm (BROADCASTING, Dec. 24, 1962).

The AFCCE told the commission that it opposes a table of assignments based on a minimum mileage separation, which assumes that all stations will operate with maximum power and antenna height. The engineers did agree, however, with the establishment of new classes of stations, zones and maximum power limitations. Fm Unlimited asked the commission why the agency felt that the presently proposed table would work in view of the failure of the 1946 tentative table of assignments, which was dropped in 1958.

The AFCCE recommended that the FCC adopt a "go-no-go system" for making allocations. The association suggested that the 1 mv/m contour be protected; and that all contours be determined by the use of propagation curves. This go-no-go plan had pre-



Collis Young, on hearing Radio à la Carte, said:

"It's great. The sound, the service, everything. I'll take it for WCOL. Right, Steve?"

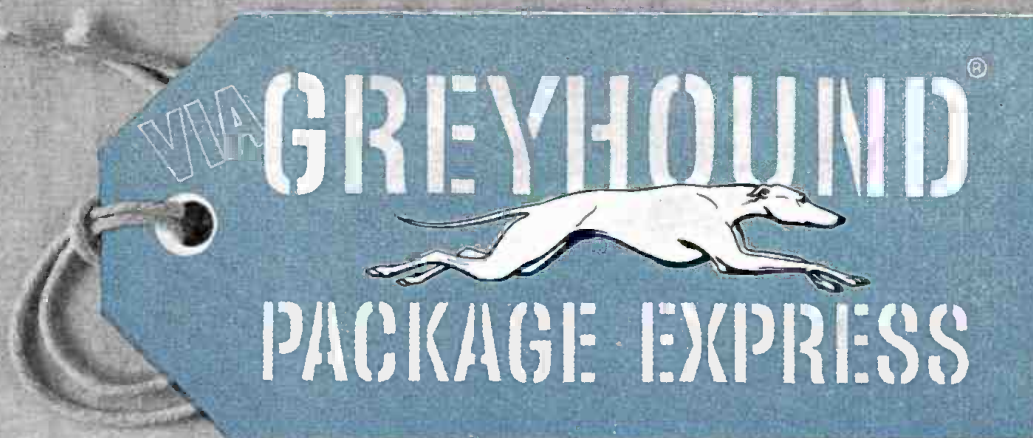
Steve Joos, said: "I agree, It's great."

That WCOL, Dayton, is another fine Air Trails station. See why?

Mark Century Corporation
6 West 57th St., N. Y. 19, N. Y. CI 5-3741



...leave sooner—get there faster!



It's there in hours...and costs you less!

	Buses Daily	Running Time	10 Lbs.	20 Lbs.	30 Lbs.*
NEW YORK— PHILADELPHIA	32	2 hrs. — min.	\$1.25	\$1.40	\$1.65
LOS ANGELES— SAN DIEGO	42	2 hrs. 30 min.	1.15	1.25	1.45
CHICAGO— MILWAUKEE	14	1 hr. 50 min.	1.20	1.40	1.60
CINCINNATI— LOUISVILLE	14	2 hrs. 40 min.	1.30	1.50	1.70
RICHMOND— NORFOLK	19	3 hrs. — min.	1.30	1.50	1.70

*Other low rates up to 100 lbs.

Save time! Save money! Ease those inventory control problems too! Ship via Greyhound Package Express! Packages go everywhere Greyhound goes, on regular Greyhound buses. Very often they arrive the same day shipped. Ship nationwide, anytime... twenty-four hours a day, seven days a week, weekends and holidays. Ship C.O.D., Collect, Prepaid, or open a charge account. Insist on Greyhound Package Express. **It's there in hours... and costs you less.**

GREYHOUND PACKAGE EXPRESS, Dept. 8-P
140 S. Dearborn St., Chicago 3, Illinois

Please send, without cost or obligation, complete information on Greyhound Package Express service... including rates and routes.

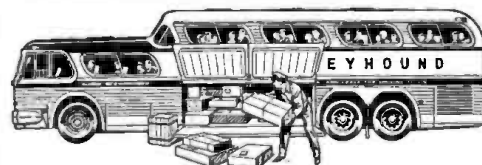
NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ PHONE _____

**CALL YOUR LOCAL GREYHOUND BUS TERMINAL
OR MAIL THIS CONVENIENT COUPON TODAY**





MEET...IN PERSON



Richard Maltby



Jorge Morel



Til Dieterle



Blackwood Bros.

AND MANY OTHERS
at the
**SESAC
CELEBRITY
SUITE**
906-A

Continuous Live Entertainment

NAB CONVENTION
March 31st - April 3rd
Conrad Hilton. Chicago

trademark

viously been urged by NAB (BROADCASTING, Feb. 18) which felt that the proposed table is too rigid.

Protected Contour ■ AFCCE said that "both day and night [fm] is comparable to am daytime service." The association reminded the commission of the achievements in am service in reducing areas not having their own primary service, from 29.8% in 1940, to 0.3% in 1960, when the protected contour concept was used for making assignments. AFCCE credited the NAB's study of am growth problems with the above information which was presented to the FCC last Jan. 7 (BROADCASTING, Jan. 14).

"This is substantial evidence that by use of a protected contour concept of allocation, the objectives of providing service to the people of the U. S. can well be achieved. It permitted the growth of the [am] service as the population and demand for service increased," AFCCE said.

The objectives of the commission in providing fm service to the country will not be achieved by the proposed table of allocations "simply because the mileage separation system and the table of assignments precludes more than one service to many communities, and thereby seriously limits the possible expansion of multiple fm service," AFCCE said.

Fm On The March ■ AFCCE added that fm provides a greater potential for a nationwide nighttime radio service than does am, due to the physical nature of the service. Fm Unlimited said "Fm is destined to replace am as the basic radio service," and is the means of local community expression.

AFCCE said that the addition of a new fm channel to the table of assignments indicates that the commission has determined where the population growth will occur, and where the need for a facility will develop. AFCCE said that it was unaware that such a study of population had been made. "The actual fact," the association said, is that the assignments were made where they would "fit" separation requirements set forth in the rulemaking.

Five Year Plan ■ AFCCE told the FCC that one way the commission could limit concentration of fm channels in larger cities would be to place a limit on the number of assignments, basing that number on the city's population. This limit could be effective for a five year period with the FCC having the option to extend it for an additional five years. AFCCE added that this type of limitation could be applicable "to a protected contour system of allocation."

AFCCE said that the faults in the distribution of all types of broadcast facilities are twofold. First is the prob-

lem of meeting the necessary co-channel separation, and secondly that new assignments are based on locations of the existing stations as a nucleus.

The commission's objective of having nighttime fm supplement the daytime am service has not been met by the proposed allocations table, according to AFCCE. The association noted that in Georgia there are 52 communities with daytime only am stations that have not been given any fm channel. "The need for nighttime primary aural service cannot be met with am frequencies."

Fm Unlimited agreed and told the commission that the table proposed much misallocation of channels. It told the commission that fm is not a supplemental service for am, and feels that 4,000 to 5,000 fm outlets should be established across the country. Fm Unlimited said don't "force fm to go through the same torturous muddle" that vhf television has gone through.

AFCCE told the FCC that as much of the population of the U. S. as is possible should be allocated two fm facilities. Yet, AFCCE said, under the proposed table it would seem that some communities are without hope for even one fm service.

This was also the view held by the majority of the mass of comments filed last week—that their particular communities would not be given fm channel assignments, or that their one channel did not provide for future needs.

Advisory Committee ■ Fm Unlimited urged that an Fm Standards Committee be formed. The committee could be recruited from fm broadcasters, technical people and others well acquainted with the fm industry.

The committee could re-evaluate fm's state of being, and formulate a "realistic set of standards that relate existing conditions with future developments, based on practical rather than theoretical ideals." Such a committee could arrive at a workable solution within three months, Fm Unlimited said, adding, people working in the fm industry know the industry best and can best serve the public in its development.

Fm Unlimited also suggested that the classes of fm services be expanded from three to six classes, which would provide for better future development.

CBS and NBC filed comments supporting the commission's proposed table. CBS upheld the mileage separation theory, but on a go-no-go basis. NBC said the table "should diminish considerably the difficulties and delays inherent in many alternative methods of assignment."

**GOVERNMENT SECTION
CONTINUES ON PAGE 126**

Sale's successes build film's market

PATTERNS CHANGE BUT SPONSOR DEMAND FOR PRODUCT CONTINUES

It's the sales success enjoyed by advertisers that is building present demand for syndicated and feature film product.

This is certain whether properties are first-run motion pictures, off-network programs, cartoons or one of the many other program categories which are offered in abundance by syndicators.

For the advertiser, the syndicated program, if selected and scheduled with care, can be an effective vehicle. This applies to all sponsors no matter whether their distribution patterns are national, regional or local in character.

As syndication business has changed and become more flexible in what it offers the advertiser, he in his turn has had to learn how to employ the syndicated product in different ways.

Changing Patterns ■ The pattern of advertiser purchases has changed over the past five or six years. Where buyers were once predominantly big regional distributors who bought a series of programs for use throughout their territories, today the majority of sales are on a one-minute participation basis. But this system has its advantages in added flexibility and syndicated properties are continuing to prove their advantages as spot carriers.

Although big regional sponsorships have diminished there are still many of them. Some of their success stories have been outlined below.

Advertiser experience with syndication provides additional sales successes for the already stuffed portfolio of the television medium.

An off-network western drama boosts chain-saw sales for one advertiser who now looks to it to perform equally well for its outboard motor company.

A cartoon series sells potato chips at a better clip, and in a special promotion moves more loaves of bread from company to consumer.

Symphony concerts not only appeal to audiences but to advertisers. Banks, savings and loan firms and utilities like them as image builders.

Food product advertisers are among those tasting success with syndicated programs—a canned beef advertiser and a national canned tuna company, for example, find them to be natural aids to distribution demands.

The following stories of advertiser success are typical.

'Ripcord' Wins Renewal ■ The proof of the value of syndicated series to an advertiser, particularly a regional ad-

vertiser, lies in the all-important renewal. Recently, the United Artists Television half-hour series, *Ripcord*, completed its first-year run for California Oil Co., Western Division, in eight southwestern markets—and the client promptly renewed!

California Oil's satisfaction with *Ripcord* is especially heartwarming to UA TV in these days when regional advertisers, once the backbone of the syndication business, have virtually disappeared from the scene. Full sponsorship of *Ripcord* by California Oil is on KBRC-TV Abilene, KVII (TV) Amarillo, KROD-TV El Paso, KCBD-TV Lubbock, KOSA-TV Midland-Odessa, and KSYD-TV Wichita Falls, all Texas, and KOB-TV Albuquerque and KSWSTV Roswell, both New Mexico.

Jack W. Snapp, media director of White & Shuford, Denver, which placed the order for California Oil, reported that the first-year *Ripcord* was bought because it was felt that the series would have audience appeal and would lend itself to effective merchandising. He said the results were satisfactory on both counts.

He noted that the series, centering around the exploits of skydivers, lent itself to such promotional efforts as skydiving contests and exhibits, local contests and unique displays. He added that audience appeal proved high, and,

in many instances, *Ripcord* out-rated network programs. He said ratings have been ranging from mid-20's to the 30's.

The decision to renew the series, Mr. Snapp said, was prompted by the substantial ratings, station approval and merchandising-promotional opportunities.

Bridge Sells Van Lines ■ "We feel that *Championship Bridge* has definitely accomplished its objective for North American Van Lines in its first two years."

This summation of a syndicated show's effectiveness comes from a company which five years ago could not find a tv program which would, in its opinion, reach the specialized audience it needed to sell its service.

North American's sales have increased 11.7% from 1961 to 1962, according to a company spokesman, who added that "since the major portion of our advertising dollar goes into *Championship Bridge*, it deserves a lot of credit."

And in 1963, after only two months, sales had risen 14.5% during the period as compared to a year ago, he added.

In the past, North American's problems in finding a tv show stemmed from the fact that it had to reach a highly specialized audience—the moving American. "We just couldn't find such a concentrated audience in any one tv program."

Then Walter Schwimmer Inc., Chicago, began syndicating *Championship Bridge*. North American did some research and found that bridge players had much in common with mobile groups—age between 25 and 44 years; occupation salesman or executive type; and a family man having one or more children.

Hoping to reach an estimated four million viewers, North American bought the show, and after two years on the air found that its original estimate had in actuality more than doubled.

Additional research of a sampling of 3,000 people from 10 metropolitan areas revealed that of those holding down "prestige jobs," 34.2% watched *Championship Bridge* and of this group, 77.2% had been moved by a van line during the past ten years. A connection was also seen between salaries and viewers, with the higher income brackets holding the greatest percentage of viewers.

When asked if they would consider North American in their next move, 41.3% in the viewer group answered



California Oil Co. finds cartoon commercials effective with its sponsorship of "Ripcord" in eight markets.



SALE'S SUCCESSES BUILD FILM'S MARKET *continued*

affirmatively, as compared to 15.7% in the non-viewer group.

Rinks Buys 'Maverick' ■ The trend in film syndication these days is one of selling films directly to stations, rather than to regional or national advertisers.

Among the notable exceptions to this trend has occurred in Ohio, where Rinks Bargain City has purchased the *Maverick* series from Warner Bros. for presentation on three Ohio stations.

Rinks Bargain City, through its Cincinnati agency, Cye Landy Advertising, is currently beaming the *Maverick* show over WCPO-TV Cincinnati, WIMA-TV Lima and WHIZ-TV Zanesville. Reports from Warner's midwestern sales manager indicate that both client and agency are doing quite well, and are happy with the unique arrangement.

In fact, according to a Cye Landy official, one out of every four people who come into Rinks Bargain City in Cincinnati comments on having seen the company's commercials on the *Maverick* show.

Savings & Loan Symphony ■ A syndicated program need not be of mass appeal in order to attract audiences and sponsors. Seven Arts Assoc. points to its series of 13 *Boston Symphony Specials* (one-hour programs), now sold in 32 markets and attracting substantial advertiser support, to prove the thesis there is a substantial minority audience for television.

The specials are regarded as a "prestige" vehicle, suited particularly to the needs of institutional advertisers and banks have been highly active. The series has garnered 10 banks and savings and loan associations as sponsors.

An unusual commercial success story revolves around the Home Federal Savings & Loan Assn., Columbia, S. C., which is sponsoring the Boston Symphony series on WIS-TV in that city. Company officials recounted that a tourist couple, on a weekend visit to their son who is attending a Columbia, S. C., school, saw a recent symphony telecast on a set in their motel room. They were so impressed with the program and had such a warm feeling for the advertiser that they opened a \$10,000 savings account with Home Federal Savings & Loan Assn. the following morning.

Bunker Hill Likes 'Shannon' ■ Beefing up the sales of Bunker Hill Canned Beef products in 1962 was a task given to television. The vehicle: Screen Gems' *Shannon* action adventure series. The result: a big increase in beef-eaters in 12 Southern markets.

Sales manager of the Bedford, Va., firm, Joseph Valiant, had this to say about the tv venture: "A 19% sales increase of Bunker Hill Canned Beef products during the first quarter of

1962 resulted solely from sponsorship of a half-hour, first-run syndicated adventure series. . . ." [*Shannon*].

Mr. Valiant points out that all of the company's advertising in other media remained unchanged before, during and after the sponsorship of *Shannon* so that the first-quarter sales jump "must logically be attributed to [that] series."

Bunker Hill had been in television before, explains Mr. Valiant. "We've



The *Maverick* brothers continue to attract good audiences. In Ohio Rinks Bargain City buys the series for presentation in three markets.

been spending most of our advertising budget in television for the past 10 years, telecasting everything from hill-billy bands to *The Cisco Kid*." The company began carrying *Shannon* on WSB-TV Atlanta and within three months was using the vehicle in 11 other markets: WFMY-TV Greensboro, N. C.; WXEX-TV Richmond; WRAL-TV Raleigh, N. C.; WDBJ-TV Roanoke, Va.; WSOC-TV Charlotte, N. C.; WTAR-TV Norfolk, Va.; WIS-TV Columbia, S. C.; WCYB-TV Bristol, Va.; WHIS-TV Bluefield, W. Va.; WFBC-TV Greenville, S. C.; and WITN (TV) Washington, N. C.

McCulloch Goes With 'Deputy' ■ McCulloch Motors Inc., Los Angeles, whose chain-saw division is currently sponsoring NBC Films' *The Deputy* in 130 markets around the country, has picked up the option on the show and will advertise its Scott Outboard Motors in about 75 markets for another 13 weeks. The campaign for Scott will begin in mid-April.

According to a spokesman from McCulloch's agency, Fuller & Smith & Ross Inc., Los Angeles, sponsorship of *The Deputy* "is doing everything we ex-

pected it to and much more." The spokesman added that chain-saw sales are up over the industry's rate of sale.

McCulloch is a second-year customer of NBC Films: The advertiser sponsored the syndicator's *Royal Canadian Mounted Police* for 26 weeks last year, in approximately 100 markets.

McCulloch went into tv because its chain saws "should be demonstrated" to the potential buyer. A spokesman said McCulloch wants to reach, among others, the "casual user"—the homeowner that wants to cut down a tree in his yard; the overnight camper.

The spokesman noted that tv advertising for McCulloch's chain saws "has done something for the industry." Not many people, he said, are familiar with the product, and McCulloch's tv usage may have helped to acquaint the public.

In addition to its tv usage, McCulloch advertises in radio and in print.

Bread and 'Bozo' ■ In September, 1962, WAST-TV Albany, N. Y., inaugurated a live *Bozo the Clown* program, syndicated by Jayark Films Inc., with Betty Lou bread as sponsor.

According to a report from Jayark, the station combined a program promotion with a promotion for the advertiser, by using specially imprinted "Bozo" balloons as a give-away to the children in the studio audience. WAST-TV has, up to now, ordered 6,000 balloons with the imprint "It tastes better with Betty Lou Bread."

In addition, the station has ordered about 100 gross of the "Bozo" walking doll as a premium item for the sponsor.

The animated *Bozo the Clown* library, which has been on the air for four years, has been sold in over 200 markets.

'Biography' for Utility ■ Pacific Gas & Electric Co., San Francisco, seeking entertainment and prestige values in a television program, is cooking with gas and electricity in its sponsorship of Official Films Inc.'s half-hour actuality series, *Biography*, in seven California markets. The stations are KRON-TV San Francisco, KERO-TV Bakersfield, KHSL-TV Chico-Redding, KIEM-TV Eureka, KFRE-TV Fresno, KSBW-TV Salinas-Monterey-San Jose and KSBY-TV San Luis Obispo-Santa Barbara.

"For an institution like ours, which is more interested in image than product, we find it refreshing to discover that viewers write in and say they like the show for its entertainment and educational values plus the quality of the production," comments A. James McCollum, PG&E advertising and publicity manager.

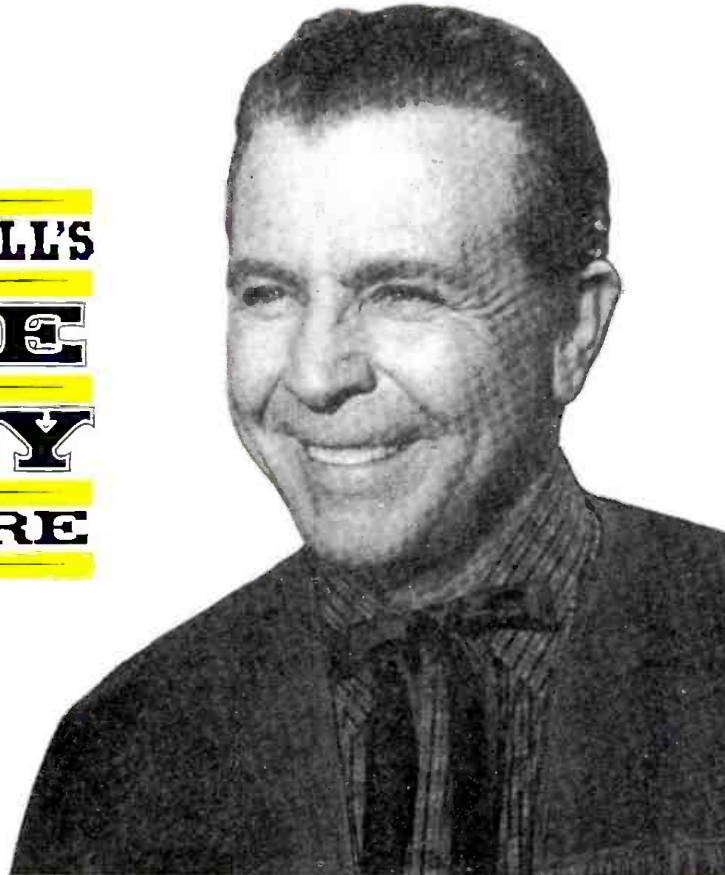
Mr. McCollum calls *Biography* an all-family show, with children and their parents viewing the program together. As a result, *Biography* has garnered consistently high ratings, which, Mr. McCollum says, means a substantial



154 "BIG-NAME"
GUEST STARS
INCLUDING
17 OSCAR AND
6 EMMY AWARD
WINNERS

NOW ENHANCED BY
THE MOST DISTINCTIVE
EXTRA SERVICES
EVER PROVIDED
BY ANY SYNDICATOR!

DICK POWELL'S
ZANE
GREY
THEATRE



HOST: DICK POWELL



JULIE ADAMS
RICK ADAMS
EDDIE ALBERT
JUNE ALLYSON
MARY ASTOR
LEW AYRES
ANNE BANCROFT
RICHARD BASHART
RALPH BELLAMY
LYLE BETTGER
ERNEST BORGNINE
SCOTT BRADY
NEVILLE BRAND
WALTER BRINNAN
LLOYD BRIDGES
ANNE BAXTER
RORY CALHOUN
MACDONALD CAREY
PHILIP CARY
JACK CARSON
LEF J COBB
STEVE COCHRAN
CLAUDETTE COLBERT
WENDELL COREY
JOSEPH COTTEN
JOAN CRAWFORD
ROBERT CULP
ROBERT CUMMINGS
SAMMY DAVIS JR
JOHN DLREK
BRIAN DONLEVY
PAUL DOUGLAS
DAN DURVEA
JOHN ERICSON
MARLYN IRSKINE
FELICIA FARR
MEL FERRER
STEVE FORREST
JOHN FORSYTHE
MONA FREEMAN
JAMES GARNER
PEGGY ANN GARNIR
JANE GRER
JEAN HAGREN
MAGGIE HAYES
STERLING HAYDEN
CELESTE HOLM
SKIP HOMEIR
DENNIS HOOPER
HENRY HULL
MARSHA HUNT
MARTHA HYER
JOHN IRELAND
BURL IVES
DAVID JANSSEN
DEAN JAGGER
CAROLYN JONES
DEAN JONES
VAN JOHNSON
HOWARD KEEL
BRIEN KEITH
ARTHUR KENNEDY
PHYLIS KIRK
DAVID LADD
HEDY LAMARR
FERNANDO LAMAS
JACK LEMMON
ART LINKLETTER
JUNE LOCKHART
JULIE LONDDN
FRANK LOVEJOY
IDA LUPINO
GUY MADISON
HERBERT MARSHALL
DEWEY MARTIN
RAYMOND MASSEY
STEVE MCNALLY
JOHN MCINTIRE
RALPH MEKER
GARY MERRILL
VERA MILES
CAMERON MITCHELL
THOMAS MITCHELL
GERALD MOHR
JAN MURRAY
BARRY NELSON
DAVID NIVEN
LLOYD NOLAN
EDMUND O'BRIEN
ARTHUR O'CONNELL
DAN O'HERLHY
JACK PALANCE
JOHN PAYNE
WALTER PIDGEON
DICK POWELL
RONALD REAGAN
MICHAEL RENNIE
TEX RITTS
EDWARD G ROBINSON
GINGER ROGERS
CESAR ROMERO
ROBERT RYAN
TOMMY SANDS
EVERETT SLOAN
BARBARA STANNWYCK
MARK STEVENS
HAROLD J STONE
BARRY SULLIVAN
DON TAYLOR
DANNY THOMAS
AUDREY TOTTER
TOM TULLY
TUESDAY WELD
JAMES WHITMORE
PETER WHITNEY
CARA WILLIAMS
ESTHER WILLIAMS
PEGGY WOOD
... AND OTHERS

HERE'S WHAT'S AVAILABLE TO HELP YOU REALIZE ITS GREAT POTENTIAL ...

- 145 different, per episode "coming attraction" trailers
 - Per episode action photos with titles, ident and synopses
 - "Network calibre-or-better" promo kits including telops, :10, :20 and :60 second filmed trailers, ad mats, on-air announcements, bios, etc.
 - Two weeks before playdate film delivery for taping promos (by request)
 - Color photos on loan basis
 - Sales helps to station reps for more national spot business
- BY FAR THE MOST DISTINGUISHED AMONG ALL OFF-NETWORK SERIES!**
- Over 150 dazzling, exploitable stars
 - 145 compact, action-filled "miniature movies" produced against a sweeping Western background

A CALL TO US WILL BRING YOU DETAILS

"PROVEN PROGRAMMING" FROM



A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH
AVENUE
NEW YORK
20
NEW YORK
LT 1-8530

▶ ALSO IN DISTRIBUTION: STAGECOACH WEST / THE DETECTIVES / THE LAW AND MR. JONES / TARGET: THE CORRUPTORS

SALE'S SUCCESSES BUILD FILM'S MARKET continued

and responsive audience for the company's commercials, which are both institutional and sales messages. The institutional announcements are themed to dramatic evidences of PG&E's engineering enterprises, such as atomic electricity development and the stringing of lines by helicopter. Sales messages are directed toward expanding the use of gas and electrical appliances. The agency for PG&E is BBDO, San Francisco.

PG&E makes available prints of the series to schools and considers this service of value both to the advertiser and the children and teachers.

Popeye Promotion ■ Advertisers often use syndicated cartoon shows for special local promotions.

A "toy sweepstakes" by Millbrook Bread is one current example of such a promotion, which is drawing successful results on "The Good Ship Popeye," over WTEN (TV) Albany, N. Y., a children's show built around King Features Syndicate's *Popeye* cartoons.

To enter the sweepstakes, listeners of the program were asked to visit the Millbrook shelf display at the supermarket and pick up entry blanks. Although they were not required to do so, the young Popeye fans were also asked to send an end wrapper from a Millbrook loaf along with the entry blank.

Over 3,000 entries were reported sent during the first five weeks of the eight-week promotion. And 99% of the entries were accompanied by the Millbrook end wrapper.

WTEN (TV) reported that the Millbrook promotion drew more mail than any previous promotion tied in with a visit to the sponsor's point of purchase.

Lay's Likes Cartoons ■ Frito-Lay Inc.'s Lay's potato chips sales in Southeastern markets have climbed 15% annually over the last two years, a growth directly correlated to the company's use of television. Frito Lay picked up CBS Films' cartoon series, *Deputy Dawg*, as the vehicle to carry its Lay chips message in 1961, got unexpected mileage



In Albany Popeye cartoons are proving a successful spot carrier for Millbrook Bread.

out of it, and continued sponsorship of the show through 1962.

Paul Patterson, account executive for Lay's potato chips at Liller, Neal, Battle & Lindsey, Atlanta, explains that the cartoon series is especially suited to the promotion of premium offers. Lay conducted 11 "special-offer" marketing schemes in 1961 and '62.

Mr. Patterson reports that sales of Lay's Twins package (two for one) quadrupled over the two-year period. The whole Lay chips budget, with the exception of some bus-carding, was put into sponsorship of *Deputy Dawg* on some 45 stations in the company's southern marketing district. The show was carried on an alternate week basis at an expense of about \$425,000 annually.

Effectiveness of the cartoon series in delivering the Lay message can be read in terms of numbers reached. Nielsen figures for March-April 1962 indicate that Lay's sales messages were attracting about 3,777,500 viewers in 1,717,050 television homes.

In 35 Lay markets rated by Nielsen (remaining markets were projected) *Deputy Dawg* had an average rating of 23.4. The commercial minute cost-per-thousand was an attractive \$2.09.

CBS Films has begun the third year of *Deputy Dawg* production. The new series will be available in color.

Science Fiction Success ■ Earl Hollenbeck of Blackman-Hollenbeck Ford, Fresno, Calif., said his company is considered "a shrewd timebuyer."

And, Mr. Hollenbeck said, "we knew a good thing when we saw it."

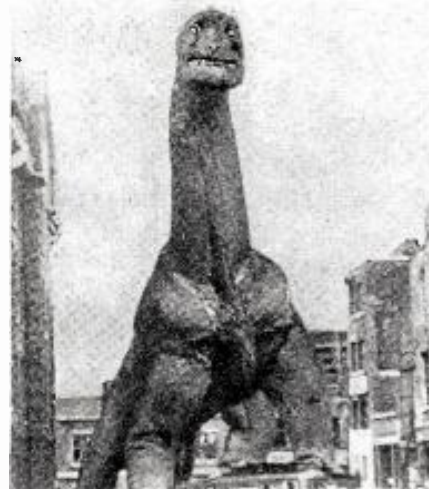
The "good thing" Mr. Hollenbeck saw was sponsorship of Allied Artists' *Science Fiction Features* over KJEO-TV Fresno. And his reaction after watching the show overwhelmingly outscore three competitors in the 6-7:30 p.m. time slot is summed up briefly:

"The audience exceeded our expectations, and the sales results were tremendous."

Blackman-Hollenbeck originally bought the show on a 13-week basis, but it took the company only five weeks to note the impact of its advertising, and to buy the show for a year. The company uses nine commercial minutes per show, divided up among 4-5 spot announcements.

Mr. Hollenbeck said that his company buys nothing but tv advertising, and in regard to the *Science Fiction Features* in particular, he said: "The show speaks for itself."

Here is what the show has done for Blackman-Hollenbeck in cold facts. Reaching 48% of the viewers in a four-station area, the advertising has prompted a sales increase of 30%, according to



The Science Fiction features sponsored by Blackman-Hollenbeck Ford in Fresno have brought "tremendous" sales results, says Mr. Hollenbeck.

Mr. Hollenbeck, directly traceable to the tv advertising on the show.

Paradise Participations ■ Sponsor satisfaction with 20th Century-Fox Tv's *Adventures in Paradise* series is no secret at KSLA-TV Shreveport, La. At that station all five participants stuck with the show when it changed time periods recently.

The 91 hour-long episodes of South Sea adventure, with Gardner McKay and guest stars, "has been sold out almost from the day it went on the air last September," according to KSLA-TV program director John Renshaw.

Advertisers in the program are Procter & Gamble, Breast O' Chicken tuna, Jack's Beer, Sprite (soft drink) and O'J's Beauty Lotion.

Ratings of the program attest to its popularity in the Shreveport market and give an explanation of high sponsor interest. ARB's November-December report gave the show an average of 54,000 homes and a metropolitan share of 47%.

Optical Firm Pleased ■ Eyeglass sales through television?

Why not?

That's the report from Texas State Optical, a huge 94-office optometric firm in the state of Texas, which reports it is "completely delighted" with results of its tv advertising in 15 Texas markets.

Thanks to an impetus started by the sponsorship of ABC Films' *One Step Beyond* series in the Rio Grande Valley area, Texas State Optical now allots 60% of its total advertising budget to television, and according to TSO director of public relations W. Ed Allen, the tv advertising outpulls the other media by far.

The *One Step Beyond* series, a half-hour excursion into the realm of extra-sensory perception released several years

ago as *Alcoa Presents*, was first sponsored by Texas State Optical over Weslaco-Harlingen station KGBT-TV, and was greeted by what Mr. Allen termed "fantastic ratings." As a result, TSO expanded the series into three more areas—KMID-TV Midland-Odesa, KXII-TV Sherman-Denison, and KTSM-TV El Paso.

And the general results?

In each situation where the *One Step Beyond* series is running, Mr. Allen reports, the show is doing an outstanding job in the ratings, and in the organization's sales curve.

Classical Example ■ A bank in Ari-

zona, by advertising on a classical music program syndicated from Chicago, has found television a happy medium for reaching a particular segment of viewers.

Thanks to its sponsorship of *Great Music from Chicago* on KTVK (TV) Phoenix (Sundays, 10-11 p.m.), Greater Arizona Savings and Loan Assn. "reaches an audience that we are particularly interested in," according to bank president Maxwell E. Greenberg.

Mr. Greenberg said sponsorship of the program "has resulted in a substantial increase in new savings accounts."

Great Music from Chicago, which Mr. Maxwell said "has made an outstanding contribution to the cultural life of Phoenix through television," is made available through WGN Syndication, Chicago, and is currently appearing in 45 markets within the continental U. S., plus markets in Argentina, Uruguay, Canada and the Virgin Islands.

Winner of a George Foster Peabody award in 1959 for television entertainment, *Great Music from Chicago* features the Chicago Symphony Orchestra with guest soloists and conductors.

Film distributors and their Chicago locations

Television Film Exhibit '63 has attracted the majority of the major syndicators and film distributors. Located in the Pick-Congress Hotel, just north of the Conrad Hilton on Michigan Ave., the exhibits will be open from March 30th through April 3. Major exhibitors and other film distributors are listed here with their locations. For film distributors not listed here check NAB Convention listings, page 116.

ABC FILMS INC.

Conrad Hilton, Suite 2300

Headquarters: 1501 Broadway, New York 36.

Branches: 360 N. Michigan Ave., Chicago 11.

190 N. Canon Dr., Beverly Hills, Calif.

P. O. Box 653, Covington, La.

Carlton Tower, Suite 1315, 2 Carlton St., Toronto.

Personnel: Henry G. Plitt, president; Harold J. Klein, senior vice president and director of world-wide sales; John F. Tobin, vice president in charge of domestic syndication; Irving Paley, director of advertising and promotion; Phillip Conway,



Mr. Plitt

Eastern Div. manager; Michael G. Gould, Central Div. manager; William Seiler, Southern Div. manager; Howard M. Lloyd, Western Div. manager.

Films available:

Wyatt Earp.

The Rebel.

Casper the Friendly Ghost & Co.

One Step Beyond.

Adventures of Jim Bowie.

Man With a Camera.

Congressional Investigator.

Douglas Fairbanks Jr. Presents.

Consult Dr. Brothers.

Sheena, Queen of the Jungle.

Court of Last Resort.

The Three Musketeers.

The New Breed.

Exclusive!

Meet McGraw.

26 Men.

Expedition!

The People's Choice.

Straightaway!

The Playhouse.

High Road.

Counterthrust.

Girl Talk.

The Herald Playhouse.

The Cheaters.

ALLIED ARTISTS TELEVISION CORP.

Pick-Congress, Shelby Room

Headquarters: 165 W. 46th Street, New York.

1232 S. Michigan Ave., Chicago.

4376 Sunset Dr., Hollywood.

2204 Commerce St., Dallas.

186 Luckie St., Atlanta.



Mr. Morin

Personnel: Robert B. Morin, vice president and general sales manager; C. P. Jaeger, national program manager; Barry Lawrence, director of promotion, advertising and publicity; James C. Stern, Central Div. sales manager; Roy George, Southwestern Div. sales manager; Sidney Cohen, Western Div. sales manager; Elliot A. Benner, Central Div. account executive.

Films available (number of episodes in parentheses):

Cavalcade of the '60's—Group I (40).

Cavalcade of the '60's—Group II (32).

Science Fiction (22).

Bowery Boys (48).

Bomba, the Jungle Boy (13).

CBS FILMS INC.

Conrad Hilton, Suite 2319

Headquarters: 485 Madison Ave., New York 22.

Branches: 1317 Peachtree St., Atlanta 9.

630 N. McClurg Court, Chicago 11.

622 Fidelity Union Life Bldg., Dallas 1.

Sheraton-Palace Hotel, 140 Jessie St., San Francisco.

Personnel: Sam Cook Digges, administrative vice president; James T. Victory, domestic sales vice president; Ralph M. Baruch, international sales vice president; Fred J. Mahlstedt, managing director, operations, domestic and international; Joseph B. Irwin, director of business affairs; Henry T. Gillespie, midwestern division manager; Carter Ringlep, southwestern division manager; Edward Hewitt, western division manager; Jack Waldrep, Atlanta office manager; Eugene Moss, sales promotion manager; William Weiss, vice president and general manager of Terrytoons division.



Mr. Digges

Films available (number of episodes in parentheses):

Air Power (26).

Amos 'n' Andy (77).

Annie Oakley (81).

Assignment Foreign Legion (26).

U. S. Border Patrol (39).

The Brothers Brannagan (39).

Call Mr. 'D' (51).

Colonel Flack (39).

December Bride (154).

Deputy Dawg (208).

The Cases of Eddie Drake (13).

The Eve Arden Show (26).

The Gene Autry Show (91).

The Gray Ghost (39).

Heckle & Jeckle (104).

The Honeymooners (39).
The Files of Jeffrey Jones (39).
The Kukla & Ollie Show (195).
Life With Father (26).
Mama (26).
Mr. Adams and Eve (66).
Navy Log (102).
Our Miss Brooks (128).
The Phil Silvers Show (38).
Range Rider (78).
Rendezvous (39).
Robert Herridge Theatre (26).
San Francisco Beat (183).
Eugene Ormandy's Sound of America (1).
Tom Terrific (26).
Trackdown (71).
Wanted—Dead or Alive (94).
Whirlybirds (111).
The Whistler (39).
The World of Giants (13).
You Are There (65).

DESILU SALES INC.

Pick-Congress, Suite 311
 Headquarters: 780 N. Gower St.,
 Hollywood 38.
 Branches: 39 W. 55th St., New York
 19.
 670 N. Michigan Ave., Chi-
 cago 11.
 1734 Candler Bldg., Atlanta
 3.
 528 Interurban Bldg., Dal-
 las 1.



Mr. Dinsmore

Personnel: Richard Dinsmore, vice president and general manager; Peter Cary, Western sales manager; Ivan Genit, Southwestern sales manager; Tom Seehof, Eastern sales manager; Jack Stuart, Southeastern sales manager; Chuck Whipple, Midwest sales manager; Jerry Franken, press-promotion.

Films available (number of episodes in parentheses):
Fractured Flickers (26).
Desilu Playhouse (47).
Guestward Ho (38).
The Texan (78).
Harrigan & Son (34).
Junior All-Stars (50).
Desilu's Little People.
Journey of a Lifetime (39).
Jazz Scene, U. S. A. (26).
Rod Rocket (130).
Window on the World (12).
Doctors At Work (52).
Travel Time (65).
Universe (1).

EMBASSY PICTURES CORP.

Pick-Congress, Suite 327
 Headquarters: 1271 Sixth Ave., New
 York.

64 (SPECIAL REPORT: TFE '63)



Mr. Graff

FOUR STAR DISTRIBUTION CORP.

Pick-Congress, Victorian Room
 Headquarters: 600 Fifth Ave., New
 York.
 Branches: 430 Radford Ave., Holly-
 wood.



Mr. Firestone

Personnel: Len Firestone, vice president and general manager; Burt Rosen, executive administrative assistant; Leo Gutman, advertising director; Bud Brooks, sales representative; Dick Feiner, sales representative; Bill Hooper, sales representative; Al Shore, sales representative; Jerry Weisfeldt, sales representative.

Films available (number of episodes in parentheses):
Dick Powell's Zane Grey Theatre (145).
The Detectives (67).
Stagecoach West (38).
Target: The Corruptors (35).
The Law and Mr. Jones (45).

HOLLYWOOD TELEVISION SERVICE

Pick-Congress, Suite 319
 Headquarters: 4024 Radford Ave., N.
 Hollywood.



Mr. Bloom

Personnel: David Bloom, general sales manager; David Bader, Eastern Div. manager; Mal W. Sherman, Western Div. manager; Ken Weldon, Central Div. manager; Elvin Feltner Jr., Southern Div. manager; Vonn Neubaur, Southern representative; Bryan D. Stoner, Midwest Div. manager.

Films available (number of episodes in parentheses):
 Science Fiction Cliff Hangers (191).
 Jungle Adventure Cliff Hangers (104).

Personnel: E. Jonny Graff, vice president for tv; Leonard Lightstone, executive vice president; Arnold Friedman, advertising department.

Films available (number in parentheses):
 Feature films (33).

Republic's Famous Cliff Hangers (16).
 Post-'48 Constellation Features (140).
 Post-'50 Saturn Features (29).
 The Mighty Forty (40).
 Shock (5).
 Mystery Features (33).
 Comedy Features (26).
 Special Features (137).
 One-Hour Features (65).
 Roy Rogers Features of the '50's (14).
 Roy Rogers-Gene Autry Library (123).
 Action Theatre (60).
 Red Ryder and Little Beaver (23).
 John Wayne Westerns (15).
 Outdoor Action Westerns (150).
 Stories of the Century (39).
 Frontier Doctor (39).
 Stryker of Scotland Yard (12).
 Commando Cody (12).

INDEPENDENT TELEVISION CORP.

Pick-Congress, Suite 325
 Headquarters: 555 Madison Ave., New
 York.
 Branches: 612 N. Michigan Ave., Chi-
 cago.
 100 University Ave., Toron-
 to.



Mr. Mandell

Personnel: Abe Mandell, executive vice president; Harold L. Danson, general sales manager, syndication; Irving Klein, director of advertising.
 Films available:
Jo Stafford.
Man of the World.
The Saint.
Fireball XL5.
 Mr. Piper.
Supercar.
Broadway Goes Latin.
Sir Francis Drake.
South America: The Awakening Giant.

JAYARK FILMS CORP.

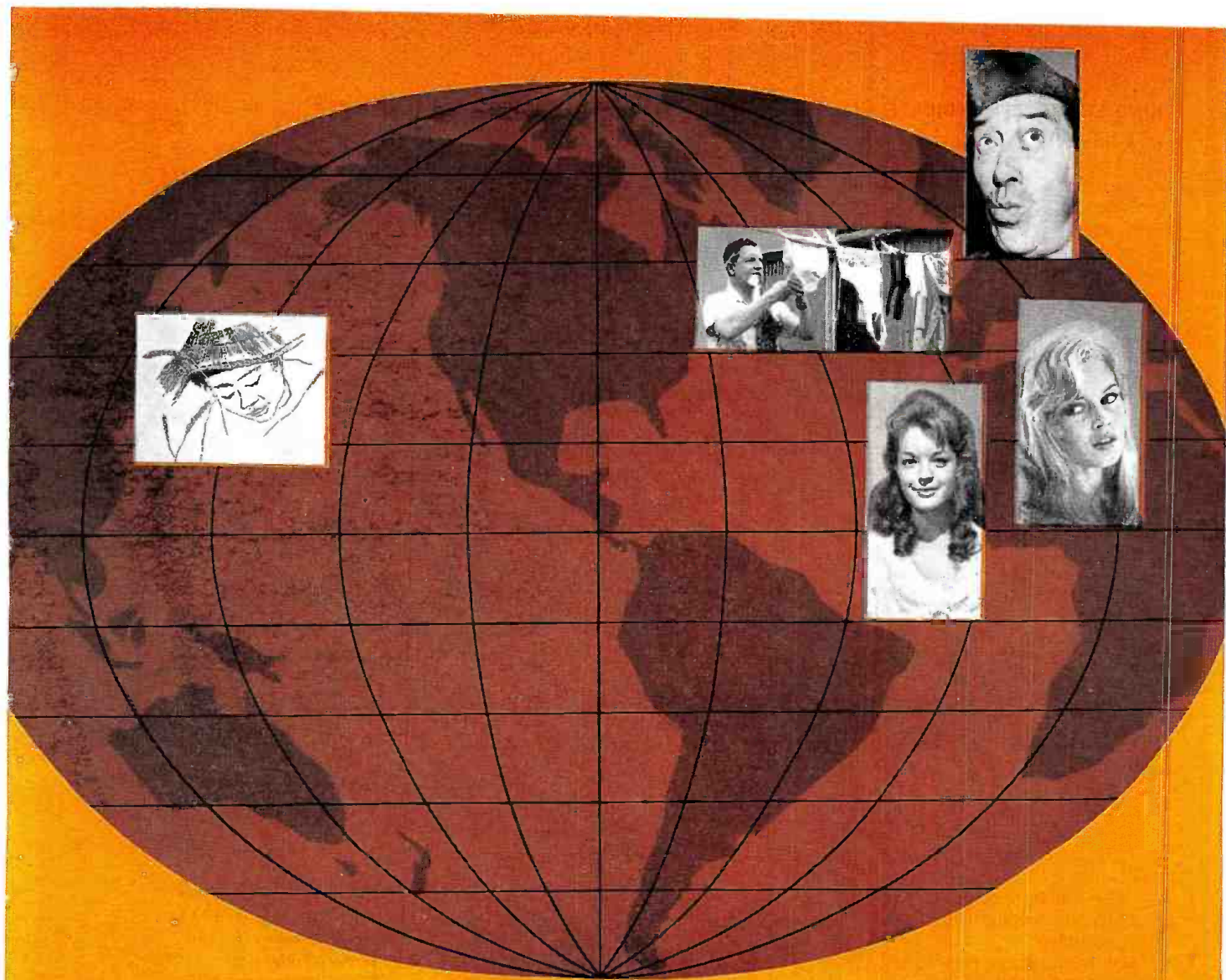
Pick-Congress, Lakeshore Room
 Headquarters: 733 Third Ave., New
 York.



Mr. Victor

Personnel: Harvey L. Victor, vice president and general sales manager.
 Films available (number of episodes in parentheses):
Bozo the Clown, Groups 1 and 2 (156).
Bozo's Cartoon Storybook (52).
 Hollywood Hist-
 O-Rama.
 Post-'50 Blockbuster Features (56).

BROADCASTING, March 25, 1963



we've gone around the world...to bring you Volume 6
THE INTERNATIONAL VOLUME

Our new selection of critically acclaimed
 feature motion pictures is assembled in Volume 6,
 "THE INTERNATIONAL VOLUME"—
 Seven Arts new release of "Films of the 50's."
 See them at Seven Arts' TFE suite in the
 Pick-Congress Hotel, Chicago, March 30—April 3
 or call your nearest Seven Arts' representative.



**SEVEN ARTS
 ASSOCIATED
 CORP.**



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
 NEW YORK: 270 Park Avenue • YUkon 6-1717
 CHICAGO: 4630 Estes, Lincolnwood, Ill. • ORchard 4-5105
 DALLAS: 5641 Charleston Drive • ADams 9-2855
 LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. • STate 8-8276
 TORONTO, ONTARIO: 11 Adelaide St. West • EMpire 4-7193
 For list of TV stations programming Seven Arts' "Films of the 50's"
 see Third Cover SRDS (Spot TV Rates and Data)
 Individual feature prices upon request.

KING FEATURES SYNDICATE

Pick-Congress, Tally-Ho Room
Headquarters: 235 E. 45th St., New York.

Branches: 4741 Laurel Canyon Blvd., N. Hollywood.



Mr. Brodax

Personnel: Al Brodax, director of tv; Ted Rosenberg, director of tv sales, East; Maurie Gresham, director of tv sales, West; Gene Plotnik, director of creative services.
Films available (number of episodes in parentheses):
Beetle Bailey, Barney Google & Snuffy Smith, Crazy Kat (150).
Popeye (220).

MCA-TV

Conrad Hilton, Suite 2300
Headquarters: 598 Madison Ave., New York.

1371 Peachtree St., N.E., Atlanta.
519 E. Trade St., P. O. Box 1503, Charlotte.

425 N. Michigan Ave., Chicago.
426 Transportation Bldg., Cincinnati.
1172 Union Commerce Bldg., Cleveland.

2311 Cedar Springs, Dallas.
1415 Northwestern Bank Bldg., Minneapolis.

504 Delta Bldg., New Orleans.
101 Jones Bldg., Seattle.
Chemical Bldg., Rm. 1110, St. Louis.
Revue Studios, 3900 Lankershim Blvd., Universal City.

180 University Ave., Toronto.
1434 W. Ste. Catherine St., Montreal.



Mr. Sutton

Personnel: D. A. Werblin, president; David V. Sutton, vice president in charge of film syndication; Louis Friedland, vice president; Hal Golden, vice president; Frank Brill, vice president; Keith Godfrey, vice president; Ed Aaronoff, advertising and publicity; James Stirton; Raoul Kant; DeArv Barton; Bob Greenberg.

Film available (number of episodes in parentheses):

Checkmate (70).
Thriller (67).
Frontier Circus (26).
Cimarron City (26).
Suspicion (21).
Overland Trail (17).
Riverboat (44).
Bachelor Father (157).

Dragnet (276).
Love That Bob (173).
M-Squad (117).
Restless Gun (77).
D. A.'s Man (26).
Staccato (27).
Shotgun Slade (78).
Coronado 9 (39).
Johnny Midnight (39).
State Trooper (104).
Mike Hammer (78).
SA 7 (26).
Crusader (52).
Kit Carson (104).
Ray Milland (76).
Soldiers of Fortune (52).
Man Behind the Badge (39).
Biff Baker USA (26).
Federal Men (39).
City Detective (65).
Follow That Man (82).
Pride of the Family (40).
Guy Lombardo (78).
Rosemary Clooney (39).
Playhouse 15 (78).
Revue Anthology (314).

METRO-GOLDWYN-MAYER TELEVISION

Pick-Congress, Washington Room
Headquarters: 1540 Broadway, New York.

Branches: Prudential Plaza, Rm. 2408, Chicago.

MGM Studios, Culver City, Calif.

340 Victoria St., Toronto.



Mr. Burns

Personnel: John B. Burns, vice president for sales; Richard A. Harper, director, syndication and feature film sales; Edward Montanus, Central sales manager; Charles Alsup, Western sales manager; Louis Israel, Southern sales manager; Richard G. Yates, account executive; Paul B. Mowrey, account executive; Karl Von Schallern, account executive; Alex Horwitz, account executive; William Robinson, Canadian sales manager; Alistair Banks, Canadian account executive; Herman Keld, sales coordinator; Alfred Ordovery, research director; Keith Culverhouse, director, advertising and promotion.

Films available (number of episodes in parentheses):

'61 Features (30).
'62 Features (30).
'63 Features (30).
Pre-'48 Feature Film Library (700).
Cain's Hundred (30).
Asphalt Jungle (13).
The Islanders (24).
Northwest Passage (26).
The Thin Man (72).

MGM Cartoons (135).
Our Gang Comedies (52).
Pete Smith Specialties (101).
The Passing Parade (69).
Crime Does Not Pay (48).
Billy Bang Bang Movies (150).

NBC FILMS INC.

Drake Hotel
Headquarters: 30 Rockefeller Plaza, New York.



Mr. Rittenberg

Personnel: George A. Graham Jr., board chairman, NBC Enterprises; Morris Rittenberg, president; William Breen, vice president, sales; Bob Blackmore, Midwest sales manager.

Films available (number of episodes in parentheses):

Funny Manns (130).
Crazy Legs (1).
Blue Angels (104).
R. C. M. P. (117).
Jim Backus Show (104).
Pony Express (78).
Not for Hire (78).
Flight (117).
Danger is My Business (39).
Union Pacific (117).
Boots & Saddles (169).
Silent Service I (143).
Silent Service II (130).
Great Gildersleeve (170).
Steve Donovan (179).
Crunch & Des (156).
Captured (26).
Hopalong Cassidy (34).
Watch the World (26).
Victory At Sea (26).
Lawless Years (71).
Philip Marlowe (26).
Homer Bell (78).
Bob Hope Features (2).
Californians (207).
Hiram Holiday (52).
Cameo Theatre (104).
Panic (93).
It's A Great Life (234).
Medic (413).
Frontier (156).
Life of Riley (376).
People Are Funny (450).
Celebrity Golf (52).
Best of Groucho (750).
The Deputy (152).
Hennesey (96).
Michael Shayne (32).
87th Precinct (30).
Astro-Boy (52).
Outlaws (50).

OFFICIAL FILMS INC.

Pick-Congress, Columbian Room
Headquarters: 724 Fifth Ave., New York.



interesting notes

In over 30 markets to date, Seven Arts' series of 13 one-hour TV Concert Specials featuring the Boston Symphony Orchestra has registered an impressive commercial success story for a variety of sponsors.

In 10 of these markets for example, the series is/was sponsored by a local bank or savings and loan association as follows:

Bangor, Me.	(WABI-TV)	Merchants National Bank of Bangor
Columbia, S. C.	(WIS-TV)	Home Federal Savings & Loan Association
Des Moines, Iowa	(WHO-TV)	Valley City National Bank
Fargo, N. D.	(WDAY-TV)	Gate City Savings & Loan Association
Fresno, Calif.	(KMJ-TV)	Sequoia Savings & Loan Association
Lexington, Ky.	(WKYT)	Bank of Commerce
Louisville, Ky.	(WAVE-TV)	Citizens Fidelity Bank
New York, N. Y.	(WNEW-TV)	Manufacturers Hanover Trust Co.
Omaha, Neb.	(WOW-TV)	Nebraska Savings & Loan Association
Wheeling, W. Va.	(WTRF-TV)	Security National Bank

In addition to banks and/or savings and loan associations, other sponsors of the Boston Symphony Orchestra series include Scott-Stewart Volkswagen in Erie, Pa.; The Stewart Dry Goods Co., which is co-sponsoring the series with the Citizens Fidelity Bank in Louisville, Ky.; Music Manor in

Reno, Nev.; Miller Piano in Jacksonville, Fla. and the Manufacturers Light and Heat Co. which is co-sponsoring the series with the Security National Bank in Wheeling, W. Va.

Of particular significance to these sponsors is the public and critical acclaim received for these 13 brilliant concerts conducted by Erich Leinsdorf, Charles Munch, Aaron Copland, William Steinberg and Richard Burgin.

For further information and to arrange a screening of our 15-minute Boston Symphony Story and/or a complete concert, please contact your nearest Seven Arts salesman.



**SEVEN ARTS
and TFE-'63**
Buckingham Suite
Pick-Congress Hotel
Sat. March 30—
Wed. April 3



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive AOams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193



Mr. Reed

Personnel: Seymour Reed, president; Howard B. Koerner, vice president; Robert A. Behrens, vice president, sales; Johnny Johnston, director of national sales; S. Allen Ash; Ken Byrnes; Stan Byrnes; Al Lan- ken; John Lewis.

Films available

(number of episodes in parentheses):

- Biography I.*
- Biography II.*
- Little Rascals* (90).
- Decoy.*
- Cartoons (41).
- Almanac* (377).
- Greatest Headlines of the Century*
- Sportfolio* (260).
- Peter Gunn* (114).
- Mr. Lucky.*
- Yancy Derringer* (34).
- Wire Service* (39).
- My Little Margie* (126).
- Trouble With Father* (130).
- Adventures of Robin Hood* (143).
- Star Performance* (156).
- Invisible Man.*

WALTER READE-STERLING INC.

Pick-Congress, Suite 315

Headquarters: 6 East 39th St., New York.

Branches: 100 W. Monroe St., Chicago.

1680 N. Vine St., Hollywood.



Mr. Turell

Personnel: Saul J. Turell, president; Elliott Abrams, sales; Bernice Coe, sales; Alan Gleitsman, sales; Kenneth Jaffe, sales; Robert Schlessel, sales.

Films available (number of episodes in parentheses):

Cinema 70 (84).

Golden Age of Hollywood: Silents Please (39).

The Special of the Week (26).

The Golden World of Opera (26 feature length, 39 hours).

Adventure Theatre (78).

Abbott & Costello (52).

Chatter's World (150).

The Big Moment in Sports (150).

Time Out for Sports (52).

Bowling Stars (52).

Capt'n Sailorbird Cartoons (184).

Crusade in the Pacific (26).

WALTER SCHWIMMER INC.

Headquarters: 75 E. Wacker Dr., Chicago 1.



Mr. Schwimmer

Personnel: Walter Schwimmer, president.

Films available: *Let's Go To The Races.*

The Hambel-tonian.

World Series of Golf.

Championship Bridge.

Championship Bowling.

SCREEN GEMS INC.

Pick-Congress, Roosevelt Room

Headquarters: 711 Fifth Ave., New York.

Branches: 1112 Peachtree St., N.E., Atlanta.

318 N. Pearl St., Dallas.

230 N. Michigan Ave., Chicago.

1334 N. Beachwood Dr., Hollywood.



Mr. Hyams

Personnel: Jerome Hyams, executive vice president and general manager; Robert Seidelman, vice president in charge of syndication; Dan Goodman, Eastern sales manager; Don Bryan, Southern sales manager; William Hart, Midwestern sales manager; Frank Parton, Southwestern sales manager; Marvin Korman, advertising and promotion manager.

Films available (number of episodes in parentheses):

Columbia and Universal-International Features (300).

Hanna-Barbera Cartoons (156).

Festival of Performing Arts (10).

Shannon (36).

Medicine of the Sixties (24).

Manhunt (78).

Tightrope (37).

Two Faces West (39).

Award Theatre (78).

Pick A Letter.

SEVEN ARTS ASSOCIATED CORP.

Pick-Congress, Buckingham Room

Headquarters: 270 Park Ave., New York.

Branches: 8922-D N. La Crosse (P.O. Box 613) Skokie, Ill.

5641 Charlestown Drive, Dallas.

3562 Royal Woods Drive, Los Angeles.

11 Adelaide St. West, Toronto.



Mr. Rich



Mr. Klauber

Personnel: W. Robert Rich, vice president and general sales manager; Donald Klauber, vice president and national sales manager; Lloyd Krause, Eastern Div. sales manager; Jack Heim, Eastern Div. account executive; Robert Hoffman, Midwest Div. sales manager; J. W. McGough, Midwest Div. account executive; George Mitchell, Western Div. sales manager; Alden Adolph, Western Div. account executive; Dave Hunt, Southwest Div. sales manager; Carl Miller, Southwest account executive; Leonard Hammer, director, station representatives and national sales; Herbert Richek, director of operations; Harvey Chertok, director of advertising, promotion and publicity; Norman B. Katz, vice president, foreign operations.

Films available (number of episodes in parentheses):

Films of the '50's—Vol. 1 (36).

Films of the '50's—Vol. 2 (41).

Films of the '50's—Vol. 3 (41).

Films of the '50's—Vol. 4 (40).

Films of the '50's—Vol. 5 (53).

Films of the '50's—Vol. 6.

Special Features (27).

Boston Symphony Orchestra (13).

Emmett Kelly Show (39).

En France (26).

Mahalia Jackson Sings (82).

Laffs (65).

STORER PROGRAMS INC.

Executive House, Suite 3511

Headquarters: 500 Park Ave., New York.

Branches: 333 Michigan Ave., Chicago.

1018 W. Peachtree St., Atlanta.

4971 Dumfries St., Houston.

1717 N. Highland Ave., Hollywood.



Mr. Lee

Personnel: Terry H. Lee, vice president for business planning and development; Buddy R a y, operations manager; Jacques Liebenguth, sales manager.

Films available (number of episodes in parentheses):

Divorce Court (130).

B-wana Don in Jungle-la (130).
Communism R. M. E. (13).
The Littlest Hobo (34)

TRANS-LUX TELEVISION CORP.

Pick-Congress, Carter Room
 Headquarters: 625 Madison Ave., New York.
 Branches: 6253 Hollywood Blvd., Hollywood.
 520 N. Michigan Ave., Chicago.



Mr. Carlton

Personnel: Richard Brandt, president, Trans-Lux Corp., Richard Carlton, vice president, Trans - Lux Tv Corp.; Roslyn Karan, coordinator, Encyclopaedia Britannica Film Library; Barbara Wilkens, director of publicity; M. E. Ormond, Midwest Div. manager; Arthur Manheimer, Western Div. manager; Murray Oken, Eastern Div. manager.

Films available (number of episodes in parentheses):

Encyclopaedia Britannica Film Library (800).

The American Civil War (13).

Animal Parade (39).

Frontiers of Knowledge (26).

Junior Science (39).

Feature Pictures.

It's A Wonderful World (39).

Zoorama (78).

The Mighty Hercules (30).

Guest Shot (26).

Felix The Cat (260).

Magic Room (39).

TWENTIETH CENTURY-FOX TELEVISION INC.

Pick-Congress, Music Room
 Headquarters: 444 W. 56th St., New York.
 Branches: 197 Walton Ave., N. W., Atlanta.
 Fox Studios, Beverly Hills, Calif.
 1260 S. Wabash Ave., Chicago.



Mr. Shupert

Personnel: George T. Shupert, vice president; Alan M. Silverbach, director of syndication; William L. Clark, Eastern Div. sales manager; Crenshaw Bonner, Southern Div. sales manager; John P. Rohrs, Central Div. sales manager; Donald Joannes, Western

Div. sales manager.

Films available (number of episodes

in parentheses):
 Century I (30).
Adventures in Paradise (91).
Hong Kong (26).
Five Fingers (16).
Follow the Sun (30).
Bus Stop (25).

UNITED ARTISTS CORP. INC.

Pick-Congress, Lincoln Room
 Headquarters: 555 Madison Ave., New York.

UNITED ARTISTS TELEVISION CORP.

Headquarters: 555 Madison Ave., N. Y.
 Branches: 520 N. Michigan Ave., Chicago.

7324 Santa Monica Blvd., Hollywood.



Mr. Rifkin

Films available:
The Lee Marvin Show.
The Story Of—Ripcord.
Leave It to the Girls.
Everglades.

ECONOMEETV TELEVISION PROGRAMS

Headquarters: 555 Madison Ave., N. Y.



Mr. Weis

Personnel: Pierre Weis, vice president and general manager; Ken Joseph, division sales manager; Dick Lawrence, division sales manager; Jim Weathers, division sales manager; Leon Bernard, account executive; James Ricks, account executive.

Films available:
 Economee Package (35 series, 2164 episodes, including:
Ann Sothern Show.
Lockup.
Bat Masterson.
Tombstone Territory.
Sea Hunt.
Highway Patrol.
The Aquanauts.)

UNITED ARTISTS ASSOCIATED INC.

Headquarters: 555 Madison Ave., N.Y.
 Branches: 520 N. Michigan, Chicago.
 1041 N. Formosa Ave., Hollywood.

1905 Southland Center, Dallas, Tex.



Mr. McCormick

Films available (number of episodes in parentheses):

Showcase for the Sixties (33).

A-Okays (32).

Box Office Group (26).

Popeye Cartoons (234).

Warner Bros. Cartoons (337).

RKO Feature Library (400).

Warner Bros. Feature Library (761).

VIDEO HOUSE INC.

Pick-Congress, Suite 323

Headquarters: 48 W. 48th St., N.Y.



Mr. Hartigan

Personnel: Albert G. Hartigan, vice president, general sales manager; Johanna Masucci, secretary.

Films available (number of episodes in parentheses):

Out-of-the-Inkwell (100).

WARNER BROS. PICTURES INC., TELEVISION DIV.

Pick-Congress, Park View Room

Headquarters: 666 Fifth Ave., N. Y.



Mr. Kotler

Personnel: Joseph Kotler, vice president; William P. Andrews, Western Dist. sales manager; John W. Davidson, Southeastern Dist. sales manager; Michael S. Kievman, Central Dist. sales manager; Jack E. Rhodes, Northeastern Dist. sales representative; Gordon A. Hellmann, sales promotion manager.

Films available (number of episodes in parentheses):

Maverick (124).

Sugarfoot (69).

Bronco (68).

Surfside 6 (74).

The Roaring 20's (45).

Bourbon Street Beat (39).

Lawman (156).

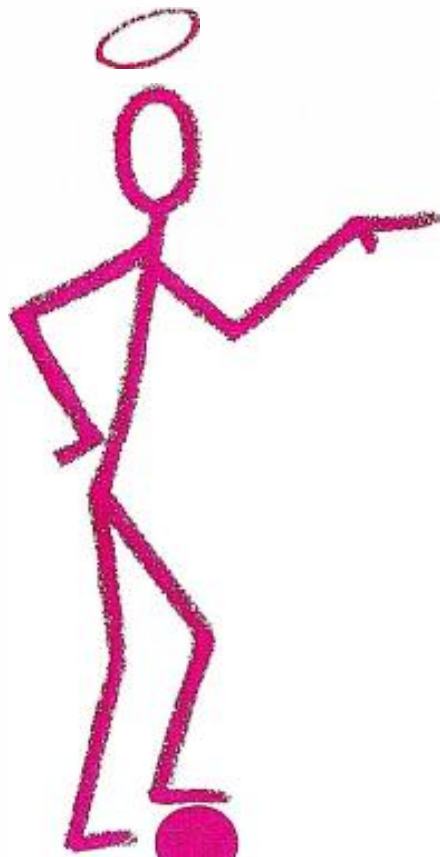


Leslie Charteris'

THE comes to

... the only first-run, one-hour adventure





Saint

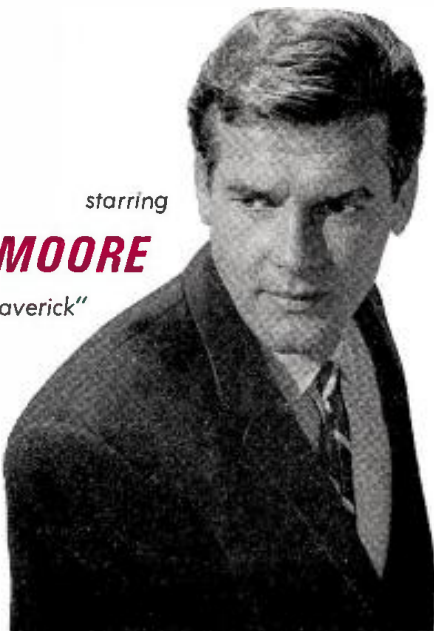
television

ries for market-by-market sale . . .

starring

ROGER MOORE

star of "Maverick"



From stories written by Leslie Charteris, world-famed creator of *The Saint* . . . filmed in the glamor centers of the world where Charteris went for his material and backgrounds—New York, London, Paris, Rome, Nassau, Geneva, Southern Spain and more . . . with production that is polished and professional, meticulous down to the smallest detail . . . and in every episode, beautiful women who are attracted to Simon Templar—*The Saint*—as he is to them . . .

comes television's only series of its kind

39 first-run full-hours

of adventure, mystery and suspense

THE SAINT

a series identified only with success . . .

novels—35 titles with more than 60 million copies sold, translated into virtually every written language

radio—from 1945 to 1951, giant shares of audience coast-to-coast on NBC, CBS and Mutual networks

movies—10 box office hits produced by RKO with such stars as George Sanders and Louis Hayward

mystery magazine—five separate editions printed every month in the United States, England, France, Netherlands and Brazil.

newspaper strip—a regular feature in more than 75 papers with a total circulation in the millions

. . . success that insures for the series an avid, pre-sold audience in every market it plays.

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Meet **The Saint** in Chicago,

March 30-April 3,

Pick-Congress Hotel, Suite 325.

Stations look at film programming

THREE OUT OF FOUR WOULD LIKE TO HAVE MORE PRIME-TIME PRODUCT

A wide demand for more and better syndicated film programs is shown among television stations in the United States, with three-out-of-four stations reporting they would like more prime-time programming from syndicators.

This finding, along with many others that probe deeply into the major aspects of tv station programming and the films made available to them, are shown in an industrywide tv survey conducted by BROADCASTING.

The results bring to light many facts and trends that heretofore have been suspected but not scientifically documented. The survey findings are based on a 30% response to a lengthy questionnaire sent to all 569 tv stations, with 169 questionnaires processed in an analysis of the replies.

Clearer Picture ■ Purpose of the survey was to obtain a better picture of the exact programming requirements of the industry along with station reaction to the films currently available.

An analysis of replies yields basic information that will serve as a guide to syndicators and other program suppliers. They show what types of programs are in short or adequate supply, in the opinion of tv stations. They reveal, also, the types of syndicated films stations desire.

Besides the tabulated data (see below), the responding stations supplied illuminating suggestions to syndicators. These include both favorable and unfavorable comments on the product presently available. They include, too, detailed suggestions dealing with the types of films they want to buy. The 30% sample is believed to represent a fair cross-section of operating tv stations.

The first industrywide insight into the amount of network programming dropped by stations to make way for feature films or syndicated programs is provided by the survey.

Half of operating tv stations have dropped one or more network programs this season in prime time to make way for feature films, it was revealed.

An interesting finding came from the question, "Have you done more of this substitution of feature films for network programs in prime time this season as compared with previous seasons?"

The finding: 83.6% of replying stations have not substituted feature films for prime-time network programs this season in comparison with their operating practice in previous seasons; 16.4% have done more substituting than in the past.

A question that went right to the

1. Size of markets from which replies were received.

No. stations	% of replies	No. stations	% of replies
1	12.0	5	3.0
2	24.6	6	1.8
3	40.1	7	1.8
4	15.6	8	1.2

heart of the syndication situation dealt with the current need for prime-time, first-run syndicated shows. It showed that 73.5% of station answers said "Yes," indicating a definite need and desire for such shows; 26.5% answered "No."

In the 169-station sample which answered two-out-of-five stations are located in three-station markets; one of four in two-station markets; one of six in four-station markets; one of eight in single-station markets. Minor segments were located in markets having five or more stations; several are in eight-station markets.

Here are some high spots brought out by the survey:

- Three reruns are about the limit for films of all types, in the opinion of a majority of stations.
- A majority consider the present supply of good feature films adequate.
- Of all film programs (by length), 30-minute films are in largest supply.

2. Number of hours per week devoted to local live programming.

No. hours	% of replies	No. hours	% of replies
0-5	9.0	31-40	4.9
6-10	21.7	41-80	.6
11-30	63.9	Over 80	—

■ A third of the stations have 100 to 500 feature films in reserve; one out of five has over 1,000 in reserve; many have over 2,000; several have 3,000; a few have over 4,000 feature films in reserve; and one of eight has 500-1,000.

■ Nearly two-thirds of responding stations devote 11 to 30 hours a week to live programming; one of five devote 10 hours a week to live material, one of 20 devote 31-40 hours a week.

■ Two out of five stations devote 11 to

28 hours a week to film or tape programs; one of five devotes 29 to 40 hours a week to such programming.

An interesting response from stations was produced by a question asking which types of programs they desired most. Adventure films led in the three categories of programs—features, one-hour and 30-minute programs.

Next in demand are dramatic programs, particularly in the feature and one hour types (see table, page 78). On the other hand comedies rank second among types of 30-minute programs desired. Comedies rank third in feature and one-hour programs.

Westerns rate a poor fourth among types of programs most desired, analysis of the survey shows. Detective stories run a shade below westerns.

Three Reruns Common ■ The analysis of rerun practices brings to light revealing data on the number of times stations run their films. In the case of feature films, for example, three reruns is the most popular practice, closely followed by two and then a single rerun. Occasionally stations rerun a feature as often as five or even 10 times. The largest number of feature film most rerun was found to be three.

As to 30-minute films, the returns show that over 43% of stations follow an average practice of two reruns compared to nearly 33% for a single rerun. Only one of eight stations follows a practice of three reruns for 30-minute films. Reruns beyond three are negligible.

The most reruns for 30-minute films, the questionnaires revealed, average three at 25.7% of stations. About tied around the 20% mark are two and four reruns of 30-minute films; one rerun is the most allowed at about 13% of stations.

It's interesting to note that about 7% of tv stations will permit no reruns for either feature films or 30-minute programs.

The most popular type of non-network programming is the 30-minute segment, the figures show, with half of responding stations scheduling between 11 and 30 hours a week with programs of that length.

Programs two hours long consume a relatively small amount of the week's nonnetwork material. About one out of five stations devotes 0-5 hours a week to two-hour segments, mostly feature films. Only three stations in the sample program two-hour features more than 30 hours a week.

One out of three stations programs 90-minute nonnetwork segments 0-5



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STATIONS LOOK AT FILM PROGRAMMING *continued*

hours a week compared to one out of four that uses such programs 11-30 hours a week and one out of five that devotes 6-10 hours to 90-minute programs. Obviously one-hour programs are important in station schedules. Two out of five stations devote 0-5 hours weekly to one-hour segments; one out of four, 6-10 hours; one out of five, 11-30 hours a week.

Programs 20 minutes long are not important in the nonnetwork scheduling of most stations. On the other hand nearly two out of three stations devote 0-5 hours a week to quarter-hour programs and one out of three devote 0-5 hours to 10-minute programs. Several stations listed substantial time devoted to five-minute programs.

Views of Stations ■ Perhaps the best picture of the way the consumer (tv station) feels about syndicated product can be obtained by a review of the individual comments that came with questionnaires. About half of the respondents took advantage of the chance to voice views on the type of service supplied and the particular needs of the station.

Commenting generally on syndicated programming, several respondents submitted views on types of films desired. They said:

"Let's have lots of color."

"We need more quality, first-run syndication. There is still a market for it."

"Need new first-run product, not off-network."

They suggested, too, specific types of programs; a number calling for films tailored for children. They want worthwhile and entertaining programs; one asked for "fresh material." Also desired for children are good-quality cartoons, features and half-hour films.

As to feature films, comments on the present supply ranged from "barely adequate" and "reasonably adequate" to "not adequate in quality," "not adequate for children" and "adequate for short-term but not for long term." Among specific types desired are science fiction and action-adventure along with many requests for a "good balance" of variety features.

In the one-hour category, respondents asked for documentary, biographical and war films; sports; science-fiction; variety, both balanced and unusual, and special features.

The largest number of comments dealt with 30-minute programs. Respondents were eloquent in stating their complaints as well as their desires. First there were a number who discussed the present supply of 30-minute films. Most said there was an adequate supply of reruns, non first-run, poor and old films. They saw a scarcity of top-quality 30-minute syndicated shows, one respondent noting the available shows don't match network quality, primarily because of cost factors. One station respondent said "the supply of 30-minute, first-run syndicates has dwindled to almost nothing." A short-

3. How is your supply of various lengths of film?

	Adequate	Not adequate
Full length feature film	98.7%	10.3%
One-hour features	80.6	19.4
30-minute film	75.4	24.6

4. How many feature films do you have in reserve?

No. films	% of replies	No. films	% of replies
	7.5	31-50	4.1
1-5	6.8	51-100	8.2
6-10	2.7	100-500	35.6
11-15	.7	500-1,000	12.3
16-30	1.4	Over 1,000	20.5

age of 30-minute agricultural programs of the public service type was noted, along with a need for family-type material suitable for the 7-7:30 p.m. slot and country-music programs.

A central time zone station explained there is "a large pool of unsold half-hours available" in the area.

More 30-minute programs of this type were desired: suspense, biography, sports, musical, unusual variety and travel.

Distinction Wanted ■ Finally one respondent asked for "singularly distinctive syndication such as Steve Allen, Jerry Lester and public service types." No special time segment was mentioned.

The matter of program supply brought a number of observations. One large station said it had 3,750 feature film titles under contract and found little else available, aside from first-run movies, that doesn't appear "low-budget and lacking good direction and production." Another said it has over 2,300 feature film titles, many still first-run. Here are several other comments, somewhat diverse in content: "Feature film is rapidly diminishing"; "supply generally adequate"; "we're short of syndication, regardless of time periods"; "in largest supply are poor half-hour syndicated"; "short of first-run, off-net."

Of course the price problem bothers stations when they're in the market for new products. Here's one proposal, "Distributors should work on a station classification price; overall costs are too high especially if the film is run in low-cost time periods."

Prices of syndicated films "are way out of line," a station suggested. Another added, "Please, syndicators, keep the cost down." More comments, "market too small to sell prime-time, first-run syndicated programs"; "syndicated film is practically extinct and if available the price is way out of line."

Criticism ■ Many stations responding to the questionnaire commented on the



Executive committeemen for "TFE—'63" examine floor plan of TFE members' exhibit space in Pick-Congress Hotel, Chicago: (l to r) Harvey Victor, Jayark Films; Richard Carlton, Trans-Lux; Bob Rich, Seven Arts; Bob

Seidelman, Screen Gems, and Alan Silverbach, 20th Century-Fox. Promotion committee for event consisted of Keith Culverhouse, MGM Television, and Gene Plotnik, King Features.



Every 2½ minutes an Air France airliner arrives or departs somewhere in the world

And that "somewhere in the world" can be practically anywhere. For Air France is the world's largest airline, covering 201,000 route miles. Linking 126 cities in 71 countries... the world's largest network of unduplicated air routes. ■ Air France Boeing 707 Intercontinentals and Caravelles alone service 90 destinations. In North America there are seven Air France jet gateways to

Europe: New York, Chicago, Los Angeles, Houston, Mexico City, Montreal, Anchorage. In Europe, our jets fly to more destinations than any other airline. ■ The result: in 1962 Air France flew 3½ million passengers to all parts of the world. In 1963 even more will fly Air France. And an even larger jet fleet will be there to serve them. ■ And wherever they go, the familiar Air France

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SUCCESS STORY

Produced on a modest motion picture budget, THE LITTLEST HOBO has already grossed nearly 20 times its original cost in U.S. distribution. Now, reaping equally successful box office returns in foreign distribution.

A proven exciting adventure picture geared to adult entertainment values—but with sure-fire appeal for all ages.

Reviews from cities of every size and geographic location make every sales point agencies and sponsors want to hear. The following are only 4 out of 80 in our files.

REVIEWS

"THE LITTLEST HOBO, is for the whole family. The star, a German Shepherd dog named London, will amaze you."

—Walter Winchell

"But mark you this: children have no corner on the laughter market at THE LITTLEST HOBO! Nor on the tears and exciting suspense it evokes. THE LITTLEST HOBO is both an heroic fairy tale for children and a sophisticated fantasy for grown-ups. The star, the great German Shepherd dog, London, is the smartest ever seen on the screen. THE LITTLEST HOBO is a gem of motion picture making."

—Kay Procter, Los Angeles Examiner

"HOBO CANINE COMEDY. THE LITTLEST HOBO is a gem of entertainment and artistry on a very high budget of intelligence and imagination. A 'sleeper'. This makes one hope that the picture's success will prompt a sequel dealing with further exploits."

—Jack Moffitt, Hollywood Reporter

"Shoppers for that 'something different', will be attracted to this unusual concept of a 'vagabond' German Shepherd dog, possessed of human qualities and understanding. Rating: Very Good."

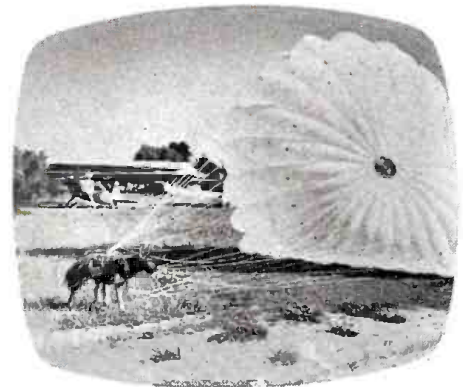
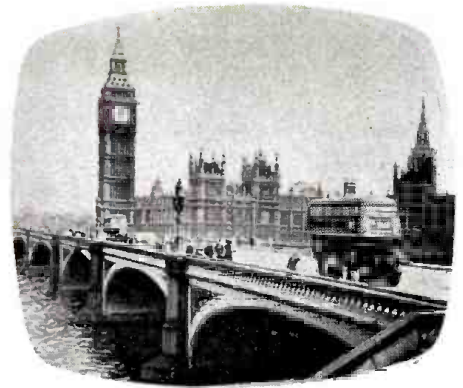
—Motion Picture Herald, New York

GUARANTEED RATING FACTORS

Actually an audience tested TV "pilot", the movie, THE LITTLEST HOBO, has already favorably preconditioned a large number of American families to the television programs.

The family appeal of the star of this adult-action series is pointed up by the fact that 18 million U.S. families own 26 million dogs and spend over 395 million dollars on them annually.

The mature audience appeal of these exciting and dramatic adult-action adventures filmed throughout the world PLUS the equally important all family appeal of a handsome, intelligent German Shepherd adds up to a saleable, rating-getting series in any survey—any market.



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NEW ADULT ACTION
SERIES FOR TELEVISION

LITTLEST HOBO

WORLD ROAMING, WIDE RANGING TV FORMAT APPEAL

The star of THE LITTLEST HOBO television series, the magnificent German Shepherd, London, literally roams the world over seeking adventure. London ranges widely in his exciting travels—from the nocturnal jungles of the major cities to the vast reaches of the majestic Rockies. He wanders anywhere —by train, plane, ship; throughout America and foreign countries. His friends include the flying soldier of fortune in Hong Kong and the French Poodle from his Paris adventures. In each episode he meets new people in new locales. Each adventure's changing co-stars and supporting players are drawn from the industry's finest actors. The story policy is straight drama but the situations vary from Hitchcock suspense to Lucy-type humor.



Offices in: CHICAGO, LOS ANGELES, HOUSTON, ATLANTA / 500 PARK AVE., NEW YORK

STATIONS LOOK AT FILM PROGRAMMING continued

quality of syndicated product. "The syndicators have hurt themselves by turning out programs way behind network standards, and all say it's for budget reasons," a station commented. "Now most have no budget at all. Some syndicated programs are so poor, many

free films are better to program." In agreement was another respondent, "First-run syndication films for local nonnetwork affiliates are extremely poor. The price structure on off-network syndication is unrealistically high." A respondent said, on the other hand,

that the supply of programs for nonnetwork programs "is excellent." This was offset by another comment, "We never get good ratings with syndicated shows." Aside from documentaries, the supply is "generally undistinguished," in the opinion of a respondent, and another noted, "there seems to be less fresh product coming forth."

The off-network situation inspired many respondents to offer thoughts. Where one station said off-network reruns are "excellent and rate extremely high," another said there were "too many of them and not enough new material." The latter added, the off-network packages "are too big in number of runs and episodes." Adverse reaction from prime-time network reruns was pointed out by a respondent and another said "too much accent on reruns is detrimental to the long-range interests of the industry."

A Los Angeles station stressed the special problem of multi-station markets, contending the supply of syndicated films is inadequate aside from network reruns. "First off-net series are disappointing, at least in Los Angeles, in ability to pull audiences," this respondent said. "Every Los Angeles station that bought off-network shows is obtaining ratings 40% or more below pre-season estimates."

These replies must be accepted as a series of individual observations, supplementing the tabulated findings in the tables. While some are critical of syndicators, the other side of the picture is presented in this observation, "Although reasonably high-budget, first-run action-adventure series are practically nonexistent, I feel there will be a resurgence in the syndicated business resulting in better product although in less number than five years ago."

It was suggested in one case that network shows are being syndicated too soon after being dropped by the networks, leading to flooding of markets with shows too recently viewed. And complaint was made that "distributors seem to think reruns from network are worth as much as first-run programs."

Finally a frank station operator conceded, "There's a lack of station schedule time to provide an incentive to syndicators." And another respondent, agreeing with this view, added, "The networks approach more and more on station time, all with the blessing of the station sales department. Sales could function well with 100% net programming, simply selling participations and adjacencies, but this isn't good programming. Now the nets are stepping into our early evening news time."

5. How station programming is scheduled.

No. hours	% of stations responding			
	No. hours on air average week	Hours not fed by network	Nonnetwork hours devoted to film or tape	Nonnetwork hours devoted to local live
12-28*	.6	18.2	53.7	94.6
29-40	—	29.7	20.7	4.9
41-60	2.4	35.2	10.3	.6
61-80	1.2	9.1	9.8	—
81-120	49.1	6.7	4.9	—
Over 120	46.7	1.2	.6	—

* FCC regulations require minimum of 28 operating hours per week.

6. Number of times films are shown (average number and most reruns):

No. times	% of stations responding			Most reruns 30-minute films
	Average feature films reruns	Most reruns feature films	Average reruns 30-minute films	
None	6.9	—	7.1	3.4
1	17.8	6.3	32.9	12.8
2	19.5	13.2	43.2	20.9
3	24.5	19.5	12.9	25.7
4	17.0	17.6	1.3	20.3
5	6.9	13.2	.6	4.1
6	5.7	14.5	.6	2.7
7-10	1.9	9.4	—	6.8
Over 10	.6	4.4	1.3	3.4

7. Of the following types of programs, of which would you like more?

Type of program	% of responding stations		
	Feature films	One-hour programs	30-minute programs
Western	11.8	8.2	7.5
Comedy	14.4	15.4	20.8
Drama	20.3	19.1	15.3
Adventure	36.1	30.3	26.3
Detective	9.5	7.5	9.0
Other	7.5	4.1	2.4
None	—	15.4	18.8

8. How many prime-time network programs, if any, have you dropped this season to make way for a feature film or syndicated program?

No. programs	% of stations	No. programs	% of stations
1	20.5	5	.6
2	14.9	6	1.2
3	4.3	7	.6
4	8.1	None	49.7

Asked if more of this kind of substitution this season, was done this year as compared with previous seasons 16.4% of stations replying said "yes."



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Main Street doesn't end with the sidewalks. Not any more.

Ask the GI patrolling the Brandenburg Gate. His Main Street ends at the East in Berlin. His western terminus may be Korea or Okinawa.

To protect and maintain an enduring freedom for those city limits, 2,750,000 Americans are now in uniform . . . with more being enlisted daily. But it's our obligation to see that our GI's hold the spirit of their cause . . . the conviction of their courage.

We can help them do it . . . by helping the USO. Because the USO reaches GI's across America and in 32 military areas around the world. Those GI's can't be on the streets where they live, but the USO brings Main Street, U.S.A. to them . . . with companionship, relaxation . . . spiritual help.

But more USO's are needed. Your money is needed. So that no GI will ever have to wonder—even for a minute . . .

"Does anybody know I'm here?"

Support the USO through United Fund
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HAWAIIAN

EYE



134 HOURS OF SPELLBINDING MYSTERY-ADVENTURE

Using HAWAIIAN EYE as their firm name, a team of private investigators—Robert Conrad, Anthony Eisley and Grant Williams—find excitement and romance in the never-ending variety of characters who rendezvous in exotic Hawaii. With their friends—Troy Donahue as the handsome Special Events Director at a resort hotel, Connie Stevens as the lovely singer-photographer, and Poncie Ponce as the fun-loving taxi driver—the bachelor investigators are constantly involved in spine-tingling suspense and action.

Now in its fourth season on the network, HAWAIIAN EYE against strong competition compiled an average *20.4 rating* and a *31.2 share of audience** during its first three full seasons. Available on an individual market basis—for fall start.

*Nielsen Multi-network (Oct.-Apr. averages)



WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N.Y., Circle 6-1000



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CHEYENNE

107 HOURS OF ACTION-PACKED WESTERN DRAMA

Starring Clint Walker, CHEYENNE is the first of the great Warner Bros. western hours—and one of the greatest in television history. Standing six-feet-six-inches in height, Walker as Cheyenne Bodie presents a towering figure of strength. A figure that inspires warm thoughts among the beautiful... admiration among the lawful . . . and cold fear among the lawless. To a man like Cheyenne Bodie, no obstacle is too big to tackle, no danger too big to risk, in his efforts to break the lawless spirit of the west to the halter of peace.

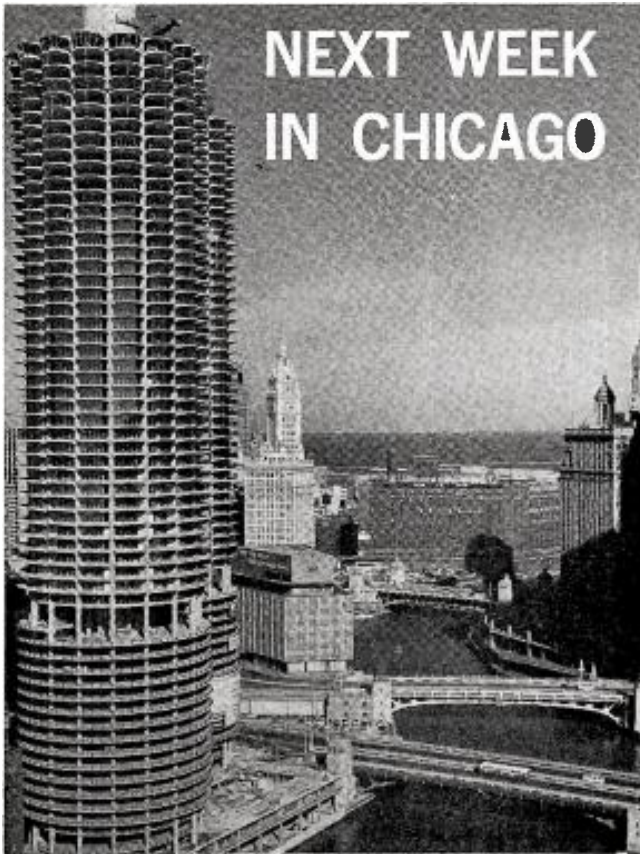
In its six full seasons on the network, CHEYENNE won an average Nielsen National rating of 24.8, good for a 38.6 share of audience.* Now available on an individual market basis—for fall start.

* Oct.-Apr. averages



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ALSO: MAVERICK • SURFSIDE 6 • SUGARFOOT • THE ROARING 20'S • BRONCO • BOURBON STREET BEAT • LAWMAN • HAWAIIAN EYE



Broadcasters—over 3,000 strong—will converge on the Conrad Hilton Hotel in Chicago this weekend for the 41st Annual Convention of the National Assn. of Broadcasters, March 31-April 3.

A record attendance is all but assured with 2,473 pre-registered as of noon last Thursday (March 21). "This is far above anything we have ever had before," an NAB spokesman said. Highest official registered attendance at any NAB convention was 3,101 in Washington in 1961. Last year's attendance in Chicago reached 3,009.

The record number of delegates next week also will view the largest exhibit of broadcasting equipment ever gathered. Floor space in the Conrad Hilton's huge exhibition halls is a premium commodity as 71 manufacturers have reserved approximately 28,000 sq. ft. Scores of hospitality suites in the headquarters hotel and others spread throughout the convention city also will vie for the attention of delegates.

Film producers will stage their own show on several floors of the Pick Congress Hotel and will provide special shuttle service for delegates from the Conrad Hilton. As in past years, some 40 broadcaster organizations will take advantage of the NAB convention to hold meetings of their own, beginning this Friday.

The convention itself officially opens Sunday (March 31) with a television session slated to discuss the problems of tv stations in small markets. This is the first time a regular convention session has been scheduled on Sunday although the NAB-sponsored Fm Day will be the same day.

Fun With Hope ■ Bob Hope, radio-tv personality, promises to get the convention off on a note of laughter at the opening general assembly Monday morning. NAB President LeRoy Collins will present the NAB's Distinguished Service

ON TAP AT THE CONVENTION

Official agenda for the 41st annual NAB Convention in Chicago's Conrad Hilton Hotel, March 31-April 3, is listed below. Also listed are unofficial and related meetings and activities. The Engineering Conference agenda begins on page 88 and engineering exhibitors on page 96. All rooms are in the Conrad Hilton unless indicated otherwise.

Registration ■ Saturday, March 30—9 a.m.-5 p.m.; Sunday, March 31—8 a.m.-6 p.m.; Monday, April 1—8 a.m.-6 p.m.; Tuesday—9 a.m.-5 p.m.; Wednesday—9 a.m.-5 p.m. Lower Lobby.

Exhibits ■ Sunday, March 31—12 noon-9 p.m.; Monday, April 1—9 a.m.-9 p.m.; Tuesday—9 a.m.-7 p.m.; Wednesday—9 a.m.-6 p.m. East and West Exhibit Halls.

SUNDAY, March 31

NAB Fm Day Program ■ 2:30-5 p.m., Continental Room.

Report of the NAB Fm Radio Committee: Ben Strouse, chairman, WWDC-FM Washington.

Enhancing the Station Profile: Lynn Christian, KODA-FM Houston; John D. Kennedy, WDRK (FM) Greenville, Ohio; Jack Kiefer, KMLA (FM) Los Angeles; James Sondheim, QXR Network, New York.

Stereo—One Year Later: Everett Dillard, WASH (FM) Washington; James Gabbert, KPEN (FM) San Francisco;

David Polinger, WTFM (FM) New York; L. M. Sandwick, Electronic Industries Assn., Washington; Harold Tanner, WDLM (FM) Detroit.

FM Forum: Messrs. Strouse; Dillard; Tanner; N. L. Bentson, WLOL-FM Minneapolis; Merrill Lindsay, WSOY-TV Decatur, Ill.; Fred Rabell, KITT (FM) San Diego; Henry Slavick, WMC-FM Memphis (all members of NAB Fm Committee).

[NOTE: Delegates to the NAB Convention are invited to attend the program of the National Assn. of Fm Broadcasters in the Waldorf Room beginning at 10:30 a.m. Sunday, March 31.]

Television Assembly ■ 3:30-5 p.m., Waldorf Room.

Secondary Market Tv Session: Thomas C. Bostic, KIMA-TV Yakima, Wash., *moderator*. Warren L. Braun, WSAV-TV Harrisonburg, Va.; Raymond E. Carow, WALB-TV Albany, Ga.; Richard D. Dudley, WSAU-TV Wausau, Wis.; Rex Howell, KREX-TV Grand Junction, Colo.; J. Allen Jensen, KID-TV Idaho Falls, Idaho, *panelists*.

MONDAY, April 1

Grand Assembly (Management and Engineering Conferences) ■ 10:30 a.m.-12 noon, Grand Ballroom.

Presiding, James D. Russell, KKTU (TV) Colorado Springs, 1963 convention co-chairman.

Award to Mr. Hope, with the comedian then slated to address the delegates. On the platform also will be Illinois Gov. Otto Kerner who will welcome the broadcasters to Chicago.

The three traditional management conference luncheons are expected to draw a lion's share of attention because of the three major speeches to be delivered. Gov. Collins will speak Monday, FCC Chairman Newton N. Minow Tuesday and Michigan Gov. George Romney on closing day.

After attending the joint meeting Monday morning, the engineers will open their annual conference that afternoon and sessions will run concurrently with the management meetings. The technical delegates will join the managers again for the closing Wednesday afternoon panel of FCC members, an established major feature of the convention.

The engineers also will hold their own luncheons each day with the following speakers: Dr. Edward E. David, Bell Telephone Labs, Monday; Sidney Metzger, manager of Project Relay, RCA, Tuesday, and Dr. Simon Ramo, Thompson Ramo Wooldridge Co., Wednesday.

Everett E. Revercomb, NAB secretary-treasurer, will again serve as convention manager as he has done for the past several years. Howard H. Bell, vice president for planning and development, heads the convention program arrangements, and William L. Walker, assistant treasurer, is in charge of registrations. Mr. Walker has been in Chicago the past several days making final arrangements.

NAB executive offices for the convention will be on the third floor of the Conrad Hilton. John M. Couric, manager of public relations, will man a complete newsroom for the use of all accredited representatives of news media. The NAB also will set-up a recording studio for the use of stations wishing to provide on-the-spot coverage.

Tv Election ■ A major order of business will come Wednesday morning with the election of four directors to the NAB Tv Board. Among those whose terms expire, and who are not eligible for re-election, is Clair R. McCollough of the Steinman Stations, chairman of the NAB combined boards. Others whose terms expire include James D. Russell, KKTV (TV) Colorado Springs and co-chairman of the 1963 convention; Otto P. Brandt, KING-TV Seattle; Robert F. Wright, WTOK-TV Meridian, Miss., and the three network directors—Mortimer Weinbach, ABC-TV, William B. Lodge, CBS-TV, and David C. Adams, NBC-TV, who are appointed.

Ben Strouse, WWDC-AM-FM Washington, is co-chairman of the convention along with Mr. Russell. They are vice chairmen of the NAB radio and tv boards, respectively. Other convention committee members include:

John S. Booth, WCHA Chambersburg, Pa.; George T. Frechette, WFHR Wisconsin Rapids, Wis.; Gordon Gray, WKTV (TV) Utica, N. Y.; Willard Schroeder, WOOD Grand Rapids, Mich.; Mike Shapiro, WFAA-TV Dallas; Lester G. Spencer, WKBV Richmond, Ind.; Eugene S. Thomas, KETV (TV) Omaha, Neb., and Robert F. Wright, WTOK-TV Meridian, Miss.

Official agenda, other events . . . page 82

'Where to find it' directory . . . page 122

Technical papers, agenda page 88

Major displays at exhibits page 96

Invocation, The Venerable Canon J. Ralph Deppen, Arch-deacon of the Episcopal Diocese of Chicago. *Welcome*, the Honorable Otto Kerner, Governor of Illinois. *Special message from President John F. Kennedy*.

Presentation of NAB Distinguished Service Award to television personality Bob Hope by NAB President LeRoy Collins. *Address*, Mr. Hope.

Management Conference Luncheon ■ 12:30-2 p.m., International Ballroom.

Presiding, Ben Strouse, WWDC-AM-FM Washington, 1963 convention co-chairman. *Invocation*, the Reverend John S. Banaham, director, Radio-TV Office, Catholic Archdiocese of Chicago.

Introduction of the Speaker, Clair R. McCollough, Steinman Stations, Lancaster, Pa., chairman, NAB Board of Directors. *Address*, The Honorable LeRoy Collins, president, NAB.

Management Conference Assembly ■ 2:30-5 p.m., Grand Ballroom.

Presiding, James D. Russell, KKTV (TV) Colorado Springs, 1963 convention co-chairman.

Broadcasting in a Free Society, moderator Erwin D. Canham, editor, *Christian Science Monitor*, Boston. *Presentations* by Roscoe L. Barrow, dean, College of Law, U. of Cincinnati; W. Theodore Pierson, Pierson, Ball & Dowd, Washington.

Respondents, Philip M. Hauser, chairman, Dept. of Sociology, U. of Chicago; Charles H. King, dean, Detroit College of Law, and former member of FCC; Laurence Laurent, radio-tv editor, *The Washington Post*, Washington; Donald H. McGannon, president, Westinghouse Broadcasting Co., New York.

TUESDAY, April 2

Radio Assembly ■ 10 a.m.-12 noon, Grand Ballroom.

Report of the Chairman of the Radio Board, Willard Schroeder, WOOD Grand Rapids, Mich. *Radio Month Roundup*, John Meagher, NAB vice president for radio; John Couric, NAB manager of public relations.

The New RAB Presents a Blueprint for a Second Growth in Radio, Edmund C. Bunker, RAB president; Miles David, administrative vice president; Robert H. Alter, vice president-national sales. "Radio: The Lively Corpse," Mitch Leigh, creative director, Music Makers Inc., New York.

Television Assembly ■ 8:15 a.m.-12 noon, Waldorf Room.

Continental Breakfast.

Presiding and Opening Remarks, James D. Russell, KKTV (TV) Colorado Springs, vice chairman, NAB Tv Board. *Computers—Friend or Foe?*, TvB presentation by Norman E. (Pete) Cash, TvB president; Warren A. Bahr and Joseph F. St. Georges, both Young & Rubicam, New York.

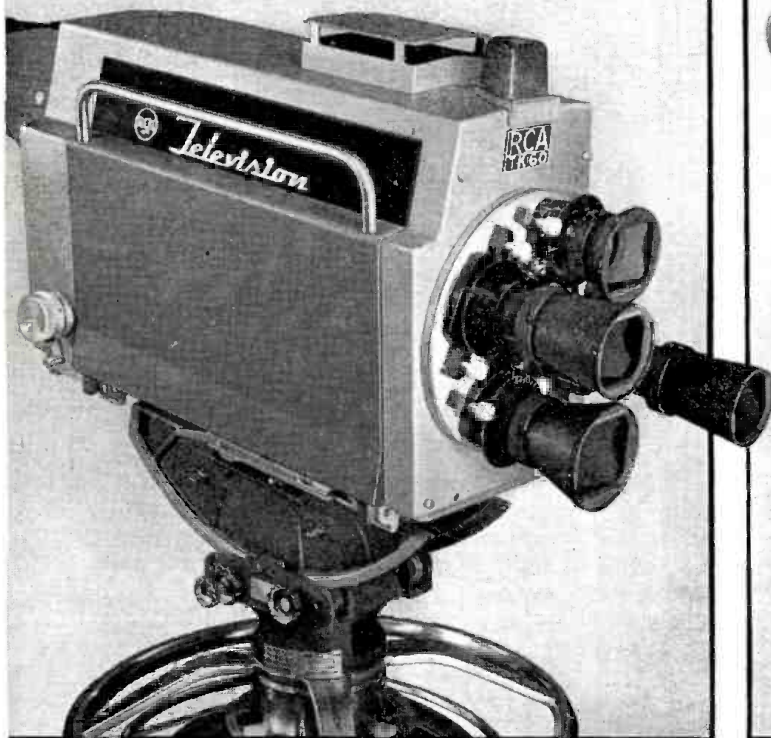
The Station Image—Local Programming and Public

CONTINUED ON PAGE 86

4 Cameras to

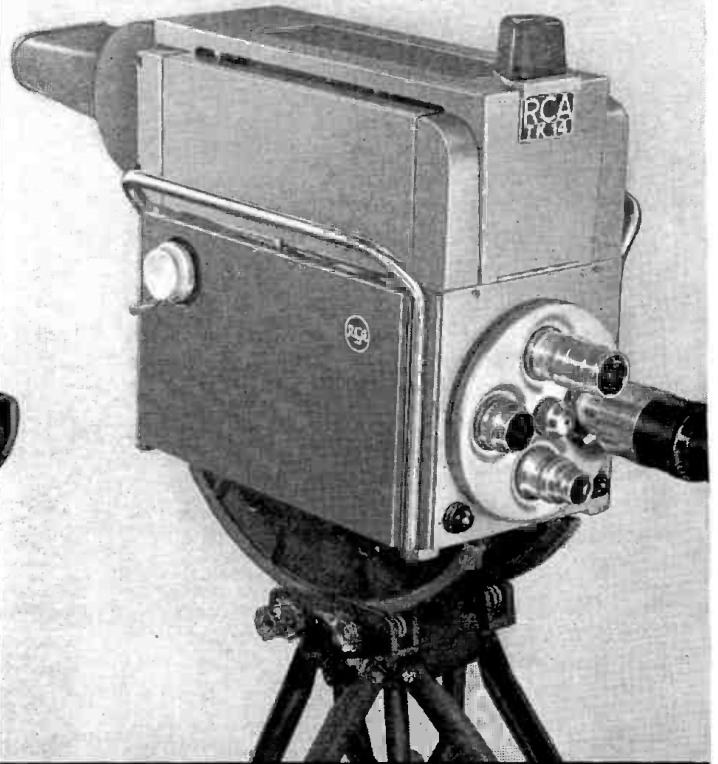
For Each Program Requirement, an RCA

For the Best
4½" I. O. Picture—TK-60



Designed to get the most out of the 4½" tube, the TK-60 camera produces the ultimate in fine pictures. You can control contrast and mood as never before. Super stabilized circuits assure unvarying picture quality, and eliminate adjustment delays. Its striking appearance and built-in production features make it every inch the "Camera of the Sixties".

For the best 3" I. O. Picture—TK-14



The TK-14 is designed to take full advantage of the 3 inch I.O. tube. It's the standard of the broadcast industry. With its new improved circuitry, it affords higher resolution and shorter set-up time. It's a camera you will commend for its excellent pictures, high reliability, and conservative cost.

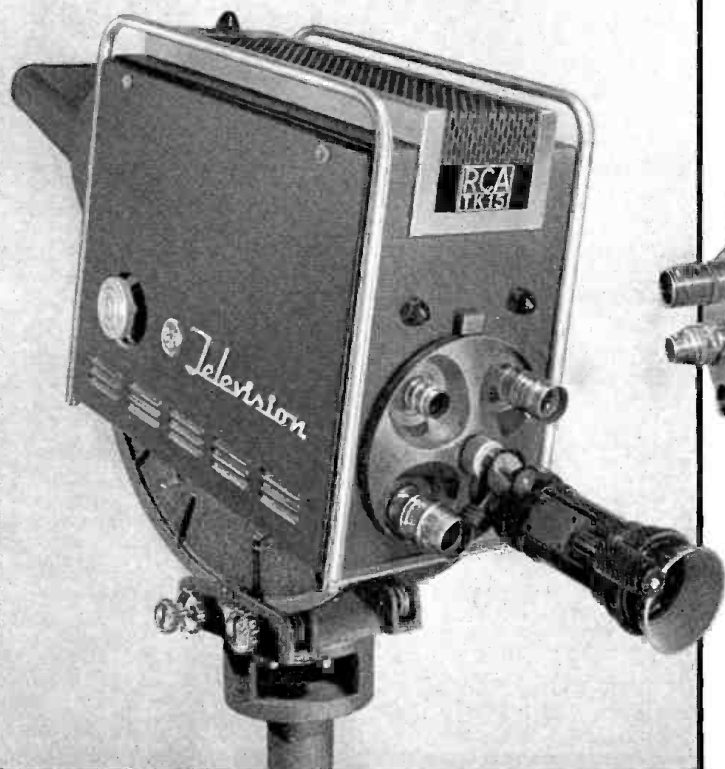
The popularity of RCA Television Cameras is proved by their use in more U.S. Stations than all other makes combined! Find out why most TV shows start with RCA cameras. See your RCA Regional Representative. Or write RCA Broadcast and Television Products, Building 15-5, Camden, N.J.

SEE ALL FOUR RCA TV CAMERAS IN OPERATION AT THE NAB!

Choose from!

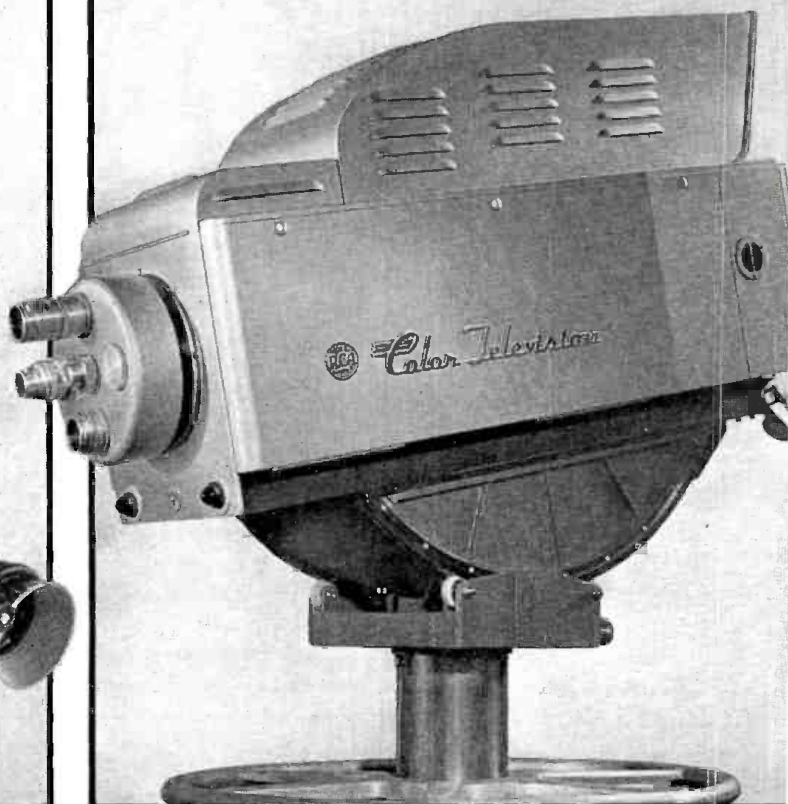
TV Camera—without Compromise in Design

For the Finest Vidicon Quality—TK-15



The TK-15 is a proven, professional-type vidicon camera from RCA. Now with Automatic Picture Control, this famous camera adjusts itself for lighting variations to assure the best vidicon picture. Simplified low-cost operation and maintenance. Excellent for many studio situations and for closed circuit.

For Living COLOR TV—TK-41



You naturally go to RCA for color because the TK-41 is the Premier Color Camera—standard of the world. Now includes all the latest design features: super stabilized circuits, precision yoke, and prism optics. It assures simplified operation, pinpoint registration, living-color pictures.



The Most Trusted Name in Television



CONTINUED FROM PAGE 83

Service, moderator, Mike Shapiro, WFAA-TV Dallas; panelists, John F. Dille Jr., WSJV (TV) Elkhart-South Bend and WKJG-TV Fort Wayne, all Indiana; Harold Essex, WSJS-TV Winston-Salem, N. C.; A. Louis Read, WDSU-TV New Orleans; W. C. Swartley, WBZ-TV Boston.

Here's How, presentation of Tv Information Office by Roy Danish, TIO president. Introduction by Clair R. McCollough, Steinman Stations.

Management Conference Luncheon ■ 12:30-2 p.m., International Ballroom.

Presiding, Ben Strouse, WWDC-AM-FM Washington, 1963 convention co-chairman. Invocation, The Reverend Robert M. Pierce, pastor, The First Methodist Church of Chicago.

Introduction of Speaker, LeRoy Collins, president, NAB. Address, The Honorable Newton N. Minow, chairman, FCC.

2-5 p.m. No sessions scheduled (This period is not programmed to permit delegates to visit exhibits and hospitality suites.)

WEDNESDAY, April 3

Labor Clinic (closed session) ■ 9-10:15 a.m., Grand Ballroom.

Moderator, James H. Hulbert, manager broadcast management, NAB. Participants, Abiah A. Church, Storer

Broadcasting Co.; Louis P. Gratz, Time Inc.; Joseph O. Schertler, Westinghouse Broadcasting Co., David L. Doughty, NAB.

Radio Assembly ■ 10:30 a.m.-12 noon, Grand Ballroom.

The Importance of Radio's Dollar Volume Figures, a presentation of the Station Representatives Assn. by Edward Codel, president, and featuring spokesmen from advertisers, agencies and radio stations. NAB Radio Research, Melvin A. Goldberg, vice president for research, NAB.

The Next Time Around, Robert T. Mason, WMRN Marion, Ohio, chairman of the All-Industry Radio Music License Committee.

Television Assembly ■ 10:30 a.m.-12 noon, Waldorf Room.

NAB Tv Board Elections, presiding, William B. Quarton, WMT-TV Cedar Rapids, Iowa, and chairman, NAB Tv Board of Directors.

Special Feature, Informal Discussion of Proposal to Adopt NAB Code Time Standards into FCC Rules. Participants, The Honorable Robert E. Lee, member, FCC, and William D. Pabst, KTVU (TV) Oakland-San Francisco, chairman, NAB Tv Code Review Board.

Management Conference Luncheon ■ 12:30-2 p.m., International Ballroom.

Presiding, James D. Russell, KKTU (TV) Colorado Springs, 1963 convention co-chairman. Invocation, Rabbi Ernst Lorge, president, The Chicago Board of Rabbis.

Introduction of Speaker, LeRoy Collins, NAB president. Address, The Honorable George Romney, Governor of Michigan.

General Assembly (Management and Engineering Conferences) ■ 2:30-5 p.m., Grand Ballroom.

Presiding, Ben Strouse, WWDC-AM-FM Washington, 1963 convention co-chairman.

FCC Panel, Newton N. Minow, chairman, Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, Frederick W. Ford, E. William Henry, Kenneth A. Cox. Moderator, Clair R. McCollough, Steinman Stations, Lancaster, Pa., chairman, NAB Board of Directors.

Annual Convention Banquet ■ 7:30 p.m., International Ballroom.

Special Convention Features

(as a part of the official convention program)

FRIDAY, March 29

2:30 p.m. **Assn. for Professional Broadcasting Education**, committee meeting. Room 9.

SATURDAY, March 30

9 a.m.-5 p.m. **Assn. for Professional Broadcasting Education**, board meeting. Room 9.

9:30 p.m. **National Assn. of Fm Broadcasters**, business meeting. Waldorf Room.

10 a.m. **QXR Network**, meeting and luncheon. Rooms 18 and 19.

2 p.m. **Assn. of Maximum Service Telecasters**, technical committee meeting. Sheraton-Blackstone.

2 p.m. **National Assn. of Fm Broadcasters**, fm session. Waldorf Room.

3 p.m. **ABC-TV affiliates**, meeting and presentation. International Ballroom.

5:30 p.m. **ABC Reception**. International Ballroom.

6:30 p.m. **Assn. of Maximum Service Telecasters**, board meeting. Sheraton-Blackstone.

7:30 p.m. **ABC-TV affiliates banquet**. Grand Ballroom.

SUNDAY, March 31

8:30 a.m. **Assn. of Maximum Service Telecasters**, breakfast. Bel Air Room.

9 a.m. **Institute for Broadcast Financial Management**, board meeting. Sheraton-Blackstone.

9:30 a.m. **National Assn. of Fm Broadcasters**, fm session. Waldorf Room.

9:30 a.m. **Assn. of Maximum Service Telecasters**, membership meeting. Beverly Room.

9:30 a.m. **Assn. for Professional Broadcasting Education**, membership meeting. Upper Tower.

10 a.m. **Daytime Broadcasters Assn.**, membership meeting. Williford C Room.

10:30 a.m. **Broadcast Music Inc.**, board meeting and luncheon. Parlors 25, 26.

11 a.m.-5 p.m. **ABC Radio Network affiliates** meeting and luncheon. Williford A and B Rooms.

12:30 p.m. **CBS-TV affiliates** board luncheon. Room 12.
1 p.m. **Assn. of Maximum Service Telecasters**, board meeting. Bel Air Room.

2:30 p.m. **NAB Radio Code Review Board**, meeting. Room 19.

2:30 p.m. **National Assn. of Tv Program Directors**, membership meeting. Williford C Room.

4 p.m. **Assn. for Competitive Tv**, membership meeting. Room 14.

4 p.m. **Clear Channel Broadcasting Service**, membership meeting. Room 18.

4-6 p.m. **Tour of WGN Mid-America Broadcast Center**. Buses leave 8th Street entrance of Conrad Hilton at 4 p.m.

5 p.m. **Assn. for Professional Broadcasting Education**, reception. Beverly Room.

6 p.m. **CBS-TV affiliates** reception and banquet. Ambassador West Hotel.

6:30 p.m. **NBC Radio and Tv affiliates** reception and banquet. International Ballroom.

MONDAY, April 1

7:30 a.m. **Assn. on Broadcasting Standards Inc.**, breakfast. Room 14.

8 a.m. **Tv Stations Inc.**, breakfast. Mayfair Room, Sheraton-Blackstone.

8:30 a.m. **NAB Broadcast Engineering Conference Committee** breakfast. Room 10.

TUESDAY, April 2

2:30 p.m. **NAB Tv Code Review Board**, board meeting. Room 18.

2:30 p.m. **All-Industry Tv Music Licensing Committee**, business meeting. Room 14.

7:30 p.m. **Broadcast Pioneers** banquet. Grand Ballroom.

WEDNESDAY, April 3

8 a.m. **Society of Tv Pioneers**, breakfast. Lower Tower.

5 p.m. **NAB Radio Board of Directors**, Room 18.

5 p.m. **NAB Tv Board of Directors**, Room 19.

TECHNICAL PAPERS

The 17th annual Broadcast Engineering Conference, running concurrently with the NAB convention April 1-3 in Chicago's Conrad Hilton Hotel, will feature 22 technical papers on the latest technical developments in broadcasting.

As in past conventions, the technical delegates will join management for the opening general assembly Monday morning (April 1) and for the closing FCC panel Wednesday afternoon. The engineers will hold their own luncheons each day and will hear speeches by Dr. Edward E. David, Bell Telephone Labs (Monday); Sidney Metzger, manager for Project Relay, RCA (Tuesday), and Dr. Simon Ramo of the Thompson Ramo Wooldridge Co. (Wednesday).

NAB President LeRoy Collins will



Mr. Collins



Mr. Towner

greet the engineering delegates during their opening technical session Monday

BROADCASTING at NAB

A full staff of editors, reporters and advertising representatives of Broadcasting Publications Inc. will attend the NAB convention March 31-April 3, to be held in Chicago. Headquarters and open house will be in Suite 706A of the Conrad Hilton. A separate newsroom will be opened Saturday, March 30, with staff men assigned to cover every convention event and meetings not on the NAB's official agenda.

Representing **BROADCASTING Magazine** will be Sol Taishoff, Maury Long, Lawrence B. Taishoff, Edwin H. James, Art King, Win Levi, Don Kuyk, Ed Sellers, Rufus Crater, J. Frank Beatty, Dawson (Tack) Nail, Warren Middleton, Lawrence Christopher and Barbara Kolar.

Representing **Television Magazine** will be Ken Cowan, Don West and Frank Chizzini.

afternoon. Technical papers that afternoon will be devoted to both radio and tv topics. On Tuesday morning, the radio and tv engineers will split up for separate sessions and will meet together again Wednesday morning for subjects of common interest.

Like the management delegates, no engineering sessions are scheduled for Tuesday afternoon so that convention attendees may visit the engineering exhibits and hospitality suites. Many of the engineers also are expected to attend sessions at the NAB Fm Day program Sunday, March 31.

Highlight of the Wednesday luncheon will be the presentation of the annual NAB Engineering Achievement Award to Dr. George R. Town, dean of engineering, Iowa State U., Ames, Iowa. The presentation will be made by George Bartlett, manager of engineering for the NAB.

Chairman of the Engineering Conference Committee is Orrin W. Towner, director of engineering, WHAS-AM-TV Louisville. Other committee members include Mr. Bartlett; William S. Duttera, NBC; J. B. Epperson, Scripps-Howard Broadcasting Co., Cleveland; James E. Gray, WYDE Birmingham; Albin R. Hillstrom, KOOL-AM-FM-TV Phoenix; Clyde C. Hunt, Post-Newsweek Stations, Washington; Leslie S. Learned, Mutual; Frank Marx, ABC; James D. Parker, CBS-TV, and Jack Petrik, KETV (TV) Omaha.

Following is the full program for the Broadcast Engineering Conference, with summaries of technical papers:

Monday, April 1

10:30 a.m.—General Assembly, Grand Ballroom, Conrad Hilton.

12:30 p.m.—Engineering Luncheon, Williford Room.

Presiding: **WILLIAM S. DUTTERA**, director allocations engineering, NBC.

Speaker: **DR. EDWARD E. DAVID**, director, Computing & Information Research Center, Bell Telephone Labs.



Dr. David



Mr. Duttera

2:30 p.m.—Technical Session, Continental Room.

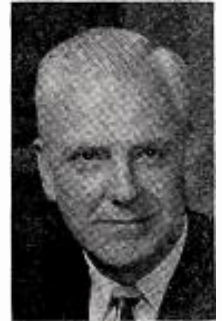
Presiding: **J. B. EPPERSON**, engineering vice president, Scripps-Howard Broadcasting Co.

Session Coordinator: **LESLIE S. LEARNED**, director of engineering, MBS.

Opening of 17th Annual Broadcast Engineering Conference—**LEROY COLLINS**, president, NAB.



Mr. Epperson



Mr. Learned

2:40-3:05 p.m.

"The Use of Spectrum Display in Broadcast Monitoring." by **GRANVILLE KLINK**, chief engineer, WTOP Washington, D. C.



Mr. Klink

During the last few years, the FCC has used spectrum display equipment in its monitoring stations to provide increased capability for detecting the effects of improper operation. This paper relates several experiences in which citations and advisory notices

were issued as a result of this type of surveillance, and describes a new kind of monitor that was developed to assist broadcast stations in locating and correcting the source of trouble.

The monitor consists basically of a receiver and a spectrum display unit on one chassis. It covers the fm and vhf television channels and displays the spectrum in segments of from 50 kc to 2 mc on a 5-inch screen calibrated horizontally in frequency deviation and vertically in decibels.

3:10-3:25 p.m.

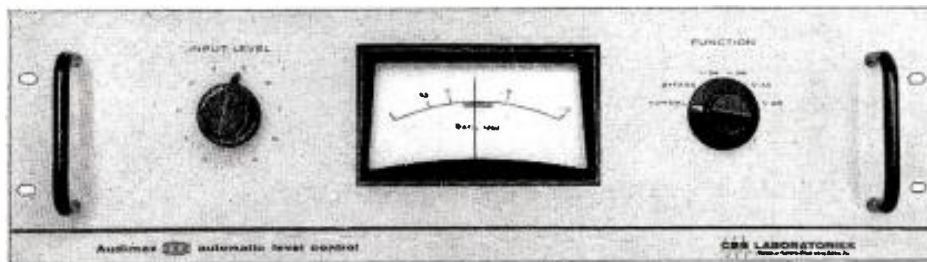
"Status Report Concerning NAB Recording and Reproducing Standards." by **WARREN L. BRAUN**, assistant general manager and director of engineering, WSVA Harrisonburg, Va.

Over the past 21 years the NAB has been instrumental in the development of audio recording and reproducing standards which are applicable to disc and tape. The first standards were adopted by the association's board of

Well behaved transmitters

DON'T SHOUT

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Stay listenable with Audimax!

Undulating audio is not listenable! When it shouts—unpleasantness! When it whispers—strain! Every time your listener touches his volume control, you stand a chance of losing him! Audimax—the monitor with a memory—rides your output gain control with super-human speed. When levels are correct, gain remains constant—this

is the Audimax Gain Platform. Audio output remains on a natural listening keel at maximum modulation. There's no distortion, compression, thumping or pumping. No audio "holes." Audimax is not a Compressor, Limiter or AGC. Audimax is a control computer, complete with memory and judgement. You merely set the Gated Gain Stabi-

lizer to recognize noise and background effects, and electronics takes over. Proper levels are maintained; gain is held constant during pauses or returned to normal at standby—automatically. To get listener loyalty—and keep it—you need Audimax! It pays!

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High Ridge Road, Stamford, Connecticut
A Division of Columbia Broadcasting System, Inc.

SEE US AT NAB, CHICAGO, MARCH 31—APRIL 3, BOOTH 72W FOR AUDIMAX IN ACTION, OR WRITE FOR FURTHER INFORMATION.

NAB PREVIEW

TECHNICAL PAPERS CONTINUED



Mr. Braun

directors in 1942, with subsequent revision in 1949, 1950 and 1953. Since the last revision, countless new developments have taken place in this field which make many of the existing standards obsolete and outdated. Areas such as multi-track, stereo,

cartridge tape are but a few recent developments which are not now included.

The NAB recording and reproducing standards committee along with its various working groups, is diligently pursuing this effort not only to bring the present standards in step with today's techniques but to insure interchangeability between users. This talk will review the status of the present recording and reproducing standards activities.

3:30-3:55 p.m.

"Sound Reinforcement in Television Theaters." by A. PIERCE EVANS, project engineer, CBS-TV.



Mr. Evans

An important element of many television broadcasts, the reaction of the studio audience to the performance, is dependent upon good sound reinforcement. In both the design and operation of the sound reinforcement system, problems are

encountered which are unique to television studios. New approaches to these problems, utilizing recent advances in the state of the art, are presented.

4-4:25 p.m.

"Broadcast Engineering Activities in Canada," by M. LEVY, consultant, Canadian Assn. of Broadcasters.



Mr. Levy

This paper describes briefly the various organizations dealing with broadcasting matters such as the Canadian Dept. of Transport, the Canadian Radio Technical Planning Board and its various technical Committees, the Canadian Assn. of

Broadcasters, and the way they collaborate to study problems connected with broadcasting, analyze proposed regulations and plan future expansion and activities.

A review of some technical activities of the CAB, particularly in the fields of frequency allocations, tv receiver interference to am radio receivers, space broadcasting will be discussed.

4:30-5 p.m.

"A Method of VLF Television Scan Synchronizing," by ROBERT M. MORRIS, staff engineering consultant, ABC.



Mr. Morris

lock or sync-lock has been the only answer to this need and it unfortunately is only a partial and not too satisfactory answer where more than one remote source is involved. In such cases it has been necessary to lease separate video lines for purposes of synchronizing the separate remote sources which, when it is possible, is expensive.

This paper describes a new technique applicable to the scan synchronizing of multiple picture sources at different locations based upon developments for satellite and missile tracking. Equipment which will provide a coherent lock with vlf radio signals for the control of sync generators is described together with its method of use and some of the problems associated with this new application of precision control.



Mr. Petrik



Mr. Hunt

Tuesday, April 2

9 a.m., Technical Session, Radio,

Continental Room.

Presiding: JACK PETRIK, chief engineer, KETV (TV) Omaha, Neb.

Session Coordinator: CLYDE M. HUNT, vice president for engineering, Post-Newsweek Stations, Washington.

9-9:25 a.m.

"Logs-Logs-Logs," by HAROLD L. KASSENS, chief, aural existing facilities branch, Broadcast Bureau, FCC, Washington



Mr. Kassens

On Feb. 20, 1963, the commission adopted a report and order amending its rules to permit the use of automatic logging devices for recording information normally required to be entered manually in the operating logs of broadcast stations. The rules, as amended, also make other changes in logging procedures. The new rules concerning program, operating and maintenance, and their effects on the operation of broadcast stations, as well as the specific requirements relating to automatic logging equipment, will be discussed in detail.

9:30-9:55 a.m.

"Practical Considerations for Fm Multiplex Monitoring," by CHARLES E. DIXON, development div., Collins Radio Co.



Mr. Dixon

Every fm broadcaster who has made the switch to stereo multiplex has been faced with a perplexing monitor problem. The electronics manufacturing industry has been concerned primarily with building stereo multiplex transmitting equipment and has not provided the stereo broadcaster with a monitor tailored specifically to fit his needs. Transmitter manufacturers have had to build specialized test equipment in order to prove the quality of their stereo transmitter to the FCC for type acceptance purposes, but generally this equipment has not been made available to the broadcasters. This paper will discuss the fm stereo multiplex monitor requirements and how the application of such a monitor will benefit the stereo broadcaster.

10-10:25 a.m.

"Broadcast Transmitter Harmonic Considerations," by C. V. CLARKE JR., project engineer, Gates Radio Co.



Mr. Clarke

With our ever-increasing use of the spectrum and the over-crowded conditions which exist today in all bands, it is now more important than ever that spurious emissions must be kept to a minimum. Harmonic radiation not only creates interference to other services, but may disrupt vital communications which are instrumental to public safety. The commission has recognized this fact by placing stringent rules on the radiation of harmonics by users of broadcast equipment. This paper will discuss the effects of loads, whose impedance varies with frequency, upon the harmonic emission from a broadcast transmitter. A method for measuring harmonic radiation will also be discussed.

10:30-10:55 a.m.

"On the Go with Radio," by VINCENT P. MARLIN, chief engineer, WFBL Syracuse, N. Y.



Mr. Marlin

With ever-changing programming formulas in radio, the station engineer's ingenuity is constantly being called upon to develop equipment which will satisfy these demands which call for speed and portability. This paper deals with the design, construction, and operation of a remote trailer . . . a complete station on wheels. Such matters as remote pickup equipment, cue circuits, control of programs, and layout of equipment will be discussed in detail. Summarizing the paper will be a recap of all problems encountered in over 140 remote broadcasts of 4,504 actual "on-air" hours and how these problems were solved.

11-11:25 a.m.

"A New Digital Phase Monitor," by JOHN K. BIRCH, Vitro Electronics, Silver Spring, Md.

Phase monitors used presently with directional arrays are limited in accuracy, or resolution, and are not adaptable to remote control. This paper describes a new monitor which



Mr. Birch

has been developed to measure with great accuracy, and which, in addition, may be programmed and read over telephone lines. The phase meter section of the monitor utilizes the time interval method of measuring phase, displaying the angle in degrees on a digital counter. Tower current is indicated as a deviation from the assigned current ratio, on a differential type of voltmeter. Variations in the system are available, depending upon the amount of accuracy required. The digital techniques employed make possible future refinements of the system, such as tape printers or chart recorders as readout devices.

11:30 a.m.-12 noon

"A New Method of Broadcasting Three Dimensional Stereophonic Sound," by KENNETH R. HAMANN, chief audio engineer, WDOK Cleveland.



Mr. Hamann

The true reproduction of sound source localization frequently demands more than two distinct channels for transmission from the studio or concert hall to the listener. Two-channel stereophonic systems all too often leave a "hole in the middle" which detracts from the feeling of realism that the sound reproduction system should provide. Stereophonic recording systems involving from 3 to 10 discrete channels have been in existence for some time. Various techniques have been employed in their transmission but all have had their shortcomings. This paper will describe the adaptation of a unique three-channel system for broadcast use which is currently in operation at WDOK in Cleveland.



Mr. Hillstrom



Mr. Parker

9 a.m.—Technical Session, Television, Upper Tower

Presiding: ALBIN R. HILLSTROM, director of engineering, KOOL-AM-FM-TV Phoenix.

Session Coordinator: JAMES D. PARKER, director, tv R-F engineering, CBS-TV.

9-9:25 a.m.

"Design and Installation of a Tv Antenna for Simultaneous Operation on Two Vhf Channels," by RICHARD K. BLACKBURN, technical director, Gannett radio and tv stations, Rochester, N. Y.



Mr. Blackburn

WHEC-TV and WRoc-TV, both Rochester, N. Y., are now operating on chs. 10 and 8 using a common antenna. Both stations operate at a power of 316 kw and use the only such television antenna system in operation in the U.S. The antenna is fed by four transmission lines in order that the upper or lower half may be fed separately and, thus, constitute a spare antenna system for use in case of feed line or transmission line failure. This paper will describe the design parameters of this system including vertical and horizontal performance. System response compared to design goals will be discussed.

9:30-9:55 a.m.

"Simplified Operating Practices for Studio Image Orthicon Cameras" (Film), by JOSEPH A. FLAHERTY, director of technical facilities planning, operations department, CBS-TV, New York.



Mr. Flaherty

This film portrays simplified operating practices for 4½" image orthicon cameras which are employed by CBS-TV to obtain consistently high quality results in normal day-to-day operations. Special emphasis is given to demonstrating the inter-relationship of lighting, scene contrast, camera exposure, and object-to-image transfer characteristics, and to relating these variables to final image quality. Practical methods are illustrated which standardize some of these variables to permit simpler operation

NAB PREVIEW

TECHNICAL PAPERS CONTINUED

with more predictable and consistently higher quality results.

10-10:55 a.m.

"Remote Control of Tv Transmitters," by **GEORGE W. BARTLETT**, *NAB manager of engineering.*

Over the past 10 years the broadcasting industry has been attempting to modernize its operating techniques in order to bring them into step with those of other services. The adoption of remote control operation for am and fm transmitters was a move in this direction and is now an accomplished fact at over 2,500 am/fm stations. This symposium will discuss the NAB field testing program which is currently underway at 5 stations. A program designed to test the dependability, accuracy and reliability of tv remote control equipment.

Symposium participants include Mr. Bartlett, **R. B. MARYE**, manager, low power transmitter engineering, RCA; **B. T. NEWMAN**, broadcast sales, General Electronic Labs; **F. J. BIAS**, technical products operation, General Electric Co., **WILLIAM P. KRUSE**, Gates Radio Co., and **JOHN A. MOSELEY**, president, Moseley Assoc. Inc.



Mr. Bartlett



Mr. Bias



Mr. Kruse



Mr. Moseley

11-11:25 a.m.

"System Considerations in Color Equipment Installations," by **JAMES L. WILSON**, *director of engineering, NBC.*

With the growing interest in color television throughout the country, it was felt that the experience gained

NAB engineering award

Dr. George R. Town, dean of engineering at Iowa State U., Ames, will be presented the 1963 NAB Engineering Achievement Award during the closing luncheon April 3 of the engineering conference in Chicago (see OUR RESPECTS, page 169).



Dr. Town

George Bartlett, NAB manager of engineering, will make the presentation.

The 1962 engineering award went to Ralph Harmon, vice president for engineering of Westinghouse Broadcasting Co.

by NBC in construction of several color facilities over the last 10 years would be of interest to other broadcasters just entering this new medium. The several system factors that have to be taken into consideration in the installation of monochrome equipment take on added importance in color and must be executed and checked to far greater accuracy. In addition, several new problems are introduced which are of little or no significance in black-and-white broadcasting.

The paper describes some of the precautions taken by NBC in laying out and constructing color facilities, and outlines some of the procedures used in alignment and proof of performance tests.

11:30-11:45 a.m.

"Intercity Television Network Service Today," by **SHELDON C. JENKINS**, *transmission engineer, American Telephone & Telegraph Co.*

The Bell System provides thousands of miles of intercity television channels. While a few channels are used for educational systems and others are used occasionally for closed circuit applications, nearly all of the channel mileage is used for network transmission. This paper will describe the various systems of inter-



Mr. Wilson



Mr. Jenkins

city television network service both past and present. It will concern itself with such matters as the role played by the switch or operating centers, describing equipment now in use and the techniques used by AT&T in the transmission of video information.

12:30 p.m.—Engineering Luncheon, Williford Room

Presiding: **LESLIE S. LEARNED**, director of engineering, Mutual.

Speaker: **SIDNEY METZGER**, manager communications systems, project Relay, RCA Astro-Electronics Div.



Mr. Metzger

Tuesday Afternoon, April 2—No sessions scheduled after luncheon. This period is not programmed to permit delegates to visit exhibits and hospitality quarters.

Wednesday, April 3

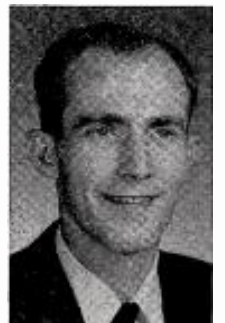
9:00 a.m.—Technical Session, Continental Room.

Presiding: **FRANK MARX**, president, ABC Engineers, ABC.

Session Coordinator: **JAMES E. GRAY**, chief engineer, WYDE Birmingham, Ala.



Mr. Marx

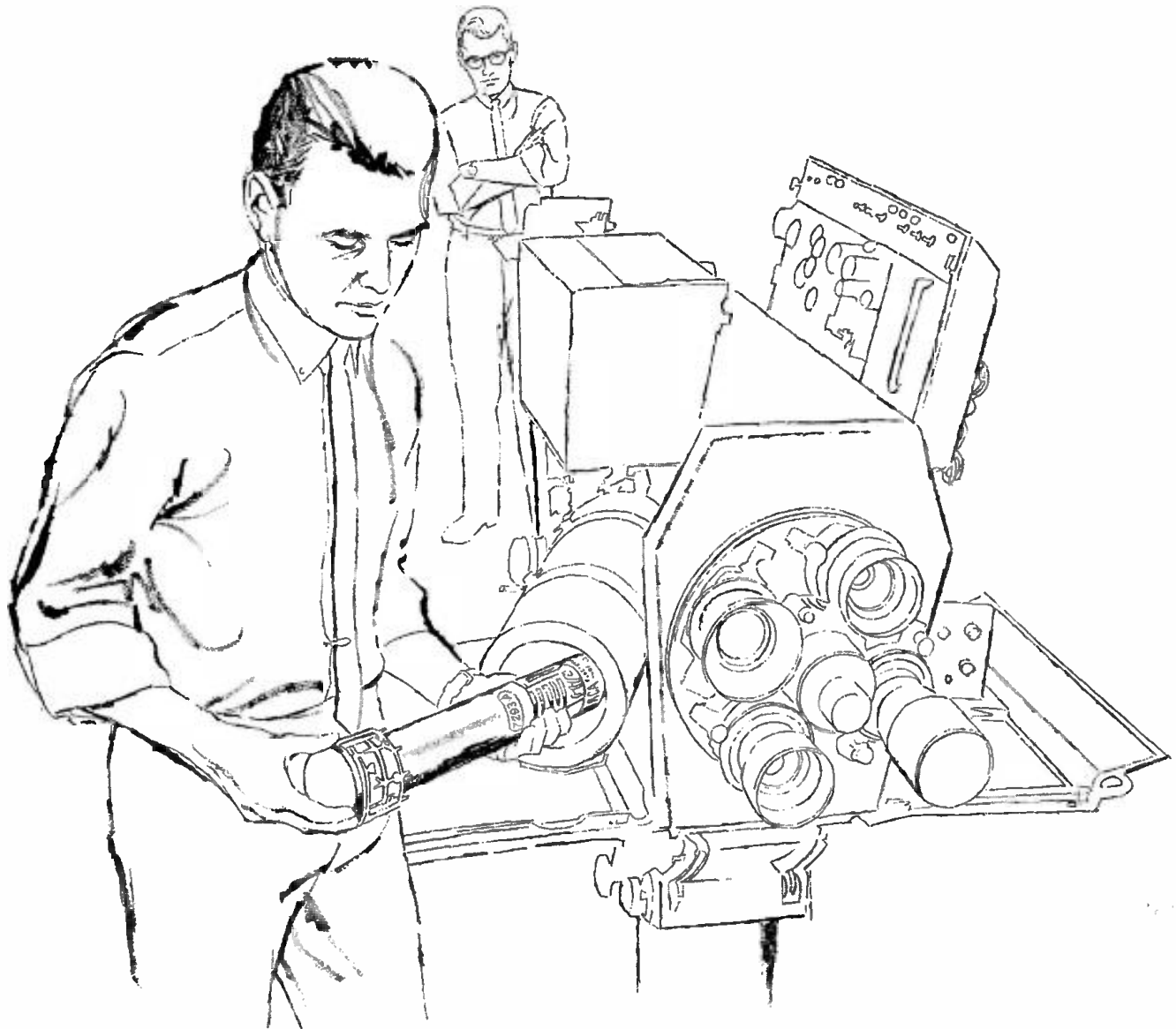


Mr. Gray

9-9:25 a.m.

"Recent Developments in Videotape Recording," by **GRANT M. SMITH**, *senior electrical engineer, Ampex Corp.*

Since the introduction of the Videotape recorder, the number of tape machines in use continues to increase. Approximately 1,300 machines



RCA Field Mesh Image Orthicons 7293A and 8093A

Sharper and Quieter Picture Reflects Tube Improvements

You can see the difference. It shows in the upgraded picture quality when you use the improved RCA-7293A in your black-and-white camera chains. Look for the red base. It's your cue to confidence that you have the RCA-7293A with high signal-to-noise ratio, improved sharpness, and a high signal output. Its operational flexibility and life expectancy are equivalent to those of RCA-5820A.

In addition, RCA-7293A produces all the RCA Field Mesh design features: better camera focus, less "edginess", and better geometry. It embodies RCA's quality assurances on uniformity for highlight response, background shading, high effective sensitivity and anti-ghost benefits.



RCA-8093A is the Field Mesh Image Orthicon recommended for high quality tape recording. When particular attention is paid to light-level control and lighting uniformity, this tube produces even higher signal-to-noise ratio and longer gray scale reproduction.

You can choose from a complete line of RCA Field Mesh Image Orthicons, including: RCA-7513 and the matched set RCA-4415 & 4416 for color; and for black-and-white: RCA-7293A, 7295B, 7389A, and 8093A. Ask for them at your AUTHORIZED DISTRIBUTOR OF RCA BROADCAST TUBES.

RCA ELECTRON TUBE DIVISION, HARRISON, N. J.



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For name and address of your local distributor write or call your nearest RCA Distributor Products Sales Office—New York, N. Y.: 36 W. 49th St., MUrray Hill 9-7200; Needham Heights 94, Mass.: 80 "A" St., Hillcrest 4-8480; Washington 7, D. C.: 1725 "K" St., S.W., FEderal 7-8500; Atlanta, Ga.: 134 Peachtree St., N.W., JAckson 4-7703; Cleveland, Ohio: 1621 Euclid Ave., CHerry 1-3450; Chicago, Ill.: Merchandise Mart, 467-5900; Dallas 7, Texas: 7901 Carpenter Freeway, MEIrose 1-3050; Kansas City 14, Mo.: 7711 State Line, EMerson 1-6482; Los Angeles 22, Cal.: 6801 E. Washington Blvd., RAymond 3-8361. SEE THE RCA IMAGE ORTHICON DISPLAY AT NAB.

NAB PREVIEW

TECHNICAL PAPERS CONTINUED



Mr. Smith

were in operation as of January 1962, and undoubtedly this number has increased well above this figure. Recent noteworthy events have been the introduction of transistorized circuitry, simplified means for color recording, improved heads, editing techniques and miniaturization. This paper will describe the recent developments which have been incorporated in the new Ampex single console four-head Videotape recorder.

9:30-9:55 a.m.

"What to Look for in New Designs Using Transistors," by R. N. HURST, broadcast studio engineer, RCA.



Mr. Hurst

Broadcast engineers who make no attempt to become acquainted with transistors will very rapidly find themselves unable to participate in some of the liveliest technical conversations in the industry. The transistor, scarcely more than 10 years old, has been refined and developed to the point where it is a fast-rising contender for many of the circuit functions required in broadcast equipment, both audio and video. With the passing of each day more and more equipment is being redesigned to use transistors. The present trend toward miniaturization also requires the application of these new devices.

This paper will discuss in detail, several areas where the characteristics of transistors require a different design philosophy than tube circuitry, and how this philosophy may be applied.

10-10:25 a.m.

"An Automated Audio Console," by EDWARD M. MULLIN, project engineer, ITA Electronics Corp.

Today's emphasis on a tight program format often taxes the proficiency of even the best audio operators. Many stations have realized the difficulty of maintaining their high standards of station operation in programming and have been searching for a method of simplifying the console operator's task. Top 40 type



Mr. Mullin

of programming, the multiplicity of duties, and the consolidation of numerous functions formerly carried out by several people have added measurably to the tasks confronting control room personnel. This paper will discuss the problems involved in the development of an automatic audio console designed to alleviate many of the problems now confronting the control room operator.

10:30-10:55 a.m.

"The ABC Color Operating Standards," by A. W. MALANG, chief video facilities engineer, ABC-TV.



Mr. Malang

After ABC-TV reached the decision to commence color broadcasting, it became rapidly apparent that color operating practices were far from standardized, and were in fact considered by some to be incapable of being standardized. In order to accomplish network broadcasting on a clock time basis ABC-TV finds it advantageous to play back each show a number of times in different places. Hence, if the color shows (as of this date film only) were to be of consistent and comparable quality, standardization was mandatory.

The measure of success of this program has been exemplified by the comments of viewers and affiliates, in which consistent high quality of the color programs has been expressed.

11-11:25 a.m.

"A New Approach to a Color Film Channel," by I. C. ABRAHAMS, consultant, advance engineering, General Electric Co.

This paper describes a new system, which makes use of a fourth tube, whose exclusive function is to pick up the luminance information from the slide or film. The use of this tube for such a purpose permits obtaining improved sharpness of the luminance signal, since its output is independent of register. On the other hand, the registration of the three images of the other three channels is not nearly so critical, since they contribute only to the chromaticity of the picture.

Superior sharpness is therefore ob-



Mr. Abrahams

tained for both the color picture and the monochrome picture. Although there are color errors which theoretically arise in a system of this type, it will be shown that these are not of practical consequence in the final analysis.

11:30 a.m.-12 noon

"Rf Interference Reduction in Television Pickups," by J. L. HATHAWAY, staff engineer, NBC.



Mr. Hathaway

This paper describes the nature of radio frequency interference which has degraded and even ruined a few NBC-TV field programs over the past years. It outlines some efforts to eliminate interference by cut-and-try brute force methods. Further, it points out two practical methods of definitely reducing the deleterious effects of radio interference; one of these utilizing the newly developed filter which is described in detail.

12:30 p.m.—Engineering Luncheon, Williford Room.

Presiding: ORRIN W. TOWNER, chairman, Broadcast Engineering Conference Committee, director of engineering, WHAS-AM-TV Louisville.



Dr. Ramo

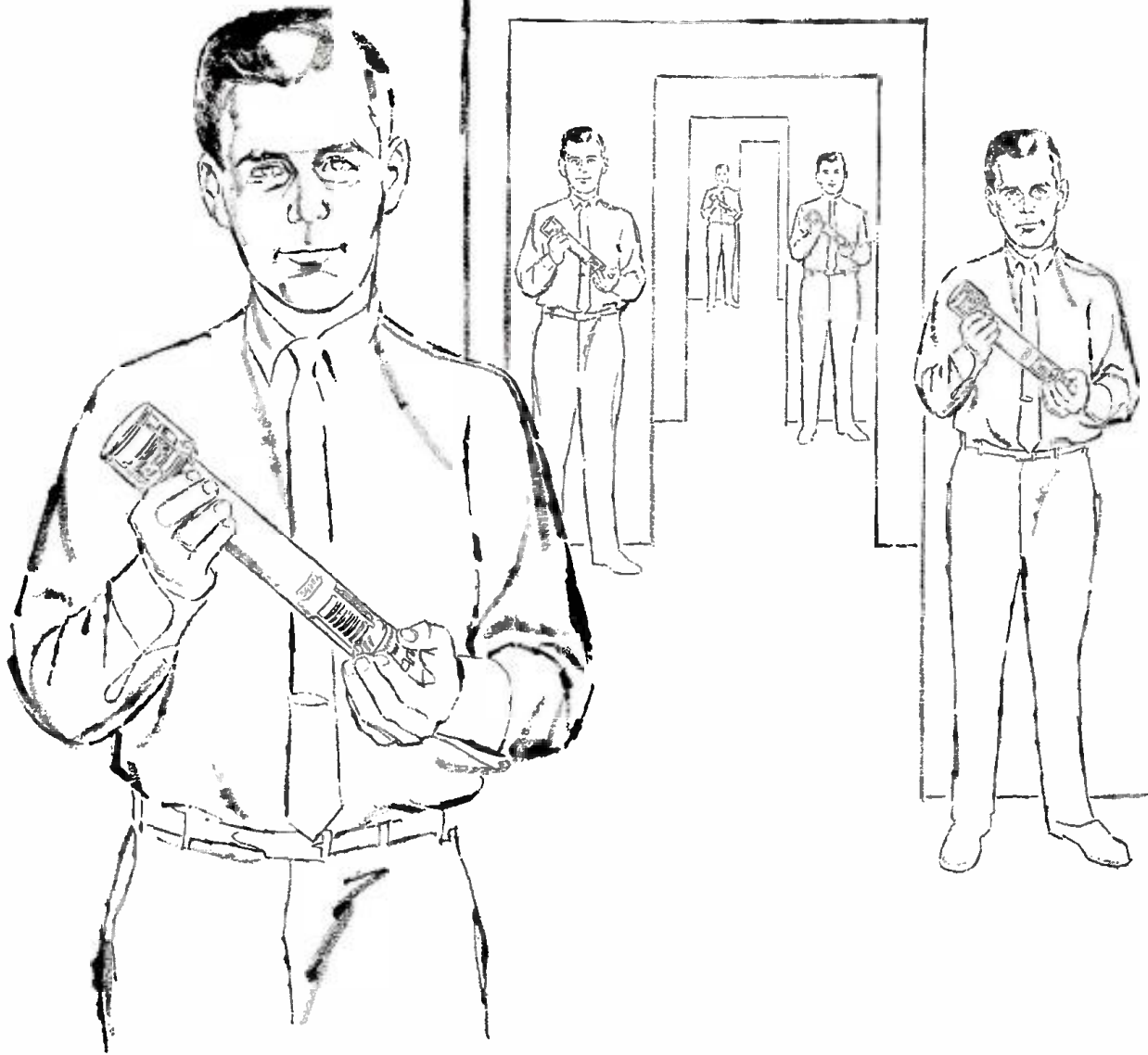
Presentation of Engineering Achievement Award: by GEORGE W. BARTLETT, manager of engineering, NAB.

Acceptance of Award: DR. GEORGE R. TOWN, dean of engineering, Iowa State U., Ames, Iowa.

Speaker: DR. SIMON RAMO, vice chair-Thompson Ramo Wooldridge Co.

2:30-5 p.m.—General Assembly, Grand Ballroom: Featuring the annual FCC panel discussion.

7:30 p.m.—Annual Convention Banquet, International Ballroom.



Improved RCA Image Orthicon RCA-5820A Has No Match for Tube-to-Tube Uniformity

The key to telecasting's highest performance uniformity from tube-to-tube is RCA-5820A, the Image Orthicon respected as "standard" of the industry.

On every major characteristic by which TV pictures are measured, RCA-5820A is quality assured. If you use RCA-5820A, you can get another like it with complete confidence. How can you be sure? Each and every RCA-5820A is tested and rated in three different cameras and given a final, thorough operational check prior to shipment!

The excellence you buy in today's RCA-5820A includes: High signal-to-noise ratio, uniformity of signal output and background, high sensitivity and improvements in resolution capability.



This RCA Image Orthicon is recognized as an exceptional all-purpose type for studio or remote use. It features microscopic gun alignment, gold-plated grids, and pre-tested mesh to assure reduced microphonics.

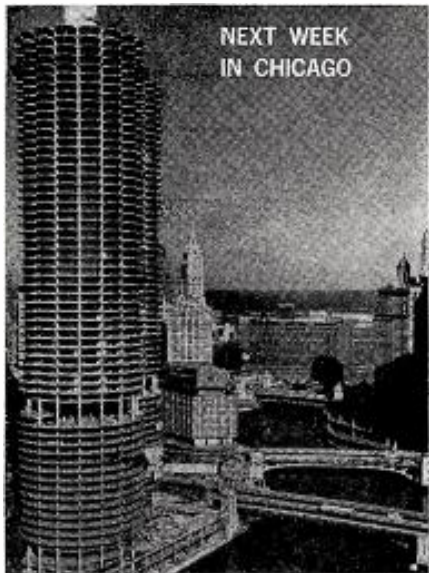
A leader in TV Camera Tube development since the early days of television, RCA today offers a complete line of Image Orthicons for black-and-white and color. SEE YOUR AUTHORIZED DISTRIBUTOR OF RCA BROADCAST TUBES.

RCA ELECTRON TUBE DIVISION, HARRISON, N. J.



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CONVENTION EXHIBITS

Manufacturers of broadcast equipment will show their newest products along with established lines in the lower lobbies of the Conrad Hilton Hotel in Chicago. Following are descriptions of the principal products to be on display in the two separate exhibit halls. The exhibit space designated is in the Conrad Hilton unless otherwise indicated.

Station representatives, networks, syndicators and miscellaneous industry service firms are listed on following pages, including personnel attending the convention. These are based on information available as BROADCASTING went to press.

A list of manufacturers of equipment who will maintain hospitality suites will be found in the "Where to Find It" directory (page 122).

Exhibitors

ADVERTISING COUNCIL

Exhibit Hall Foyer

Contributions to public service campaigns by broadcasters and creative work of volunteer agencies will be on display.

Personnel: Allan Wilson, Gordon Kinney, Duffy Schwartz.

AITKEN COMMUNICATIONS INC.

Space 64W

A new system of spot storage and selection will be shown. The system, with a MaCarTa Carousel at the heart, comes in two versions: one provides complete automatic selection via recorded dial pulses; the other is operator push button controlled.

Each Carousel holds 24 10-minute magazines and the system to be shown uses four units to provide a 96-magazine system.

Personnel: Kenneth Aitken, Dexter Haymond.

ALFORD MANUFACTURING CO.

Space 21W

Alford this year will show tv and fm antennas, diplexers, coaxial switches, vestigial sideband filters, RF measuring instruments.

Personnel: Harold H. Leach, Gerald Cohen.

ALTO FONIC TAPE SERVICE INC.

Space 32W

AMPEX CORP.

Space 28W

Four new products will be introduced: the VR-1100, low-cost, all transistor Videotape recorder; Editec time element control system for precise automatic editing and full animation on tv tape; Mark IV heads, new design long-life video heads for VR-1000 and VR-1100 recorders; 602 Audio Recorder, an improved field recorder/playback for broadcast, industrial and educational uses.

Also to be shown are the VR-1000C Videotape recorder equipped with Intersync tv signal synchronizer, Amtec time element compensator, electronic editor, Editec and Colortec, direct color recovery system; VR-1500 portable closed circuit Videotape recorder; 7½" conversion kit for VR-1000 recorders; Marconi Mark IV monochrome camera

chain; Marconi eight-event store and switching unit; PR-10 professional audio recorder; SA-10 speaker/amplifiers and MX-10 mixer; 354 broadcast recorder with new four-position head and full line of audio tape and UST prerecorded tapes.

Personnel: C. Gus Grant, Tom Davis, Tom Merson, Bob Day, George Shoaf, Jack Miller, Tom Washburn, Gregg Perry.

ANDREW CORP.

Space 70W

Andrew will feature its Multi-V antenna, providing full performance data, its accessories and Andrew pattern services. The Multi-V is now cataloged in standard sizes up to 16 bays. A new Heliac display will be made, featuring a large selection of flexible coaxial cable. Coaxial transfer switches for rapid switching of pairs of transmissions will also be displayed. The switches will be shown in operation and with construction details.

Personnel: John Gyurko, Douglas Proctor, C. Robert Laine, Robert Bickel, Henry Miller, John Lenehan, Edward Dwyer, Dr. Victor Andrew.

AUTOMATIC TAPE CONTROL INC.

Space 22W

Complete station automation will be on display, including the new SP-10-1 systems Programmer. The Programmer is said to be capable of handling up to 10 audio sources in any random pattern desired. Program planning is dialed into the unit in the sequence desired. The modular concept of ATC automation and the ease of designing and assembling complete systems exactly matched to format requirements will be stressed.

Personnel: Vernon A. Nolte, Robert S. Johnson, N. Elmo Franklin, Ted Bailey, Jack Jenkins, George Stephenson Jr., T. R. Ives.

BALL BROTHERS RESEARCH CORP.

Space 23W

Equipment for converting standard black & white or color tv signals into

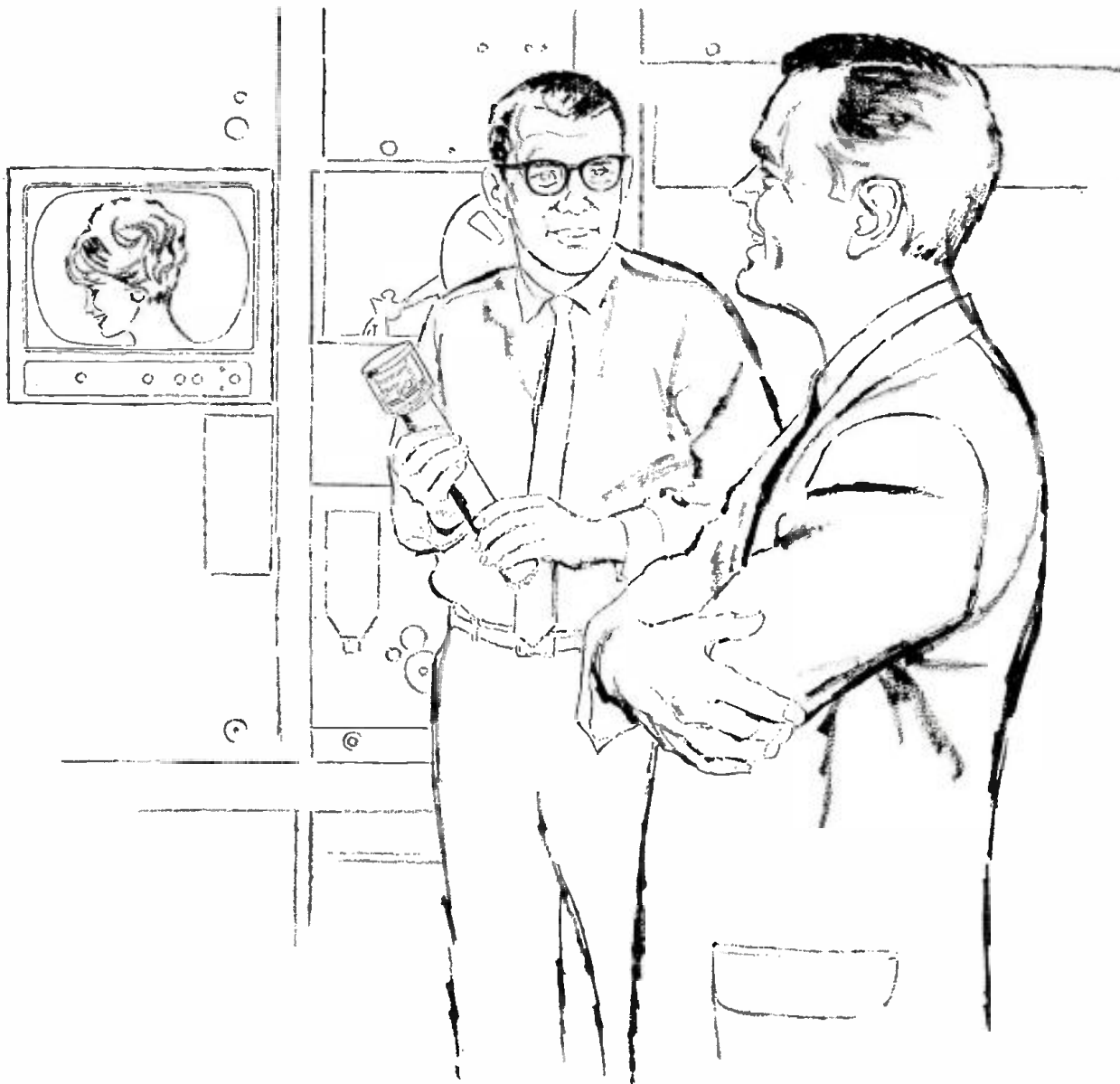


What's going on in Suite 1119A?

Dick Lawrence knows. That's where you'll hear Radio à la Carte. He's heard it with John Alexander and they bought it for WFLA in the Tampa, St. Pete markets. Dick says: "I'm happy to endorse Radio à la Carte."

Corner Marv Kempner at Suite 1119A, Conrad Hilton Hotel. Hear it yourself.

Mark Century Corporation
6 West 57th St., N. Y. 19, N. Y. CI 5-3741

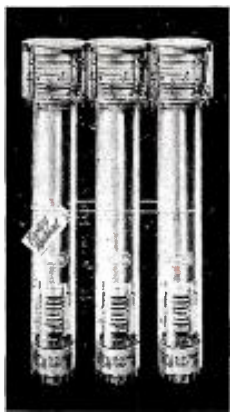


Sponsor Preferred

Choose RCA-4415 & 4416 for Your Big Year in Color

Colorcast schedules are growing heavier. And heavier. And heavier. Get set now to deliver the sharp, true, bright pictures sponsors demand for their programs and commercials. Replace with RCA Image Orthicons 4415 & 4416. For RCA insists on highest quality performance in its color image orthicons. And has invested more to get it.

The RCA 3-tube factory-matched set in your camera produces exceptional pictures in color receivers, as well as high resolution pictures with normal tone rendition in black-and-white sets...at lighting levels available in black-and-white studios! There's no problem of high scene-lighting temperatures...no need for extra air-conditioning. And



many lighting costs usually associated with highest quality indoor color pickup are avoided.

RCA precision construction, Field Mesh, plus finely matched tube characteristics assure you excellent picture registration and uniform color balance over the entire scanned area.

Also available is RCA-7513, an Image Orthicon for highest quality color pickup using conventional color TV lighting. Ask about RCA Image Orthicons locally. SEE YOUR AUTHORIZED DISTRIBUTOR OF RCA BROADCAST TUBES.

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NAB PREVIEW

EXHIBITS CONTINUED

digital form for ease of transmission, switching and regeneration will be on display.

Personnel: Jack Rickel, Ken Hackett, John Ringstad, George W. Baker, R. C. Mercure, Don Sprague.

BAUER ELECTRONICS CORP.

Space 56W

Bauer Electronics this year will display the Model 707 1 kw transmitter, the Model FB-5000J 5000 w transmitter and the Model 440 "Log Alarm" automatic logging device. It will be the first NAB Convention display for the latter two items.

Personnel: Paul Gregg, Fritz Bauer, Bob Ferrell, Gus Lynch, John Felt-house, Ben Greenhaw, John Winchester, John Brooks, Jess Swicegood, Chester Faison, George Wilson, Gordon Keyworth, Richard Fenstermacher, Bill Overhauser, Jack Lawson, Dave Evans.

BOSTON INSULATED WIRE & CABLE CO.

Space 71W

Tv camera cables, special application tv cameras, microwave equipment, and cable assemblies will be among this

year's display.

Personnel: Alden C. Davis, Hubert Goodwin, Jack E. Ferrer.

BROADCAST ELECTRONICS INC.

Space 14E

Broadcast Electronics this year will show four new products—a recorder-playback cartridge unit, a phase monitor and two variations of existing models—in addition to regular items in their line.

The new cartridge unit, Spotmaster Model 500 DL, is capable of delaying broadcast of programs from 6 seconds to 30 minutes and was specially designed to help the broadcaster eliminate objectionable language, for instance, on telephone interview type programs.

The new phase monitor, Model 28V-2, will handle up to 6 element arrays, with additional inputs supplied on request, and occupies less than 9 inches of rack space. It measures phase angle, current ratios and amplitude on a single meter with 7" scale length. Measurement accuracy is 1° with repeatability to ½°.

Spotmaster Models 500A and 505A, the other new products being shown, are variations of Spotmaster Models 500 and 505. In addition to these new items, 7 products from the regular Broadcast Electronics line will be shown, including recorder, playback,

recorder-playback combination unit, equalized turntable preamplifier and cartridge racks.

Personnel: Ross Beville, Jack Neff, Don Smith, Dave Durst, Jim Woodworth, Ben Strouse.

CHARLES BRUNING CO.

Space 41X

The Copyflex diazo machine line for simplified program logging and a newly developed system for sales contracts and billing will highlight the firm's exhibit. Bruning will also exhibit its new Copytron electrostatic dry copier machine.

Personnel: Eugene Bonk, Garwin Dawley, Don Sanders.

CBS LABORATORIES

Space 72W

CBS Labs this year will exhibit Audimax automatic level controls, test records, VA-1 transistorized video distribution amplifiers, digital display devices for statistical reporting, and other products in their line.

Personnel: Elliot R. Kurtz, Marvin Kronenberg, Emil L. Torick.

CENTURY LIGHTING CO.

Space 19E, 14E

Century will be lighting the General Electric and Visual Electronics demonstrations areas.

Personnel: Edward F. Kook, George Gill, Rollo Gillespie Williams.

CHRONO-LOG CORP.

Space 47W

Sequential Television Equipment Programmer (STEP) is an automation system for tv switching, designed to switch video and audio, start and stop film projectors and tape units and operate slide projectors. STEP permits programming an entire day's switching sequences in advance. The sequence can be checked out through a preview mode. Provision for last minute changes and operator override is provided in the programmer.

Chrono-Log Digital Clocks have been used to provide digital outputs of time for network coverage of astronaut flights. They can be used for coverage of sporting events and other events where viewer interest is centered on the importance of time.

Personnel: Arthur Freilich, Saul Meyer, Bill Nobles, Ed Nemeck, R. A. Mayes, John Brooks, Ken Gregson, Butler Sanchez.

COLLINS RADIO CO.

Space 27W

The transistorized 900C-1 Fm Stereo Modulation Monitor will be among the

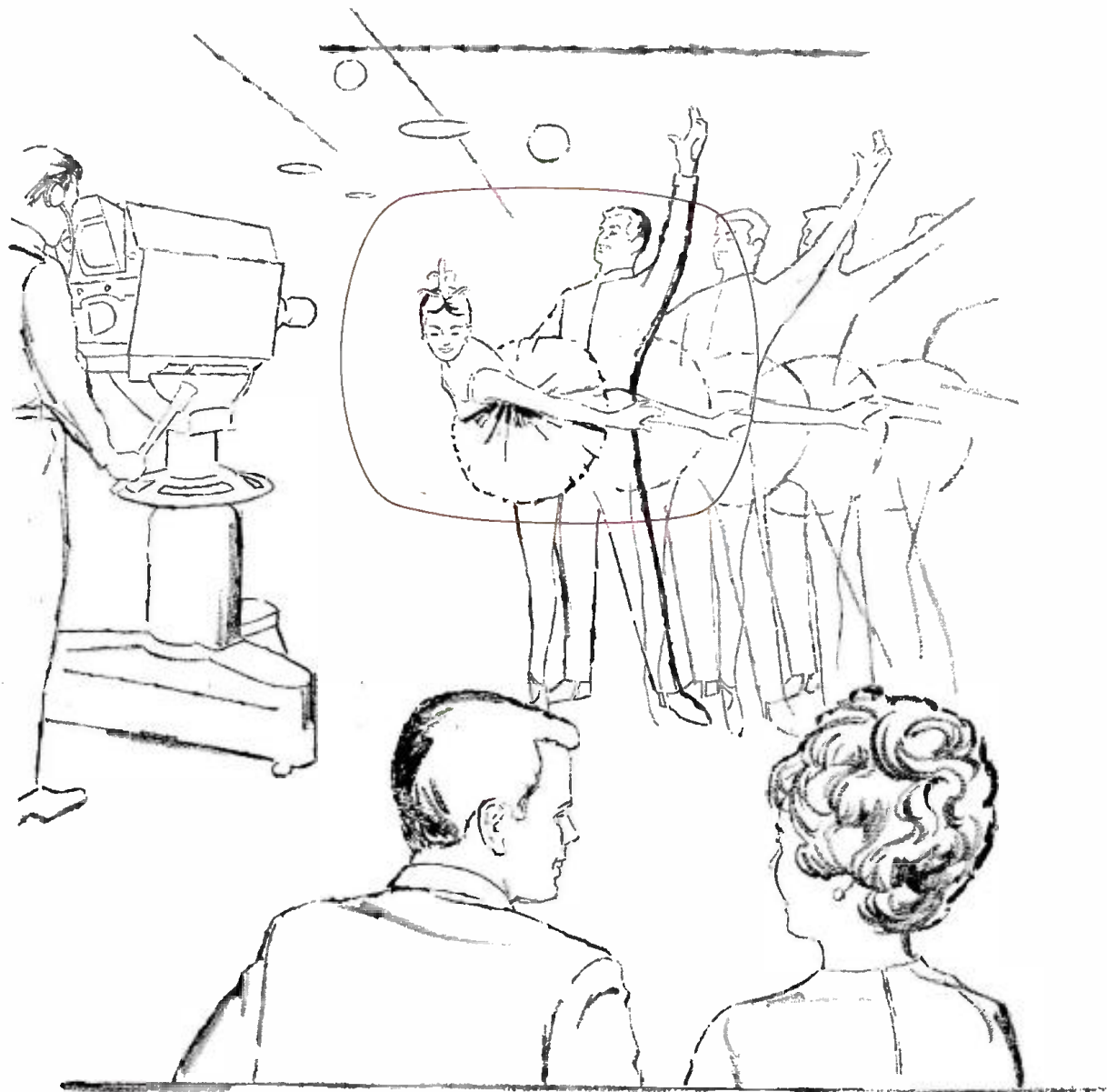
Commercial Producers, Incorporated

BOSTON, MASSACHUSETTS

*Cordially invites NAB members
to
Hospitality Suite 918A*

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open from 10:00 AM until



RCA-7295B

Now RCA Brings High Fidelity to Image Orthicons

Now! An RCA Image Orthicon with picture pickup fidelity so high, it's like bringing your audience right into the studio.

That's RCA-7295B...a new 4½" type unilaterally interchangeable with the 7295 and 7295A. Tighter performance limits and additional tests and inspections at RCA have refined processes and materials to such an extent that performance of this TV Camera Tube rivals that of any Image Orthicon on the market.

With this 4½" Image Orthicon, you get the ultimate in flexibility for high fidelity pickup in black-and-white TV. Because you get: improved background uniform-



ity, higher signal output levels, better signal uniformity, higher signal-to-noise ratio, improved detail response, reduced microphonics, and stable sensitivity.

All these improvements had to come in a tube from RCA—a leader in TV Camera Tube development since the early days of television. Ask locally about a complete line of RCA Orthicons for color and black-and-white telecasting. SEE YOUR AUTHORIZED DISTRIBUTOR OF RCA BROADCAST TUBES.

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NAB PREVIEW

EXHIBITS CONTINUED

new equipment at the Collins display. The 900C-1 measures main channel, sub channel, pilot carrier and SCA carrier insertion; it will measure stereo separation, crosstalk and pilot phase; provides stereo and monaural output for proof of performance measurements, plus output connections for measurement of am noise and distortion.

Also new is the 26U-2 Stereo Peak Limiting Amplifier, featuring ganged limiting action for maximum stereo separation, compatible with complete limiting capabilities.

New Marti equipment, sold by Collins, will be the M30B/TPS higher powered remote broadcast transmitter, and the 11RS-2R new improved matching receiver.

The company will also display the 830D-1A 1 kw fm transmitter, the 830F-1A 10 kw fm transmitter, A830-2 direct fm exciter, 786M-1 stereo multiplex generator, 808A-1 remote console and other am and fm stereo equipment.

The display will show a Collins 300F 250 w transmitter installed in 1938 at WGAU Athens, Ga. It was the winner of the company's recent oldest transmitter contest and was in continuous daily service from 1938 until it was replaced with a 20V-3, supplied by the company, earlier this month. A 20V-3 will also be on display.

Personnel: J. A. Chenoweth, L. B. Davis, C. E. Dixon, B. E. Dobbins, R. D. Essig, R. C. Evans, E. J. Gilbert, J. E. Goslin, D. K. Haahr, J. M. Haerle, Jerrell Henry, H. W. Hepler, B. V. Hite, T. L. Huebsch, L. H. Leggett, J. L. Littlejohn, W. J. McKnight, S. M. Murchison, H. O. Olson, H. L. Peters, E. G. Randolph, R. E. Richards, C. R. Rollert, G. R. Schneider, J. H. Speck, J. F. Stanbery, B. W. Stearns, J. L. Taylor, K. E. Vaughn, J. E. Wahrer, A. P. Walker, F. P. Wallace, C. W. Walters, G. C. Wetmore, P. R. Wharton, R. M. Winston, R. H. Wunder.

COMMERCIAL RECORDING CORP.

Space A-East

A complete line of station ID and promotional jingles, plus commercial jingles will be exhibited.

Personnel: John J. Coyle, Buddy Harris, Walter Wienecke, Bud Curry.

CONRAC DIV. OF GIANNINI CONTROLS CORP.

Space 7E

Conrac will offer four new products for view at the convention, a color master monitor, a transistorized monitor, a kinescope recording chassis and an audience and studio monitor.

The master monitor utilizes 95 tran-

sistors and 21 tubes and has a precision decoder. The color monitor's only operating controls are contrast and brightness. The transistorized monitor, 8 inches and fully regulated, features a DC coupled video amplifier with keyed backporch clamp. It has a two channel video input and diode switcher, light weight, size adjustment and a horizontal displacement switch.

The new kinescope recording chassis is designed to fill the gap between the studio monitor and the elaborate professional kinescope recording monitor. It features internal blanking, video phase reversal, sweep reversal, aperture correction and regulated high and low voltage. The new audience and studio monitor, the CVA23, is a voltage regulated utility monitor offering full 10 mc bandwidth, but uses a 23-inch rectangular tube.

Personnel: W. J. Moreland, J. G. Jones, R. M. Alston, R. N. Vendeland, Al Slater, Parker Wickman and William A. Ems.

CONTINENTAL ELECTRONICS

Space 25W

Continental Electronics, a subsidiary of Ling-Temco-Vought Inc., this year will exhibit its 5/10 kw transmitter, remote control and fault alarm equipment, monitor receiver and magniphase. In way of new products it will show a new vidicon camera chain.

Personnel: James O. Weldon, Mark W. Bullock, Thomas B. Mosley, Vernon Collins, Richard P. Buckner, James Hamilton, Richard Edwards, Bill Waldrup, J. C. Nickens, Stan Ponte, Joe Sainon, Jim Anderson, Charley Reynolds, W. O. Crusinberry.

CUMMINS ENGINE CO.

Space 36W, 37W

This will be the first year of Cummins' exhibit of its line of standby diesel generator systems which range from 60 kw to 400 kw. The exhibit will be newly designed by Elliot-Noyes, featuring cutaway model in action, lighting up display when regular power cuts off.

Personnel: W. S. Gripman, R. B. Sonntag, G. W. Paine, V. R. Hill, J. W. Fritz.

DRESSER-IDECO CO.

Space 61W

A display of the firm's tv, fm, microwave towers; their design, construction and inspection will be shown.

Personnel: Dan Byrd, J. Roger Hayden, Tom Singell, John Groseclose, Robert Sload, Orville Pelkey, Robert A. Vaughn.

DYNAIR ELECTRONICS INC.

Space 49W

Two completely new lines of solid-

state modular amplifier units, a new solid-state switching equipment, broadcast transmitters, closed circuit tv transmitters and other signal processing accessories will make up the Dynair exhibit.

The new amplifiers are the Series 1000 Equipment, a complete line of video and pulse modular amplifiers which plug into a 1¾ inch-high frame; and the Series 3000 Equipment, similar except the modules mount in a 3½ inch frame and 12 modules may be mounted in a 19 inch width. The advanced design parameters include 20 mc bandwidths, minimum power and space requirements, meantime between failure ratings of approximately 5,000 hours, differential phase and gain of nominal amounts and minimal crosstalk.

The Series 5100 Switching Equipment is a remote controlled, solid-state, expandable modular system providing switching of transient free 20 mc information from any number of inputs to any number of outputs.

The TX-1B closed circuit tv transmitter and the TX-600H broadcast transmitter will also be shown. The TX-600-H produces 600 w peak visual and 90 w aural.

Personnel: E. G. Gramman, Omar E. LaHue, Joseph Petit, George W. Bates, Dwain A. Keller.

ELECTRA MEGADYNE INC. (successor to EMI/US)

Space 4E

New equipment this year includes: a dial-operated monitor system, designed for greater simplicity in selecting various video/audio program sources from remote locations; a solid-state four output distribution amplifier; a solid-state four output pulse distribution amplifier; a custom designed switching system; a completely automated tv studio with advanced design vidicon cameras mounted on remote control pan and tilt heads.

Other equipment to be shown are the 4½ inch image orthicon cameras, a vidicon color camera, a new 2-1 vidicon and a display in EMI's design and construction of custom audio and video control equipment.

Personnel: P. S. Nicolaysen, A. B. Rozet, M. Ellison, J. Tucker, F. J. Dullipp, J. Neitlich, P. Macfarlane, A. Lane, G. Krutilek, R. Striker, M. McKeon, P. Weisel, T. Baker, P. Welcome.

ELECTRONIC APPLICATIONS INC.

Space 20W

Several new microphones, the C-12A, CKS4 and C-60 capacitor microphones will be shown. Also to be introduced is the new model D19C microphone for use where very, very high quality is needed, according to the manufacturer. The microphone was designed with a

shock-lock stand.

Personnel: V. J. Skee, T. M. Skee, J. B. Anthony, Chet Mylin, Ted Pappas.

ELECTRONICS, MISSILES & COMMUNICATIONS INC.

Space 53W

EM&C this year will show vhf and uhf translators, translator accessories and uhf transmitters.

Personnel: Dr. B. W. St. Clair, Robert F. Romero, Henry Shapiro, Melvyn Lieberman, H. C. McKenzie.

GATES RADIO CO.

Space 44W

Several new products will be featured, including the new BC-1G 1 kw am transmitter which is completely restyled externally and improved internally. It will be displayed along with a compatibly styled BC-5P-2 5 kw am transmitter.

Two Gates fm transmitters also will be shown: the 1000 w and 5000 w models for stereo programming. The M-6095 Cascade exciter and M-6146 stereo generator, two stereo consoles, a stereo limiter and new turntable pre-amplifier will be on display.

An operating exhibit of the new Cartritape II, three-cue tone cartridge tape system will be featured. The system offers a choice of one, two or three cue tones in a system that can be increased as needed by adding plug-in amplifiers.

Three new Gates microphones will be introduced and 10 audio consoles, including the three transistor models introduced at last year's NAB, will be on display.

Also featured will be a model of a 50 kw helicopter transportable system, which the company will soon deliver to the U. S. Army Signal Corp.

Personnel: N. L. Jochem, George Yazell, Ed Gagnon, Dick Spruill, Urlin Whitman, L. J. Cervone, Eugene Edwards, Frank Parrish, Franz Cherny, Reck Morgan, Bill Moats, Joe Engle, Stan Whitman, Ed Wilder, Paul Timpe, and Ed Shuey, London England.

GENERAL ELECTRIC CO.

Space 19E

A new line of uhf transmitters and uhf zig-zag panel directional antennas will be introduced by GE. According to the company the frequency drift in the new antenna is no more than five parts in 10 million and is inherent in the transmitter design. Heart of the series is TT-55-A 100 w transmitter with transistorized crystal oscillator circuits for visual and aural carrier frequencies.

It can be used for certain low-power applications, but in most cases will serve as the driver for the TT-56-A, a new 12.5 kw transmitter, or the TT-57-A, a new 25 kw transmitter. The new

transmitters require 35% less floor space than other models in the same frequency range.

The new antenna is the first non-resonant panel type available for uhf, according to GE. It makes available an almost limitless variety of directional radiating patterns. Made up of zig-zag panels, specific antenna designs are developed from a computer program which interpolates between closest values for more than 150 previously calculated patterns.

Other new products to be shown are 3" image orthicon-color camera, professional live vidicon camera, color film camera, black and white continuous motion picture film projector, transistorized sync generator, 3" image orthicon black and white camera and educational tv studio package.

GE describes its four-camera film unit with four camera pickup tubes instead of the usual three as an advanced concept, based on a new transistorized vidicon camera to be introduced at the NAB show.

Three vidicons produce only chrominance information, the fourth serving as a monochrome camera carrying all the picture detail and brightness. H. E. Smith, technical products marketing manager, said the new color film system (PE-24-A) provides operating stability and reliability.

The system works on the coloring book principle in which a complete black-and-white picture is drawn and the color filled in. A single broadband vidicon channel produces the black and white image and three other vidicons fill in electronically with color.

Other items on exhibit will include 1 kw vhf high channel transmitter, 2,000 mc microwave antenna, helical antenna, portable and rack-mounted 2,000 mc relay, 4½" image orthicon vidicon channel produces the black and white film vidicon camera, film center multiplexer, black and white calibra-

The where & when

Exhibit space in the Conrad Hilton is situated in the lower lobbies.

As in past years, the regular convention program on Tuesday afternoon is being left open to permit delegates to visit the exhibits as well as the hospitality suites.

Exhibits will be open Sunday, March 31, from 12 noon to 9 p.m.; Monday, April 1, 9 a.m. to 9 p.m.; Tuesday, April 2, 9 a.m. to 5 p.m., and Wednesday, April 3, 9 a.m. to 5 p.m.

George E. Gayou is exhibit director. Edward L. Gayou is assistant exhibit director.

tion monitor, complete line of tv utility monitors, relay switching system, transistorized remote audio amplifier, line of audio equipment.

Personnel: R. L. Shetler, R. L. Caselberry, H. E. Smith, H. B. Towlson, J. Wall, C. J. Simon, G. H. Metcalf, M. R. Duncan, W. V. Ferris, J. H. Douglas, W. G. Broughton, R. W. Cochran, R. L. Renaud, H. R. Owen, L. F. Page, E. H. Platt, J. M. Comer Jr., T. F. Bost Jr., V. H. Russell, R. E. Lauterbach, H. W. Granberry, J. F. Watter, J. P. Stack.

GENERAL ELECTRONICS LABS INC.

Space 41W

The line of fm transmitters—1, 15 and 30 kw will be shown. Other products on display include stereo generators; SCA generators; stereo control consoles; fm relay receivers; GEL, Rust remote control equipment and GEL's new Autolog.

Personnel: Sal Fulchino, Arthur Cestaro, Ben Newman, Bill Dunbar, Jack Langford, Milan Leggett, Howard Dempsey, Bob Leedham, Ralph Owens, Revis Hobbs, Harold Taylor, Al Fulchino, Gordon Swan, Richard Burden.

GPL DIV., GENERAL PRECISION INC.

Space 12E

GPL will introduce for the first time its new Precision 800 vidicon viewfinder camera chain and its Precision 580 vidicon film chain.

On display also will be GPL's high resolution vidicon film chain, Model PA-550; 35 mm telecast projector, Model PA-200 and its tv projection system, Model PB-615.

Personnel: N. M. Marshal, L. L. Pourciau, A. G. Balletta, A. F. Brundage and R. G. Farrell.

HARWALD CO.

Space 68W

The Mark IV auto-load inspect-o-film machine with electronic graph recording scratch detection, will be featured. The Model U Mark II inspect-o-film, Junior Deluxe inspect-o-film, Splice-o-film automatic splicer, Sonomatic and Admatic continuous rear projection slide projectors will also be shown.

Personnel: Ray L. Short Jr., Robert Grunwald, Richard Wallace, Sam Caldwell, George Casanave, Phil Baron, Howard Bowen, Richard Samojla.

INTERNATIONAL GOOD MUSIC INC.

Space 65W

The Simplimation, IGM's automation equipment will be featured at the display. Also to be shown are the Heritage, Premier and Sovereign programming.

Personnel: Rogan Jones, Charles

NAB PREVIEW

EXHIBITS CONTINUED

Sprague, Gene Wagner, Homer Griffith.

INTERNATIONAL NUCLEAR CORP.

Space 3E

Transistorized equipment will make up INC's exhibit. Included are the TDA-2 video/pulse distribution amplifier; TDA-26 high gain video amplifier and TCA-3 camera amplifier.

Personnel: Raymond L. Weiland, Sondra Darlene Ewing.

ITA ELECTRONICS CORP.

Space 15E

ITA this year will show their line of am and fm transmitters, fm and tv antennas, consoles, documentors and accessories.

Personnel: Henry E. Rhea, A. S. Timms, Juan Chiabrande, Ignacio Hernandez, C. A. Siegrist, P. A. Tyrrell, Joseph Novik, G. P. Wilkinson, Robert Jordan, Phillip Sam, Paul Sam.

JAMPRO ANTENNA CO.

Space 39W

On display will be a new single bay ch. 13 tv batwing antenna, Jampro type JAT 1/13H. A full scale antenna, capable of 10 kw input, it is designed for standby use.

Also to be shown is the Jampro fm radiating element featuring digital tuning, which permits simple end cap adjustment on the tower. This new method will permit extremely low VSWR ratios to be easily obtained, the company says.

Personnel: Peter Onnigian, Larry Seese, Taro Yodokawa.

JOHNSON ELECTRONICS INC.

Space 52W

Johnson Electronics will exhibit its transistorized equipment for background music. The display will feature tuners, amplifiers, demonstrators, and the company's Portasound Johnsonaire equipment. The tuner will have a new type chassis that will be introduced at the exhibit.

Personnel: E. C. Johnson and Clyde Redwine, R. L. Weber, Jean Cauchois Jr.

KLIEGL BROS.

Space 1E

A new SCR semi-conductor dimmer, which uses a silicon controlled rectifier, and a new line of quartz lighting fixtures will be shown. Also on display will be Kliegl's regular products—a complete line of tv lighting fixtures, accessories, wiring devices and control

equipment for monochrome and color telecasting.

Personnel: Herbert R. More, Robert Bullock, James Byrne, Alwin Lassiter.

KRS ELECTRONICS

Space 38W

On display will be the KRS Stact Broadcaster, a six-deck cartridge tape recorder, featuring a reversible cartridge and complete remote control. The unit fits in 14 inches of rack space. The KRS three-deck recorder, which provides a complete tape cartridge system in one cubic foot area, will also be shown.

Personnel: K. Rey Smith II, C. Robert Paulson, D. M. Patterson, Walter Rees.

LOGOS LTD.

Space F-East

Color tape to film transfer systems will be exhibited along with black and white film techniques and complete video color facilities production.

Personnel: Charles F. Riley, Frank Thompson, Richard P. Sullivan.

MACARTA INC.

Space 42W

The West Des Moines company this year will display automatic magnetic tape cartridge recording and playback equipment and automatic tape magazine reconditioning and reloading products.

Test instruments designed for tape machinery and new dual-channel recorders and playbacks will also be shown.

Personnel: G. D. Andrews, Gren Andrews, Del Blomstrom, William E. Moulic, Robert J. Moulic, Edison Moulic, John Burmeister, Roy Grubel, Carl Martin.

MAGNETIC PRODUCTS DIV., 3M CO.

Space 19W

Displayed for the first time will be 3M's new Storette cabinet with audible range. The exhibit also will include the line of Scotch brand sound and video recording tapes. Mincom, a 3M subsidiary, will show its drop-out discriminator in the same space.

Mincom personnel: Ed Walsh.

3M personnel: W. H. Madden, P. B. Van Deventer, Forrest Watson, Tom Madden, William Herriot, Bob Ferderer, Don Rushin.

MAGNE-TRONICS INC.

Space 46W

The Programmer, a completely automatic tape playback system, featuring four tape units together with control system and clock, will be shown. The Programmer is manufactured by Tape-athon

for use with the Magne-Tronics Motivational Music program service. A new tape rewinding system will also be displayed.

Personnel: Thomas L. Clarke Jr., Joseph F. Hards, Thomas Aye, George Anthony.

McMARTIN INDUSTRIES INC.

Space 43W

A transistor SCA multiplex receiver is being introduced at this year's display. Tube models will also be shown.

The complete line of fm and SCA multiplex, frequency and modulation monitors, including the new RF amplifier, TBM-2500, will be displayed. The RF amplifier enables remote operation of any McMartin monitor and may also be used with other presently owned monitors where an established fm station is planning a new remote operation. Other monitors include the TBM-4000 and the TBM-3000/3500 combination.

Another new product is the TBM-1500 fm stereo rebroadcast receiver, with extremely high sensitivity—lup for 30db of quieting. The receiver's output is capable of directly modulating certain fm stereo and/or SCA multiplex transmitters without going through signal demodulation and regeneration. The frequency response of the receiver is 20 to 100,000 cps \pm 1/2 db with extremely low phase shift.

On display again this year will be the TBM-1000 and TBM-2000 fm and SCA multiplex relay receivers. A 32-watt transistor audio amplifier, new to the line, will be shown also.

Personnel: Ray B. McMartin, Leonard E. Hedlund, Ray M. Unrath, Dick Cleary, Tom Ellis, Duane Haverty, Rod Maddison, A. B. Clapp, Bill Keene, A. W. Greeson, Joel Joseph, Ken Wyborny, Jack Carter, Lyle O. Keys, Pete Ewing, Pete Seay, Phil Flora, Neal Hunter, Pat Quinn, Art Cohen, Bob Fissell, Jack Mandabach, Mort Liebman, John Govereau, P. D. Thompson, Al Schwartz, J. Howard.

MIRATEL ELECTRONICS INC.

Space 34W, 35W

Featured will be Miratel's complete new line of all transistor monitors, the first of which this company introduced last year. Included will be 8-inch through 21-inch sized monitors in rack and cabinet models in Miratel's "T" series, and the new "I" instrumentation series which features high and low voltage regulation and overscan and under-scan.

Audio operated relays for program failure alarm and the Conelrad receiver line will also be displayed.

Personnel: W. S. Sadler, R. B. Hackenberger, N. C. Ritter, B. J. Klind-

16

REPUBLIC CLIFFHANGERS 210 CHAPTERS



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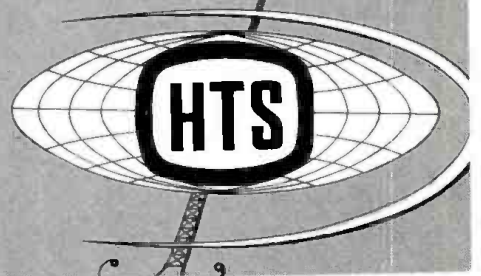
HOLLYWOOD TELEVISION SERVICE

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TELEVISION FILM EXHIBIT '63 / PICK-CONGRESS HOTEL CHICAGO / MARCH 30-APRIL 3

HOSPITALITY SUITE 319



1961: PE-20-A 3" I.O. Studio Camera ■ PE-21-A Transistorized Vidicon Film Camera Channel ■ PE-22-A Transistorized Remote Vidicon Studio Camera Channel ■ PF-11-A Pneumatic Multiplexer ■ BA-26-A Transistorized Portable Amplifier ■ TV-100-A Four-Camera Adapter ■ TH-25, TH-26, TH-27 14", 17", 21" Utility Video Monitors ■ TL-3-E 2000 MC Microwave STL TV Relay System ■ TT-49-B 1 KW VHF High Channel Transmitter ■ TT-50-B 5 KW VHF High Channel Transmitter ■ TF-14-A 35 KW High Channel Amplifier ■ TT-51-B 35 KW VHF High Channel Transmitter ■ TY-52, TY-53 High Channel VHF Helical Antennas

1962: PE-20-B 4½" Image Orthicon TV Studio Camera ■ TE-16 Educational TV Console ■ TC-59 Video Switcher ■ Custom Transistorized Audio Console ■ BA-30-A Transistorized Microphone Preamplifier ■ BA-23-A Transistorized Monaural/Stereo Transcription Preamplifier ■ BA-34-A Transistorized Monitor Amplifier ■ BA-25-B Transistorized Plug-in Preamplifier

These are the products G.E. introduced at the last two NAB shows

Not only did we introduce them, but we sold them, shipped them, installed them—and now they are operating successfully all over the country.

1963: PE-23-A Studio Vidicon Camera Channel
■ **PE-24-A 4 Vidicon Color Film Channel** ■ **PE-25-A Color Live Channel** ■ **BC-31-B Transistorized Monaural/Stereo Console** ■ **BA-32-A Transistorized Program Amplifier** ■ **BA-29 Transistorized Gated Unilevel Amplifier** ■ **TV-102 Transistorized Video D.A.** ■ **PG-5-A Transistorized Sync Generator** ■ **TT-55-A, 56, 57 UHF Transmitters** ■ **TY-96-B Zig Zag Panel Antenna**

These are new products you can expect to see at this year's show

They are ten more reasons why you can continue to look to General Electric for the newest and best in broadcasting equipment. See them at Booth 19-E.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

Technical Products Operation, Syracuse, N. Y.

NAB PREVIEW

EXHIBITS CONTINUED

worth, D. Schulte, and P. Vogelgesang, H. T. McAdams.

MITCHELL VINTEN INC.

Space 62W

Mitchell Vinten will exhibit its Heron crab crane, a new hydraulic powered crab crane designed for use in large studios for the production of musical and dramatic shows, and features new control and drive systems. A heavy duty pedestal that provides a 50% greater range of vertical camera movement and a lower center of gravity. A lightweight pedestal for use with vidicon cameras. A remote broadcast dolly for use with mobile cameras used in the field, but portable enough for two men to carry it. Pan and tilt heads, called the Mark 3 Head, that have been adapted for color use as well as monochrome; the Mark 3 will be shown in action at the exhibit and is designed to be used with vidicon equipment and the lightweight pedestal described above.

Personnel: W. R. Vinton, A. R. Macmath, W. B. Hakes.

MOBILCOLOR INC.

Space 60W

Developers of synchronized sound and color presentations for major radio promotions, the Mobilcolor spring and Christmas radio promotions will be displayed.

Personnel: Bernard Block, Richard Thies, Fred Way, Tom Tiffany.

MOSELEY ASSOC. INC.

Space 48W

Moseley will exhibit a dual 950 mc aural STL, a radio remote control system, a wire remote control system, a 10 w fm exciter, an fm stereo generator, and an SCA subcarrier generator. The fm exciter is new this year, as is the dual 950 mc aural STL. Moseley says

the exciter is designed as a replacement exciter for fm transmitters and low power educational service. The dual STL is designed for fm stereo service as planned in the FCC's new rule-making to allow fm stations to make two simultaneous broadcasts on one aural STL channel for stereo broadcasting from the studio to the station's transmitter.

Personnel: John A. Moseley, Howard M. Ham Jr., and George L. Kladnik.

OZALID PRODUCTS

Space 63W

Duplicating equipment and materials for copy systems will be shown.

Personnel: Richard Lyman.

PEPPER SOUND STUDIOS INC.

Space D-East

Custom musical productions for radio and tv and radio station library service will be on display.

Personnel: William B. Tanner, Rodger May, Mike Alger, Mike Eisler, Ralph Stacheon, Wilson Northcross, Russ Starner, Jack Rumrill, Norman Azoon, Frank Ragsdale.

RADIO CORP. OF AMERICA

Space 5E, 6E, 10E

Studio demonstrations of fm stereo broadcasts will be among the features of the RCA exhibit. The latest transistorized equipment for radio stations, as well as new am remote automatic logging and control equipment designed to scan transmitter meter readings and to record permanently all operating parameters required by FCC regulations, will be introduced.

The exhibit will have the first public showing of new tv film equipment and a preset switcher for controlling up to 10 tv program segments.

A "live" tv studio will be set up to demonstrate four cameras—three for black-and-white and one for color. Exhibit visitors will be able to compare, side-by-side, the detail, shading and

other features of pictures produced by the cameras on the same scene.

In tv tape recorders, RCA will show its TR-22, an all solid-plate machine, operating in color. The TR-2, a universal type recorder capable of being used with a wide range of accessories, will demonstrate "pixlock, half-speed operation" and other features.

RCA's exhibit space has been enlarged to accommodate a bigger display of broadcast equipment. It will be in the same location as last year's exhibit and will include developmental models of future tv broadcast equipment.

The electron tube division's display in Space 10-E will include image orthicon, vidicon, large power tubes, electronic instruments, microphones, nuvistors, intercoms, batteries, dark heater tubes, novar tubes, citizen band radio, minireeds, transistors and high-fidelity components.

Personnel: C. H. Colledge, A. F. Inglis, J. P. Taylor, E. C. Tracy, M. A. Trainer, V. E. Trouant, P. Bergquist, J. C. Cassidy, E. J. Dudley, P. A. Greenmeyer, E. T. Griffith, J. E. Hill, E. N. Luddy, A. M. Miller, R. J. Newman, D. Pratt, W. B. Varnum, W. K. Charles, N. Vander Dussen, D. Allen, J. N. Barclay, M. Corbett, D. Crawford, W. G. Eberhart, B. E. Fincher, E. J. Frost, W. Giles, J. A. Gimbel, E. E. Gloystein, R. Goodspeed, E. Herlihy, E. H. Hoff, A. B. Jester, J. V. Leahy, W. I. McCord, O. J. McReynolds, T. Mallowney, A. W. Power, C. E. Raasch, L. Radford, G. Sebastian, J. P. Shipley, J. R. Sims, R. E. Smith, C. F. Tarver, R. F. Varda, O. E. Wagner, P. G. Walters Jr., R. M. Williams, W. Wiseman. Tube division: H. C. Vance, W. W. Winters, J. J. Kelley, G. A. Lucian, G. E. Ryan, D. B. Beattie.

RAYTHEON CO.

Space 11E

Raytheon, equipment division, will exhibit its tv microwave relay equipment, a dual-link hot-standby studio to transmitter link and a portable microwave system for remote pick-up applications. The two systems consist of new KTR-1000K microwave equipment featuring wideband transmitter monitor regulated DC filaments on video modulators and transmitter klystron, and temperature compensated klystron anode voltage supply.

Personnel: Don Smith, Robert Keller, George Hinckley, Gene Love, Hugh Bannon, Henry Geist, Jack Banister, Phil Cass.

RIKER INDUSTRIES INC.

Space 58W

Riker Industries will display its expanded line of video modules which may be used in studio and master con-

What's cooking, CHUM?

Plenty, says Al Slaight of Toronto's CHUM: "Radio à la Carte is a great programming service. I heard it, I liked it, I bought it."

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STONEY BURKE

Music by

DOMINIC FRONTIERE



DOMINIC FRONTIERE, vice-president and musical director of Daystar Productions, was a violin prodigy at two and an accordion virtuoso at age six. As a young concert soloist and pop artist he gained acclaim all over the world. As composer-arranger-conductor, he has distinguished himself in recordings, the theatre, motion pictures and in TV. He has just completed the music of eight pilot shows for new series.

and there are 104 other
regular network programs
which use BMI music.

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Now **GATES** Microphones!

SPECIAL INTRODUCTORY OFFER

Clip this ad and attach to your order—take 5% discount! 10% discount applies on orders for six or more microphones! Offer expires April 30, 1963.



G-100
A rugged dynamic microphone with smooth frequency response and low wind noise. Ideal for remotes—excellent for control room and studio. Has omnidirectional pattern when held upright—cardioid when horizontal. Finished in Gates TV gray (non-glare), 150 ohm impedance. 20 ft. cord supplied.

\$37.50

G-200

A slim, trim dynamic microphone—inconspicuous on camera. Has extended frequency range for excellent music reproduction. Adaptable to any broadcast or professional use. Gates TV gray finish; 150 ohm impedance; 20 ft. cord supplied.

\$51.50



G-300
Our finest microphone. True hi-fidelity reproduction of the entire audible range. Don't let the price fool you—compare the G-300 with the best available. Recommended for FM—or any application where faithful reproduction of voice and music is important. Gates TV gray finish; 150 ohm impedance; 20 ft. cord supplied.

\$60.50

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NAB PREVIEW

EXHIBITS CONTINUED

control facilities. New products to be displayed will be all-transistor modules for:

Sync generator with deluxe sync lock, expandable special effects generator with joy stick positioner, versatile video switching system, automatic vertical interval test signals, sync comparator, stabilizing amplifier, a "revolutionary" power pulse distribution system and a VIT black and white reference generator.

Other new Riker transistorized modules are for: color bar generator, burst flag generator, color standard, video d.a., bar and dot generator and for a complete line of video test signal generators.

Personnel: H. Charles Riker, James Leitch, G. Kurt Butenhoff.

ROHN SYSTEMS INC.

Space 50W

Display will include am, fm and microwave towers, reflectors and associated equipment.

Personnel: R. A. Kleine, G. Rooker, D. Rohn.

SARKES TARZIAN INC.

Space 17E

Sarkes Tarzian, broadcast equipment division, will exhibit a complete and integrated tv station complex. It will feature: studio camera equipment, film camera and projection equipment; heterodyne repeater, high and low power terminal microwave; simple mobile switching system through production studio switch equipment, with two variations of special effects systems. The exhibit will also feature the first showing of the completely transistorized studio equipment product line, cameras, film systems, synchronizing generators, switching and special effects equipment, and terminal distribution gear. This equipment will feature a new concept in industrial design.

Personnel: Biagio Presti, Neff Cox Jr., Russ Ide, Dick Swan, Morrell Beavers, Nubar Donoyan, Dale Matheny, Jack Roden, Joe Ryan, Robert McCoy, Joe Phillippi, Merle Gater, Nelson Alquist, John Guthrie, Jack Dunn, Eldon Stalcup, William Eitelman, R. Petermichael, Dale Buzan, David Link, James Bordner, Charles Moor, William Tarr, Roy Hackemeyer, Ted Rhodes, Miles Blazek, George Morel, David Shelley, and Lyman Abbott.

SCHAFFER ELECTRONICS

Space 73W

Schafer products shown will include automation equipment, program auto-

mation systems, spotters, transmitter remote control and automatic logging equipment.

Personnel: Paul C. Schafer, James W. Harford, Dallas Barnard.

SESAC INC.

Space E-East

A new lp package will be introduced by SESAC. The *Just a Minute!* package consists of 10 lp's for themes and program features. Each cut is 60 seconds and is performed by a combo, orchestra or symphonic pops orchestra.

Personnel: W. F. Myers, Sidney Guber, Charles Scully, Glenn Ramsey, Frank Watkins, Vic Vickery, Hal Fitzgerald, Ray VanHooser, Earl Pollock, Earl Brewer, Alice H. Prager, Ed Cooney.

SONY CORP. OF AMERICA

Space 51W

A newly developed portable video tape recorder (TV 100) will be shown for the first time by Sony. It is transistorized and has push-button operation. The units are the first production models, flown in from Japan last week. Prototypes have been in use in Japan.

Sony's vtr portable is roughly the size of a suitcase—17½x25x16¾ inches. It weighs 145 pounds and operates on AC current. Besides broadcast applications, Sony says the portable is suitable for closed-circuit, industry, school and hospital applications. A slowdown procedure cuts the movement to 1/60th of regular speed to permit analysis of action. It is said to use about a third the tape required normally.

Personnel: Bruce Birchard, Hugh Young, M. Morozano, K. Tsunoda.

SOUNSCRIBER CORP.

Space 54W

Ben Mochan will exhibit its Soundscriber S-124 monitor. The S-124 is a single-channel recorder that maintains an automatic, unattended watch over daily transmissions. Only one tape change a day is needed with the S-124, saving the trouble of short-time recordings by the station staff.

Personnel: Gerald Northern, Charles Stancik, Robert Cooksy, Donald Fox.

SPARTA ELECTRONICS

Space 56W

Two models of Spartamatic cartridge systems, including stereo cartridge tape system and portable cartridge playback unit will be shown. An A-50 portable studio; an A-10 audio console and a Timecaster, which automatically gives the correct time with a jingle or other cued material by pushing a button will also be on display.

A new Sparta reel-to-reel tape record-



ANNOUNCER

ENGINEER

DIRECTOR

CAMERAMAN NO. 1

NEWSCASTER

CAMERAMAN NO. 2


HERE'S YOUR ENTIRE STUDIO CREW... WHEN YOU USE A **GENCOM**^{*} REMOTE CONTROL CAMERA SYSTEM

Because one man can operate two cameras, and be the performer on-camera when he desires, the new remote-control studio camera system offered by GENCOM makes possible a genuine "Automated TV Studio." Each automatic shot box makes it easy to pre-set five camera positions, adjusting pan, tilt, zoom and focus at each position. To go to a pre-set shot, just press the button. To take over "manually" with the joy stick, just push the manual button. Pre-set shots repeat indefinitely, change easily. You must operate this system yourself to fully appreciate it. Try it out at NAB Booth 4E.

GENCOM

DIVISION OF ELECTRA MEGADYNE INC.

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SUPPLIERS OF  AND **EMI** BROADCAST EQUIPMENT

T.M.

THE SYSTEM



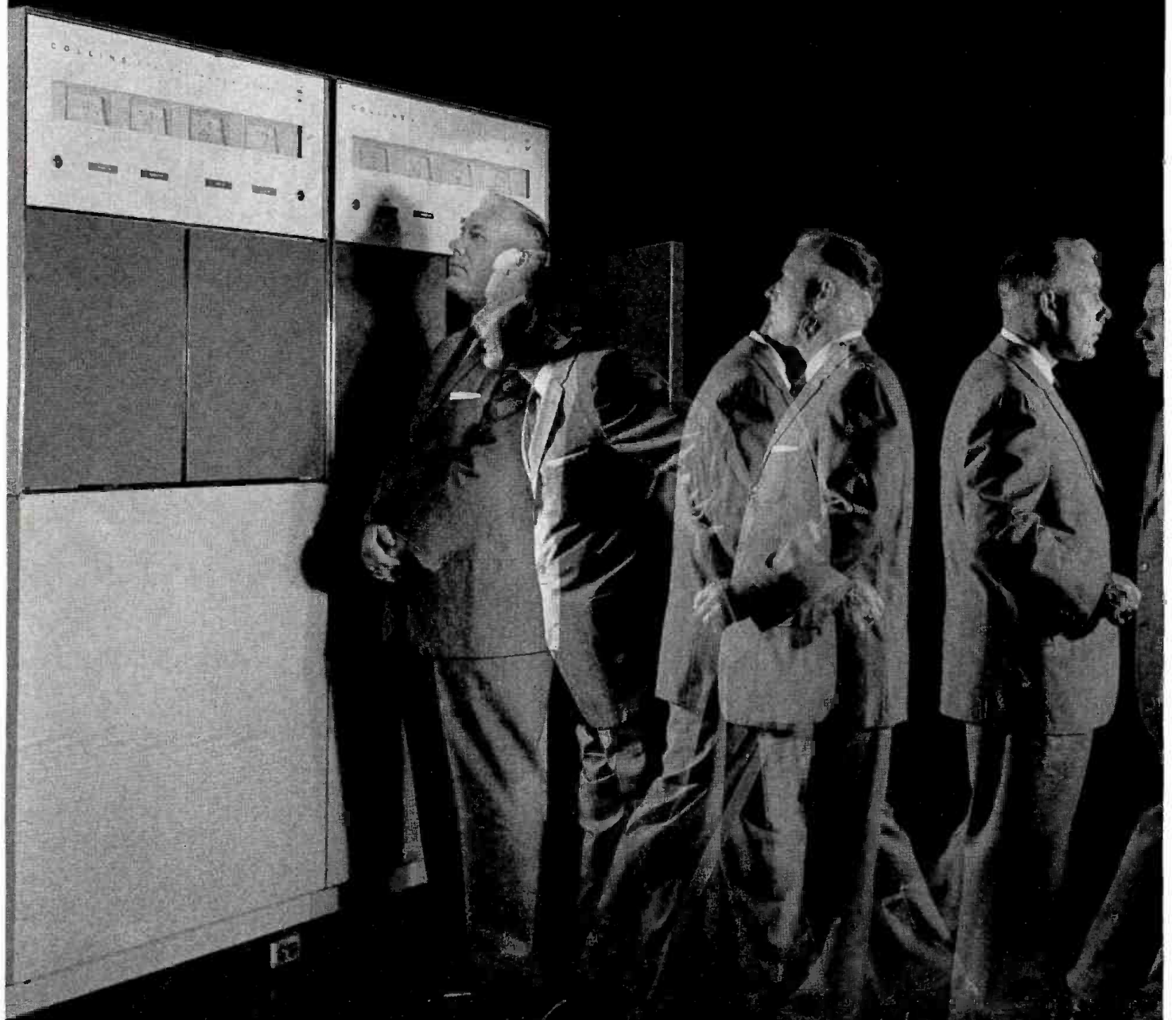
Remote-Control Camera — Fully Automatic



Automatic Pre-Set Shot Box



Joystick Control for Automatic Operation



Take a **2**nd look at Collins . . . find the 'surprise'!



You'll find plenty of surprises in store for you as you examine the Collins equipment on display at this year's NAB Show.

When you visit our booth, we hope you'll poke around in our complete line of AM, FM and stereo. We want you to take a really good look at everything . . . inside and out. Try out the demonstrators. Ask a few questions. You'll be pleasantly surprised to find out the many new things Collins has to offer you.

Also, we're introducing **2** new products in our expanding line of stereo equipment — the 26U-2 stereo peak limiting amplifier and the 900C-1 stereo modulation monitor.

See everything that's new with Collins at Booth 27W in the West Exhibition Hall of the Conrad Hilton. Come by and get the full story of quality in depth from Collins.

Georgia Station Wins Transmitter

Athens, Ga. (Special) — Radio Station WGAU in Athens today was announced the winner of an Old Transmitter Hunt contest sponsored by Collins Radio Company.

The station's prize-winning transmitter was a Collins 300F, 250-watt model which has been in constant use since 1938. The prize offered by Collins in this contest was a new Collins 20V-3 transmitter, which has been installed and is now in service at the station.

The old transmitter will be on display in the Collins booth at the National Association of Broadcasters' national convention opening next weekend in Chicago.

"To fully appreciate the value of the transmitter,"



COLLINS RADIO
COMPANY

Cedar Rapids, Iowa
Dallas, Texas
Los Angeles, California
New York, New York
International Division, Dallas

NAB PREVIEW

EXHIBITS CONTINUED

ing and playback unit will be introduced at the display.

Personnel: Bill Overhauser, Jack Lawson, Jess Swicegood.

SURROUNDING SOUND INC.

Space 76W

The Broadcaster sound equipment will be demonstrated. It is a self-contained sound laboratory for am and fm radio.

Personnel: M. Brucker, S. R. Brogna, A. Victor, R. Hansen.

TEKTRONIX INC.

Space 29W

On display will be video-waveform monitors, vectorscope for color tv phase measurements, oscilloscope trace-recording camera, tv and bc test equipment—generators, amplifiers, scope-mobles and auxiliary test equipment.

Personnel: Charles Rhodes, Ron Olson, Keith Williams, Ralph Ebert, Cliff Briesenick, Frank Elardo, Terrell Jamison, Joe Gardner, Paul Whitlock, Jerry Coomber, Bob Siegert, Ed. Vaughn.

TELEMET CO.

Space 2E

Telemet Co. will show its latest equipment for use in, and testing of, black-and-white and color television broadcast systems. The new equipment to be shown will include: a completely transistorized special effects generator that features individual plug-in switching amplifiers, waveform generator and power supply; and a transistorized portable video transmission test using only ac power to supply signals for studio or transmission facility check out and alignment.

Also to be demonstrated is a transistorized EIA sync generator that supplies sync, blanking and drive signals

in accordance with EIA standard RS170. This unit requires only seven watts of power.

Other Telmet transistorized equipment to be exhibited: video distribution amplifiers; a mid-frequency phase corrector; a pulse distribution amplifier; a multiburst generator; a staircase generator; and a Sin 2 pulse and window generator.

Color equipment on display will include: a tv utility monitor, a color bar generator and an encoder.

Personnel: Jack Horowitz, Don J. Dudley, S. S. Krinsky, Eric King, Sidney C. Gunston, Dave E. Chapman and Alex Kwartiroff.

TELEPROMPTER CORP.

Space 31W

Focal point of the exhibit will be a three-part screen automated slide presentation telling the story of the company and its products and demonstrating the TelePro and RA-100 Random Access projectors in actual use. TelePrompter also will display for the first time the products of its recently acquired subsidiary, Conley Electronics.

The Conley division is the manufacturer of Fidelipac endless loop tape cartridges. Also shown will be the Amphicon 190 large screen tv projector and prompters.

Personnel: Irving B. Kahn, Peter C. Funk, George Andros, Joseph Munisteri and Bradford Macy.

TELEQUIP CORP.

Space 3E

Telequip will show the new line of PYE tv equipment, including the PYE 4½" image orthicon camera, for which the New York company has recently been named distributor. Also new this year will be a demonstration of the Maurer-matic 13, 35mm film processor and studio and remote lighting equipment employing sealed reflector lamps. Features of the light fixtures include lightweight, small size and lower replacement costs.

Personnel: John Schlageter, Howard L. Ryder, John J. Camarda, Derek Clowes, Robert Hair, William Jones.

TELEVISION ZOOMAR CO.

Space 59W

The new Angenieux-Zoomar lens, named the 10-2-1, will be shown. It operates with a minimum of three feet working space and permits coverage of an area of 40 inches down to 4 inches with a 10 to 1 zoom ratio. Zoomar will also offer a remote servo control for its lenses which was developed by Evershed & Vignoels, London, and for which Zoomar is the American distributor.

Personnel: Jack A. Pegler, Bill Pegler, Dr. Frank G. Back.

TOWER COMMUNICATIONS CO.

Space 24W

Towers—microwave, am, fm, tv, special (both guyed and self-supporting); microwave passive reflectors, portable pre-built buildings, and paradomes will be on display.

Personnel: W. H. Miller, J. E. Skarda, G. S. Chesen, L. J. Tokarczyk, E. H. Moore, K. R. Arch.

U. S. ARMY

Space 66W, 67W

U. S. NAVY RECRUITING SERVICE

Space 69W

UTILITY TOWER CO.

Space 40W

Utility will display a complete line of towers and accessories for and broadcasting services. Accessories include insulators, ground systems and pre-fabricated steel transmitter buildings. The Oklahoma City company offers a complete package including installation and maintenance services.

Personnel: C. E. Nelson, V. G. Duvall, Jim D. Nelson, D. D. Giroux and M. N. Sholar.

VISUAL ELECTRONICS CORP.

Space 14E

A complete solid-state television broadcast equipment line will be introduced by Visual Electronics. Included are: fully transistorized Visual zoom cameras in both 3" and 4½" image orthicon models; a transistorized video switching system with modular unitized construction; a transistorized vtr "mod de-mod"; transistorized audio tape cartridge equipment, with a reversible, continuous-loop cartridge; transistorized audio consoles and a modular audio amplifier series.

A diversified line of radio-tv equipment and program automation equipment will also be shown, with the entire exhibit designed to indicate the completeness of the new transistorized lines, according to Visual. Included in



George did it
and he's glad.

He signed up Radio à la Carte, George P. Mooney did, for WKGN, Knoxville. Listen to him: "Radio à la Carte is just what radio needs. Dave Diamond and I are happy to be an à la Carte station." You can do it, too. See Marv Kempner and Milt Herson in Suite 1119A, Conrad Hilton Hotel.

Mark Century Corporation
6 West 57th St., N. Y. 19, N. Y. CI 5-3741



snap-in cartridge loading—foolproof, split-second, one-hand operation

INTRODUCING THE

Spotmaster 500A Cartridge Tape System



Now SPOTMASTER brings you the new 500A cartridge tape system, featuring split-second, snap-in cartridge loading and one-hand operation.

- With sleek new eye-appeal to match its new ease of operation, the 500A joins the SPOTMASTER family of equipment from Broadcast Electronics—pioneer and leader in tape cartridge broadcasting. On five continents, more stations use more SPOTMASTERS than any other cartridge tape units . . . because only SPOTMASTERS combine these advantages:

- **RUGGED QUALITY.** Designed by broadcast engineers for the broadcast industry, SPOTMASTERS give you outstanding dependability in action, combined with maximum durability and minimum maintenance requirements.

- **MOST COMPLETE LINE.** SPOTMASTER products include recorder/playback and playback-only units . . . compact and rack mount models . . . stereo and mono . . . remote controls, sound sensors, and cue-trips . . . accessories for field use . . . cartridges and cartridge winders and timers . . . desk-top, wall-mount, and lazy susan cartridge racks . . . right down to color-coded cartridge tags.

- **LEASE OR PURCHASE—THE CHOICE IS YOURS.** In addition to attractive “package” plans for purchase of SPOTMASTER systems, Broadcast Electronics offers an outstanding leasing arrangement with renewal and purchase options.

- **TOP SPECS.** 50-12,000 cps \pm 2 db @ 7½ ips . . . harmonic distortion below 2% . . . less than 0.2% wow and flutter . . . S/N ratio, 50 db below 2% distortion . . . automatic electronic pulse cueing, with cue trip available on all playback models for automatic sequential switching . . . transistorized for dependable long life . . . hysteresis synchronous motors in all models . . . standard continuous loop cartridges, 20 sec. to 31 min. duration (or wound to your specifications).

- **FULL-YEAR GUARANTEE.** Broadcast engineering stands behind all SPOTMASTER systems with an iron-clad guarantee for your protection.

Join the hundreds of stations that enjoy pushbutton broadcasting by SPOTMASTER . . . and have said goodbye to scratchy transcriptions, missed cues, wrong speeds, jumped grooves, and other production headaches. Learn the whole story of SPOTMASTER versatility and quality. Call or write for full information . . . today!

BROADCAST ELECTRONICS, INC.

8800 Brookville Road • Silver Spring, Maryland
Telephone: JUniper 8-4983 • Area Code 301



Sold nationally by:

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356 W. 40th Street.
New York, N.Y.

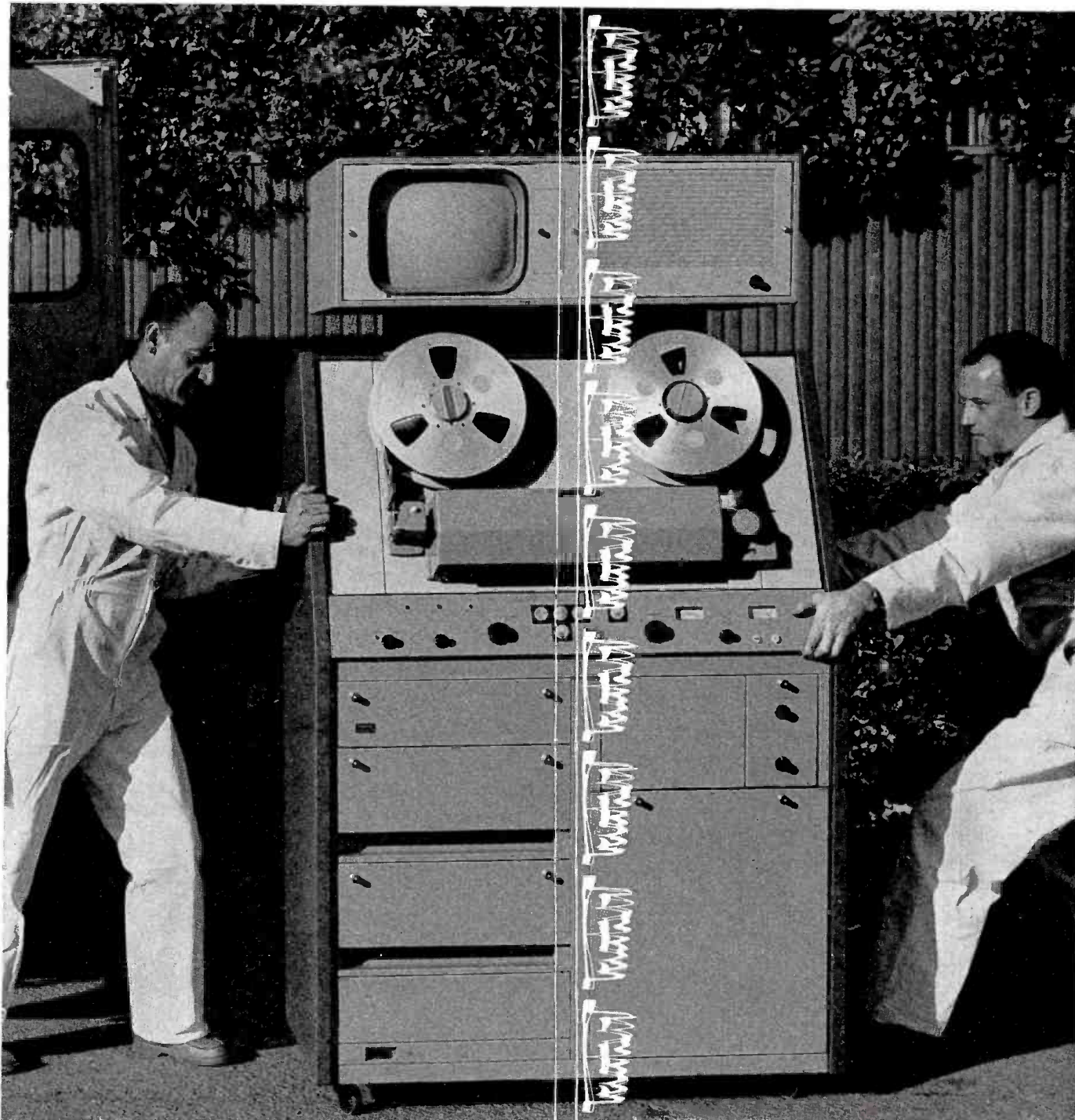
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Company Limited**

Branches from
coast-to-coast in Canada.



Who can deliver a fully transistorized broadcast VTR for less than \$35,000?



AMPEX

Now: the Videotape* Recorder is practical for any sized station. And low-cost mobile tape applications are a reality. It's all because of the VR-1100—another Ampex tape recording innovation for television. The VR-1100 is a transistorized broadcast recorder that costs less than \$35,000. It has two speeds—15 ips and 7½ ips. Provides three hours of recording at 7½ ips. Is compatible with all 4-head recorders. Takes less than half the floor space of previous VTRs. Weighs half as much. And can be equipped for single camera production—by adding the Vertical Lock Accessory that allows use of the Ampex Electronic Editor. What's more, low

*TM Ampex Corp.

power requirements and a new convection cooling system eliminate the need for blowers or special air conditioning in the station. Controls are minimized for simple operation. Maintenance costs are low. Reliability and performance characteristics are superb—all in the Ampex tradition. Order now for Fall programming. For complete details call your Ampex representative or write the only company providing recorders, tapes and core memory devices for every application: Ampex Corporation, 934 Charter Street, Redwood City, California. Term financing and leasing are available. Sales and service engineers throughout the world.

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10 Years Of Service To The Broadcaster

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N.A.B. Convention

- **NEW** Model 800 Automation
- **NEW** Model 700 Automation
- **NEW** System for Program Service
- **NEW** Automatic Network Switching
- **NEW** Automatic Logging
- **NEW** Remote Control
- **NEW** Audio Clock
- **NEW** S-200 Spotter

**New Automation
Prices begin at \$4990.**

Available through

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GATES
RCA**

write for latest brochure

schafer electronics
235 South Third
Burbank, California

Phone 845-3561 (Area Code 213)

NAB PREVIEW

EXHIBITS CONTINUED

the line will be a multi-deck broadcast cartridge tape unit featuring a reversible, continuous loop cartridge. Each cartridge of the new tape unit, the KRS Stact Broadcaster 6B-6VE, will hold up to 32 minutes of recorded material.

Personnel: Hendrik J. Antonisse, Robert Bollen, Felix Bonvouloir, Shirley Bonvouloir, Harry Bowmaster, Lynn Christenson, Leo L. Darrigo, John P. Gallagher, F. Cecil Grace, A. W. Greeson, Charles Halle, Linton D. Hargreaves, Duane Hoisington, A. R. Hopkins, Jim Howard, Alfred M. Kallman, Lyle O. Keys, Richard Koplitz, Wayne E. Marcy, Morris A. Mayers, Donald Quinlan, Jess Rafsky, Jim Sims, Charles E. Spicer, James B. Tharpe, P. D. Thompson, George H. Wagner, Louis A. Whitson, Richard Witkovski.

VITAL INDUSTRIES

Space 30W

The VI-1000 solid state stabilizing amplifier, custom engineered for every application and the VI-10 solid state video distribution amplifier, with a plug-in module having four isolated outputs

will be features of the firm's display.

A solid state pulse distribution amplifier, VI-20, which regenerates EIA tv pulses and distributes them through four isolated outputs also will be on exhibit. It is a self-powered, plug-in module.

Personnel: William Boehme, Marvin J. Moss, Robert Beville.

VITRO ELECTRONICS

Space 46W

A new kind of station monitor, the Nems-Clarke spectrum display unit, Type SDU-520, will be displayed. It is designed to give the broadcaster a complete audio and visual picture of his assigned frequency. Operating in a tuning range from 54 to 260 mc, the SDU-520 is capable of measuring frequency deviations, determining sideband or subcarrier attenuation and can be used to locate spurious radiation and sources of interference.

Vitro will also show the complete line of Nems-Clarke broadcast equipment, including rebroadcasting receivers for fm and tv, precision measuring devices and video jacks and plugs.

Personnel: K. B. Redding, K. B. Boothe, J. K. Birch, J. Andre, J. W. Smith.

Program producers & syndicators

ABC FILMS INC.

Suite 2305A

(see page 63)

ALLIED ARTISTS TELEVISION CORP.

Pick-Congress, Shelby Room

(see page 63)

BONDED FILM DISTRIBUTORS

Suite 1218

Personnel: James Sondheim, Chester Ross.

CBS FILMS INC.

Suite 2319

(see page 63)

DESILU SALES INC.

Pick-Congress, Suite 311

(see page 64)

EMBASSY PICTURES CORP.

Pick-Congress, Suite 327

(see page 64)

FOUR STAR DISTRIBUTION CORP.

Pick-Congress, Victorian Room

(see page 64)

HOLLYWOOD TELEVISION SERVICE

Pick-Congress, Suite 319

(see page 64)

INDEPENDENT TELEVISION CORP.

Pick-Congress, Suite 325

(see page 64)

JAYARK FILMS CORP.

Pick-Congress, Lakeshore Room

(see page 64)

KING FEATURES SYNDICATE

Pick-Congress, Tally-Ho Room

(see page 66)

LANG-WORTH FEATURE PROGRAMS

Suite 1324

Personnel: John D. Langlois, C. O. Langlois Jr., Robert O. Boehmer, Herbert Rossin, Robert Bechir.

M&A ALEXANDER PRODUCTIONS INC.

Suite unassigned

Personnel: Stan Dudelson, Burton Alexander.

MARK CENTURY

Suite 1119A

Personnel: Milton Herson, Marvin Kempner, F. C. Beck, Ev Wren, June Griffin, Fred First.

MARS BROADCASTING

Suite 1518A

Personnel: John G. Johnson, James W. Coan, Stanley Kaplan, Robert Whitney, Dick Clark, Philip Nolan,

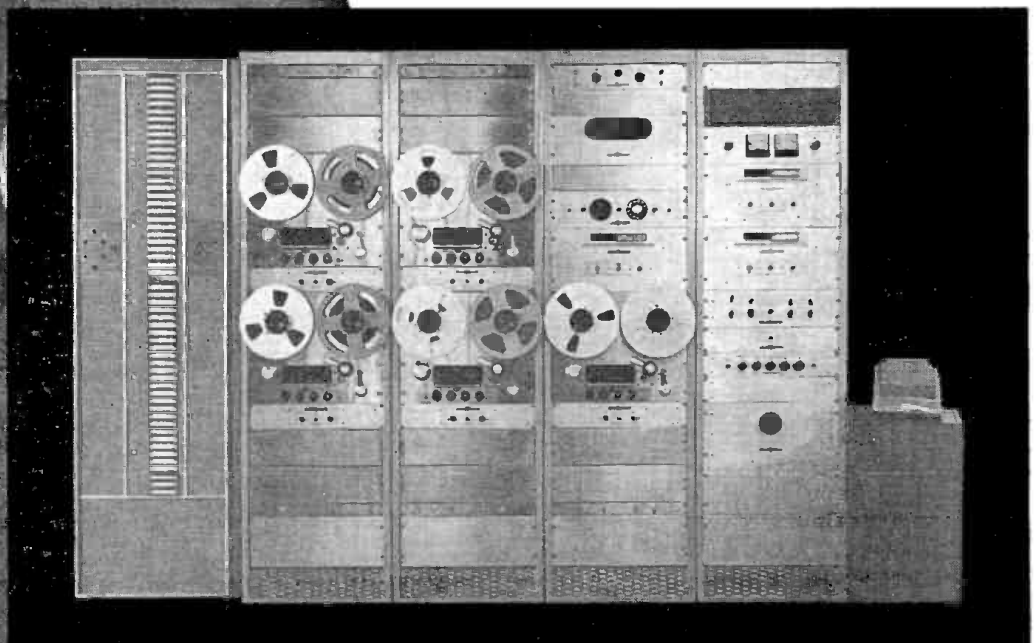
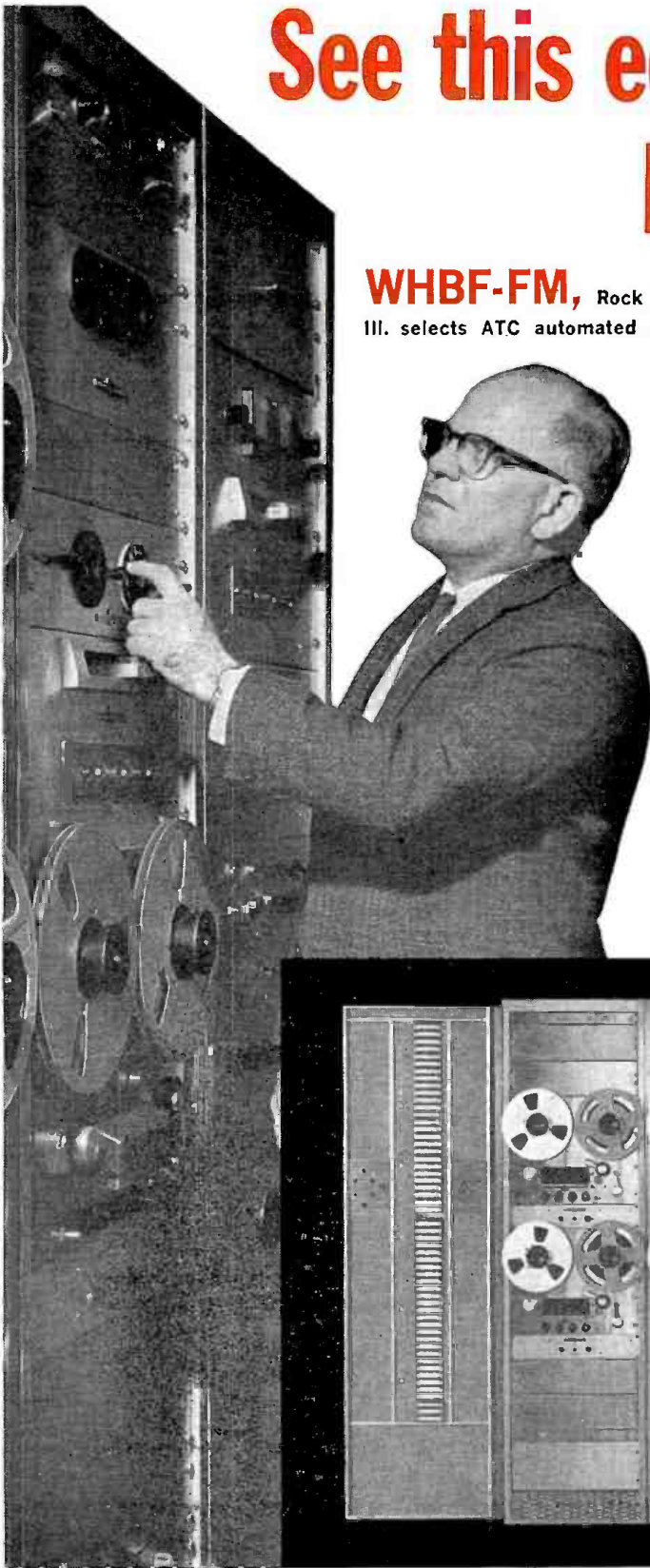
See this equipment at the NAB Convention

WHBF-FM, Rock Island, Ill. selects ATC automated system

WHBF Chief Engineer, Robert J. Sinnett, is shown checking out the ATC system that will put WHBF-FM on a fully automated programming basis. The components selected will provide music, news, commercials, production aids, and program logging automatically. The system was selected by WHBF because the flexibility enables them to change programming structure as easily as dialing a phone. Broadcast personnel may be released from control operation for more profitable activities.

See it in operation

**NAB Booth 22-W
Conrad Hilton, Chicago**



AUTHORIZED DISTRIBUTORS

Dixie Radio Supply Co., Columbia, S. C.; Southeast Audio Co., Jacksonville, Fla.; General Electronics Labs., Cambridge, Mass.; Electronic Equipment Co., Atlanta, Ga.; Lang Electronics, New York, N. Y.; Audio Industries Corp., Hollywood, Calif.; Guarantee Radio Supply Co., Laredo, Texas; Audio Acoustic Equipment Co., Arlington, Texas; Electricraft, Inc., Seattle, Wash.



Made by broadcasters for broadcasters

AUTOMATIC TAPE CONTROL, INC.

209 E. Washington St.

Bloomington, Illinois

Overseas sales (except Canada) CBS International, 46 E. 52nd St., New York 22, N.Y. Marketed in Canada by Canadian General Electric, Toronto 4, Ontario.

NAB PREVIEW

SYNDICATORS CONTINUED

Don Bruce, Charles James, James McDonald, George Landy, Robert Oakes.

MCA TV

Suite 2300
(see page 66)

MEDALLION

Executive House, Suite unassigned
John Wayne, Batjac feature package; Frankie Carle Show; Adventure West.
Personnel: John Ettlinger, Ben Barry, Bob DeViny.

MGM TELEVISION

Pick-Congress, Washington Room
(see page 66)

NBC FILMS INC.

Drake Hotel
(see page 66)

FRED A. NILES COMMUNICATIONS CENTERS INC.

Suite unassigned

OFFICIAL FILMS INC.

Pick-Congress, Columbian Room
(see page 66)

PROGRAMATIC (MUZAK)

Suite 1206
Personnel: Charles C. Cowley, J. W. Roberts, Dave Bain, John Esau.

WALTER READE-STERLING INC.

Pick-Congress, Suite 315
(see page 68)

WALTER SCHWIMMER INC.

Suite unassigned
(see page 68)

SCREEN GEMS INC.

Pick-Congress, Roosevelt Room
(see page 68)

SESAC INC.

Suite 906A
Personnel: Alice Heinecke, W. F. Myers, Sidney Guber, Glenn Ramsey, Harold Fitzgerald, Frank Watkins, Ray Van Hooser, Edward Cooney, Charles Scully, George Jellinek, Jack Francis, Joe Quinn, Albert Ciancimino, Earl Brewer, Earl Pollock, Mary McDonnell.

SEVEN ARTS ASSOC.

Pick-Congress, Buckingham Room
(see page 68)

SPORTS NETWORK INC.

Conrad Hilton, Suite unassigned
Personnel: Richard Bailey, Roylance Sharp, William Hyland, Charles Voso, Richard Bailey Jr.

STORER PROGRAMS INC.

Executive House, Suite 3511
(see page 68)

TELEDYNAMICS CORP.

Pick-Congress, Suite unassigned
True Adventure.
Personnel: Jack Flax, Jack Garrison.

TELEVISION AFFILIATES CORP.

Suite 700
Personnel: Richard Brandt, Richard Carlton, Robert Weisberg, Leo Brody.

TRANS-LUX TELEVISION CORP.

Pick-Congress, Carter Room
(see page 69)

20TH CENTURY FOX TELEVISION

Pick-Congress, Music Room
(see page 69)

RICHARD H. ULLMAN DIV.

Suite 2000
Personnel: Peter Frank, Morton Wagner, Herbert Eiseman, Joey Levin, Bob Hanna, Gene Daniels, Bernie Edelman, Fred Winton.

UNITED ARTISTS CORP.

Pick-Congress, Lincoln Room
(see page 69)

VIDEO HOUSE INC.

Pick-Congress, Suite 323
(see page 69)

WALT DISNEY-BUENA VISTA

Conrad Hilton and Executive House, Suites unassigned
Personnel: Irving Ludwig, E. Bradley Marks, Barr Sheets, Phil Sammeth, Card Walker, Donn Tatum, Vince Jefferds, Vic Victoria, Bruce Butler.

WARNER BROS. TELEVISION

Pick-Congress, Park View Room
(see page 69)

WILJON CORP.

Pick-Congress, Suite unassigned
Personnel: Will Thomas.

Networks

ABC RADIO

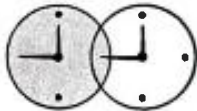
Suite 2306A, 2311A
Personnel: Robert R. Pauley, James Duffy, William Rafael, Earl Mullin, Tom O'Brien, Jack Mann, Frank Atkinson, William Cochran, Robert Holmgren, Robert Chambers, Edward Bishoff, William MacCallum, Donald Schlosser, Leonard H. Goldenson, Simon B. Siegel.

ABC-TV

Personnel: Leonard H. Goldenson, Thomas W. Moore, Robert L. Coe,

STOP AUDIO-LOGGING PROBLEMS PERMANENTLY!

The SoundScriber S-124 MONITOR does it unattended...twice around the clock



TESTED and PROVED by NETWORKS and STATIONS

Networks like CBS, NBC, Canadian Broadcasting and hundreds of stations: WNBQ, WOR, WMGM, WCAU, WBBM, WJBK, WJLB, WJW, KFWB, KLAC and KMPC . . . to name just a few, are now using the SoundScriber S-124 MONITOR. Meets FCC licensing requirements. Magnetic tapes can be erased and re-used, but they can't be edited. For more details write to SoundScriber or . . .

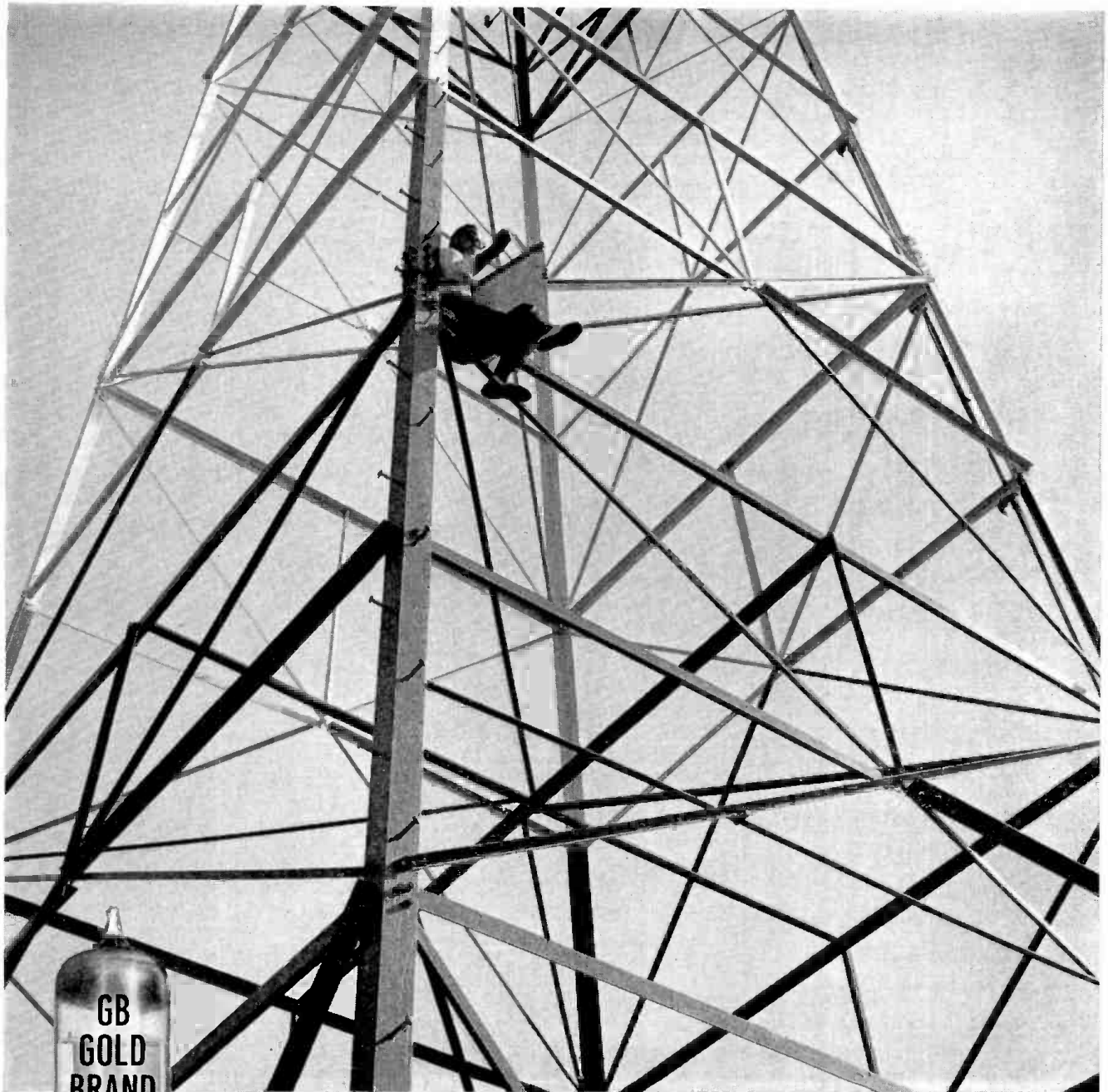
VISIT US AT THE NAB CONVENTION—BOOTH 54

The MONITOR records magnetically on special time-scale Dupont Mylar tape . . . allows you to trace any broadcast to the very second it occurred.

Exclusive transverse recording process compacts 24 hours of recording onto a single 3 3/4" spool. Makes recordings tamper-proof.

SOUNDSCRIBER®

MAGNETIC RECORDING EQUIPMENT
6 Middletown Ave. ■ North Haven, Conn.



Tubes designed from the user's viewpoint

...use them wherever reliability is essential

When reliability really counts—as it does in broadcasting—be sure with tubes custom-designed and tested for the job.

Sylvania engineers traveled the country—met with engineers and maintenance groups in broadcasting, public service radio, industry, the airlines—listened to their problems and studied them. From this came GB Gold Brand, a superior line of new and upgraded tubes,

each tailor-made to a specific job. A given tube may have, for example, low noise, exceptional stability or vibration resistance. Or a critical parameter may be as much as three times the usual value. In each case, performance and reliability have been verified by actual user experience as well as laboratory testing.

This extra effort has paid off. "Excellent results," says an airline official. "No failures,"

reports a highway patrol department. "Hundreds of dollars saved in program interruptions," reports a TV station. "Less costly in the long run," discovered a county government. Similar results can be yours with a truly reliable, genuinely interchangeable GB Gold Brand Tube.

Electronic Tubes Division, Sylvania Electric Products Inc., 1100 Main St., Buffalo 9, N. Y.

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Tarzian stays ahead in SOLID STATE SWITCHERS



Tarzian's new "C" model, fully solid state Vertical Interval Switcher, incorporates all the desirable features of the highly successful VIS-88 plus recent engineering refinements adding even greater performance.

This switcher does more—in less space—than any other available. All the advantages of transistorized switching are yours in a compact, low-cost package.

See the new
Tarzian Solid State Switcher
at NAB—Space 17E



Broadcast Equipment Division
SARKES TARZIAN, INC.
Bloomington, Indiana

NAB PREVIEW

NETWORKS CONTINUED

James C. Hagerty, Chester Simmons, Simon B. Siegel, Everett H. Erlick, Herbert Hahn, Alfred Schneider, Julius Barnathan, Edward Bleier, Slocum Chapin, Theodore Fetter, Donald Foley, Michael J. Foster, Vincent Francis, William C. Gillogly, Edgar J. Scherick, Elliott Ames, David App, Charles Atkins, Jerry Bredouw, Thomas Cancilla, Nat Cavalluzzi, Joel Cohen, George Corrin, Joseph Cox, Douglas Cramer, Mario Cucinotta, Hal Geary, Andre Gebstaedt, Elliott Henry Jr., Charles Leasure, Henry Levinson, Richard Loeb, Courtney McLeod, Joseph Merkle, Carmine Patti, Fred Schumann, Jerry Zucker.

CBS RADIO

Suite 1804-06

Personnel: Arthur Hull Hayes, James M. Seward, George Arkedis, W. Thomas Dawson, Fred Ruegg, William A. Schudt Jr., Davidson Vorhes, Alvin Balkin, Sidney Garfield, Alfred N. Greenberg, Richard Hess, Gerald Maulsby, Arthur G. Peck, Ogden Prestholdt, Eric H. Salline, Thomas Y. Gorman, Robert Sinnett, E. H. Shomo, John Burke, Robert P. Sutton, James Ingraham, Sam J. Slate, Ralph Goshen, John O. Downey, Eugene Litt, Robert F. Hyland, William Dean, Jules Dundes.

CBS-TV NETWORK

Suite 2325-26

Personnel: James T. Aubrey Jr., Frank Shakespeare Jr., William Lodge, Carl Ward, Joseph Ream, John Cowden, Charles Steinberg, Edward Saxe, Robert Jamieson, Donald Clancy, David Williams, Edward Scovill, Robert Wood, Edward E. Hall, Edwin W. Davis, Leonard DeNooyer, Gordon Hayes, Charles Cadley, James Kane, Harry Feeney, James Aberle, George Zurich, Robert Pike, Paul Levinson, Christopher Parker, James Page, Richard Morgan, Warren Ahneman, Richard S. O'Brien, Kenneth B. Benson, O. M. Arnold, Anderson P. Evans, F. L. Flemming, James D. Parker, J. L. Stern, Richard G. Streeter, S. Yusem, Robert B. Monroe.

CBS-TV STATIONS

Drake Hotel

Personnel: Merle S. Jones, Craig Lawrence, Harvey Struthers, Hal Hough, Bruce Bryant, Norman E. Walt Jr., Gerald Danford, Robert Wood, Ray Beindorf, Clark B. George, Edward Kenefick, John A. Schneider, Frank Beazley, Gene Wilkey, Charles McAbee, Richard Loftus, Ted O'Connell.

KEYSTONE BROADCASTING SYSTEM

Suite 804-6

Personnel: Sidney J. Wolf, Edwin R. Peterson, Charlotte Tucker, George Wharton, Arthur Wolf.

MBS

Suite 1604-06A

Personnel: Robert F. Hurleigh, Frank Miller, Charles Godwin, Herbert Cutting, Richard Brescia, Harold Wagner, Chuck King, Les Learned, Joseph Keating, Frank Zuzulo.

NBC-TV, NBC-RADIO

Sheraton-Blackstone, Presidential Suite

Personnel: David C. Adams, Joseph J. Berhalter, Hugh M. Beville Jr., William P. Breen, Chester M. Campbell Jr., Anthony A. Cervini, Richard H. Close, Charles E. Corcoran, George S. Dietrich, Don Durgin, Sydney H. Eiges, Thomas E. Ervin, William F. Fairbanks, Stephen A. Flynn, George H. Fuchs, Joseph W. Goodfellow, Julian Goodman, George Graham Jr., Lawrence Grossman, Louis Hausman, Sheldon B. Hickox Jr., Robert Hitchens, Felix Jackson, Ernest Lee Jahncke Jr., Arthur Johnson, William M. Kelley, Peter B. Kenney, John M. Keys, Robert E. Kintner, Malcolm B. Laing, Robert Lemon, Carl Lindemann Jr., William McAndrew, Robert McAuliffe, Thomas C. McCray, William McDaniel, Donald J. Mercer, Ellis O. Moore, Raymond O'Connell, Thomas Phelan, Theodore Reinhard, Morris Rittenberg, Paul Rittenhouse, Angus Robinson, Aaron Rubin, Alexander S. Rylander, Robert W. Sarnoff, Thomas W. Sarnoff, Marion Stephenson, Robert L. Stone, David W. Tebet, William Trevarthen, Theodore Walworth, Raymond W. Welpott, Mort Werner, James Wilson, Lloyd Yoder.

QXR NETWORK

Suite 1218

Personnel: Chester Ross, James Sondheim, Charles Reeves.

Station reps

ABC-TV NATIONAL SALES

Executive House, Suite unassigned

Personnel: Theodore F. Shaker, James Conley, Fred Nettere, James Osborn, Dick Beesmyer, Robert J. Sullivan, D. Thomas Miller, John McElfresh, Grant Norlin, Arthur Decoster, John McMahan, Jud Cassidy, Lee Carlson, Robert T. Goldman, Symon B. Cowles, Walter M. Stein, Charles A. Debare.

ADVERTISING TIME SALES INC.

Essex Inn, Aristocrat Room, 301

Personnel: Thomas B. Campbell,

John A. Thompson, William N. Davidson, Alan J. Bell, George Harding.

AM RADIO SALES

Suite 2643-45

Personnel: Wilmot Losse, Jerry Glynn, plus entire Chicago office.

AVERY-KNODEL

Sheraton-Blackstone, Suite 1109

Personnel: J. W. Knodel, John S. Stewart, Robert J. Kizer, Elizabeth Ann Barrett, Arthur O'Connor, William D. McKinstry, Roger O'Sullivan, Gale Blockie Jr., S. Robert Kalthoff, Marvin W. Harms, James McGreezy, Marian Nemeč.

MORT BASSETT & CO.

Essex Inn, Suite unassigned

Personnel: Mort Bassett.

CHARLES BERNARD CO. (Country Music Net)

Pick-Congress, Suite unassigned

Personnel: Charles Bernard.

JOHN BLAIR & CO.

BLAIR-TV

BLAIR TELEVISION ASSOC.

Sheraton-Blackstone, Suite 608

Personnel: John Blair, David Lundy, Arthur H. McCoy, Frank Martin, James Theis, Louis Faust, Harry Smart, Tom Harrison, Art Stringer.

THE BOLLING CO.

Executive House, Suites 2011-2012

Personnel: George W. Bolling, G. Richard Swift, Richard Koenig, Ralph Kelley.

BROADCAST TIME SALES

Executive House, Suite 3211

Personnel: Carl Schuele.

CBS TELEVISION STATIONS NATIONAL SALES

Drake Hotel, Suite unassigned

Personnel: Bruce Bryant, Richard Loftus, Ted O'Connell.

HENRY I. CHRISTAL CO.

Suite 1306

Personnel: Henry I. Christal, Irvin Gross, Philbin Flanagan, John Fouts, Richard Charlton.

ROBERT E. EASTMAN & CO.

Executive House, Suite unassigned

Personnel: Robert E. Eastman, Richard Arbuckle, Joseph Cuff, George Dubinetz, Dale Stevens, Tom Cosgrove.

FM GROUP SALES

Suite unassigned

Personnel: Arthur Sakelson, James Morrow, Lester Vihon.

BROADCASTING, March 25, 1963



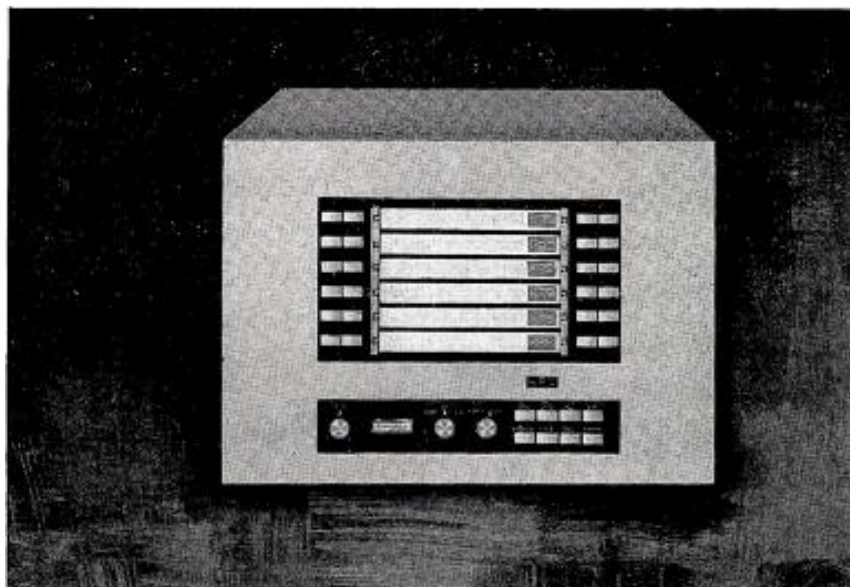
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NAB PREVIEW

REPRESENTATIVES CONTINUED

FORJOE & CO.

Suite unassigned

Personnel: Joseph Bloom.

GILL-PERNA INC.

Suite 2400

Personnel: Helen Gill, John J. Perna Jr., Walter Beadell, Marshall Black, Dan Bowen.

HARRINGTON, RIGHTER & PARSONS

Sheraton-Blackstone, Suite 808

Personnel: John E. Harrington Jr., Volney F. Righter, James O. Parsons Jr., Arthur C. Elliot, John F. Dickinson, Cris Rashbaum, Robert Gilbertson, Richard Gardner.

GEORGE P. HOLLINGBERY

Suite 1600

Personnel: Phil Corper, Fred Hague, Harry Wise, Ed Spencer, Dick Hunter, Roy Edwards, George Hemmerle, Warren Nelson, Bob Pierce.

HAL HOLMAN CO.

Suite 2122A

Personnel: Hal Holman.

BERNARD HOWARD & CO.

Suite unassigned

Personnel: Bernard Howard, Jack Davis.

H-R REPRESENTATIVES

Executive House, Suite unassigned

Personnel: Frank Headley, Dwight Reed, Frank Pellegrin, Jack White, Edward Shurick, Avery Gibson, James Alspaugh, Bill MacRae.

THE KATZ AGENCY INC.

Executive House, Suite 3803

Personnel: Charles Abbott, Martin Beck, Ollie Blackwell, Edward Codel, Daniel Denenholz, Scott Donahue, H. J. Grenthot, Eugene Katz, M. S. Kellner, Frank McCann, Michael Membrado, Walter Nilson, Alan Axtell, Joseph Hogan, William Lee, Robert Rohde, Jock Bolton, John Brennan, Gerald Jones, William Joyce, Jack King, James Muse, Arne Ramberg, David Rutledge, Frank Wheeler.

JACK MASLA & CO.

Park East, Suite 33-34A

Personnel: Jack Masla, Allan S. Klamer, Bud Pearse, Bob Wencel.

McGAVREN-GUILD CO.

Executive House, Suite unassigned

Personnel: Daren McGavren, Ralph Guild, Edward Argow, Robert Mahlman, Ted Chambon.

THE MEEKER CO.

Suite 1700

Personnel: Robert Meeker, Chuck Standard, Robert Dudley, Jack Hardingham, Martin Mills, Herb Hahn, Ed Filion, Donald Palmer, Carl Jewett.

NBC SPOT SALES

Ambassador East

Personnel: Richard Close.

JOHN E. PEARSON CO.

Ascot Motel, Suite unassigned

Personnel: Joseph Savelli, Russ Walker, Bob Flanagan.

PETERS, GRIFFIN, WOODWARD

Sheraton-Blackstone, Suite 705

Personnel: H. Preston Peters, Lloyd Griffin, Jones Scovern, Charles Kinney, William Walters, Bob Muth, Ray Stanfield, Tom Taylor, William Bryan, Paul Wischmeyer, John Butler.

EDWARD PETRY & CO.

Suite 1400

Personnel: Edward Petry, Edward Voynow, Martin Nierman, Lou Smith, Roger LaReau, Ben Holmes, Bill Rohn, Joe Sierer, Bill Larimer, Bill Cartwright.

RADIO-TV REPS INC.

Suite 800

Personnel: Peggy Stone, Saul Frischling, Sy Thomas.

PAUL H. RAYMER CO.

Executive House, Suite unassigned

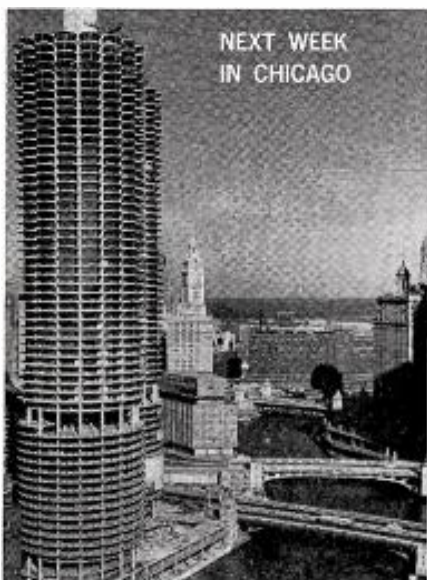
Personnel: Paul H. Raymer, Fred Brokaw, Stuart M. Kelly, John Wrath, Powell Ensign.

SELECT STATION REPRESENTATIVES INC.

Sheraton-Chicago Suite unassigned

Personnel: Al Shepard, Irv Unger, Ed Shea.

WHERE TO FIND IT



Exhibits of equipment manufacturers will be located in the lower lobbies of the Conrad Hilton Hotel during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 20 are shown. All room and space designations are Conrad Hilton Hotel unless otherwise indicated. Symbol Sh-B means Sheraton-Blackstone.

Large directory boards will be posted in the lobbies of the Conrad Hilton, with special directories on each floor.

EXHIBITORS

Advertising CouncilExhibit Hall Foyer
Aitken CommunicationsSpace 64W
Alford Manufacturing Co.Space 21W
Alto Fonic Tape ServiceSpace 32W
Ampex Corp.Space 28W
Andrew Corp.Space 70W
Automatic Tape ControlSpace 22W
Ball BrothersSpace 23W
Bauer Electronics Corp.Space 56W
Boston Insulated Wire & CableSpace 71W

Broadcast ElectronicsSpace 14E
Charles Bruning Co.Space 41X
CBS LaboratoriesSpace 72W
Century LightingSpaces 14E, 19E
Chrono-Log Corp.Space 47W
Collins Radio Co.Space 27W
Commercial Recording Corp.Space A-E
Conrac DivisionSpace 7E
Continental ElectronicsSpace 25W
Cummins Engine Co.Space 36-37W
Dresser-Ideco Co.Space 61W
Dynair ElectronicsSpace 49W
Electra Megadyne Inc.Space 4E
Electronic Applications Inc.Space 20W
Electronics, Missiles & Communications Inc.Space 53W
Gates Radio Co.Space 44W
General Electric Co.Space 19E
General Electronic LabsSpace 41W
GPL Division-General PrecisionSpace 12E
Harwald Co.Space 68W
International Good MusicSpace 65W
International Nuclear Corp.Space 3E
ITA Electronics Corp.Space 15E
Jampro Antenna Co.Space 39W
Johnson ElectronicsSpace 52W
Kliegl Bros.Space 1E
KRS ElectronicsSpace 38W
Logos LimitedSpace F-E
MaCarTa Inc.Space 42W

SPOT TIME SALES

Executive House, Suite unassigned

Personnel: Carl Loucks, John Erickson, Howard Shulman.

STORER TELEVISION SALES

Executive House, Suite 3812

Personnel: Frank Barron, Peter Storer, Julian Kanter, Dick Helleday, Chuck Lieber, Joseph Mortens, Sam Eadie.

TELEVISION ADVERTISING REPRESENTATIVES

Drake Hotel, Suite unassigned

Personnel: Larry H. Israel, Robert M. McGredy, Ben Margolis.

VENARD, TORBET & MCCONNELL INC.

Suite 2100

Personnel: Lloyd Venard, James V. McConnell, Alan Torbet, Steven Rintoul, Howard Meyers, John Dragomier, James Fox, Jon Ruby.

WEED RADIO & TELEVISION CORP.

Town House, Suite Unassigned

Personnel: J. J. Weed, C. C. Weed, E. J. Fitzsimmons, Bud Pearse, John McGuire.

ADAM YOUNG CO.

Suite 1100

Personnel: Adam Young, James F. O'Grady Jr., Clifford J. Barborka, Roger H. Sheldon, Richard L. Freeman, R. John Stella.

Other exhibitors

ASSOCIATED PRESS

Sheraton-Blackstone, Sheraton Room

Personnel: Louis J. Kramp, Oliver Gramling, Tom Coleman, Burl Ely, Fred Strozier, Douglas Lovelace, Ralph Allgood, Andy Anderson, Henry Blount, Tom Bratter, Jim Firmin, Jerry Gill, Bob Hull, Bill McFarland, Bob Shipley, Dave Shurman, Jim Smith, Frank Stearns, Roy Steinfort, Bob Sundy, Tom Stuetzer.

AT&T

Suite 2539A

Personnel: Walter B. Kelley, W. R. Kellogg, W. B. Snell, W. W. Betteridge, R. L. Hake.

BROADCAST CLEARING HOUSE

Pick-Congress, Suite unassigned

Personnel: Lee Mehling, Jock Fluor-
noy.

LEO BURNETT CO.

Suite 1500

Personnel: Tom Wright, Hal Tillson.

A. C. NIELSEN CO.

Suite 1000

Personnel: E. P. H. James, Henry Rahmel, George Baille, Erwin Ephron, Bill MacDonald, Don Waterbury, George Blechta, Bill Ryan, Joe Matthews, Bill Miller, John Churchill, Gene Woolpert, Ben Wilson, Gene McClure, Bill Wyatt, Jim Shoemaker.

THE PULSE INC.

Suite 2200

Personnel: George Sternberg, Allen Klein, Kenneth Gross, Clay Forker.

STANDARD RATE & DATA SERVICE

Suite 1706A

Personnel: Dr. Howard Alspaugh, Harvey Harkaway, Len Schultz, John Chamberlin, Marvin Melnikoff.

TELESCRIPT-CSP INC.

Palmer House, Suite unassigned

Personnel: Bob Swanson, Peter Jackson.

TELEVISION AFFILIATES CORP.

Suite 700

Personnel: Richard Brandt, Richard Carlton, Robert Weisberg, Leo Brody.

TELEVISION INFORMATION OFFICE

Suite 1124

Personnel: Roy Danish, Lawrence Creshkoff, Ben Wickham, Carl Burkland.

TV STATIONS INC.

Suite 2024A

Personnel: Herb Jacobs, Don Menchel, Grace Jacobs, Ron Kruger, Ilona Koch.

UPI

Suite 600

Personnel: Leroy Keller, R. T. Eskew, Thomas E. Cunningham, Dale M. Johns, Richard Litfin, Dean C. Miller, Bill Middlebrooks, Jack Limpert, Leroy Hamann, Arthur Reynolds, Willis Evans.

Magne-Tronics Inc.Space 46W
 McMartin Industries Inc.Space 43W
 Magnetic Products Div. 3M Co.Space 19W
 Miratel ElectronicsSpace 34-35W
 Mitchell Vinten Inc.Space 62W
 Mobilcolor Inc.Space 60W
 Moseley AssociatesSpace 48W
 Ozalid Products, General Aniline & Film
 Corp.Space 63W
 Pepper Sound StudiosSpace D-E
 Radio Corp. of AmericaSpaces 5-6E
 RCA Electron Tube Div.Space 10E
 Raytheon Co.Space 11E
 Riker Industries Inc.Space 58W
 Rohn Systems Inc.Space 50W
 Sarkes Tarzian Inc.Space 17E
 Schafer ElectronicsSpace 73W
 SESAC Inc.Space E-E
 Sony Corp. of AmericaSpace 51W
 The Soundsciber Corp.Space 54W
 Sparta Electronic Corp.Space 56W
 Surrounding Sound Inc.Space 76W
 Tektronix Inc.Space 29W
 Telemet Corp.Space 2E
 TelePrompTer Corp.Space 31W
 The Telequip Corp.Space 3E
 Tv Zoomar Co.Space 59W
 Tower Communications Co.Space 24W
 U. S. Army Tele-Radio Branch, Office,
 Chief of InformationSpace 66-67W
 U. S. NavySpace 69W
 Utility Tower Co.Space 40W
 Visual Electronics Corp.Space 14E

Vital IndustriesSpace 30W
 Vitro ElectronicsSpace 46W

NAB CONVENTION OFFICES

(All NAB convention and staff offices are on the third floor of the Conrad Hilton unless otherwise designated)

Convention ManagerRoom 1
 Everett E. Revercomb, secretary-treasurer
 Convention ProgramRoom 4
 Howard H. Bell, vice president for planning
 and development
 Engineering ConferenceRoom 1
 George Bartlett, manager
 Convention Exhibits....East and West Exhibit Halls
 George E. Gayou, exhibit director
 Edward L. Gayou, assistant exhibit director
 Registration DeskLower Lobby
 William L. Walker, assistant treasurer
 Convention NewsRoom 3
 John M. Couric, manager of public relations
 NewsroomAstoria Room
 NAB STAFF OFFICES
 Executive vice presidentRoom 4
 Vincent T. Wasilewski
 RadioRoom 2
 John F. Meagher, vice president
 Station servicesRoom 2
 William Carlisle, vice president
 Station relationsLower Lobby
 Alvin M. King, field director
 Broadcast managementRoom 4
 James Hulbert, manager

Government affairsRoom 2
 Paul Comstock, vice president
 LegalRoom 2
 Douglas Anello, general counsel
 ResearchRoom 2
 Melvin Goldberg, vice president
 Code AuthorityRoom 4
 Robert D. Swezey, director
 Edward H. Bronson, manager for television
 Charles M. Stone, manager for radio

EQUIPMENT HOSPITALITY SUITES

(See also Equipment Exhibitors)
 Alto Fonic Tape Service Inc.1835A
 Albion Optical Co.Unassigned
 American Telephone & Telegraph
 Co.2539A
 Ampex Corp.505A
 Automated Electronics Inc.Unassigned
 Automatic Tape Control1724
 Bell & HowellUnassigned
 Bogen-Presto Div. of Siegler Corp.Unassigned
 Clark-Root Inc.1835A
 Collins Radio Co.2224A
 Commercial Producers Inc.918A
 Continental Electronics2539
 Dage Div.—Thompson Ramo
 Wooldridge Inc.Unassigned
 Dresser—Ideco Co.1618
 Eastman Kodak Co.Unassigned
 Electra Megadyne Inc.Essex Inn

NAB PREVIEW

WHERE TO FIND IT CONTINUED

Federal Manufacturing & Engineering Corp.—Tv Specialty Co. Div.	Unassigned
Gates Radio	1924
General Electric	605
General Electronic Labs.	1900
Gotham Audio Corp.	2422A
International Business Machines	Unassigned
International Good Music	835A
ITA Electronics Corp.	2339
Johnson Electronics Inc.	1734A
Kline Iron & Steel Co.	2339A
Lighting & Electronics Inc.	Unassigned
McMartin Industries	Essex Inn
M & H Engineering Co.	Unassigned
MaCarTa Inc.	935A
Modern Broadcast Sound Co.	Unassigned
Moulic Specialties Co.	Unassigned
Pepper Sounds Studios Inc.	1335A
RCA	605A
Recorded Publications Labs.	Unassigned
Sarkes Tarzian Inc.	1319A
Scully Recording Instruments Corp.	Unassigned
Shure Brothers	Unassigned
Spectron Inc.	Unassigned
Stainless. Inc.	1506
Standard Electronics Div.—Radio Engineering Labs. Inc.	Unassigned
Surrounding Sound Inc.	823
Tape-Athon Corp.	Unassigned
Telescript-GSP Inc.	Palmer House
Television Affiliates Corp.	700
Utility Tower Co.	2419A
Visual Electronics Corp.	1200
Vitro Electronics	1023

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NAB SHOW

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Electronics*

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Subsidiary of Ling-Temco-Vought, Inc.

STATION BROKERS

Blackburn & Co.	Essex Inn 801-02
Wilt C. Gunzendorfer & Assoc.	Unassigned
Hamilton-Landis & Assoc.	Unassigned
Jack N. Stoll & Assoc.	Unassigned
Howard Stark	3536A
Edwin Tornberg & Co.	1218A

STATION REPRESENTATIVES

ABC-TV National Sales	Executive House
Advertising Time Sales	Essex Inn 301
Am Radio Sales Co.	2643-45
Avery-Knodel	Sh-B 1109
Mort Bassett & Co.	Essex Inn
Elisabeth Beckjorden	Unassigned
Charles Bernard Co. (Country Music Network)	Pick Congress
John Blair & Co., Blair-Tv, and Blair Television Assoc.	Sh-B 608
The Bolling Co.	Executive House 2011-12
Broadcast Time Sales	Executive House 3211
CBS TV Stations National Sales	Drake
Henry I. Christal Co.	1306
Robert E. Eastman Co.	Executive House
FM Group Sales	Unassigned
Forjoe & Co.	Unassigned
Gill-Perna	2400
Harrington, Righter & Parsons	Sh-B 808
George P. Hollingbery Co.	1600
Hal Holman Co.	2122A
Bernard Howard & Co.	Unassigned
H-R Representatives	Executive House
The Katz Agency	Executive House 3803
Robert Kerr Organization	1235A
Jack Masla Co.	Park East 33-34A
McGavren-Guild Co.	Executive House
The Meeker Co.	1700
NBC Spot Sales	Ambassador East
John E. Pearson Co.	Ascot Motel
Peters, Griffin, Woodward	Sh-B 705
Edward Petry & Co.	1400
Radio T.V. Representatives	800
Paul H. Raymer Co.	Executive House
Select Stations Representatives Inc.	Sheraton-Chicago
Spot Time Sales	Executive House
Storer Television Sales	Executive House 3812
Television Advertising Representatives	Drake
Venard, Torbet & McConnell	2100
Weed Radio & Television Corp.	Town House
Adam Young Co.	1100

NETWORKS, GROUPS

ABC Radio	2306A-11A
ABC-TV	2306
CBS Radio	1806-06
CBS-TV	2320-2325
Keystone Broadcasting System	804-06
Mutual Broadcasting System	1606A-04A
NBC Radio	Sh-B
NBC-TV	Sh-B
QXR Network	1218

RESEARCH ORGANIZATIONS

American Research Bureau	900
A. C. Nielsen Co.	1000
The Pulse Inc.	2200

PROGRAM SERVICES

ABC Films	2305A
Allied Artists	
Television	Pick Congress, Shelby Room
B.C.G. Films Inc.	Unassigned
Bonded Film Distributors	1218
Buena Vista Distribution Co. (Walt Disney)	1224

CBS Films	2319-16
Desilu Sales	Pick Congress, 311
Embassy Pictures Corp.	Pick Congress, 327
Four Star Distribution Corp.	Pick Congress, Victorian Room
Hollywood Tv Service	Pick Congress 319
Jayark Films Corp.	Pick Congress Lakeshore Room
King Features Syndicate	Pick Congress Tally-Ho Room
Lang-Worth Feature Programs	1324
M & A Alexander Productions	Unassigned
Mark Century Corp.	1119A
Mars Broadcasting	1518A
MCA-TV	2300
Medallion	Executive House
Media Tempo	Unassigned
MGM-TV	Pick Congress, Washington Room
Musical Concepts Inc.	Unassigned
NBC Films Inc.	Drake Hotel
Fred. A. Niles Communications Centers Inc.	Unassigned
Official Films	Pick Congress, Columbian Room
Pams Productions	1033A
Programatic (Muzak)	1206
Radio Concepts	Unassigned
RCA Recorded Program Services	500
Record Source	Unassigned
Recorded Publications Labs.	Unassigned
Walter Reade-Sterling Inc.	Pick Congress 315
Screen Gems, Celloomatic Div.	Pick Congress, Roosevelt Room
SESAC	906A
Seven Arts Associated Corp.	Pick Congress, Buckingham Room
Sports Network	Unassigned
Storer Programs Inc.	Executive House 3511
Teledynamics Corp.	Pick Congress
Trans-Lux Corp.	Pick Congress, Carter Room
20th Century Fox Television	Pick Congress, Music Room
Richard H. Ullman	2000
United Artists Corp.	Pick Congress, Lincoln Room
Video House	Pick Congress, 323
Warner Bros. Tv	Pick Congress, Park View Room
Wiljon Corp.	Pick Congress
World Broadcasting System	1300

MISCELLANEOUS

Advertising Age	1306A
Advertising News of New York	Unassigned
Associated Press	Sh-B Sheraton Room
Billboard	Unassigned
Broadcast Advertisers Reports Inc.	Unassigned
Broadcast Clearing House	Pick Congress, Unassigned
Broadcast Service Co.	Pick Congress
Broadcast Engineering	Unassigned
Broadcasting Magazine	706A
Leo Burnett Co.	1500
Federal Communications Commission	Unassigned
Film Daily	Unassigned
Georgia Assn of Broadcasters	1134A
Media/Scope	1106
Printer's Ink	1106A
Radio Advertising Bureau	Unassigned
Radio-Television Daily	906
Sales Management	Unassigned
Sponsor	2506
Standard Rate & Data Service	1706A
Telefilm Magazine	Unassigned
Telescreen Advertising Inc.	1319
Television Bureau of Advertising	Unassigned
Television Information Office	1124
Television Digest	Unassigned
Television Magazine	706A
TV Guide	Unassigned
Tv Stations Inc.	2024A
United Press International	600
Variety	806A



STEP INTO TOMORROW WITH TELEVISION BY TARZIAN

See it at
NAB—Space 17E

A complete line of Solid State television broadcast equipment will be unveiled by Sarkes Tarzian, Inc. at the National Association of Broadcasters Show in Chicago, March 31.

Reflecting an outstanding capability in the engineering and manufacturing of sophisticated broadcast equipment, the entire Tarzian line will introduce a new concept in the design of television equipment. From the exciting, functional exteriors by Schory-Steinbach Associates—Industrial Designers—to the incomparable transistorized engineering, the new Tarzian look is a look of quality—quality in performance matched by quality in appearance.

These solid state electronic products come to you in the longtime Tarzian tradition of uncompromising quality at reasonable cost.

Broadcast Equipment Division



SARKES TARZIAN, INC.

Bloomington, Indiana

FORD STILL SKEPTICAL OF COMMITTEE

Fears uhf development group may encourage bad risks

While one FCC commissioner was involved last week in plans for the commission-sponsored uhf-development committee, one of his colleagues continued to express concern that the commission might be inviting investors to "lose their shirts" in uhf.

Commissioner Frederick W. Ford, who had opposed creation of the committee, said last week he fears the committee might encourage investment in uhf stations before there are enough all-channel sets in circulation to give those operations "a fighting chance."

But Commissioner Robert E. Lee, chairman of the Committee for the Full Development of Uhf Broadcasting, said stimulation of investment won't be one of the group's functions. He said the committee, which had its organizational meeting two weeks ago (BROADCASTING, March 18), will be concerned primarily with technical problems.

Commissioner Lee, meanwhile, appointed an executive committee of 20 members and scheduled a closed meeting for the group in Chicago on April 4, following the NAB convention. With the aid of commission staff members he has also been developing subjects for discussion at the Chicago meeting.

Original Proposal ■ Commissioner Ford's concern stems from the original proposal for the committee, which was advanced by L. M. Sandwick, of Electronic Industries Assn. In a letter to Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, Commissioner Ford noted that Mr. Sandwick had suggested that the committee might educate broadcasters, dealers and distributors on "how uhf can be made to succeed." Mr. Sandwick went on to say it's essential that venture capital be attracted to uhf.

This idea, Commissioner Ford said, was included in the commission's notice proposing the committee. He referred to a passage which said that the committee "could perform the very useful function of collecting and disseminating information concerning the practical problems confronting the uhf broadcaster in differing market circumstances, the methods used by broadcasters to meet those problems, and whether a particular method was successful or effective."

Commissioner Ford said such promotional activities would be "contrary to the philosophy of the all-channel receiver legislation." The committee, he said, might "oversell" uhf broadcasting . . . rather than allow natural forces to

operate gradually . . . as the legislation contemplates." He added that the committee might precipitate "a tragic setback similar to that which occurred in the early 1950's when inferior equipment, public indifference and the apathy of advertisers combined to drive so many uhf stations off the air."

Trade Association Work ■ The commissioner also feels that if the committee engages in promotional activities, the commission will, in effect, be sponsoring a trade association.

Commissioner Ford said the FCC's association with the committee "gives the appearance the commission is unduly encouraging investment of private funds in uhf." He said this "will tend to obscure" the hazards involved. He added that although the commission is responsible for encouraging the use of radio and tv and developing a nationwide broadcasting service, "public attitudes and competitive forces will determine to a large extent whether a broadcasting service is to remain viable." Commissioner Lee, however, indicated he had no basic disagreement with Commissioner Ford, who approves the idea of a committee devoted exclusively to solution of uhf's technical problems.

"We're not going to recommend investment in uhf," he said. He added that the only "education" programs the committee conducts will be devoted to the technical problems. He is hopeful that seminars, in which experts would discuss these matters, can be held in new uhf markets for the benefit of tv set dealers and servicemen.

The executive committee members named by Commissioner Lee are Edwin M. Marshall, vice president, American Assn. of Advertising Agencies; Dr. Wayne Masters, Melpar Inc.; Seymour N. Siegal, director, Municipal Broadcasting Co., N.Y.; Mr. Sandwick; Adam Young, president, Adam Young, Inc., New York; Lawrence Webb, managing director, Station Representatives Assn., New York; Harvey Struthers, vice president, CBS; Ben Adler, president, Adler Electronics, Inc., New Rochelle, N.Y.; William L. Putnam WWLP (TV) Springfield, Mass.; Thad H. Brown Jr., vice president and executive director, Assn. for Competitive Television; Vincent T. Wasilewski, executive vice president, NAB; Percy H. Russell, attorney, Washington, D.C.; W. T. Hamilton, WNDU-TV South Bend, Ind.; Lester Lindow, executive director, Assn. of Maximum Service Telecasters; Edgar

W. Holtz, attorney, Washington, D.C.; Dr. Frank G. Kear, engineer, Washington, D.C.; Frank Marx, president, ABC Engineering, American Broadcasting-Paramount Theatres; Sarkes Tarzian, president, Sarkes Tarzian Inc.; Mort Farr, chairman, National Appliance & Radio Tv Dealers Assn.; and Peter B. Kenny, vice president, NBC, Washington.

Robert G. Weston, Commissioner Lee's engineering assistant, is serving as executive secretary to the full committee, and George S. Smith, the commissioner's legal assistant, is legal counsel. Arthur H. Gladstone, an FCC hearing examiner, is special counsel.

Commissioner Lee said the executive committee, at its meeting in Chicago next month, will decide on areas of study and set up subcommittees to handle them. The next meeting of the full committee will be scheduled for late April or early May, he said.

FCC wants change in Communications Act

The FCC has approved a request for legislation to eliminate the so-called "anti-Avco" amendment that prohibits the commission from considering, in station transfers, whether anyone but the proposed purchaser should be granted the license.

The legislative proposal is awaiting clearance by the Bureau of the Budget, which must pass on all legislative requests by agencies, before being sent to Congress.

The proposed bill, reportedly, would not add new language, but merely strike the Communications Act provision banning the FCC from considering transfer of a property "to a person other than the proposed transferee or assignee."

Commission officials regard this language, added in 1952, as "unduly restrictive." They feel the commission should have more discretion in deciding how to proceed in station transfers.

Other FCC legislative proposals and their status:

Catv regulation—A bill has been drafted but not yet approved by the commission. It was worked out by commission staff members with representatives of the National Community Television Antenna Assn.

Network regulation—Draft legislation is not yet prepared on this. The commission wants to act first on the report its Network Study Staff submitted on the lengthy investigation of networks.

Petitions for interventions—Ready

Will spring bring a thaw in FCC 'freezes'?

The appearance of spring last week coincided with indications that the end of two FCC freezes—on am and fm grants and applications—may be in sight.

The warming trend in am matters was heralded by the staff's submission of a recommendation for a proposed rulemaking to revise the national allocation policy.

The commission hasn't discussed the proposal in detail yet, but it's understood that, among other things, it provides for new engineering standards that would make am grants more difficult to obtain in markets already heavily served by standard radio, but easier in underserved areas.

The commission imposed the am

freeze which, with some exceptions, applies to new or changed facilities, on May 10, 1962, to provide a breathing space in which it could consider ways of dealing with the so-called population explosion in am stations. The commission noted that current am rules are essentially the same ones that were in force 20 years ago.

How soon the freeze can be lifted is anyone's guess. It depends on how fast the commission—now that it has a proposal before it—can operate its rulemaking machinery. But there is some hope within the agency that the job can be completed by early fall.

An end to the fm freeze seems a more immediate prospect. It was imposed Dec. 21, 1962, at the time the

commission requested industry comments on a proposed table of allocations for the 80 commercial fm channels in the U. S. The deadline for comments passed Monday and reply comments are due April 17. The proposal will then be ripe for action, and some officials feel the commission could act in this matter and lift the freeze before the August hiatus.

Another "freeze" imposed by the commission involves the 13 clear channels it broke down 18 months ago (BROADCASTING, Sept. 18, 1961). It is deferring action on grants because of a resolution adopted by the House of Representatives last July, asking the commission to delay for at least a year.

for introduction in Congress, this proposal would require anyone interested in intervening in a hearing to signify his intention of doing so within 30 days of the publishing of the hearing issues. Petitions for intervention can now be filed up to 10 days before the start of a hearing.

Executive reserve—This measure, awaiting clearance by the Budget Bureau, would waive conflict-of-interest legislation for individuals who have been tapped for replacement of FCC officials in time of emergency.

Hearings on suspension of Sec. 315 to resume

Hearings on a proposal to suspend equal time requirements for the presidential and vice presidential elections in 1964 were to resume in the House Friday (March 22) with presentations by congressmen and the Democratic and Republican national committees.

The Communications Subcommittee of the House Commerce Committee heard broadcasters and other witnesses when hearings began earlier this month (BROADCASTING, March 11).

Witnesses expected to favor suspension of equal time were Rep. William E. Miller (R-N. Y.), chairman of the Republican National Committee, and John M. Bailey, his Democratic counterpart.

Rep. Robert W. Hemphill (D-S. C.) said Thursday (March 21) he would support the proposal before the subcommittee, but also would recommend that the Congress try temporary repeal of the entire political broadcasting provision of the Communications Act in 1964. A trial repeal of Sec. 315 would "give us time to evaluate the good and the bad," he said.

WKRG replies to unfair trade charges

FCC TOLD NO MONOPOLISTIC PRACTICES TAKE PLACE

The FCC last week reported it had received complaints that WKRG-AM-TV Mobile, Ala., uses unfair trade practices in combination with the Mobile Press Register Inc. which owns 50% of the stations and Mobile's only daily newspapers.

On March 6 the commission sent WKRG-AM-TV a letter requesting that the station reply within 15 days to charges that it had used its connection with the *Press Register* to foster monopolistic trade practices. The deadline was met by WKRG-AM-TV last Thursday (March 21).

WKRG-AM-TV told the FCC that when the *Press Register* bought its 50% of the stations the licensee promised it would operate the tv and radio stations separately from the newspapers. WKRG-AM-TV said that it believes it has upheld this promise.

The FCC said that its investigations did not uncover sufficient information "to justify institution of hearing proceedings" but what information it does have indicates that the charges against WKRG-AM-TV "were neither frivolous nor completely unfounded."

The commission told the Mobile amt to answer the allegation that "executives or employees of the *Mobile Press Register* have used the threat, express or implied, that favorable publicity will be given those who advertise on WKRG-AM-TV and that unfavorable publicity, or no publicity, will be accorded those who advertise on rival stations or refuse to advertise on WKRG."

Separation Policy ■ WKRG said that it believes that its operating policy is

adequate to safeguard against monopolistic practices. The station said that only Kenneth R. Giddens, president of WKRG-AM-TV, controls the station's operations, both the programming and business practices. The only *Press Register* executive active in station business is William J. Hearin Jr. who has to countersign checks, as representative of the newspapers' interest. WKRG admitted that at times Mr. Hearin promoted time sales, but that the licensee's board of directors stopped this practice.

WKRG said that advertising columns in the newspapers are open to rival radio and tv stations, just as WKRG sells time to competing newspapers. However, WKRG did not specify any particular newspaper.

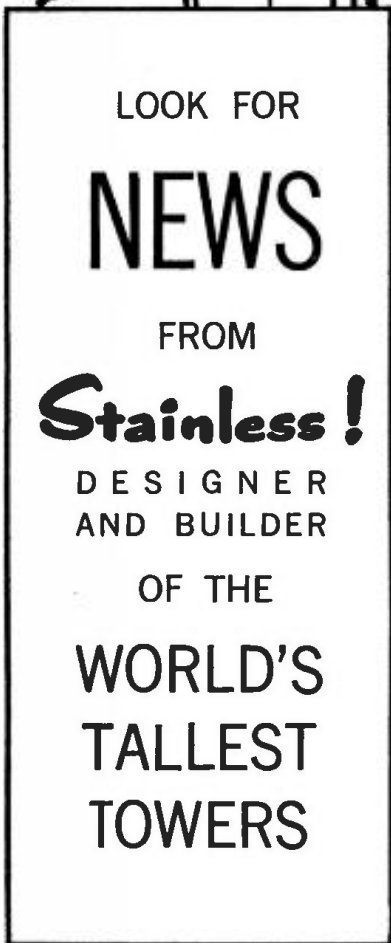
The station told the commission that there are no combination rates for those who buy both space in the *Press Register* and time on WKRG. Neither is any preferred rate given for time on WKRG if advertising is purchased in the papers and vice versa, the station said. WKRG also disclaimed any discrimination against any party who advertises with other papers or stations.

News For All ■ WKRG said that the *Press Register* makes the news it gathers available to the radio and tv stations which decide how that news shall be used. The station said that some of its newscasts originate from the *Press Register* newsroom, but that credit in these cases is given to the paper.

The station pointed out that this same news is released to the AP and UPI.

WKRG said that the *Press Register* carries the program schedules of all

next issue —



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NEWS
FROM
Stainless!
DESIGNER
AND BUILDER
OF THE
WORLD'S
TALLEST
TOWERS



Stainless, inc.
NORTH WALES • PENNSYLVANIA
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stations in the area, as well as its own. The station also uses other newspapers and assorted media for promotions, WKRG said.

In summing up, WKRG said that it is fully aware of its responsibilities not to create monopolistic practices because of its association with the *Press Register*.

Government Concern ■ The FCC said that it "has many times expressed concern over the possible concentration of control of media" and that it will take "cognizance of anti-competitive practices" in its evaluation of a licensee's operation.

The commission said the Mobile dailies' partial ownership of WKRG-AM-TV "creates a tendency toward concentration of control of media" in Mobile. It warned that WKRG should maintain "a degree of vigilance... which may have been lacking in the past."

FCC Chairman Newton N. Minow expressed the commission's concern over this matter at hearings by the House antitrust committee two weeks ago (BROADCASTING, March 18).

Dodd seeks more funds for 'violence' probe

Sen. Thomas J. Dodd (D-Conn.), who still has not shown to his colleagues a staff report written from 1961-62 Juvenile Delinquency Subcommittee hearings on the effects of tv's violence on youth behavior, says that findings in this so-far secret report justify a similar probe of motion pictures directed at youngsters.

Indications were that the tv hearings—not the report and its legislative recommendations—would be published this week.

"Competition and the drive to obtain high ratings" in television is responsible for the use of "unwholesome, harmful, or at best only inferior shows," Sen. Dodd said in a letter justifying sub-

committee budget requests to Senate Judiciary Committee Chairman James O. Eastland.

A clear warning to movie people is in the Connecticut senator's justification for a \$188,000 appropriation to keep his Delinquency Subcommittee going: "Certain low-grade films particularly prevalent on the screens of drive-in theatres have led subcommittee investigators to question whether industry leaders exercise sufficient responsibility toward viewers of their productions," the senator wrote.

The Senate approved the request.

NAB wants delay in FCC's new logging rule

The NAB last week asked the FCC to delay the effective date of its new rule which, in addition to permitting automatic operating logs, requires stations to keep a maintenance log and have transmitting equipment checked every day by a first-class engineer. The NAB requested that the rule (BROADCASTING, Feb. 25), now scheduled to take effect April 8, be postponed until June 8.

The association's request contended that keeping the maintenance log will force stations to adopt new operating practices and that more time is needed to allow broadcasters to fully understand the rule and adapt to it.

At least one individual broadcaster has voiced discontent with the new rule. Phillip Whitney, general manager and chief engineer of WRFL (FM) Winchester, Va., says that the station's transmitter is high in the Blue Ridge Mts. and cannot be serviced every day (see OPEN MIKE, page 18).

The NAB's petition noted that the new rules are to be discussed at the association's convention in Chicago April 1-3, and the proposed time extension will allow broadcasters to take "full advantage of this counselling. . ."

Commission imposes censorship, NAB says

MEMO TO FCC REQUESTS NO MORE LOCAL HEARINGS

The NAB last week accused the FCC of having imposed "a very real, although somewhat illusive censorship" on broadcasting.

The charge was contained in a memorandum filled with the commission on the FCC's Omaha hearing on local live programming. The memorandum called that hearing—and the one held in Chicago last year—an irresponsible attempt "to exert a form of government control over programming."

KETV (TV), KMTV (TV) and WOW-TV—the three stations involved in the hearing—did not file comments.

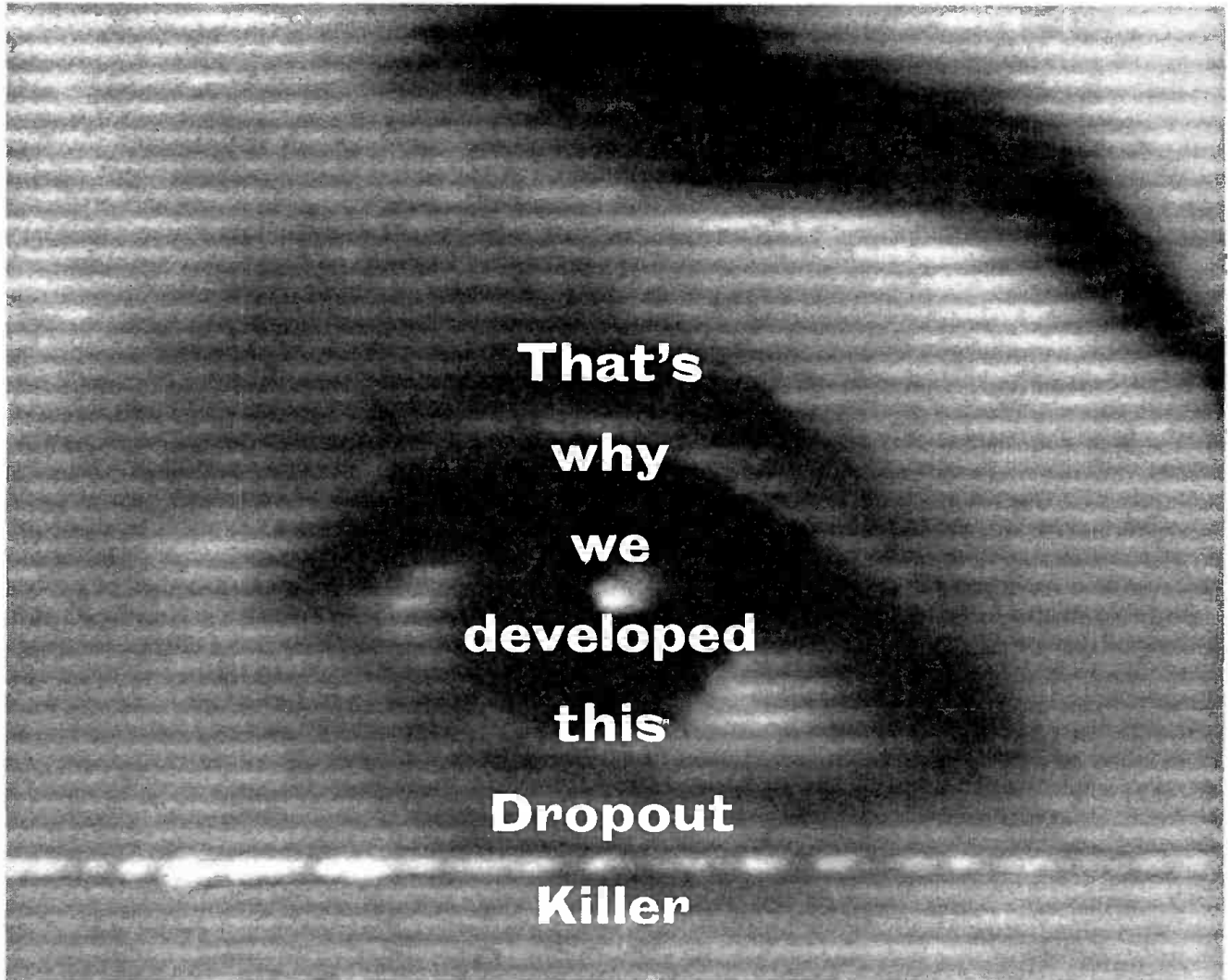
The memorandum, submitted by Douglas Anello, NAB general counsel,

renewed NAB President LeRoy Collins' request that no more such hearings be held. The commission, it said, "should halt its efforts to govern by harrassment, by needling, by nibbling in a proceeding directed indiscriminately against all broadcasters."

But the memorandum didn't limit itself to these activities. It said that, despite the no-censorship provision of the Communications Act, a whole range of commission actions over the years has resulted in a deterioration of broadcasters' freedom.

Real Censorship ■ Judged by the standard applied to the printed press, the memorandum said, "broadcasting is

Been seeing any white flashes lately? Those are dropouts in your tape. They cost you money. They spoil your picture.



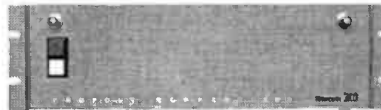
The Mincom Video Tape Dropout Compensator

This is a money-saving first.

The new Mincom Dropout Compensator for TV tape.

The Compensator kills perceptible dropout effect in video tape playback.

Reduces station overhead by eliminating costly engineering evaluation time and unproductive wear on recording equipment.



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A compact module, compatible with all existing VTR equipment in color or black and white.

Write or call for complete specifications.

Everybody keeps getting into the act

NAB'S BELL TELLS MOSS HEARING THE HOUSE MANAGES NEWS, TOO

Congressmen investigating charges of news management by the Kennedy administration were reminded last week about "news management" on the Hill.

The prodding came from Howard H. Bell, NAB vice president who called their attention to the fact that radio and tv are still denied access to cover House committee hearings with microphone and camera. His remarks were addressed to Rep. John E. Moss (D-Calif.) and his House Subcommittee on Government Information.

Departing from his prepared remarks, Mr. Bell interjected a reminder that House rules still prohibit broadcasters from covering House meetings.

"I hope you'll forgive me for this commercial," he added.

In his statement, Mr. Bell emphasized what other panelists appearing before the committee maintained:

"The American people at all times are entitled to be fully informed on the actions of government, excepting matters directly and specifically imperiling the national security."

Mr. Bell also called for a meeting between Pierre Salinger, White House news secretary, and representatives of all media, to discuss allegations of news management. Such a meeting had been scheduled by Mr. Salinger for April 5-6 at Airlie House, near Warrenton, Va., but was postponed because of a "conflict" with the hearings of the Moss committee.

Affirmation of the people's right to know what the government is doing except where military security is involved was stressed by all other spokesmen for news media at the hearing. They represented American Newspaper Publisher's Assn., American Society of Newspaper Editors, Sigma Delta Chi, National Editorial Assn. and representatives of various newspapers and periodicals.

A strong indictment of Arthur Sylvester, Dept. of Defense press chief, was made by Clark Mollenhoff of the Cowles Publications. He called for Mr. Sylvester's resignation because it was Mr. Sylvester's remarks shortly after the

Cuban crisis that sparked the controversy.

Mr. Sylvester is alleged to have said that news management is a function of war weaponry as is "the right to lie" when there is a possibility of nuclear war. He also ordered Pentagon personnel to report meetings with newsmen, a directive still in effect but not now being implemented.

A defense of sorts was made by James Reston, Washington bureau chief of the *New York Times*.

Mr. Reston said things weren't as black as they have been painted, and that there is more news available to reporters in Washington today than 20 years ago.

He also added; in discussing the Sylvester "right to lie" principle, "It is the basic responsibility of the President to defend the people of this country. In the ultimate extremity it may be justified to deceive the people for the purpose of deceiving the enemy. . ."

Mr. Sylvester is to be heard by the committee today (March 25).

in fact burdened with a very real although somewhat illusive censorship."

It added that, over the years, the commission "has acted in a manner that does, in fact, repress broadcast communications. This repression exists where deliberate actions and activities operate to change the format of a station's programming through the use of power over, and leverage against the broadcast licensee."

"Repressions" cited in the memorandum include:

- "The request for a detailed breakdown by percentages for program information.

- "The questioning of certain aspects of the breakdown with the implication that sustaining is better than commercial; local better than remote.

- "The pronouncements by those in authority that there should be more education and discussion and less entertainment.

- "The format of inquiries directed to licensees who wish to change program proposals."

The memorandum said "all of these exercise a leverage that tend to induce conformity with certain government preconceived program ideas."

The NAB said it doesn't dispute the commission's authority to review an applicant's determination of audience

wants and community needs. But, it added, the commission must accept the licensee's "honest and prudent evaluation of these needs and how he can best meet them." Otherwise, the memorandum said, the commission would be substituting its judgment for that of the broadcaster—and "the ascertainment of matter to be broadcast remains solely, not primarily that of the licensee."

The memorandum said there was "no logical or legitimate rationale" for the hearing on the programming of the three television stations in Omaha. The NAB said no complaints about the programming had been received and that the commission had renewed the stations' licenses six months previously.

No Fishing Party ■ The memorandum also said the section of the Communications Act authorizing the commission to institute hearings on its own motion "was not intended to cover any exploratory operation or fishing expedition." It said "there must be an affirmative finding that the public interest would be served by such an inquiry."

The NAB recalled that the commission had "invited one and all to come and publicly air their grievances" against the Omaha stations, and added:

"They came, approximately 125 of them, not to bury, however, but to praise. Only two revealed any com-

plaint, and these, as representatives of performing unions, expressed the completely understandable desire that the stations employ more of their numbers."

The memorandum also indicated criticism of the manner in which the hearing was conducted. It said that although the testimony reflected satisfaction with the Omaha stations, "the questioning indicated that the questioners were not overly impressed. . ."

The memorandum described questioners' interest in local live programming "as almost obsessive," and said that while witnesses "were slow to blame stations if their organizations had not been the subject of a full-blown documentary . . . the implication of the questioning . . . was that perhaps the stations should have been more aggressive in seeking the participation of organizations in the preparation of such programs."

The hearing was conducted by Commissioner E. William Henry with the aid of four commission staff members.

FCC Must Decide ■ The memorandum said that the commission, "by rashly initiating a novel and crude form of inquiry," now faces a "dilemma"—it must either concede "the Omaha stations have successfully determined the needs and interests of the public, or it must substitute its own methods for



A panel of representatives of all media tells the Moss subcommittee that any attempt to distort news, no matter for what high purpose, can only end in undermining the credibility of the government. Seated are (l to r): Stanford Smith, American Newspaper Assn.; W. S. Coughlan, "Missiles and Rockets Magazine," Aviation Space Writers Assn.; Charles Rowe, "Fredericksburg (Va.) Free Lance-

Star," Freedom of Information Committee, AP managing editors; Walter Potter, "Culpepper (Va.) Star-Exponent," director, National Editorial Assn.; Gene Robb, "Albany (N.Y.) Times-Union," vice president, ANPA; Howard H. Bell, NAB vice president; Clark Mollenhoff, Cowles newspapers, Sigma Delta Chi. Arthur Sylvester, Dept. of Defense is to testify today (March 25).

those of the stations."

In urging the commission to forego such hearings in the future, the NAB disputed the contention of FCC Chairman Newton N. Minow that it promote mutual understanding between the broadcasters and the community.

The memorandum said this kind of understanding "best comes about through the avenues developed by broadcasters" over the last 40 years. These include, the memorandum said, the broadcaster's participation in community affairs, his speeches to local groups, his meetings with community leaders, his special audience research studies and his preparation of editorials on community problems.

FCC rulemaking finalized

The FCC last week finalized a rulemaking which allows fm stations to operate two transmitters over a single STL channel to send stereophonic programs from the studio to a transmitter.

The commission also decided to permit the same technique to be used by fm stations on intercity relay circuits, admitting the possible need for the transmission of stereo programs between stations. The FCC in addition extended similar authority to am and tv stations which need two transmitters on a "backup" aural channel. The rulemaking is effective May 1.

BROADCASTING, March 25, 1963

Philco keeps its hat in the ring

WILL STAY IN FIGHT FOR NBC'S PHILADELPHIA OUTLET

Philco Broadcasting Co. says it is back in the fight for Philadelphia's ch. 3—this time to stay.

This was the company's prompt reaction to the FCC decision disapproving the agreement under which Philco would have withdrawn from its contest with NBC, which is now operating on ch. 3. Under the agreement, NBC would have paid Philco up to \$550,000 as reimbursement for its expenses in prosecuting its application for a new station.

In rejecting the proposal, the commission said it did not want to deny itself the opportunity of deciding between two qualified applicants for the channel. At the same time, it asked Philco to decide, "without undue delay," whether it would continue to press its application (BROADCASTING, March 18).

On Monday—less than 72 hours after the order was issued—the commission had its answer. "We will proceed with our application," Philco's counsel, Henry Weaver, told FCC Hearing Examiner Cunningham, when the hearing resumed after a two-month lay-off.

Surprise Announcement ■ This response was in accord with earlier Philco statements that, if the agreement were disapproved, the company would resume its fight for the channel. But it came as a surprise. Most observers, including FCC officials, expected Philco to withdraw, regardless of whether the agreement was approved. Some officials think Philco might still pull out before the contest goes much further.

The agreement was one of a series reached between NBC-RCA and Philco Corp. and its parent corporation, Ford Motor Co. The other agreements ended long-standing patent-rights litigation, and provided for payment by RCA of \$9 million to Philco Corp. for patent rights owned by the latter (BROADCASTING, Jan. 7). In requesting FCC approval of the withdrawal agreement, Philco said it wanted to free its executives for the task of "re-establishing Philco Corp. as a major competitive force."

The complex FCC hearing is now scheduled to resume April 22. At that time, it will pick up where it was suspended in January, when the commis-

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sion was asked to approve the agreement.

Pending then was a consideration of the comparative issues involved in NBC's application for renewal of its WRCV-TV license and Philco's application for a new station on ch. 3. Already on the record are Philco's charges that the network was guilty of antitrust activities in allegedly forcing Westinghouse Broadcasting Co. to trade

its Philadelphia properties for NBC stations in Cleveland.

The hearing also involves applications providing for a swap of NBC's Philadelphia properties, WRCV-AM-TV, for RKO General stations in Boston, WNAC-AM-TV and WRKO (FM). The network is required by a Justice Dept. consent decree to dispose of its Philadelphia stations.

L. B. Wilson Inc.'s finances questioned

APPLICANTS ASK IT BE ISSUE IN MIAMI CH. 10 HEARING

L. B. Wilson Inc.'s financial qualifications to build and operate a station on Miami's ch. 10 were questioned last week by two of that company's three competitors for the channel.

A petition to enlarge the issues in the comparative hearing which began two months ago was filed jointly by South Florida Tv Inc. and Civic Tv Inc. The financial qualifications of both companies are already among the issues to be settled in the hearing. The fourth applicant is Miami Tv Corp.

L. B. Wilson owns WLBW-TV, which has been operating on the channel on a four-month authorization since November 1962. (It also owns WCKY Cincinnati.) The company won the grant in July 1960, after the three other original applicants for the channel were disqualified for *ex parte* contacts with then Commissioner Richard Mack.

In their joint petition, South Florida and Civic said that while L. B. Wilson originally appeared to be financially qualified, that firm's most recent balance sheet shows "substantial deterioration."

They said as of Sept. 30, 1962, the company has assets of \$610,295.77 and liabilities of \$655,723.44, or a deficit of \$45,427.67. They also said the company has a further obligation of \$298,000 to RCA, and a possible tax liability of \$132,000, claimed by the Internal Revenue Service. They said that L. B. Wilson Inc. operated at a loss of \$67,000 in the fiscal year ending Sept. 30, 1962.

In a separate petition, affecting its own financial qualifications, South Florida requested permission to amend its application to provide for a firm loan commitment of \$1.9 million from the First National Bank of Boston to the William B. MacDonald Jr. Corp., principal source of South Florida's financial strength. The corporation is controlled by William B. MacDonald Jr., who is president, director and 80% owner of South Florida.

The petition says the amendment would eliminate any question as to the ability of the corporation to meet its financial commitment to the applicant. It added that the bank loan would not

be used unless other resources of the corporation proved inadequate.

The Miami ch. 10 hearing is scheduled to resume April 22, but Civic asked last week to have the recess continued until May 15. Civic said that its attorney is one of the Philco attorneys in the NBC-Philco hearings (see story page 131) which may go on for three to four more weeks, Civic said.

Senate groups okay Comsat board

The 14 incorporators of the Communications Satellite Corp. had been approved unanimously by two Senate committees at the end of last week, but a vote on their confirmation faced a fight on the Senate floor this week.

That warning came from Sen. Albert Gore (D-Tenn.) who said Tuesday (March 19) that he had serious doubts about the Senate "permitting itself to become entangled and enmeshed in the operation" of the private company.

Action in the Aeronautical & Space Sciences Committee on the same day indicated no question there about the qualifications of the incorporators. They were approved unanimously by the Commerce Committee two weeks ago (BROADCASTING, March 18), and by the space committee on Tuesday.

What the space committee was concerned about, said Sen. Clinton B. Anderson (D-N.M.), chairman, was that the company's by-laws would allow communications firms to buy less stock than the public, but legally they would be entitled to elect half the directors. Legal briefs are to be drawn on this point, the committee was told by Bruce G. Sundlun, an incorporator.

How Much Public Money? ■ Other space committee members asked how the company might share development of a space communications system with the government, which already has asked Congress for \$55 million in this area for fiscal 1964.

Mr. Sundlun said the government has helped other industries. The corporation is not prepared to pay for costly research, he added.

Sen. John O. Pastore (D-R.I.), chair-



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How fair is fair in Michigan?

Broadcasters in Michigan are facing a knotty fairness-doctrine question as a result of the debate now going on in that state over the proposed adoption of a new state constitution.

The question: Is a broadcaster obligated to honor a demand for time to express one side of a controversial issue when the demand is made in a form letter that is signed by someone unknown to the broadcaster?

Many radio and tv stations in the state have been playing tapes of broadcasts by Gov. George Romney urging adoption of the proposed constitution. The governor had been a vice president of the State Constitutional Convention, and the tapes were played as a public service.

Then, last week, stations all over the state received a form letter containing a demand for "equal and

fair play time to give the reasons for voting against the proposed constitution." It was signed "Tom Downs, vice president, State Constitutional Convention."

Tom Downs was listed as one of the vice chairmen of the convention. But many broadcasters never heard of him. As a result, some wondered whether any individual could send them a form letter demanding they contact him and receive a demand for equal time.

One broadcaster who decided in the negative was Richard Gillespie, president of WGHN Grand Haven, Mich. "I'll give time to anyone I know, but I don't know who Downs is and I don't intend to accomodate him."

Mr. Gillespie feels his position is sound, legally. But he thinks the Downs demand shows up a "quirk" in the fairness doctrine.

man of the Senate Communications Subcommittee, has raised the question of public spending which would benefit a private corporation several times this

year, and has indicated he thinks there is need for a high-level conference on it to involve the administration, the FCC, the National Aeronautics & Space

Administration and the space corporation (BROADCASTING, Feb. 25).

Sen. Gore is understood to think the Senate has no constitutional authority to confirm incorporators of a private corporation.

One point he probably will raise is a provision of the Communications Satellite Act which authorizes the corporation but states specifically it "will not be an agency or establishment of the U. S. government." The senator wants to know how the President can appoint directors of a private firm, as he would do for both the incorporators and for three directors when the company is in its permanent stage.

He also is concerned that confirmation might establish a precedent for federal involvement in other private businesses.

A provision of the act worrying the senator gives the President authority to interest himself in company affairs with foreign governments or bodies.

Celler ill; hearing delayed

Illness of Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, last week forced postponement of hearings on the concentration of ownership of news media until sometime next month.

Rep. Celler was reported by his congressional office to be suffering from influenza at his home in Brooklyn.

His Antitrust and Monopoly Subcommittee conducted three days of hearings earlier this month, and had planned at least three more weeks of sessions (BROADCASTING, March 18).

Five more renewals given

The FCC last week renewed the licenses of five more tv stations whose renewals had been deferred while the commission's staff explored their prime-time local live programming. Two weeks ago, the FCC renewed 64 tv licenses which had been under the same scrutiny (AT DEADLINE, March 18).

The stations granted renewals last week were KCRA-TV Sacramento, Calif.; KNDO (TV) Yakima and KNDU-TV Richland, both Washington; KHVH-TV Honolulu and its satellite, KHJK (TV) Hilo, both Hawaii.

Storer requests extension

Storer Broadcasting Co. has asked and been granted an extension to May 24 for comments on FCC proposal that broadcasters owning the maximum allowable number of stations would have to dispose of one interest before applying to buy or construct another. (BROADCASTING, Feb. 18).

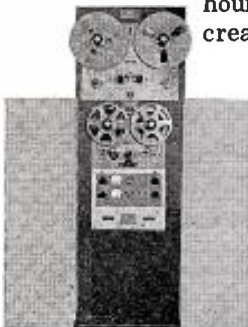
The commission has set the date for comments at March 25, and the deadline for replies at April 10. Storer asked until June 10 to make reply comments.

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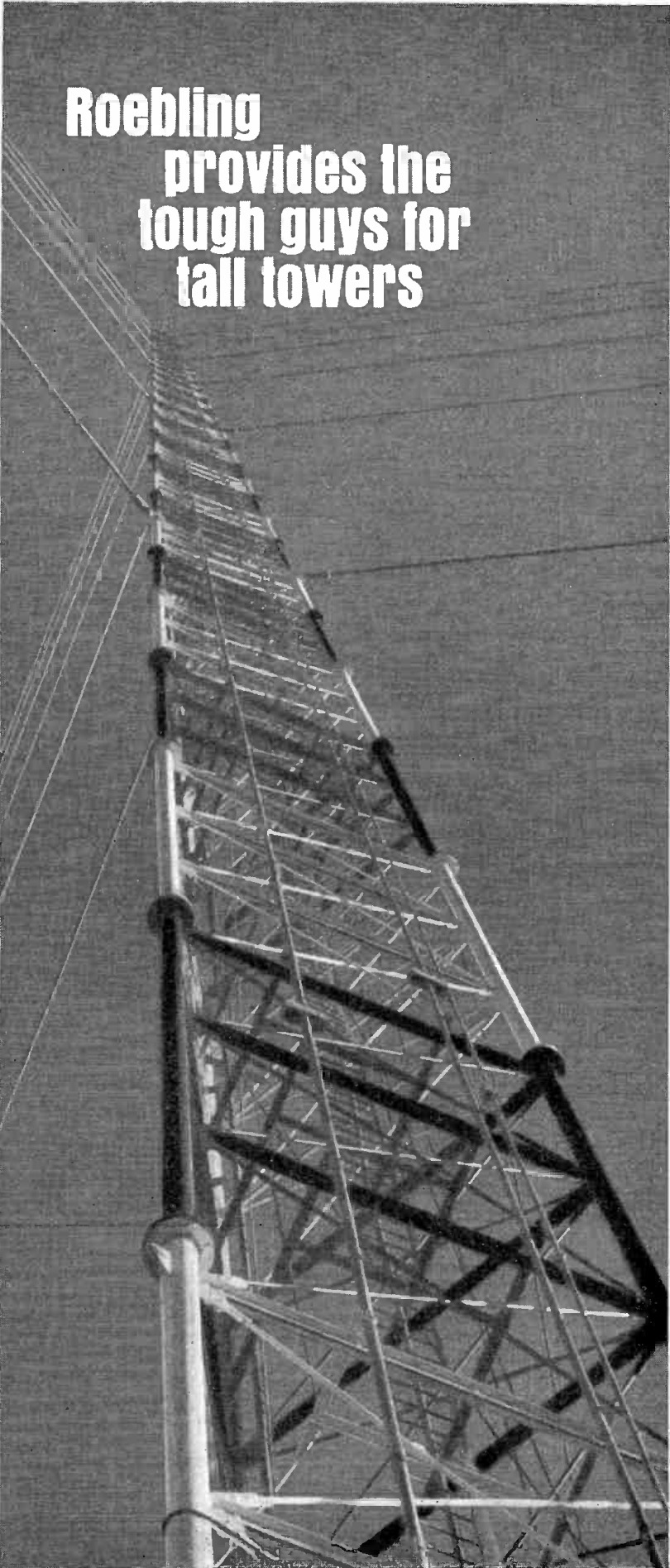
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All over America, broadcasters are getting the message: Roebling is the source for dependable strand to assure tower security. It stands to reason. Roebling has the experience, the facilities and the engineering knowhow to handle the most complex suspension problems—whether it involves the massive bulk of a bridge... or the delicately poised needle of a TV tower. For information on any aspect of a guying problem, write The Colorado Fuel and Iron Corporation, Roebling's Bridge Division, Trenton 2, N. J.

Roebling guys for WJTV's tower at Jackson, Mississippi:

No.	Length	Diameter
3	800 ft.	1 $\frac{1}{16}$ in.
3	910 ft.	1 $\frac{3}{16}$ in.
3	1105 ft.	1 $\frac{5}{8}$ in.
3	1528 ft.	1 $\frac{5}{8}$ in.
3	1700 ft.	1 $\frac{7}{8}$ in.
3	1910 ft.	1 $\frac{9}{16}$ in.

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Output of all-channel sets perking up

TO ACCOUNT FOR 20-25% OF '63 PRODUCTION, SAY SOME MAKERS

Viewers who have been waiting to buy a new television receiver until they can get one with both uhf and vhf need wait no longer. The all-channel set is here; in fact, has been here for the last nine months.

Virtually every major manufacturer of television receivers has already placed on the market a complete line of vhf-uhf receivers.

And tv manufacturers are producing more and more receivers capable of tuning in to the 12 vhf channels and the 70 uhf channels.

Production figures for the month of January show that 12% of the 484,415 tv sets made—58,032—are capable of receiving all channels.

For all of 1962, tv receivers capable of receiving both vhf and uhf numbered only 8% of total production—598,446 all-band sets out of a total of almost 6.5 million. In 1961, the all-channel share was 6%—370,977 out of a total of more than 6 million.

In the early enthusiasm for uhf tv manufacturers put 20% of their production into vhf-uhf sets. This was in 1953 when over 7 million receivers were made. This ratio steadily declined; to 18% in 1954, 15% in 1955, 14% in

1956, 12% in 1957, 8.6% in 1958, and a low of 6.86% in 1959.

Once uhf stations go on the air, manufacturers believe, they will have sets available. Some makers estimate that tv receivers capable of receiving all 82 channels will account for 20%-25% of 1963 production.

Sales Spotty ■ Sales of all channel receivers have been running well, manufacturers say, in those markets that are all or mostly uhf.

They point to the high rate of sales of vhf-uhf receivers in such markets as South Bend-Elkhart, Ind., and Scranton-Wilkes Barre, Pa. where uhf is the established method of tv broadcasting.

Uhf sales, however, have picked up markedly (although still modest in comparison with national sales) in other cities with new uhf outlets, such as Washington, D.C., where year-old educational WETA-TV has been joined by commercial WOOK-TV; in Los Angeles, where KMEX-TV is on the air, and to San Antonio, where KWEX-TV is operating. The last two stations specialize in Spanish language programs.

Benjamin Abrams, president of Emerson Radio & Phonograph Corp., said that 20%-25% of his sales in the Los

Angeles area are now all-channel.

Edward R. Taylor, executive vice president of Motorola's consumer products division, said that his sales of vhf-uhf receivers are up from 3%-5% to 14% in selected areas.

At the moment, all major manufacturers are offering both vhf-only or all-band receivers. The all-channel sets can be bought as "factory converted" or with "field kits" which enable the purchaser to change a vhf-only model into an all-band receiver.

The new 1964 lines, which will be introduced to distributors in May and June of this year, will continue along these lines, manufacturers said.

By April 30, 1964, all television receivers manufactured for interstate shipment must be all-channel. This is the deadline formulated by the FCC, in cooperation with manufacturers, and is in keeping with the law which the 87th Congress enacted last year.

Congress passed the all-channel receiver act at the request of the FCC which sees this move as a significant boost for uhf broadcasting. Although manufacturers opposed the legislation on principle, all have cooperated with the commission in drawing up regula-

Lee wants new ownership rule: 5 vhf, 5 uhf

FCC Commissioner Robert E. Lee waved the uhf banner before television set manufacturers last week, but he also admitted that he has revised some of his pet campaigns:

"I'm abandoning my hope for all-uhf tv and deintermixture," the commissioner told members of the Consumer Products Division's executive committee last week in Washington at the spring conference of the Electronic Industries Assn.

But still a uhf stalwart, and still eager to do all he can for those coming into the uhf fold, Mr. Lee proposed a revision of the multiple ownership rules to permit a single person or company to own five vhf and five uhf television stations.

Under present regulations, a single owner is prohibited from owning or controlling more than five v's and two u's.

If the FCC were to change the ownership rules, Mr. Lee com-

mented, this might make uhf ownership attractive to multiple station owners. It also might make uhf interesting to investment capital capable of financing groups of uhf stations.

Mr. Lee expressed the hope that uhf won't fall into the hands of what he called "shoestring" operators. They usually do a "lousy" job and fail anyway, he observed.

But, Mr. Lee was not able to promise government financial support for an "educational" campaign to explain uhf to dealers and the public.

This campaign, voted by the Consumer Products group (provided three-fourths of the tv manufacturers in EIA approve), would spend \$100,000 on a public relations promotion to explain and sell uhf to dealers primarily, but to the public also. A presentation on the proposed campaign was submitted by Sumner

Rider & Assoc., New York.

Uhf Test ■ Jules Deitz, FCC engineer, told a panel of service representatives, that "if New York City is any criterion, fine uhf reception is available in most metropolitan areas, especially with outdoor antennas."

He emphasized that the quality of reception depends on the quality of the receiver and installation. He warned, also, that the results in New York were based on optimum receivers and installations and must not be confused as average.

Commissioner Lee made one other suggestion at the EIA meeting. Speaking to the land mobile group, he told them their request to have the FCC move chs. 14 and 15 from tv to land mobile use won't be granted. There might be a chance, he suggested, that the land mobile services (taxicab dispatching, truck dispatching, etc.) might be able to use unused uhf channels on



So that tv viewers may change their present vhf-only receivers to uhf, a converter is needed. These are available from many component makers. The latest (left) is Standard Kollsman's low-silhouette cigarette-carton-shaped converter which sits on top of an existing receiver and permits the viewer to receive the additional 70 uhf channels. All tv set manufacturers have field conversion



kits permitting a vhf-only set to be converted into an all-channel set. Here (right photo) is Admiral's special kit recently introduced for that company's 23-in. models. It comes complete with built-in antenna and is in two models: for full range fine tuning and for automatic preset fine tuning. Plug-in connectors eliminate the need for soldering.

tions, the most important of which was the cutoff date for the manufacture of tv receivers without uhf tuners.

Inventory Push ■ There is a feeling that some of the smaller manufacturers may increase their production of vhf-only receivers during the pre-April 30, 1964 date in order to build up inventories of vhf-only receivers. These sets can be shipped to dealers and distribu-

tors even after the cutoff date, but must be marked to indicate that they were made before U-Day. Dealers, of course, can sell vhf-only sets as long as they have them in stock.

And, as long as there is a \$20-\$30 differential in price between a vhf-only receiver and an all-band receiver, there are markets where this will appeal to consumers—particularly in areas with-

out uhf stations.

Even after the April 1964 deadline there may still be special dispensation to make vhf-only receivers for sale to hospitals, schools, apartment houses, hotels and other public or private institutions which use master antenna systems. There is no need for an all-channel receiver in these circumstances since the systems are engineered to

a "non-interfering, shared basis." He also wondered why land mobile services couldn't use chs. 5 and 6 which, he pointed out, were used mostly for converted uhf signals.

Most mobile users showed a decided lack of interest in sharing on a non-interfering basis and it was thought too many other services would apply for this privilege.

Other highlights of the EIA meeting:

EIA will soon begin publishing color tv production and sales figures. They will begin with Jan. 1 of this year.

A broadcast equipment group recommended that the FCC be asked to put out a rule-making notice to establish standards for stereo monitoring equipment. This follows a request made last year by stereo set makers that a monitoring system be instituted to check stereo broadcasts. This initial move was taken, it was said then, because many set makers felt stereo stations were not hewing to the technical standards

for stereo broadcasting, bringing complaints from set buyers.

The circle is completed, it was pointed out, by broadcasters blaming transmitting manufacturers for failing to produce equipment capable of meeting the FCC standards.

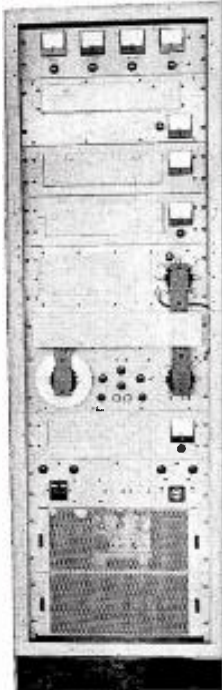
The major problem, it was stressed, is the lack of monitoring equipment to check stereo transmissions.

Radio set manufacturers threshed over the question of high fidelity definition with Martin Shepherd Jr., an attorney for the Federal Trade Commission. The FTC two years ago began attempting to draw up a definition of high fidelity in order to protect consumers from being bilked when they buy receivers and phonographs advertised as high fidelity. Last January, EIA submitted a proposed definition on hi fi for packaged radio and phonograph equipment. Still to come, it is understood, is a similar proposal from the Institute of High Fidelity Manufacturers, a group of quality component makers.

Further attempts to evolve a system of rating sound equipment will be made at a meeting of EIA's loudspeaker section scheduled for June 27 in Chicago. Last June, the group heard a proposed "acoustical sound" rating system submitted by electronics consultant Lincoln Walsh, Millington, N. J.

Thomas P. Collier, GE International Division, called for electronics manufacturers to begin thinking worldwide. He urged American tv set makers to begin producing receivers for the world market, even though there are differing standards in some countries. An international standard of 625 lines has been recommended, he noted, and American tv manufacturers should begin preparing to move into this market. He warned that U. S. industry has about five years to establish itself in Europe before the European Common Market erects tariff walls which will prevent Americans from exporting many of their manufactured products to the ECM.

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Over three years actual in-field use has proven Tarzian's multi-hop microwave delivers exceptional quality color transmission, simultaneously with broadcast quality sound—at lowest possible cost. And, Tarzian's renowned microwave systems engineering department is at your disposal for assistance with planning and installation.



Broadcast Equipment Division
SARKES TARZIAN, INC.
Bloomington, Indiana

convert uhf signals to an unoccupied vhf channel at the antenna. Receivers are linked to the master antenna via wire lines and all programs appear on an individual receiver in one of the 12 vhf channels. The industry has asked the FCC to permit this and is optimistic that it will be granted.

Uhf Tuners ■ Tuner makers are going full steam ahead with production and so far have had no difficulty in filling orders. One of the specific problems that earlier had hurt uhf, the 6AF4 oscillator tube for 470-890 mc band, has been overcome. New developments, including RCA's Nuvistor and GE's germanium diode tubes, also have helped improve tuner performance.

Aside from the regular tuner makers (General Instrument, Oak Manufacturing, Sarkes Tarzian, Standard Kollsman and Blonder Tongue) other component makers are expected to enter the field.

The situation at some of the major manufacturers is as follows:

RCA—All sets can be had now in either vhf-only or all-channel. The all-channel receivers can be bought factory converted or field convertible. This same practice will be carried out in the 1964 receiver line. Differential: about \$30.

GE—All but one receiver in the present line is available all-band. All are factory installed. The one exception, a portable sales leader, can, however, be changed to receive uhf by changing strips. GE declined to reveal its program for 1964. Differential: roughly \$30.

Admiral—All present sets are field convertible now, with two types of conversion: preset tuning or continuous tuning. The new 1964 line will be completely 100% convertible, either at the factory or via dealer-distributor organizations. Differential: \$30 for both factory conversion or field kit.

Emerson—Between 20 and 25 models are available now for all-band reception. In the 1964 line this percentage will be increased substantially, to the extent that 50% of Emerson's production is expected to be in 82-channel sets. A new 16-in. portable model will cost \$130 in vhf-only; \$150 for all-channel.

Warwick—All present sets are adaptable for all-channel reception, either at the factory or in the field. Warwick's production goes 100% to Sears, Roebuck & Co. Differential: \$20.

Motorola—Offers all models either vhf-only or all-channel in present line, with both factory conversion or through the use of field kits. The 1964 line will continue this practice, with the addition of all-channel potential for color receivers. Differential: \$20-\$30.

Collins finds oldest

Winner of Collins Radio Co.'s national "oldest transmitter" contest is WGAU Athens, Ga., Collins announced last week. WGAU's winning entry will be exhibited by Collins at the NAB convention in Chicago.

WGAU's successful entry is its Collins 300F 250-w transmitter which has been in daily service since May 1, 1938, and has logged more than 165,000 hours with only 87 minutes of down time. Collins has awarded WGAU its new 20v-3 1-kw transmitter as prize.

Runner-up in the contest was KRYC Corpus Christi, Tex., with a Collins 20H transmitter in service since Dec. 19, 1940. Third was KWPC Muscatine, Iowa, with a Collins 300G transmitter running since February 1946. Fourth was WMON Montgomery, W. Va., with a 300G in service since July 1946. Each also received a prize, Collins said.

Telstar II, Echo II to go in orbit in spring

Within the next three months two new space relay links are scheduled to be placed in orbit.

Telstar II will be launched this spring, and it will be placed in an orbit higher than Telstar I so that it will suffer less from radiation "sickness." AT&T's Chairman Frederick Kappel said last week Telstar II will be redesigned to insure more protection from radiation effects which have twice forced the flying radio relay to cease operating. AT&T sent Telstar I into space, via government facilities, last spring.

Echo II, a passive reflector balloon, will be set aloft this spring also, the National Aeronautics & Space Administration announced last week following conclusion of an agreement with the U.S.S.R. to cooperate in space programs. In the communications field, both the U. S. and Russia will use the 140-ft. diameter aluminized balloon for test purposes. The U. S.-U.S.S.R. agreement also provides for a cooperative venture in meteorological satellites, including exchanges of weather information surveyed by the satellites. Echo I is still orbiting.

And next fall, an improved Relay will be sent into orbit by NASA to continue and expand the activities of the first Relay made for NASA by RCA and put into orbit last December.

Relay was used for the first time last

week for a color tv program. The program was transmitted to Relay, 4,000 miles above earth, and returned to earth, all from the AT&T Andover, Maine, ground station. It originated in the NBC technical center in New York. The program is a 15-minute segment of Robert Louis Stevenson's "Kidnapped," shown Sunday on NBC in the Walt Disney *Wonderful World of Color* series (7:30-8:30 p.m. EST).

Late in the week, Mr. Kappel told an audience at the Philadelphia Chamber of Commerce that transoceanic cables in the future will equal the capabilities of space satellites, including the relaying of tv. This will come about through the addition of amplifiers permitting the use of wide band circuits underwater, he said.

Technical topics...

India buys audio tape ■ Largest export shipment of audio tape recorders in Ampex history left the company's Sunnyvale, Calif., plant for New Delhi, India. The \$100,000 order included

five master tape recorders and 36 high-speed tape duplicator slaves, which will be delivered to All India Radio to establish a nationwide radio tape system, with programs taped and duplicated being flown to member stations throughout India.

New silicon transistor ■ RCA has reported development of a new uhf silicon transistor which will increase the maximum frequency limit of silicon devices to more than 1,000 mcs. The new transistors with improved noise and gain ratios will reportedly "substantially" enlarge the broadcast area of a usual vhf communications system.

UAR signs Melpar subsidiary ■ Television Assoc. of Indiana Inc., Michigan City, Ind., a subsidiary of Melpar Inc., Falls Church, Va., has signed a contract to assist the United Arab Republic on a communications project that will reportedly permit Western Europe to be linked by microwave with Khartoum in the Sudan. The Indiana company will serve as engineering consultant, ac-

ording to TAI President W. C. Eddy. The project is expected to be completed by the end of August.

Audio buys Olympic ■ Audio Devices Inc., New York, a producer of coated aluminum recording discs and magnetic tapes, has purchased the assets of Olympic Record Co., Santa Monica, Calif., manufacturer of master and instantaneous recording discs. Audio Devices plans to incorporate a proprietary manufacturing process of Olympic into its present facilities at Stamford, Conn.

Tube measurements ■ American Microwave & Television Corp., San Carlos, Calif., has developed a variable parameter television system for testing and evaluating vidicon and image orthicon tubes. The unit is rack cabinet mounted and includes power supply and synchronizing signal generator. The system makes precise exposure and resolution measurements under varying light level conditions as well as at varying scan and frame rates and bandwidths.

THE MEDIA

Radio-tv gets into the Missouri house

BUT NEIGHBORING KANSAS BALKS AT IDEA AT LAST MINUTE

Legislative debate was broadcast live from the Missouri House of Representatives for the first time last week. KWOS Jefferson City fed four stations, KTTS and KGBX both Springfield, KXEO Mexico and KCMO Kansas City. KMOX St. Louis originated its own feed from the House chamber.

The debate last Tuesday and Wednesday (March 19-20) centered on a controversial administration bill to raise the state's sales tax from 2% to 3%. (Another bill due to reach the House floor next week would amend the present sales tax to include a 2% tax on all advertising sold in the state, see page 140).

KWOS carried four hours of debate both days and made open line feeds to the other stations, allowing them to cut in and out as they wished. KMOX made intermittent feeds totaling 3 hours and 45 minutes for the two days.

The Missouri representatives voted 100-52 on Tuesday to allow the broadcasts, after learning that permission had already been granted by House Speaker Thomas D. Graham (D).

Token Protests ■ Some legislators protested and a Republican caucus took place before the final vote. During an 11-minute debate the live broadcasts were halted pending the vote.

The stations said they hope to be able

resume broadcasts of the sales tax debate in the House this week.

Bob Tibbetts, news director of KWOS, and Robert Hyland, CBS Radio vice president and KMOX general manager, had been negotiating separately to gain the broadcast access.

The Missouri legislature's action was applauded by LeRoy Collins, president of the NAB. He wired Speaker Graham that the House has "opened a new avenue of broadcast service to the people of your state . . . broadcasters everywhere deeply appreciate the recognition by you and your colleagues of this role

in advancing the people's right to know."

In a wire to KMOX, KTTS and KWOS, Gov. Collins offered congratulations "on the victory for broadcasting journalism in the Missouri House."

Kansas Says 'No' ■ Meanwhile in Kansas Wednesday night, members of that state legislature protested live radio and television coverage of a Thursday debate on making Wichita U. part of the state's college system.

Speaker Charles Arthur (R), who had originally given approval to the broadcasters, withdrew it the evening



Dick Nason found
Radio à la Carte

Let him tell you in his own words: "I've been looking for a fine radio programming service. I found it in Radio à la Carte. Mark Edwards and I are glad WSAI is an à la Carte station." See Marv Kempner in Suite 1119A, Conrad Hilton Hotel.

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An old goblin turns up again

Taxation of all advertising "sold or purchased" in the state of Missouri loomed suddenly last week during legislative debate on a bill by Gov. John Dalton to raise the state's general sales tax from two to three cents. That advertising also might be subject to the sales tax was part of the debate covered on radio (see story, page 139).

John English, counsel for the Missouri Broadcasters Assn., said the state senate passed the governor's bill with minor changes and it had gone to the house where one amendment to also tax advertising was voted down. On Wednesday, however, he said, an amendment to subject advertising to the full two cent tax was

introduced by Rep. Harry Raiffe (D-St. Louis) and it was passed 120 to 27. The amendment now goes back to the senate.

Rep. Raiffe said adoption would produce upwards of \$20 million in additional revenues in two years.

The tax on advertising is a threat that periodically raises its head around the country. The last such epidemic loomed six years ago when the City of Baltimore sought such a levy (BROADCASTING, Nov. 11, 1957). This, in turn, generated like attempts in Norfolk, St. Louis and Providence. However, all such proposals were defeated with a large share of the credit going to local broadcasters and Advertising Federation of America.

before the session began because of some legislators' objections. Admittedly against the live coverage were Assistant Speaker Edward Boyd and Rep. Ross Doyen (both Republicans).

WIBW-AM-TV Topeka, had already moved its cameras and microphones into the chamber and had arranged to feed a four station tv network: KTVH (TV) Wichita-Hutchinson, KLOE-TV Goodland, KAYS-TV Hays, and KTVC (TV) Ensign, and KVOE-AM Emporia.

Speaker Arthur affirmed he favored broadcasting the debate, but said if even one member felt his ability to speak freely on the bill would be abridged by radio-tv presence, then he would be obliged to cancel the plans.

Thursday Thad Sandstrom, general manager WIBW-AM-TV editorialized on the ban. KTVH, which reported itself swamped with phone calls expressing disappointment over the ban, also editorialized against it and KVOE announced it planned to express an editorial opinion opposing the legislature's move.

LAB adds to requests for 'experience' on FCC

The Louisiana Assn. of Broadcasters has joined the presidents of state broadcasting associations in asking President Kennedy to appoint an experienced broadcaster to the next vacancy on the FCC.

In a resolution adopted March 15, the LAB noted that a vacancy "will develop in the near future" on the FCC and that prior radio-tv experience would be an "ideal prerequisite" for the job. Also, LAB said, there has been a "great dearth of such experience" on the FCC in the past.

Late in February, the conference of state broadcaster presidents adopted a similar resolution introduced by Mel Burka, president of the West Virginia Broadcasters Assn. from WTIP Charleston (BROADCASTING, March 4).

The Louisiana broadcasters also asked the All-Industry Music License Committee to give top priority to the SESAC "problem" of not being able to identify music licensed by that or-

ganization. "SESAC refuses to adequately and properly identify the copyrighted selections contained in its repertoire and imposes arbitrary and unreasonable license fees and conditions . . ." upon stations, LAB said in a resolution sent to the license committee and all other state associations.

TIO membership up, new activity planned

Television Information Office last week reported a spurt in new members since last October, plans of new projects and current distribution of materials to sponsors.

The review of activities was released at a semi-annual meeting by Clair McCollough, of the Steinman Stations and Television Information Committee's chairman.

Mr. McCollough announced a TIO study of work and leisure activities of tv broadcasters throughout the U. S. TIO is compiling responses from more than 700 commercial broadcasters on questions ranging from the composition of their families to the amount of time spent by management on community activities.

Roy Danish, TIO's director, noted that as part of the organization's increase in advisory services to stations, Carl Burkland, general manager, and Ben Wickham, manager of station services, have held staff meetings at 107 stations in 27 states since Oct. 17.

TIO listed the following activities:

- Distribution to TIO sponsors of its first two bibliographies in a projected series listing books, articles and other primary sources of information about tv. The first two: (1) "Television and Education" listing publications dealing with the relationship of the medium and education, (2) "Television: Freedom, Responsibility, Regulation," describing material dealing with these areas.

- The sending to stations of a comprehensive index and guide to all TIO informational material supplied stations since September 1959.

- Addition of seven tv stations as sponsors. Stations are KTVH (TV) Wichita; WNEM-TV Saginaw; WTRE (TV) Lufkin, Tex.; KSL-TV Salt Lake City; WHEC-TV Rochester, and KFVR-TV Bismarck, N. D., and educational WMUB (TV) Oxford, Ohio.

Also attending the meeting were Henry B. Clay, KTHV (TV) Little Rock; John P. Cowden, CBS-TV; Sydney H. Eiges, NBC, a new Television Information Committee member; Michael J. Foster, ABC; Joseph X. S. Sinclair, WJAR-TV Providence; Robert F. Wright, WTOK (TV) Meridian, Miss.; Lawrence Creshkoff, TIO's executive editor.

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Pennsylvania senators cited by PAB

Special citations for their joint tv and radio broadcasts were awarded March 20 to the two Pennsylvania senators by Pennsylvania Assn. of Broadcasters. Recipients were Sen Joseph S. Clark (D) at left and Hugh Scott (R) at right. The presentation was made by Clair R. McCollough (center), NAB board chairman, of the Steinman Stations. PAB members held a dinner meeting in Washington with the state's congressional delegation.

Mr. McCollough said in presenting the award that the program, broad-

cast jointly by the two senators from opposite parties, is the only one of its kind on Capitol Hill. He said it greatly stimulates the interest of viewers and listeners in public affairs. The program is broadcast every fortnight on 14 tv and 39 radio stations. Other senators appear as guests.

Robert Williams, WHLM Bloomsburg, presided as PAB president. PAB was the first state organization of broadcasters in the nation. George Koehler, WFIL Philadelphia and a past president, spoke on the purpose and achievements of PAB.

Zenith paints rosy Hartford pay tv picture

MORE THAN 2,000 SUBSCRIBERS 'APPEAR SATISFIED'

A six-month initial report citing "gratifying" results from the experimental pay-tv operations of WHCT (TV) Hartford, Conn., is contained in the 1962 annual report of Zenith Radio Corp. distributed last week.

Zenith's sales and earnings continued to establish new record highs with color television set sales said to be one of the important factors (BROADCASTING, March 4).

WHCT is licensed to RKO Phonevision Inc., a subsidiary of RKO General Inc., and inaugurated service in late June 1962. Zenith's Phonevision pay-tv system is being used in the test with Zenith providing the decoding units attached to home tv receivers and the encoding equipment at WHCT (BROADCASTING, Jan. 21).

Zenith said the six-month report of the Hartford experiment contained in the annual report is the first time some of the initial results have been revealed.

(Many years ago Zenith conducted a Phonevision test in Chicago (BROADCASTING, May 28, 1951).

More than 2,000 - Zenith said the number of Hartford subscribers "has passed the 2,000 mark" and that "the subscriber expenditures for the service are exceeding the anticipated rate." No dollar figures were given but it was reported that 1,800 subscribers each were paying about \$8 to \$10 monthly.

Zenith's report said "most of the entertainment" offered in the Hartford test "proved to be very effective." The report said the "Zenith-developed Phonevision equipment is performing efficiently and reliably" and that "subscribers appear to be well satisfied with the service."

Zenith explained that at the outset it was very difficult to obtain "suitable" motion pictures for use in Hartford but now most distributors are furnishing their product, including recent

JACKSON, MISSISSIPPI
WJTV CH. 12

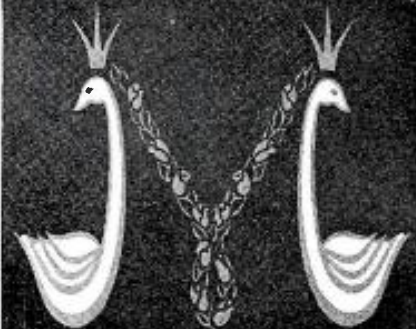
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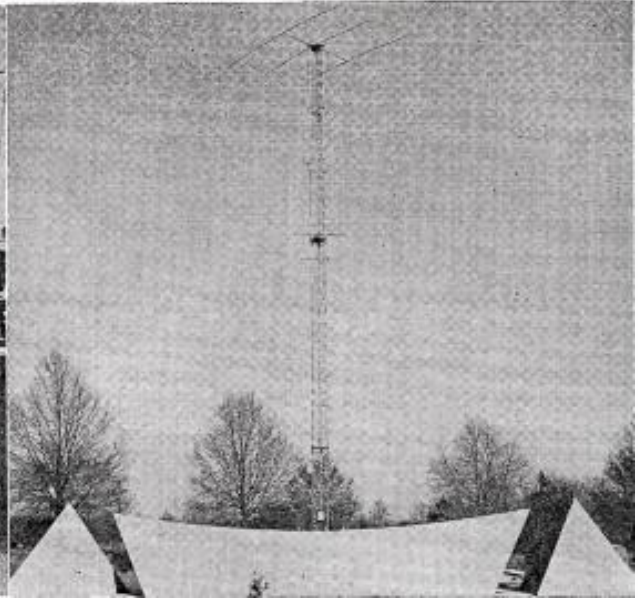
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Mr. Wooten's super fallout shelter

A \$150,000 underground fallout shelter, which could be built for about \$65,000 without the frills, has been put up by Hoyt Wooten of Whitehaven, Tenn. Mr. Wooten, owner of WREC-AM-TV Memphis, is shown seated in his communications room. Equipment was chosen to provide local and extended reception and transmission on the low

band through the uhf band. Nine antennas are mounted on an 82-foot tower. An emergency antenna is buried in the edge of concrete forming the shelter's entrance cover.

The communications room contains am, shortwave and fm stereo receivers, telephones, Conelrad equipment, patch panel and hi-fi set.

The shelter, designed by Mr.

Wooten, has 5,600 square feet of living space, will keep 56 people alive for 31 days and took more than two years of planning. Lt. Col. John Somers, Memphis Civil Defense chief, has called it "the best in the world." John F. Meagher, NAB vice president, said after touring the shelter, "I never saw anything like this."

films such as "The Interns" and "The Music Man." Zenith said, however, that "even more difficult has been the problem of assuring an adequate supply of non-movie programming, such as legitimate theatre plays, musicals, variety shows, etc."

The Zenith report indicated that mass entertainment programs and films captured the highest percentage of the Phoneyvision subscribers.

NAB schedules fall conferences

The annual NAB trips to the field will begin this fall in Hartford, Conn., at the Statler-Hilton Hotel. As in the past, the conferences will last a day and a half, with the Connecticut opener scheduled Oct. 14-15.

NAB President LeRoy Collins and key association executives will participate in each of the eight conferences. In addition to Hartford, the NAB road show will visit the following cities:

Minneapolis Oct. 17-18, Leamington Hotel; Pittsburgh Oct. 21-22, Pittsburgh-Hilton Hotel; Miami Beach Oct. 24-25, Americana Hotel; Nashville Nov. 14-15, Dinkler-Andrew Jackson Hotel; Fort Worth Nov. 18-19, Texas Hotel; Denver Nov. 21-22, Denver-Hilton Hotel, and San Francisco Nov. 25-26, Fairmont Hotel.

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NBC-TV improves its color tv facilities

NBC-TV says it'll complete a \$1,-250,000 color tv project this spring (CLOSED CIRCUIT, March 11).

NBC has further perfected its live, tape and film color equipment as a result of new technological advances over the past few months.

The network last week noted that all of its color cameras now include latest precision color components giving a greater degree of stability. It also is equipping each of 40 color tape machines at its two centers in New York

and Burbank, Calif., with new technical equipment for stabilization (includes locking devices for such effects as synchronized dissolves), and color film chains are being modified in keeping with the advances.

NBC Radio dedicates new studio complex

NBC Radio and WNBC New York began operations last week in newly modernized facilities in the RCA Bldg. in New York.

The new \$500,000 "Radio Central" provides NBC with three integrated studios and a fourth control point for program assembly during heavy traffic, William K. McDaniel, executive vice president, said at dedication ceremonies last Wednesday (March 20).

McCOLLOUGH MAY SERVE UNTIL JUNE

Radio, Tv Boards to elect during Chicago convention

Election of four Tv Board directors and a chairman and vice chairman for both the Radio and Tv Boards is slated to take place at the NAB convention in Chicago next week.

Clair R. McCollough of the Steinman Stations, chairman of the NAB combined Boards, will go off the Tv Board at the end of the convention but he is expected to continue as chairman of the combined directors until the NAB board meetings in June. The Radio Board elected new directors in odd-numbered districts in February (BROADCASTING, March 4).

William B. Quarton, WMT-TV Cedar Rapids, Iowa, is the present chairman of the Tv Board and James D. Russell,

KKTV (TV) Colorado Springs, is vice chairman. Chairman of the Radio Board is Willard Schroeder, WOOD Grand Rapids, and Ben Strouse, WWDC-AM-FM Washington, is vice chairman. This will be the first convention at which the Radio Board heads have been selected. In the past, they have been picked at the June board meetings following the convention.

Tv Board members whose terms expire with the close of the convention are Messrs. McCollough and Russell, Otto P. Brandt, KING-TV Seattle; Robert F. Wright, WTOK-TV Meridian, Miss., and the three network directors—Mort Weinbach, ABC-TV, William B. Lodge, CBS-TV, and David Adams, NBC-TV.

PROGRAMMING

'TARGET PROGRAMMING' OFFERED

Snyder-Koren unites marketing sense, program design

A new concept in broadcast advertising, "target programming," is being offered to advertisers and agencies by a new company, Snyder-Koren Productions, which will begin operations April 1 at 6335 Homewood Ave., Hollywood. Principals are Ken Snyder, formerly senior vice president and Hollywood office manager for Needham, Louis & Brorby, and Charles B. Koren, vice president of MCA until that organization's retirement from the talent representation field, and recently head of his own talent agency (see WEEK'S HEADLINES, page 10).

As defined by Mr. Snyder, "target programming" is the application of "an advertising orientation to the business and art of audience attraction. Program design and marketing sense need not be mutually exclusive and a well-balanced combination of the two can still make for an efficiency in mass selling that is very attractive in today's atmosphere of rising costs and squeezed profits."

Snyder-Koren already has specific program properties and syndication plans for advertisers in the drug, cosmetic, cereal, financial and food fields. Among them are: *Giselle's Small Fry*, starring Giselle MacKenzie; *The Lawyer Answers* and *Your Medical Advisor*, both in association with Jackson Hill, creator of *Divorce Court*; *Lance Crossfire*, 30-minute comedy animation series, and *Joey Jingle*, five-minute cartoon, to be made in association with Pantomime Films; a half-hour family situation comedy, *Hector's Pups*; *America Unlimited*, a tv and theatrical film series in association with Monarch Films; another five-minute animation

series aimed at the juvenile audience and a half-hour adventure series, *Charlie Bakers' World*.

The *Funny Company* ■ The new organization will also create and produce advertising in all media for selected clients among both agencies and advertisers. It shares offices with The *Funny Company*, producer of the five-minute color animation program series of that title. This series of 260 programs was created by Mr. Snyder and a group of associates for Mattel Inc., toy manufacturer, which had been looking for a children's tv programming that would be entertaining enough to please children and yet contain enough information to satisfy parents and teachers (MONDAY MEMO, Dec. 24, 1962).

Although The *Funny Company* is an independent organization, the program production costs are being underwritten by Mattel, which will use them

TvB editorial report

A survey among Television Bureau of Advertising affiliates shows 66% of members carry editorial comment on a regular basis. Reporting this figure last week, Norman Cash, TvB president, noted a significant increase in editorializing among the bureau's members over the last two years. Editorial comment via tv is also catching the interest of an increasing number of advertisers, Mr. Cash noted.

to advertise its toys in a major market spot campaign to start in January 1964, through Carson Roberts, Los Angeles (BROADCASTING, Feb. 11). Mr. Snyder, president of The *Funny Company*, and Mr. Koren, vice president, say that this program series is a prototype of the "target programming" technique.



If you see Harold Krelstein,

of Plough Broadcasting, ask him to repeat what he told our Marv Kemper: "I heard Radio à la Carte and I think it's a fine radio production service. Larry Monroe, Bernie Milenson and Herb Golombeck agree." You will, too. Hear it in Suite 1119A, Conrad Hilton Hotel.

Mark Century Corporation
6 West 57th St., N. Y. 19, N. Y. CI 5-3741

WGA 4% ROYALTY PLAN TO BE TRIED

However, old rerun scale kept by 3 networks, 11 companies

Most of the major producers of filmed programs for television are going to give the new 4% royalty plan of rerun payments for writers a trial.

Following the March 17 deadline for members of the Motion Picture Producers Assn. (the major motion picture studios) and of the Alliance of Television Film Producers, Paul Stager of WGA said that the three networks and 11 other companies had notified the guild that they were rejecting the flat royalty plan. They will continue to make rerun payments to writers on the old plan of specified percentages of minimum scale amounting to 140% of the original payment at minimum scale. Companies not notifying WGA automatically go on the 4% plan of rerun payments, Mr. Stager said.

Companies not belonging to either MPPA or ATFP were given a few additional days in which to choose between the two plans of rerun payment. It is believed, however, that they will follow the general example and accept the new plan.

The new plan calls for the producer to pay the writer of a filmed tv program a flat 4% of the gross revenue from rebroadcasts on a worldwide basis and in perpetuity. The old system of rerun payments, which applies to actors and directors as well as to writers, calls for a payment of 35% of minimum scale for the first rerun (second run), then 30%, 25% and another 25% for the third, fourth and fifth runs and a final 25% for the sixth and all additional runs.

The list of producing companies turning down the flat 4% of gross plan of rerun payments for writers includes: ABC-TV, CBS-TV, NBC-TV, Arness (*Gunsmoke*), Cayuga (*Twilight Zone*), Disney (*Wonderful World of Color*), Fedderson (*My Three Sons*), Filmaster (*Death Valley Days*), Filmways (*Mr. Ed*, *Beverly Hillbillies*), Heydey (*I'm*

Dickens, *He's Fenster*), Paisano (*Perry Mason*), Selmur (*Combat*), Stage Five (*Ozzie and Harriet*), Warner Bros. (*Hawaiian Eye*, *Dakotas*, *77 Sunset Strip*).

Revue, Desilu and the other major producers of filmed programs which have adopted the new plan will begin paying the 4% of gross for all programs starting on the air last fall. After two years, all producers will make rerun payments by the 4% of gross method for the 1964-65 and 65-66 seasons. Following that the WGA contracts expire and the rerun payments will again become a matter of negotiation.

Four Star Television to syndicate 'Rifleman'

The acquisition by Four Star Television of the Levy-Gardner-Laven interest in *The Rifleman* and *The Detectives* for a sum in excess of \$1.5 million was announced last week by Tom McDermott, Four Star president. These film series were created and produced by Levy-Gardner-Laven in association with Four Star Tv.

Plans are being formulated to place 165 half-hour episodes of *The Rifleman* into syndication via the Four Star Distribution Corp. for a fall start. The series is concluding its run on ABC-TV this summer. *The Detectives* is currently in syndication.

Seven Arts releases new shows to television

Seven Arts Assoc. Corp., New York, is placing into syndication a package of 30 additional "Films of the 50's," to be designated Volume 6. The new group includes features from England, France, Italy, Germany and Japan. Among the titles are "The Cow and I," "Rashomon," "Maedchen in Uniform,"

"Umberto D'," "Raising a Riot," "Concert of Intrigue," "Girl with a Suitcase" and "The Island."

Seven Arts has also announced tv syndication of the following series: *Mahalia Jackson Sings* (82 five-minute segments); *Laffs* (65 one-minute comedy vignettes); *The Emmett Kelly Show* (39 half-hours) and *En France* (French lessons, 26 half-hours).

Associated Press honors three stations

The Associated Press awards to member stations for cooperation in news coverage this year go to WCAU Philadelphia, KYNO Fresno, Calif., and KYSS Missoula, Mont.

Announced by Dwight Martin, president of the AP Radio & Television Assn., the awards were based on the stations' performance in protecting the AP on news stories breaking in their respective coverage areas.

Honorable mention certificates will be presented to eight other stations: WIL St. Louis; WKZO Kalamazoo, Mich.; WCYB Bristol, Va.; KGLO Mason City, Iowa; KFOR Lincoln, Neb.; KPOI Honolulu; WONE Dayton, Ohio, and WGIR Manchester, N. H.

CBS-owned tv stations plan third program swap

The five CBS-owned tv stations will participate for a third straight year in the International Program Exchange, a series of shows in which a station from each of several participating countries supplies a show reflective of that country's particular culture.

The U. S. contribution, *The International Hour: American Jazz*, will open the series on May 21 (7:30-8:30) and will be carried by the five CBS stations—WCBS-TV New York, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis and KNXT (TV) Los Angeles. The show will be produced by WBBM-TV and taped from the Chicago Lyric Opera.

Following the U. S. telecasts, the tapes will be made available for presentation in the participating foreign countries. In the last two years, tv stations in Canada, Australia, Japan, England, Denmark, Sweden, Mexico, Argentina, Italy, Ireland and Yugoslavia have participated.

Miller Brewing Co. will sponsor the show, through its agency Mathisson & Associates, Milwaukee.

Trans-Lux opens new office

Trans-Lux Television Corp., in an expansion move, has opened a new southeast division office in Miami Beach to be headed by Marshall (Bud) Or-



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mond, who has transferred from the company's midwest division in Chicago. The new office is located at 1119 16th St., Miami Beach. Named to replace Mr. Ormond as midwest manager is Marvin Lowe, formerly with Screen Gems in that city.

Four Star Distribution exceeds goal by 30%

Four Star Distribution Corp. completed sales in excess of \$2 million during its first six months of operation, exceeding its projected goal by 30%, Len Firestone, vice president and general manager, reported.

Mr. Firestone pointed out that Four Star began to sell off-network in September when most of the major syndicated program buys already had been made and the market was saturated with an "overabundance" of available product. He attributed the initial success to program quality, flexibility of use of available film and Four Star's experienced sales organization.

Four Star Distributing Corp. presently is offering five off-network series for syndication: *The Detectives*, *Zane Grey Theatre*, *Target: The Corruptors*, *Stagecoach West* and *The Law and Mr. Jones*. Mr. Firestone indicated that additional off-network properties will be released shortly.

Government attitudes influence tv programs

The government's attitude toward tv programming is recognized by tv producers and it's having an effect in the product they turn out.

That's the conclusion of Venet Adv. Agency, Union, N. J., for whom Trendex Inc. conducted a survey that covered 43 leading producers of network and syndicated film programming. Venet emphasized last week that the government role from the survey's point of view is made up mainly of the FCC

and its chairman, Newton N. Minow. Left unsaid, however, are similar viewpoints expressed by congressional committees. Among the findings:

There's ample assent to the call for more balanced and diverse program fare; an awareness of softening scenes of violence in tv; a feeling that Chairman Minow has the right to discuss programming; a belief that the FCC's program "values," as expressed, have merit.

But the stand on all these issues is far from unanimous. The surveyors found many who, though in the minority, believe little or no influence on programming has come from the FCC.

Mark Century to hold programming seminar

A radio programming seminar will be held by Mark Century Corp. at pre-NAB convention proceedings in Chicago. The session is slated for March 30 at 1 p.m. Mark Century, according to the radio programming service's president, Milton Herson, plans to cover nearly every phase of station operation from programming to management.

Panel members already designated are Harold Krelstein, Plough Broadcasting, Memphis; Ben Strouse, WWDC-AM-FM Washington, D. C.; Dale Moudy, Great Trails Broadcasting, Dayton.

Invited to take part in the seminar: Irv Lichenstein, WWDC; George Mooney and David Diamond, WKGX Knoxville; Smokey Walker, WKDA Nashville; Ken Grant, KNUZ Houston; Herb Mendelson and Doug China, WKBW Buffalo; Bill McKibben, WIL St. Louis; Dick Lawrence and John Alexander, WFLA Tampa; Al Slight and Al Waters, CHUM Toronto; Marie Williams, WEZE Boston; Collis Young and Steve Joos, WCOL Columbus, Ohio; Mark Edwards, WSAI Cincinnati, and J. P. Williams, WING Dayton, Ohio.

SEVEN ARTS TO MAKE NETWORK SHOWS

Thomas Tannenbaum to head television production

Seven Arts Productions Ltd. will enter television production of programs for network sale, the company announced last week. Seven Arts, it was noted, will go into "all phases" by packaging half-hour, hour and special presentations.

Thomas D. Tannenbaum, a former executive for Famous Artists Television and for the past year executive assistant to Ray Stark, who with Eliot Hyman, runs Seven Arts, will be vice president in charge of tv production (see WEEK'S HEADLINER, page 10).

Seven Arts has been involved in

motion picture production and Broadway stage plays, and through its Seven Arts Associated Corp. is a leading distributor of feature films to tv (more than 200 Warner Bros. and 20th Century-Fox features) and also distributes domestically 13 one-hour concert specials. Within two weeks, Seven Arts also will release for tv *The Emmett Kelly Show*, *En France* and *Mahalia Jackson Sings*.

As a motion picture firm, Seven Arts has been placing under contract young stars, producers, directors and writers, and, it's indicated, will draw upon these people in its tv production.

TRENDEX ASKED:*

Which station do you FIRST tune to for the news?

WASHINGTON ANSWERED:

WWDC.....	20.7%
Station A.....	17.7%
Station B.....	17.4%
Station C.....	12.2%
Station D.....	9.3%
Station E.....	5.0%

*Based on completed interviews in 2,598 homes, Sept. 9 to 20, 1962. Additional demographic material available. Contact WWDC or your John Blair man.

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 Chicago, 175 W. Jackson
 San Francisco, 100 Bush St.

EXTRA PAY PROPOSAL

SAG seeking cut of pictures released to pay television

A request that actors working on theatrical motion pictures which are released to pay television receive extra payment based on the worldwide gross receipts, will be the principal proposal of Screen Actors Guild in negotiations for a new contract with the Assn. of Motion Picture Producers (AT DEADLINE, March 18).

SAG will not ask for any increase in the present minimum wage scale for theatrical pictures, in accordance with action taken at the last annual membership meeting (BROADCASTING, Nov. 19, 1962). The talent union will ask for a non-discrimination clause in the hiring of actors. The new two-year contract, when signed, will be retroactive to Feb. 1, 1963, when the present three-year contract expired.

The pay tv proposal separates pay tv rights from those of theatrical exhibition, of which pay tv has heretofore been considered an extension by the union.

Specifically, SAG is asking that when any motion picture produced after Jan. 31, 1963, is released to pay tv, either before or following its theatrical showing, the producer shall pay the actors 6% of the worldwide total gross receipts from pay tv, after deduction of actual distribution expenses, not to exceed 40% of those gross receipts. This pay tv percentage payment would be in addition to what the actors get paid for making the picture in the first place.

SAG also asks that when the picture is first released to pay tv, the producer shall pay to each actor an amount not less than 75% of the applicable minimum compensation as a "non-returnable advance" against the actor's share in the worldwide gross.

The present SAG contract with the major movie makers comprising AMPP membership calls for 6% of worldwide gross receipts from use of the theatrical

Sales hit \$1.2 million

A total of \$1.2 million in pre-release sales for *Cheyenne* and *Hawaiian Eye*, both hour programs, was announced last week by Joseph Kotler, vice president of Warner Bros. Television Division.

The two shows are the latest series to be made available by the firm on an individual market basis and for a fall start. Mr. Kotler announced the series release in a prediction that the division's off-network program sales would top \$10 million by May 1, the date of the distribution firm's first anniversary.

He said that in the first 10 months, Warner Bros. tv distribution had more than \$7 million in sales, added the \$1.2 million with the new series, and expected to pass the \$10 million mark by the end of the division's first year in business. Mr. Kotler said that not only are stations selling the shows to advertisers "but they are increasing their rates for participating spots within these shows."

film on free tv for all motion pictures on which production started after Jan. 31, 1960, less a flat amount of 40% of the gross to cover distribution costs, but without any advance payment. In the negotiations commencing today, SAG will ask that all money due actors under this clause shall be paid by checks payable directly to the individual actors, with these checks being delivered to SAG for forwarding to the actors semi-annually.

The decision of the union not to ask for an increase in the present minimum wage scale for performers in theatrical films was based on a desire of SAG to encourage more production in Hollywood and to avoid adding to the tendency of many producers to make pic-

tures abroad. Regarding production abroad, in its new contract proposals, SAG is asking that when producers employ SAG members for work outside the U. S., the terms of the basic SAG contract shall apply, "unless the producer has a contract with the actors' union having jurisdiction in such country and such contract covers the employment of such member."

Program notes . . .

New Banner series ■ Bob Banner Assoc. is preparing a new hour-long dramatic tv series, *Adam's Children*. Paul Stanley will produce/direct and Steven Gathers will write the pilot. Banner currently produces *Candid Camera*, *The Garry Moore Show* and the Carol Burnett specials, all on CBS-TV.

Tv gospel series ■ Seven Arts Assoc. Corp. reports it has obtained from Television Enterprises Corp. the tv distribution rights to *Mahalia Jackson Sings*, a series of 82 five-minute programs starring the well-known gospel singer. It will be released during the Television Film Exhibit—1963, opening in Chicago on March 30.

Clark gains markets ■ *The Dick Clark Radio Show* has added WFLA Tampa, Fla., and WKWK Wheeling, W. Va., to its list of stations. The show, distributed by Mars Broadcasting, has now been purchased in 23 markets.

Space reports via NET ■ The National Aeronautics & Space Administration will produce a series of monthly tv programs reviewing space science developments. Titled *Space Science '63*, the series will be produced by NASA's Office of Educational Programs and Services and carried by the 71 affiliates of the National Educational Television network. Premiere program is scheduled for March 28.

'Defenders' get award ■ Screen Producers Guild chose *The Defenders* as the best produced tv series of 1962. Robert Markell is the producer and Herbert Brodtkin the executive producer for Plautus Productions and Defenders Productions. Series is broadcast Sat., 8:30-9:30 p.m. on CBS-TV.

Film sales . . .

Bomba, The Jungle Boy (Allied Artists Tv): Sold to WISN-TV Milwaukee; KTVK (TV) Phoenix; WFTV (TV) Orlando; KFMB-TV San Diego; WIIC (TV) Pittsburgh; WKRC-TV Cincinnati; WSOC-TV Charlotte and WDAF-TV Kansas City. Now sold in 70 markets.

Broadway Goes Latin (ITC): Sold to WKRC-TV Cincinnati and KICU-TV Visalia, Calif. Now in 50 markets.

Ramar of the Jungle (ITC): Sold to



WPIX (TV) New York; KICU-TV Visalia, Calif.; KGMB-TV Honolulu and WSLA (TV) Selma, Ala. Now in 81 markets.

Jeff's Collie (ITC): Sold to KCTO-TV Denver; WSB-TV Atlanta; WSM-TV Nashville; WSLA (TV) Selma, Ala. and WTVJ (TV) Miami. Now in 123 markets.

Edward Small Features (ITC): Sold to WPIX (TV) New York; KCTO-TV Denver; KUTV (TV) Salt Lake City and KPLR-TV St. Louis. Now in 73 markets.

Action Theater (ITC): Sold to

KCTO-TV Denver. Now in 53 markets.

Chiller-Science Fiction Package (M & A Alexander Productions Inc.): Sold to WKBW-TV Buffalo; WPRO-TV Providence; WTEN (TV) Vail Mills, N. Y.; KTRK-TV Houston; KVOO-TV Tulsa; KCPX-TV Salt Lake City; WOOD-TV Grand Rapids; WALA-TV Mobile; KJEO (TV) Fresno; KBAK-TV Bakersfield, Calif.; WTCN-TV Minneapolis; WKBN-TV Youngstown, Ohio; KTAL-TV Shreveport; KATC (TV) Lafayette, La.; and WAPA-TV San Juan, P. R.

Maverick (Warner Bros. Tv): Sold

to KSD-TV St. Louis and WLWD (TV) Dayton. Now in 49 markets.

Sugarfoot (Warner Bros. Tv): Sold to KSD-TV St. Louis and WTVN (TV) Columbus. Now in 37 markets.

Bronco (Warner Bros. Tv): Sold to KSD-TV St. Louis; WLWD (TV) Dayton and WTVN-TV Dayton. Now in 24 markets.

The Roaring 20's (Warner Bros. Tv): Sold to KTVU (TV) Oakland-San Francisco. Now in 25 markets.

Lawman (Warner Bros. Tv): Sold to KOLO-TV Reno. Now in 15 markets.

FINANCIAL REPORTS

BROADCASTING UP, THEATERS DOWN

AB-PT reports record income and profit for 1962

The broadcasting business was good in 1962, the theater business not so good, according to financial reports released last week by American Broadcasting-Paramount Theatres Inc.

The ABC Div. disclosed record income and profit for one year, with income rising from \$254,280,000 in 1961 to \$274,523,000 in 1962. At the same time, theater revenues dropped from \$83,328,000 in 1961 to \$75,956,000, a decline AB-PT attributed to "a fewer number of quality pictures," and adverse weather conditions early in the year.

Sales increases were reported by the firm's merchandising interests, chiefly record and publishing subsidiaries, whose incomes rose from \$25,477,000 in 1961 to \$29,262,000 in 1962.

Gross overall income for AB-PT rose

from \$363,085,000 to \$379,741,000, also a company record, as was the operating income figure, which climbed from \$9,906,000 in 1961 (\$2.29 a share) to \$10,757,000 in 1962 (\$2.46 a share).

CBS reveals salaries of its top executives

CBS Inc. will hold its annual shareholders meeting on April 17 at 10 a.m. at CBS television studio 50, 1697 Broadway, New York.

The annual meeting notice provided information on remuneration of highest paid officers and directors of the company during 1962. Topping the list were William S. Paley, CBS board chairman, and Frank Stanton, president, each of whom received \$100,000 in salary; \$138,758 in additional compensation and \$11,250 in deferred compensation.

Other officers and directors received the following amounts in 1962: James T. Aubrey Jr., CBS-TV president, \$100,-

000 in salary and \$60,000 in additional compensation; Merle S. Jones, president, CBS Television Stations Div., \$100,000 in salary, \$25,000 in additional compensation and \$25,000 deferred; Goddard Lieberman, president, Columbia Records, \$60,000 in salary, \$12,500 in additional compensation and \$37,500 deferred.

Arthur Hull Hayes, president, CBS Radio, \$65,000 in salary, \$20,000 in additional compensation and \$10,000 deferred, and Richard S. Salant, president, CBS News \$60,000 in salary, \$22,500 in additional compensation, and \$7,500 deferred.

Crowell-Collier radio revenue is 4% of total

Total revenues of Crowell-Collier's three radio stations rose from \$3,305,000 in 1961 to \$3,588,000 in 1962, 4% of total revenues, the company reported in its annual report for 1962 issued last week. Operating profits for the broadcasting subsidiary were about the same for both years, the report states.

Overall, C-C reported net income of \$3,086,667 (95 cents a share) on total

Gross Telecasting's earnings up 14% in '62

A 14% increase in earnings for 1962 was reported last week by Gross Telecasting Inc. (WJIM-AM-FM-TV Lansing, Mich.). The company earned \$622,648 (\$1.66 a share) after taxes on total revenues of \$2,610,095. In 1961, Gross Telecasting's net income was \$582,592 (\$1.46 a share) on revenues of \$2,492,554. Retained earnings at the beginning of 1963 totaled \$4,686,632.

Local television sales led with an increase of 23%; network income was up 8%; radio national spot sales up 5%, and national spot television sales were about equal to last year, Harold F. Gross, president, reported.

The annual stockholders meeting will take place March 26 at the company's office in Lansing. Only shareholders of record at the close of business Feb. 28 will be entitled to vote.

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sales and revenues of \$96,671,581. In addition there was a special credit of \$731,522 (22 cents a share) from the sale of real estate. In 1961, C-C's net income was \$4,117,643 (\$1.29 a share) on sales and revenues of \$71,208,699.

The consolidated balance sheet as of Dec. 31, 1962, shows unamortized balance for the radio stations of \$1,628,908. In 1961 this was \$1,800,300.

A proxy statement issued with a call to the annual stockholders meeting April 4 in New York, shows that Robert M. Purcell, former president of Crowell-Collier Broadcasting Corp. and still a vice president of the parent company, is employed on a year to year basis at a salary of \$40,000 annually plus deferred compensation of \$20,000

for each year employed. He also receives five yearly deferred payments of \$10,000 each accrued before 1960. KDWB Minneapolis-St. Paul.

C-C stations are KFVB Los Angeles, KEWB Oakland-San Francisco and KDWB Minneapolis-St. Paul. Joseph C. Drilling is president of the stations.

Avco's record earnings

Avco Corp. reported last Friday (March 22) that consolidated net earnings for the first quarter ended Feb. 28, 1963, amounted to a record \$4,988,349 on net sales of \$113,656,405. These compared with net earnings of \$3,321,459 on net sales of \$83,179,565 for the corresponding quarter of 1962. Crosley Broadcasting Corp., a subsidiary

of Avco, operates WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, all Ohio, and WLWI (TV) Indianapolis.

Eitel-McCullough net up 55%

Eitel-McCullough Inc., San Carlos, Calif., tube manufacturer, reported a 55% increase in net earnings for 1962 and an 8% jump in sales for 1962. Net income after taxes amounted to \$757,392 (41 cents a share) on net sales of \$29,451,669. This compares with net earnings of \$486,671 (26 cents a share) on net sales of \$27,109,945 in 1961. Backlog of unfilled orders as of Dec. 31, 1962 was \$7.7 million, the company reported, compared with \$6.7 million in 1961.

INTERNATIONAL

TRANS-LUX TV ADDING WORLD SECTION

Carlton says division to handle its own, other programs

Trans-Lux Television Corp. is completing plans to establish its own international division to distribute its programs throughout the world, Richard Carlton, vice president of Trans-Lux Tv, reported upon returning from a two-week business trip to Europe.

Mr. Carlton, who went to the first

International Program & Equipment Fair in Lyon, France, which was attended by more than 1,000 radio-tv executives from foreign countries, said Trans-Lux Tv will distribute its own product abroad and serve as sales representative for foreign-produced programs on a global basis. At present, he added, Trans-Lux Tv has relied upon subcontractors in various countries but he believes the overseas market now is sufficiently large to warrant a company-directed operation.

He also reported that Television Affiliates Corp., a subsidiary of Trans-Lux, is holding talks with 11 regional commercial networks in the United Kingdom with a view toward enrolling the networks as TAC subscribers and receiving their programs for inclusion in the TAC library. Robert Weisberg, TAC vice president, is in London conducting negotiations with the regional networks. If an agreement is reached, Mr. Carlton noted, it will mark TAC's expansion into the overseas area with the eventual goal of enrolling subscribers and obtaining programs from other foreign countries.

K&E to expand through South American merger

Kenyon & Eckhardt Inc. and a Venezuelan agency, Novas-Criswell, have joined forces in Latin America. A new company, to be known as Kenyon & Eckhardt-Novas Interamericana, will begin a systematic expansion in Latin American countries.

Giancarlo Rossini, K&E international vice president; William S. Miller, vice president and general manager of K&E de Mexico, and Messrs. Novas and

Canadian ad agencies

There were 146 Canadian advertising agencies in business last year, with billings of about \$660 million, according to the Dominion Bureau of Advertising. Seventy-seven of them had their headquarters at Toronto, 44 in Montreal, 15 in Vancouver, and 10 in Winnipeg. The top ten did \$176 million in total billings.

There is no breakdown available as to how much in radio, tv or print media.

The top ten were MacLaren Adv. Ltd., \$33.8 million; Cockfield Brown & Co., \$25.1 million; James Lovick Ltd., \$20 million; McKim Adv. Ltd., \$17.6 million; Vickers & Benson Ltd., \$17.1 million; H. E. Foster Ltd., \$14.4 million; J. Walter Thompson Co., \$13.8 million; F. H. Hayhurst & Co., \$11.9 million; Young & Rubicam Ltd., \$11.5 million, and McConnell Eastman & Co., \$10.8.

Criswell, are directors of the new company, of which David C. Stewart, president of K&E, is board chairman. Novas-Criswell will now be known as Novas-Criswell-Kenyon & Eckhardt, and the name Novas has been added to that of K&E de Mexico.

In addition to its Mexican operation, K&E also maintains a Brazilian company, K&E do Brasil.

New music license fees okayed in Canada

The Canadian Copyright Appeal Board at Ottawa, Ont., on March 15 approved the new broadcast tariff of the Canadian ASCAP, the Composers,

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ROHN SYSTEMS, INC.
6718 W. Plank Road Peoria, Illinois

Authors & Publishers Assn. of Canada (CAPAC). The new tariff calls for a monthly payment equal to 1.85% of gross amount paid to the station by all persons or entities using its facilities. Last year the rate had been 2% of a station's gross revenue, less agency and production payments. The new tariff was arranged between the Canadian Assn. of Broadcasters and CAPAC.

A new CAPAC fee also covers the CTV Television Network, amounting to 1½% of gross amount paid to the network, less network payments to its affiliated stations. CAPAC is also authorized this year to charge a fee of \$30 to broadcasting stations which supply music to commercial subscribers and \$50 to shopping centers of 10 stores or less, with an added \$2.50 for each store over that number.

Bristol-Myers has trouble in Africa

Bristol-Myers Co. has found itself embroiled in a controversy with the government of South Africa over the country's racial situation as presented by a *CBS Reports* television broadcast on which Bristol-Myers was a participating sponsor.

The company, one of four sponsors of the Dec. 19, 1962, telecast, confirmed that it had received protests from the South African government in regard to the show, and said it planned to dispatch company representatives to Johannesburg to talk with government officials.

The purpose of the talks, presumably, would be to point out the limited knowledge and control a sponsor has over such a program. Bristol-Myers purchased a specified amount of time for the entire series, and reportedly



\$1.11 an hour **STAFFS YOUR STATION** with **IGM SIMPLIMATION**

Get the details! Find the way to bigger audiences, lower costs, higher profits with unparalleled flexibility and consistently better sound. Write for free folder. "The Sound of Money." IGM SIMPLIMATION, P. O. Box 943, Bellingham, Washington.

WFIL in Israel

Kol Yisrael, the national broadcasting service of Israel, is now adapting WFIL Philadelphia's children's educational programs for broadcast in that country.

The program exchange arose from a pen-pal correspondence between WFIL engineer Joe Stotland and Ashar Tarmon, an Israeli school principal. In 1961 Mr. Tarmon was asked to suggest a program series for his school district. He passed the request to Mr. Stotland, who responded with 16 scripts from WFIL's *Studio Schoolhouse* series.

Israel Radio liked the ideas so Mr. Tarmon developed a series of English language programs called *English is Easy*. According to Mr. Tarmon, the series has given Israeli young people "an appreciation of good children's literature in the English language."

knew only that the Dec. 19 show was to be generally about South Africa. In New York, a spokesman for the parent company said that Bristol-Myers' future status as advertiser on the show would probably not be discussed until the representatives returned from South Africa.

The program, produced by David Lowe, was entitled "Sabotage in South Africa," and dealt with the political, economic and sociological situation. Government officials claim that the show presented a distorted view of the racial situation there.

It was through Bristol-Myers' subsidiary plant in South Africa that the protests were lodged, and a company official credited the plant's location there as being the probable reason for the company's involvement in the controversy. Neither CBS nor any of the other three sponsors have reported receiving protests in regard to the show.

Radio-tv billings on rise in Canada

Radio and television national advertising in Canada was up considerably in the first 11 months of 1962 as compared with the 1961 period. The compilation is from a continuing survey made by Elliott-Haynes Ltd., Toronto, and published in the Toronto advertising weekly *Marketing*.

Radio advertising totalled \$18,466,388 in the January-November 1962 period against \$16,349,597 in the same period in 1961. Television advertising was \$49,973,122 for this period against

\$40,252,969 in the 1961 period.

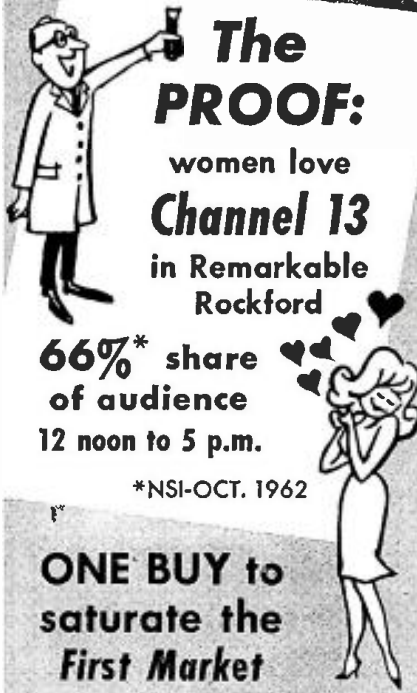
Foods and food products were largest group advertisers in both media, with \$5,195,530 spent in radio last year (\$5,086,935 in 1961), and \$12,447,449 on television (\$10,016,588 in 1961). Drugs and toilet goods came second in both media with \$2,532,878 in 1962 (\$2,326,948 in 1961) on radio, and \$10,827,519 in 1962 (\$8,787,503 in 1961) on television.

Bonn buys station for space communications

A transportable space communications station capable of making use of both the Relay and Telstar communications satellites has been sold to the Post Office Dept. (*Bundespost*) of West Germany by International Telephone & Telegraph Co.

The station has dual transmitters, one to operate with Relay and the other with Telstar. It can handle 12 two-way voice channels as well as facsimile, multi-channel teleprinter circuits and high-speed data transmission.

The use of these units could permit "many more nations to establish long distance communications via satellite without great financial investment," according to Dr. Arnold M. Levine, vice president, communications, ITT Federal Labs, Nutley, N. J., where the equipment was designed.



The PROOF:
women love
Channel 13
in Remarkable
Rockford

66%* share
of audience
12 noon to 5 p.m.

*NSI-OCT. 1962

ONE BUY to saturate the First Market in Illinois
(outside of Chicago)

WREX-TV
CHANNEL 13 ROCKFORD
J. M. BAISCH
Vice Pres. & Gen. Mgr.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Gumpert

Edward A. Gumpert, vp and account supervisor at Geyer, Morey, Ballard, New York, elected senior vp-plans. Mr. Gumpert will be in charge of integrating agency plans and services. He will also continue to supervise Lehn & Fink Products Corp. account. Prior to joining agency in 1958, Mr. Gumpert was general product manager for toilet goods division of Colgate-Palmolive Co., New York.

Frank K. Mayers, Arthur W. Schultz and Robert M. Trump, all vps and management account representatives at Foote, Cone & Belding, elected directors. Mr. Mayers, headquartered in New York, is on Clairol account. Mr. Schultz and Mr. Trump, of Chicago office, work on Kimberly-Clark and Kraft Foods accounts, respectively.

Charles A. Brandon, executive vp of Winius-Brandon Co., St. Louis and Kansas City advertising agency, elected board chairman, replacing Enno D.

Winius, who died last December. J. D. Nevins and J. H. Barickman elected executive vps, with Mr. Nevins remaining as creative director for company and Mr. Barickman as general manager of Kansas City office. Curtis P. Crady and Richard A. Lane, vps, elected to agency's board of directors. Mr. Brandon joined Winius-Brandon (then Louis E. Anfenger Co.) in 1944 after having previously worked in sales, advertising and promotion for Ralston-Purina Co. He was elected vp in 1947.

A. G. McDaniel, account executive in Fort Worth office of Glenn Adv., Dallas-based agency, elected vp.



Mr. Morris

G. Douglas Morris, former president of I.P.I. Corp. (product development firm), joins Morse International, New York, as executive vp. Mr. Morris has also served as senior vp of Lambert & Feasley. Prior to joining that firm, he held positions with Ted Bates and Pedlar & Ryan.

Fletcher Coleman, formerly with CBS-TV network, joins tv production department of Street & Finney, New York, as network program supervisor. Thomas Chastain, Young & Rubicam, and Margaret Holt, N. W. Ayer & Son, join S&F's creative department to work on Colgate-Palmolive account.

Dave Fulmer, tv creative director at Guild, Bascom & Bonfigli, San Francisco, elected vp. Mr. Fulmer headed agency's Hollywood office from 1956 to 1960 as program director and tv production supervisor. Prior to joining GB&B, he was tv producer-director, actor and musician.

Glen Bammann, who joined Knox Reeves Adv., Minneapolis, in 1961 as associate director of broadcast services, promoted to executive director of broadcast services. Russell Neff, with agency since 1939 exclusively in radio-tv, has retired as vp and executive director of broadcast services, but will continue in advisory capacity through end of year. Earlier Mr. Bammann had been with McCann-Marschalk, New York, and McCann-Erickson, Cleveland.

Weslie Booman, former research director in Minneapolis office of Campbell-Mithun and for past year director of market research for Johnson Wax Co., Racine, Wis., rejoins C-M as vp

and research director. Allan Aalgaard, who has directed C-M's research department for past year, assumes new account management responsibilities with agency's Allis-Chalmers account.



Mr. Schumacher

Ade Schumacher, former president of Firth Carpet Co., joins Hazel Bishop International, Union, N. J., as president. Mr. Schumacher was president of Liggett Rexall Drug Co. from 1949 to 1957 and of Owl Rexall Drug from 1944 to 1949.

William P. Stirtz, former brand manager for Pillsbury Co., Minneapolis, joins Gardner Adv., St. Louis, as account executive. Richard J. Tucker, also formerly of Pillsbury, joins Gardner as senior research analyst.

Alexander S. Peabody Jr., vp and associate creative director at Young & Rubicam, New York, appointed associate copy director with special responsibilities in tv copy area. Alvin Hampel, copy supervisor, succeeds Mr. Peabody as associate creative director.

Larry Pickard, director of news and special projects for WBZ-TV Boston and former managing editor of NBC-TV's *Today* program, resigns to form his own public relations firm, Pickard Assoc., with offices at One State St., Boston. Mr. Pickard started in broadcasting in 1946 with WOR New York. In April 1953 he joined CBS-TV, with subsequent overall responsibility for network's syndicated newsfilm service. Mr. Pickard left to join NBC-TV's *Today* show in December 1955 and joined Westinghouse Broadcasting Co. in Boston in May 1961.



Mr. Pickard

Ed Sturgeon, agricultural editor of KMJ-TV Fresno, joins J. J. Jackson Advertising & Public Relations, Visalia, Calif., as partner. Agency will now be known as Jackson-Sturgeon Advertising & Public Relations.

Curtis H. Judge, sales manager for Household Products Division of Colgate-Palmolive Co., New York, appointed sales promotion manager. Mr. Judge joined Colgate-Palmolive in 1948. Thomas F. Desmond, eastern regional manager, succeeds Mr. Judge as sales manager for household products.

Thomas G. McKenna, Chase Manhattan Bank, joins Pittsburgh office of

IN TAMPA-ST. PETERSBURG

WYOU

↑ captured 34% of the Total Negro Audience in 720 hours

— from "Zero"

Oct. 1—WYOU began broadcasting to the Negro audience of the Tampa-St. Petersburg area. 720 hours later a Negro Pulse was begun in the market. The amazing results of this survey proved the outstanding personalities and fresh new sound of WYOU had immediately captured 34% of the Total Negro Audience in this 14 station market. Probably a new world's record.

WYOU is a McLendon Ebony Station and —

Florida's MOST POWERFUL NEGRO STATION

WYOU - 10,000 Watts at 1550

represented nationally by BERNARD HOWARD & CO.
NEW YORK - ATLANTA - CHICAGO - SAN FRANCISCO - LOS ANGELES

Fuller & Smith & Ross as account executive.

Fred Maeding, former timebuyer supervisor for Kellogg account at Leo Burnett, joins Alberto-Culver Co. (toiletries and proprietary drugs), Melrose Park, Ill., as assistant international advertising manager.

Joseph Hall, former executive on Kellogg and media supervisor on Philip Morris and Allstate Insurance Co. accounts at Leo Burnett Co., Chicago, appointed branch manager for Whitehall Laboratories Div. of American Home Products Corp., New York.

David M. Platt, media group supervisor at Kudner Agency, New York, appointed associate media director.

Frank Picard promoted to administrative assistant in radio-tv department of D. P. Brother & Co., Detroit. He joined agency in 1960 as business manager for radio-television department and before that had been with WWJ-AM-TV Detroit.

Howard E. McDonald, formerly with media and research divisions of McCann-Erickson, appointed to newly created post of marketing research director for Waste King Corp. (gas and electric ovens and ranges), Los Angeles. **Thomas B. Harrison** named advertising and sales promotion manager.

Mary Grosvenor, formerly with W. B. Doner & Co., Philadelphia, joins copy staff of Wermen & Schorr, that city.

James B. Strenski, former president of Attitudes Inc., Chicago, forms his own firm, Public Communications Inc., at 35 East Wacker Drive, Chicago. Telephone: 726-9766. **John Normoyle**, public relations director of Alberto-Culver Co., joins PCI as account executive. Attitudes Inc., formerly subsidiary of Robertson Adv., has been dissolved.

Jackie Pond named assistant radio-tv timebuyer at Gourfain, Loeff & Adler, Chicago advertising agency.

Saxon Rumwell joins media department of Earle Ludgin & Co., Chicago.

Spencer W. Franc, formerly with Frank C. Nahser Inc., Chicago, and Klau-Van Pietersom-Dunlap, Milwaukee, joins creative staff of Waldie & Briggs, Chicago.

Ralph L. Gemberling, former account executive at Norm Advertising, New York, joins National Council of Churches, that city, as director of program and station relations, broadcasting and film commission. He succeeds **Carl Cannon**, who resigned to join Lincoln Center for Performing Arts.

DAB officers for 1963

Gordon K. MacIntosh, president and general manager of WTUX Wilmington, elected president of Delaware Assn. of Broadcasters, succeeding **Wayne Rollins**, president of WAMS, that city. **Ewing B. Hawkins**, president and general manager of WILM Wilmington, and **John B. Reynolds**, general and sales manager of WJBR (FM) Wilmington, were elected vp and secretary-treasurer, respectively.

THE MEDIA



Mr. Loeb

Tom Loeb, former general executive with Ashley-Steiner Inc., New York talent representatives, joins CBS-TV, New York, in newly created position of supervisor of live programming. Prior to joining Ashley-Steiner, Mr. Loeb was president of Roncom Tv Productions, and also served with NBC for nine years.

Allen Hedgecock, vp-general manager of WARK-AM-FM Hagerstown, Md., named vp-general manager of WDOV-AM-FM Dover, Del., effective April 1, replacing **William S. Cook**, who resigned. Mr. Cook has been vp-general manager of WDOV since 1956. Mr. Hedgecock is former commercial manager of WDOV. **C. Howard McFarland** named sales manager of WNAV-AM-FM Annapolis, Md. Henry Rau Stations are WOL-AM-FM Washington, D. C.; WNAV-AM-FM, WDOV-AM-FM, and WARK-AM-FM.

Lee Bickford, regional sales manager of WPRO-AM-FM Providence, R. I., named general manager of WHIM-AM-FM, that city.

George Mahon, sales manager of WFBG-AM-FM Altoona, Pa., named general sales manager of WFBG-TV, replacing **John S. Brubaker**, who resigned to enter advertising agency business for himself in Connecticut. **Angelo Montrella**, WFBG account executive, replaces Mr. Mahon as radio sales manager. Before joining WFBG-TV as account executive in 1956, Mr. Mahon was employed in same capacity at WTVP (TV) Decatur, Ill.

Kelly Atherton, account executive at WFIE-TV Evansville, Ind., promoted to sales manager, effective April 5, replacing **Jack Berning**, who resigned to accept similar post with KTVT (TV) Dallas, Tex.

Sam Ewing, manager of KAPY Port Angeles, Wash., joins KMBY Monterey, Calif., as sales manager.

John C. Dailey and **Dale G. Larson** named local sales manager and production manager, respectively, at WOW-TV Omaha, Neb.

Paul Plunkett, assistant general manager; **Bernie Perlin**, general sales manager and sports director, and **Mrs. Arthur M. Schwarz**, business manager of KOLD-AM-TV Tucson, Ariz., elected vps of Old Pueblo Broadcasting Co., licensee of stations.



Mr. Gaspar

William P. Gaspar, sales manager of Metro-WBOF Inc. (WYFI [FM] Norfolk and WBOF Virginia Beach, Va.), elected vice president and general manager.

Peter G. Crawford, sales manager of WAIL-TV Atlanta, appointed general manager of Merchants Broadcasting System of Atlanta, division of Cartwright & Bean, replacing **Joseph Porter**, who resigned.

O. B. Snow, special assistant to vps in charge of marketing and trade rela-



Straight from our nation's capital . . . **BEN STROUSE** . . . WWDC . . . Washington's leading broadcaster . . . purchased Radio à la Carte . . . he and **IRV LICHTENSTEIN** think it's great . . . see Marv Kempner and hear for yourself in . . . Suite 1119A . . . Conrad Hilton Hotel . . .

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WANT
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AM
STATION
TO HAVE THE
SOUND OF
FM
AT VERY
NOMINAL COST?**

**LET US
PROVE IT
AT THE
NAB
CONVENTION**

**SURROUNDING SOUND, INC.
5757 SANTA MONICA BLVD.
HOLLYWOOD 38, CALIFORNIA
HOLLYWOOD 6-3301**

**BRING YOUR AIR CHECK
to BOOTH 76-W
or mail it to
Surrounding Sound**

FACILITIES OF TV

- station profiles
- call letters, channels
- applications pending
- community antenna systems
- translators
- group ownership

**1963 BROADCASTING
YEARBOOK**
632 pages—\$5 each

tions of Scott Paper Co., Philadelphia, joins WZZM-TV Grand Rapids, Mich., as account executive.

Frank Bennett appointed account executive at WLEE Richmond, Va.



Mr. Croes

Kenneth R. Croes, program director of KERO-TV Bakersfield, Calif., promoted to general sales manager, replacing **Roland T. Kay**, who resigned.

Richard A. Bailey, merchandising director-account executive at WEEL-AM-FM Boston, joins WBZ-TV, that city, as national sales coordinator, replacing **Lawrence E. Feeney**, who has been promoted to account executive.

Ted Y. Prevatte, general manager of WZKY Albemarle, N. C., and former manager of WPCC Clinton, S. C., joins WSOC-AM-FM Charlotte, N. C., as account executive.

William E. Moore, manager of Pacific Coast radio for Avery-Knodel Inc., national radio-tv sales representatives, is transferring from Los Angeles A-K office to San Francisco, effective April 1. Mr.



Mr. Moore

Moore, a seven-year veteran with A-K, will continue to direct radio sales activities on West Coast. **Douglas MacLatchie**, tv sales manager in Los Angeles, will succeed Mr. Moore as Los Angeles manager. **David Meblin**, tv sales manager in San Francisco, will continue as manager of that office.

Ken Stratton, for past four years account executive with CBS Radio Spot Sales in Chicago, appointed sales manager of CBS-owned KCBS-AM-FM San Francisco.



Mr. Tiernan

Thomas L. Tiernan, assistant sales manager of KYW-AM-FM Cleveland, promoted to sales manager, succeeding **Fred E. Walker**, recently named general manager of KDKA-AM-FM Pittsburgh. Mr. Tiernan, former commercial manager of WKEE-AM-FM Huntington, W. Va., joined KYW in July 1961. **J. P. (Jeff) Scott** named KYW's pr director, replacing **Michael Ruppe Jr.**, who resigned.

Charles C. Bowdoin appointed program director of WWRI West Warwick, R. I., succeeding **Pat Fallon**, who has been named account executive.

Scholarship winners

Three winners were announced last week by Corinthian Broadcasting Corp. for the second annual Corinthian Summer Scholarship program.

James Alfred Joyella, Fordham U.; **Donald William Kinney**, Montana State U., and **Arthur Murray Robison**, U. of Oklahoma, were chosen from applicants from 50 colleges and universities to undergo an intensive six-week on-the-job internship at one of the Corinthian tv stations beginning in mid-summer.

Corinthian tv stations are KOTV (TV) Tulsa, Okla.; WISH-TV Minneapolis and WANE-TV Fort Wayne, both Indiana; KHOU-TV Houston, Tex., and KXTV (TV) Sacramento, Calif.

Peter C. Kouris, formerly with KMBC-TV Kansas City and WTVP (TV) Decatur, Ill., appointed sales manager of Display-O-Matic, subsidiary of Chamberlain Ent., Kansas City.

Earl Levy joins sales staff of WTMJ-TV Milwaukee.

Heber Smith, manager of San Francisco office of Blair Radio, named manager of rep firm's Los Angeles office, replacing **Carleton Coveny**, who retired last week after 26 years with John Blair & Co. **George B. Hagar**, account executive in Blair Radio's San Francisco office, succeeds Mr. Smith as manager in that city. Mr. Smith joined Blair in San Francisco in 1953 after having previously headed NBC Spot Sales office in that city. Mr. Hagar joined Blair in 1957 also in San Francisco. He previously had been member of sales staff of American Can Co.'s Pacific Div.



Mr. Smith



Mr. Hagar

Van L. Rubenstein, account executive with CBS-TV Stations National Sales, Chicago, moves to New York office in similar post, effective April 1.

Chuck Berry named film supervisor of WJZ-TV Baltimore, replacing **Jim Miller**, who was promoted to account executive. Director **John Baker** appointed to newly created post of production supervisor. **Art Fisher**, opera-

tions manager of WEAT-TV Palm Beach, Fla., joins WJZ-TV as director, succeeding Mr. Baker. **Ed Albaugh** and **Ernie Boston** join WJZ-TV as news editors. **Pat Pollilo** transfers to news staff of Westinghouse Broadcasting Co., Pittsburgh outlet, KDKA-TV.



Mr. Hardwick

Carter C. Hardwick Jr., managing director of WSFA-TV Montgomery, Ala., elected vp of Broadcasting Co. of the South, owner and operator of WSFA-TV and WIS-AM-TV Columbia, S. C. Mr. Hardwick joined WSFA-TV in 1957 as assistant manager and was promoted to manager following year. He was elected to company's board of directors in March 1961.

Dick Harris, sales manager of KOA-TV Denver, assumes added duties as station manager. **Gene Grubb**, sales manager of KOA-AM-FM, also assumes added duties as station manager of radio outlets.

Edgar P. Smith, vp of Time-Life Broadcast Inc., named to board of directors of Project Hope.

Arthur Sulzburgh, formerly with SRDS Data Inc., New York, joins CBS Television Stations Div. as assistant research director.



Mr. Eiland

Ted Eiland, manager of sales development for Rust Craft Broadcasting Co., named general manager of WSTV-TV (Wheeling, W. Va.) Steubenville, Ohio. Mr. Eiland, who will assume operational management responsibilities for station immediately, succeeds **John Laux**, executive vp and general manager, who will devote full time to overall policies of direction and management for company's five tv and five radio properties. Prior to joining Rust Craft last fall, Mr. Eiland was vp and general manager of WLOS-AM-FM-TV Asheville, N. C., and previously served as general manager of WPTV (TV) West Palm Beach, Fla. Rust Craft Stations are WSTV-AM-FM-TV; WRGP-TV Chattanooga, Tenn.; WRDW-TV Augusta, Ga.; WBOY-AM-TV (sold to Fort-

nightly Corp., subject to FCC approval) Clarksburg, W. Va.; WPIT-AM-FM Pittsburgh, Pa.; WSOL Tampa, Fla.; WVUE-TV New Orleans, La.

Lloyd C. (Bob)

Story Jr. elected vp-operations manager, and **Thomas E. Gildersleeve** named sales manager of WHIH Portsmouth (Norfolk) Va. Mr. Story joined WHIH as program director in August 1962. He previously was associated with WTOP-AM-FM Washington, D. C., and CBS, ABC and Mutual networks in New York. Before joining WHIH, Mr. Gildersleeve was sales manager of B. E. Gildersleeve Co., and had been associated with Graybar Electric and George E. May Co. Newly elected to station's board of directors are **J. M. Jones Jr.**, **Joseph S. Albis**, and **John M. Abbitt Jr.**



Mr. Story



Mr. Gildersleeve



Dr. Niven

Dr. Harold F. Niven Jr., faculty member of U. of Washington, Seattle, joins NAB on April 1 as assistant to **Howard H. Bell**, vp for planning and development. In addition to positions as assistant professor of radio, tv and communications at U. of Washington and assistant director of university's evening classes, Dr. Niven concludes term this week as president of Assn. for Professional Broadcasting Education.

Joseph W. McMurray, general manager of KORK-AM-FM Las Vegas, Nev., elected vp and director of Southwestern Broadcast Co., owner of stations. Mr. McMurray will continue to serve as general manager of KORK stations.



Mr. McMurray

Lloyd C. Sigmon, executive vp and general manager of Golden West Broadcasters, appointed by **LeRoy Collins**, NAB president, as his representative in heading NAB committee of Los Angeles County Hollywood Museum Assn. First NAB committee conference on museum project will be held in Chicago on March 31 during annual NAB convention.

Wayne Gruehn, operations manager of WWSA-AM-FM-TV Harrisonburg,

DO YOU WANT YOUR FM STATION TO HAVE THE SOUND OF MULTIPLEX STEREO AT VERY NOMINAL COST?

LET US PROVE IT AT THE NAB CONVENTION

SURROUNDING SOUND, INC.
5757 SANTA MONICA BLVD.
HOLLYWOOD 38, CALIFORNIA
Hollywood 6-3301

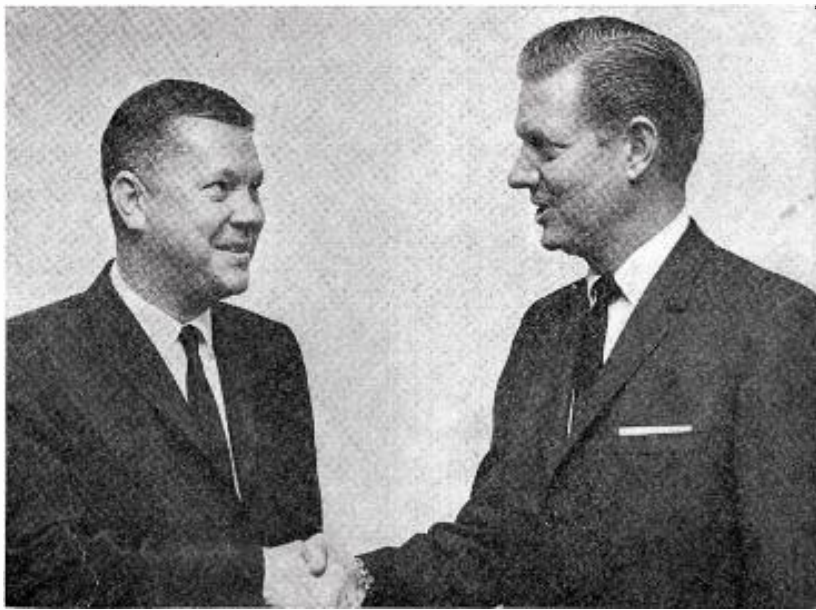
BRING YOUR AIR CHECK to BOOTH 76-W or mail it to Surrounding Sound

FACILITIES OF AM/FM RADIO

- station directory
- call letters, frequency
- executive personnel
- speciality programs
- representatives
- group ownership

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IRTS nominates officers for 1963-64 term

Sam Cook Digges (r), administrative vice president of CBS Films Inc., New York, is being congratulated upon his nomination for the presidency of the International Radio & Television Society by outgoing President **William K. McDaniel**, executive vice president of NBC Radio. Mr. Digges heads a slate of six officers and six new members of the board of governors nominated for election by the IRTS for the 1963-64 term. Nomination is tantamount to election.

Others nominated for the 1963-64 term and who will take office at the society's annual meeting May 9 are **Thomas J. McDermott**, N. W.

Ayer & Son, first vice president; **Richard P. Jones**, J. Walter Thompson, and **C. Wrede Petersmeyer**, Corinthian Broadcasting, as vice presidents; **William N. Davidson**, Advertising Time Sales, secretary, **Edward P. Shurick**, H-R Representatives, treasurer.

Nominated to serve two-year terms on the board of governors are **Clifford Botway**, Ogilvy, Benson & Mather; **Erwin H. Ephron**, A. C. Nielsen; **Alfred R. Schneider**, ABC; **James A. Stabile**, NBC; and **Hermínio Traviesas**, BBDO. **George C. Stevens**, Transcontinent Television, was nominated to fill a one-year unexpired term.

Va., joins WJZ-TV Baltimore as traffic manager. **Jim Miller**, WJZ-TV film director, named account executive.

Glenn M. Brillhart, account executive at WJZ-TV Baltimore, appointed general manager of WAQE-AM-FM Towson (Baltimore), Md. Mr. Brillhart replaces **Charles S. Gerber**, who recently resigned to become president and co-owner of KARA Inc. and general manager of KARA Albuquerque, N. M.



Mr. Brillhart

Jack Swan joins news department of WNAC Boston.

James J. Bollinger, chief announcer at WKYW Louisville, Ky., joins announcing staff of WLW Cincinnati.

Henry Lewis, newscaster formerly

with shortwave department of U. S. Armed Forces Radio & Tv Service, joins WTFM (FM) Lake Success, N. Y.

Tom Brookshier, formerly with Philadelphia Eagles football club, appointed sports director of WCAU-AM-FM Philadelphia, replacing **Bill Campbell**, who resigned. **Helen Bernard** named stations' sales service manager. **John B. Lawrence Jr.** joins news staff of WCAU-TV as writer.

Gerald E. Udwin, assistant news director of WIND Chicago, named news director of KDKA-AM-FM Pittsburgh, succeeding **David Kelly**, who has shifted to post of KDKA-TV news director. Both stations are owned by Westinghouse Broadcasting Co. Prior to joining WIND, Mr. Udwin had been with As-



Mr. Udwin

sociated Press in Chicago and WRRR Rockford, Ill., and WAAP Peoria, Ill.

Bill Dansby, news editor at WFGA-TV Jacksonville, Fla., elected president of Jacksonville News Reporters Club.

Tom Ferrall, news and film editor at KMOX-TV St. Louis, and **Bill Yearout**, with **Winius-Brandon Adv.**, join staff of KMBC-TV Kansas City.

Jack Rowzie, former air personality with WWDC-AM-FM Washington, D. C., and recently with WONE-AM-FM Dayton, Ohio, returns to Washington outlet as host of *The Jack Rowzie Show*. **Jack Zimmerman**, WWDC sales service manager, promoted to account executive.

Bob Raleigh, air personality at WIRK West Palm Beach, Fla., joins WPGC-AM-FM Morningside, Md., in similar capacity.

PROGRAMMING

James C. Stern, sales manager for central division of Allied Artists Tv Corp., Chicago, appointed assistant general sales manager. Mr. Stern will make his new offices in New York.

Robert L. Miller, former administrative assistant to vp, Trans-Lux Television Corp., New York, joins ABC Films, that city, as director of film operations. Mr. Miller succeeds **Leonard Strobel**, who joins Lennen & Newell. **Bernard Franzman**, formerly with National Telefilm Assoc., joins ABC Films as traffic manager.

James R. West, western sales representative, promoted to sales manager of PAMS Syndicated Productions, Dallas, Tex.

Cameron Applegate, **Fred Thorne** and **Ray Lofaro** join New York sales staff of Robert Lawrence Productions. Mr. Applegate formerly served as salesman for Dallas Jones, Chicago. Mr. Thorne served with BBDO and P&G in Canada, and Mr. Lofaro headed his own artists representative firm.

Frank P. Rosenberg joins Revue Studios as production executive and has been appointed executive producer of *Arrest and Trial*, new 90-minute series ABC-TV starting this fall.

William Davenport has been signed as producer and **Charles Tannen** as associate producer of new Screen Gems series, *Grindl*, which starts on NBC-TV this fall in Sun., 8:30-9 p.m. spot, with Procter & Gamble as sponsor. Team acted in same capacity for Four Star's *Ensign O'Toole* series during past season.

Marshall (Bud) Ormond, midwestern division manager of Trans-Lux Television Corp., appointed manager of southeastern division office in Miami Beach, Fla. **Marvin Lowe**, former mid-west division manager of Screen Gems, succeeds Mr. Ormond at Trans-Lux.

Frank V. Robinson named production manager of Fraser Productions, San Francisco. Prior to joining Fraser last year, Mr. Robinson directed tv film series, *Expedition California*, for ABC-TV and was staff producer at Lockheed Missile & Space Div., San Jose, Calif., on Polaris and Samos programs.

Ray Van Hooser, former owner of KNED McAlester, Okla., joins field staff of SESAC Inc., New York. Mr. Van Hooser will cover Washington, Oregon, Montana, Wyoming, Idaho and Colorado for company. He is immediate past president of Oklahoma Broadcasters Assn.

Arnold J. Faze, ASCAP field representative in Miami Beach, Fla., named manager of New Orleans office.

Tom McDermott, president of Four Star Television, appointed to board of directors of Hollywood Museum Assn.

Benjamin B. Selvin, artists and repertoire manager for RCA Victor's custom record department for 10 years, was honored last Wednesday (March 20) at retirement dinner at St. Moritz Hotel in New York. He joined RCA in 1953 after service with CBS, Muzak and American Federation of Musicians.

ALLIED FIELDS

Harold M. Spielman, vp of Schwerin Research Corp., New York, elected senior vice president.

Martin S. Gelband, former manager of market research for family products at Playtex Div. of International Latex Corp., New York, joins Audits & Surveys Inc., that city, as senior project supervisor of test audit division.

Stephen T. Saunders, assistant radio-tv executive on Chevrolet account at Campbell-Ewald, Detroit, joins client service staff of McHugh & Hoffman Inc., tv and advertising consultants, Birmingham, Mich.

Karl O. Bathke, assistant president of Capitol Radio Engineering Institute, Washington, D. C., promoted to director of marketing. CREI, founded in 1927, offers associate degree program in electronic engineering technology.

EQUIPMENT & ENGINEERING

George T. Stewart, general sales manager of Sony Corp. of America, elected vp and general sales manager for consumer products. Prior to joining

Trouble-shooters

Two broadcasters are among the 15-man trouble-shooting committee appointed by Arizona Gov. Paul Fannin to help solve the controversial tax status of the state's Salt River Project.

The broadcasters are **Tom Chauncey**, president of KOOL-AM-FM-TV Phoenix, and **Jack Williams**, program director of KOY, that city. They will join with 13 other prominent Arizona citizens in mediating the bitterly disputed issue.

Sony, Mr. Stewart was vp in charge of sales for Sylvania Electronics Corp. **Irving Sagor** elected vp in charge of account and finance.

A. K. Wing Jr., technical director-communications for International Telephone & Telegraph Federal Labs, elected vp of electron tube division.

Joseph P. Ulasewicz and **Wiley D. Wenger** appointed antenna merchandising manager and transmitter merchandising manager, respectively, in RCA broadcast and communications products division. Since 1954, Mr. Ulasewicz has been broadcast equipment field sales representative covering New England states. Mr. Wenger has had responsibility for division's fm transmitters.

Frank M. Thomas, manufacturing manager for eastern operations of Sylvania Electronic Systems, appointed chief engineer for parts division of Sylvania Electric Products, New York.

Dr. Herbert Bandes, senior staff member of Arthur D. Little Inc., San Francisco, and former chief engineer for semiconductor division of Sylvania Electric Products, appointed director of research for Eitel-McCullough, San Carlos, Calif., electronics manufacturer.

W. Robert Dresser, former chairman of Department of Engineering of New Haven College, appointed director of research for Scully Recording Instruments Corp. (tape recorders), Bridgeport, Conn.

Warden N. Hartman Jr., president of Eastern Pennsylvania Investment Co. of Philadelphia, joins Philco Corp.'s consumer products division as special markets manager. He succeeds **J. A. Winfield**, who resigned.

GOVERNMENT

Michael J. Connelly, former public relations aide to FCC Chairman Newton N. Minow and with U. S. Information Agency, appointed by Gov. Otto Kerner as consultant to Illinois Board of Economic Development. Mr. Connelly was member of Democratic National Committee staff in 1960.

Lee Hall, NBC commentator, and **Robert Sturdevant**, chief of European correspondents for ABC in Paris, join U. S. Information Agency to work with Voice of America. Mr. Sturdevant has been assigned to program manager's office and Miss Hall to worldwide English programs.

INTERNATIONAL

Clara Quinn, senior broadcast buyer of BBDO Ltd., Toronto, appointed media manager.

Kenneth Hawkins appointed news director of CKBW Bridgewater, N. S., replacing **Kenneth Foran**, who resigned to join *Halifax Herald*.

David G. Brydson, with E. S. Sumner Corp., Canadian station representatives, New York, appointed director of stations relations for Television Bureau of Canada Ltd., Toronto, newly created position.

Lt. Col. Rene P. Landry, vp of Canadian Broadcasting Corp., Ottawa, Ont., resigned his post when he reached retirement age earlier this month. He continues, however, as CBC consultant.



Radio à la Carte praised by Morris.

Dave Morris of KNUZ and KACY, Houston and Beaumont, Texas, says: "I previewed Radio à la Carte. I got it for my station because it's a fine radio production service." Talk to Marv Kempner. Find him in Suite 119A, Conrad Hilton Hotel.

Mark Century Corporation
6 West 57th St., N. Y. 19, N. Y. CI 5-3741

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING March 14 through March 20 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTIONS BY FCC

*Charlotte, N. C.—Charlotte-Mecklenburg Board of Education. Granted cp for new tv on uhf ch. 42 (638-644 mc); ERP 233 kw vis., 130 kw aur. Ant. height above average terrain 396 ft., above ground 430 ft. P. O. address 720 E. 4th St., Charlotte 4. Estimated construction cost \$491,450; first year operat-

ing cost \$106,200. Studio and trans. location both Charlotte. Geographic coordinates 35° 12' 25" N. Lat., 80° 47' 30" W. Long. Type trans. GE TT-25-A; type ant. GE TY-25-D. Legal counsel Brock Barkley, consulting engineer Frank F. Bateman, both Charlotte. Principals: board of education. Action March 18.

Wilmington, N. C.—Cape Fear Telecasting Inc. Granted cp for new tv on vhf ch. 3 (60-66 mc); ERP 16.3 kw vis., 8.32 kw aur. Ant. height above average terrain 261.3 ft., above ground 284 ft. P. O. address Murchison Bldg., Wilmington. Estimated construction cost \$122,290; first year operating cost \$280,500; revenue \$310,000. Studio and trans. locations both Wilmington. Geographic coordinates 34° 14' 13.5" N. Lat., 77° 56' 58" W. Long. Type trans. Gates BT5C, type ant. Jampro JATV 34/L/. Legal counsel Smith & Pepper, consulting engineer Cruetz & Snowberger, both Washington, D. C. Principals: William G. Broadfoot Jr., Elvin L. White and Percy R. Smith Jr. (each 33 1/3%). All are local businessmen with no other broadcast interest. Initial decision looking toward grant became effective March 7.

Austin, Tex.—Austin Bestg. Inc. Granted cp for new tv on ch. 24 (530-536 mc); ERP 18.6 kw vis., 10 kw aur. Ant. height above average terrain 422 ft., above ground 429 ft. P. O. address 113 W. Eighth St., Austin. Estimated construction cost \$205,000; first year operating cost \$72,000; revenue \$84,000. Studio and trans. locations both Austin. Geographic coordinates 30° 20' 05" N. Lat., 97° 45' 23" W. Long. Type trans. RCA TTU-1B; type ant. RCA TFU-24DL. Legal counsel Charles F. Herring, consulting engineer J.

G. Rountree, both Austin. Principals: Willard Deason (99+%) and Jeanne F. Deason & Charles F. Herring (each 42%). Company also owns KVET Austin. Initial decision looking toward grant became effective March 13.

APPLICATION

Victoria, Tex.—Victoria Tv. Uhf ch. 19 (500-506 mc); ERP 18.75 kw vis., 10.1 kw aur. Ant. height above average terrain 433 ft., above ground 455 ft. P. O. address 307 N. Vine St., Victoria. Estimated construction cost \$147,968; first year operating cost \$173,353; revenue \$254,400. Trans. and studio locations both Victoria. Geographic coordinates 28° 50' 23" N. Lat., 97° 0' 09" W. Long. Type trans. RCA TTU-1B, type ant. RCA TFU-24DL. Legal counsel Ross K. Prescott, Dallas, Tex.; consulting engineer William B. Carr, Ft. Worth, Tex. Principals: Marjorie S. Frels and Rubin Frels (each 50%). Neither principal has broadcast interests. Ann. March 18.

Existing tv station

ACTION BY FCC

■ Commission granted request by Central California Educational Tv (KVIE [TV], ch. *6), Sacramento, Calif., for waiver of Sec. 3.651(c)(2) of rules for period coextensive with license term to Dec. 1, 1965, to allow broadcast of only one picture (record album cover) on video channel while program "Musical Portraits" is broadcast on aural channel. Comrs. Bartley and Ford dissented; Comr. Craven not participating. Action March 20.

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New am stations

ACTIONS BY FCC

Palm Desert, Calif.—Palm Desert Bestg. Co. Granted cp for new am on 1270 kc, 500 w-D. P. O. address c/o Delbert Davitt, 31615 Avineda La Paloma, Palm Springs, Calif. Estimated construction cost \$17,280, first year operating cost \$40,000, revenue \$50,000. Principals: Delbert Davitt, engineer, and Spencer Rauber, service station owner (each 50%). Action March 14.

Centerville, Ind.—Richmond Bestg. Co. Granted cp for new am on 930 kc, 500 w-D. P. O. address Box 450, Paducah, Ky. Estimated construction cost \$45,630; first year operating cost \$80,000; revenue \$75,000. Principals: Pierce E. Lackey & F. E. Lackey (each 45%) and William E. Wilson (10%). P. E. Lackey owns WPAD-AM-FM Paducah, Ky.; F. E. Lackey owns WHOP-AM-FM Hopkinsville, Ky.; Messrs. Lackey together own WRAJ Chester, Ill.; Mr. Wilson is Richmond, Ind., city controller. Action March 6.

Shelbyville, Ky. — Shelby Bestg. Co. Granted cp for new am on 940 kc, 1 kw-D. P. O. address Box 185, Campbellsville, Ky. Estimated construction cost \$17,000; first year operating cost \$29,000; revenue \$36,000. Principals: J. B. Crawley, W. B. Kelly, Dean Harden and R. L. Turner (each 25%). Mr. Crawley and Mr. Kelly own radio and tv store; Mr. Crawley is engineer with WTCO Campbellsville, Ky.; Mr. Kelly is chief engineer with WLBK Lebanon, Ky.; Mr. Harden is announcer at WNES Central City, Ky.; Mr. Turner is gen. mgr. of WTCO. Action March 6.

Rochester, Minn.—WBIZ Inc. Granted cp for new am on 1520 kc, 1 kw-D. P. O. address 809 Cameron St., Eau Claire, Wis. Estimated construction cost \$17,748; first year operating cost \$50,000; revenue \$55,000. Howard G. Bill, sole owner, also owns WBIZ Eau Claire, Wis. Action March 20.

Lima, Ohio—Citizens Bestg. Co. Granted cp for new am on 940 kc, 250-D. Conditioned that before program tests are authorized it shall have first complied with all applicable procedures of F.A.A. regarding ant. proposal. P. O. address 711 W. Vine St., Lima. Estimated construction cost \$21,600; first year operating cost \$48,000; revenue \$60,000. Principals: Sam Kamin and James A. Howenstine (each 50%). Principals are local businessmen with no other broadcast interests. Action March 6.

Windber, Pa.—Windber Community Bestg. System. Granted cp for new am on 1350 kc, 1 kw-D. Pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address 910 Park Ave., Windber. Estimated construction cost \$23,475; first year operating cost \$50,000; revenue \$50,000. Principals: E. Z. Eperjessy, Louis Popp and William H. Myers (each 33½%). Review Board grant March 7.

Keyser, W. Va.—Potomac Bestg. Inc. Granted cp for new am on 1390 kc, 1 kw-D. P. O. address Box 1526, Clarksburg, W. Va. Estimated construction cost \$16,100; first year operating cost \$24,000; revenue \$28,500. Pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Principals: Glacus G. Merrill (63.6%), Marie B. Merrill (16%) and others. Mr. Merrill is cattle breeder and ex-broadcaster; Mrs. Merrill is housewife. Initial decision looking toward grant became effect March 13.

South Charleston, W. Va.—William D. Stone. Granted cp for new am on 1410 kc, 1 kw-D. P. O. address Box 8305, South Charleston. Estimated construction cost \$22,850; first year operating cost \$38,000; revenue \$48,000. Mr. Stone, sole owner, is minority owner of WWOY Pineville, W. Va. Action March 20.

APPLICATION

Glennallen, Alaska—Central Alaskan Missions Inc. 790 kc, 5 kw. P. O. address Box 5, Glennallen. Estimated construction cost \$30,500; first year operating cost \$18,000; revenue \$20,000. Rev. Vincent J. Joy is president of non-profit organization. Ann. March 14.

Existing am stations

ACTIONS BY FCC

KEEN San Jose, Calif.—Granted change of operation on 1370 kc, DA-2, from 1 kw-N, 5 kw-LS, to 5 kw, unl.; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419; and without prejudice to whatever action commission may deem necessary as result of final determination of pending applications for renewal of licenses of KCVR-AM-FM Lodi, Calif. Action March 20.

KSMA Santa Maria, Calif.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action March 20.

WBRX Berwick, Pa.—Granted increased power on 1280 kc, D, from 500 w to 1 kw; remote control permitted; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action March 20.

WOVE Welch, W. Va.—Granted change from SH to unl. time, continued operation on 1340 kc, 250 w-N, 1 kw-LS.

APPLICATIONS

WIGO Indianapolis, Ind.—Mod. of cp (as modified, which authorized a new am) to increase power from 250 w to 1 kw, install new trans. and change ant.-trans. location. Ann. March 20.

WOLF Syracuse, N. Y.—Mod. of cp (which authorized increased daytime power) to make changes in DA system and ground system. Ann. March 14.

KBEL Idabel, Okla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. March 14.

WLSE Copperhill, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. March 20.

New fm stations

ACTION BY FCC

*Carmel, Ind. — Carmel-Clay Schools. Granted cp for new fm on 91.3 mc, ch. 217, 10 w. Ant. height above average terrain 72 ft. P. O. address Carmel. Estimated construction cost \$4,589; first year operating cost \$500. Principals: board of school trustees. Action March 14.

APPLICATION

Columbus, Neb.—KJSK Inc. 96.7 mc, ch. 244, 3 kw. Ant. height above average terrain 233 ft. P. O. address c/o G. B. Anderson, KLR Denver, Colo. Estimated construction cost \$5,000; no estimated operating cost or revenue (proposed station will be run with applicant's KJSK Columbus). Principals: George B. Anderson (68.57%) and others. Applicant also owns KJSK Columbus. Ann. March 15.

Existing fm station

APPLICATION

*WCDR-FM Cedarville, Ohio—Cp to change frequency from 88.1 mc, ch. 201, to 90.1 mc, ch. 211.

Ownership changes

ACTIONS BY FCC

KENL Arcata, Calif.—Granted assignment of license from Melvin D. & Aldine T. Marshall (100% as joint tenants), d/b as Humboldt Bestrs. Inc., to Earl J. Madray and Robert P. Price (each 50%), tr/as M & P Radio Bestg. Corp. Consideration \$95,000. Action March 15.

KBVM Lancaster, Calif.—Granted acquisition of positive control of licensee corporation, Tri-County Bestrs. Inc., by Donald D. Lewis (80%, presently 40%) from George Patton and Roy N. Hinkel (each 20%). Consideration \$9,553 and liquidation of debts. Other stockholders: Don P. Park & D. Dean Roper (each 10%). Action March 15.

KCHU (TV) San Bernardino, Calif.—Granted assignment of cp from K-CHU TV Inc. to Sun Co. of San Bernardino, Calif., parent company of licensee. No financial consideration involved. Action March 15.

KCTO (TV) (formerly KTVR (TV)) Denver, Colo.—Granted assignment of license from J. Elroy McCaw (100%), d/b as Gotham Bestg. Corp., to Mr. McCaw (100%), tr/as Channel 2 Corp. No financial consideration involved. Action March 14.

WWDC-AM-FM Washington, D. C.—Granted transfer of control of licensee

corporation, WWDC Inc., from Leslie Katz and Benjamin Strouse, executors of estate of Joseph Katz (83.2%), deceased, to Ruth K. Strouse and Leslie & Richard Katz (equal shares). No financial consideration involved. Action March 20.

WKOS Ocala, Fla.—Granted assignment of license from Robert L. Gillam (100%) to same person, d/b as WKOS Inc. No financial consideration involved. Action March 14.

WINT Winter Haven, Fla.—Granted transfer of control of licensee corporation, Winter Haven Bestg. Inc., from Angelo L. Fazzari (65%), Dorothy M. Fazzari (25%) and Bruce Parker (10%) to Douglas F. Montgomery and Donald K. Lamerson (each 50%). Consideration \$100,000. Mr. Montgomery is news director of WFYC Alma, Mich.; Mr. Lamerson owns shoe store. Also see grant below. Action March 15.

WINT Winter Haven, Fla.—Granted assignment of license from Douglas Montgomery and Donald Lamerson (each 50%), d/b as Winter Haven Bestg. Inc., to same persons in same percentages, tr/as Winter Haven Bestg. No financial consideration involved. Also see grant above. Action March 15.

WNSH-AM-FM Highland Park, Ill. — Granted transfer of negative control of licensee corporation, North Suburban Radio Inc., from Charles Liebman (50%) to Eli E. Fink (50% before transfer, 66 2/3% after), Nancy F. Epstein (20%) and Herbert Schoenrod (13½%). Consideration is reimbursement of Mr. Liebman's investment. Mrs. Epstein and Mr. Fink have interest in WIL-AM-FM St. Louis, Mo., and KBOX-AM-FM Dallas, Tex.; Mr. Schoenrod has interest in WIL-AM-FM. For more information see grant below. Action March 20.

WNSH-AM-FM Highland Park, Ill. — Granted assignment of cps from North Suburban Radio Inc. (for new ownership, see above), to North Suburban (75%), H. & E. Balaban Corp. (20%) and Nan Radio Corp. & Bon Family Corp. (each 2½%), tr/as Radio Station WNSH. Consideration is part of \$16,480 in grant above. H. & E. Balaban is owned by Balaban family (100%, individually and in trust), and has interest in WIL-AM-FM & KBOX-AM-FM (see above). WICS (TV) Springfield, WCHU (TV) Champaign, WICD (TV) Danville & WTVO (TV) Rockford, all Illinois and WHNB-TV New Britain, Conn. Both Nan Radio and Bon Family have interest in WIL-AM-FM. Action March 20.

WRTL Rantoul, Ill.—Granted assignment of cp from John Coleman, William R. Brown and Donald R. Williams (each 33½%), d/b as Regional Radio Service, to Messrs. Brown and Williams (each 50%), tr/as same company. Consideration \$5,709. Action March 18.

WDCX (FM) Buffalo, N. Y.—Granted assignment to cp from Donald B. Crawford (100%) to Kimtron Inc., of which Mr. Crawford is sole owner. No financial consideration involved. Action March 15.

WBFM (FM) New York, N. Y.—Granted assignment of license cp and SCA from Muzak Corp. to Wrather Corp., parent company of licensee. No financial consideration involved. Action March 18.

WMGW-AM-FM Meadville, Pa.—Granted transfer of negative control of licensee corporation, Regional Bestrs. Inc., from American Business Enterprises (50%) to all its stockholders: Alastair B. Martin (12.5%), Edith P. Martin (15%), Robin Martin (10%), Dorothy M. Moore (10%) and Edwin A. Bernstein (2.5%); other ownership remains stable. No financial consideration involved. Action March 15.

WHLP Centerville, Tenn.—Granted acquisition of positive control of licensee corporation, Trans-Air Bestg. Corp., from Harold C. Flood (50%) by O. O. Smith (50% before transfer, 100% after). Consideration is note owed Mr. Smith. Action March 15.

KBYG Big Spring, Tex.—Granted assignment of license from William J. Wallace (50%) and Howard Barrett & Frank Junell (each 25%), d/b as Big Spring Radio Co., to same persons in same percentages, tr/as Big Spring Radio Inc. No financial consideration involved. Action March 14.

KTUE Tullia, Tex.—Granted assignment of license from W. A. & Doris Amburn (each 49%) and George J. Jennings Jr. (2%), d/b as KTUE Radio Inc., to Mr. & Mrs. Amburn (each 50%). No financial consideration involved. Action March 15.

WEET Richmond, Va.—Granted assignment of license from Burton Levine (100%) d/b as Radio Richmond Inc., to J. Olin Tice

Jr. and others, tr/as Jot Bestrs. Inc. Consideration \$300,000. Mr. Tice controls WCAY Cayce, S. C., WKTC Charlotte, N. C., WBAZ Kingston, N. Y., and WFCT Knoxville, Tenn. Action March 20.

APPLICATIONS

WSEI (FM) Effingham, Ill.—Seeks assignment of cp from Illinois Bestg. Co., large company controlled by Lindsay and Schaub families, to Joseph E. McNaughton family and others, tr/as Effingham Bestg. Co. Consideration \$5,000. Applicant owns WCRA Effingham, WRMN Elgin and WKEI Keeweenaw, all Illinois. Ann. March 18.

KMLB-AM-FM Monroe, La.—Seeks transfer of control of license corporation, KMLB Inc., from Leon S. Walton (51%) to R. L. Vanderpool Jr. (51%); other ownership remains stable. Consideration \$20,344 and assumption of debt. Mr. Vanderpool is part owner of WAPX Montgomery, Ala. Ann. March 14.

WMAX-AM-FM Grand Rapids, Mich.—Seeks acquisition of positive control of license corporation, Atlas Bestg. Co. from Charles A. Sprague (44.78%) by Joseph C. Hooker (81.08% after transfer, 44.78% before) through purchase of Mr. Sprague's stock by corporation; other ownership remains stable. Consideration \$150,000. Ann. March 11.

WHBI (FM) Newark, N. J.—Seeks transfer of negative control of license corporation, Cosmopolitan Bestg. Corp., from Suburban Bestg. Inc. (50%) to parent corporation, VIP Radio Inc. (50%). No financial consideration involved. Ann. March 18.

KAVE-AM-TV Carlsbad, N. M.—Seeks transfer of control of license corporation, Voice of Caverns Inc., from Lucile R. Talbott, executrix of estate of Edward P. Talbott (51%), deceased, and others to John Deme (98%) and others, d/b as KAVE Inc. Consideration \$168,000. Mr. Deme owns WINF-AM-FM Manchester, Conn. Ann. March 18.

KDOV Medford, Ore.—Seeks transfer of control of license corporation, Medford Bestrs. Inc., from Ralph J. Silkwood (50%) and K. C. Laurance (25%) to W. H. Hansen (100% after transfer, 25% before). Ann. March 18.

KSNY Snyder, Tex.—Seeks transfer of negative control of license corporation, Snyder Bestg. Co., from Flora D. Hughes, executrix of estate of J. T. Hughes (50%), deceased, to Mrs. Hughes (50%) individually. No financial consideration involved. Ann. March 19.

WEEL Fairfax, Va.—Seeks acquisition of positive control of license corporation, O.K. Bestg. Corp., from George E. Oleson (50%) by Arthur Kellar (100% after transfer, 50% before). Consideration \$125,000. Ann. March 18.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Asher H. Ende issued initial decision looking toward (1) granting applications of Albany Electronics Inc. for new vhf tv translator stations on chs. 10 & 12, Laramie, Wyo., to translate programs of Denver, Colo., stations KOA-TV (ch. 4) and KLZ-TV (ch. 7), and (2) denying applications of Laramie Community Tv Co., Div. of Collier Community Tv Inc., for three new vhf tv translator stations on chs. 11 & 13 in Laramie, and on ch. 8 in Tie Siding, Wyo. Action March 20.

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Harry Newby for new am on 1300 kc, 5 kw, DA, D, in Cambridge, Minn.; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action March 19.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Bolling Branham, tr/as Douglas County Bestg. Co., for new am on 1520 kc, 1 kw, 500 w-CH, D, in Douglasville, Ga.; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and denying application of Five Cities Bestg. Inc. for same facilities in Austell, Ga. Action March 18.

DESIGNATED FOR HEARING

WRMS Beardstown, Ill.—Designated for hearing application to increase power on 790 kc, DA, D, from 500 w to 1 kw; issues include Secs. 3.35 (a) and 3.35 (b) multiple ownership and concentration of control determinations; made WBBM Chicago, which filed opposing petition, and KREI

Farmington, Mo., parties to proceeding. Action March 20.

Marshall Bestg. Co., Marshall, Mich., Wright Bestg. Co., East Lansing, Mich.—Designated for consolidated hearing applications for new daytime am stations on 1540 kc—Marshall with 250 w and Wright with 5 kw, 1 kw-CH, DA; issues include Sec. 3.35 multiple ownership determination with respect to Wright Bestg.

KSHO-TV, Harry Wallerstein, receiver, Las Vegas, Nev.—Designated for hearing applications for (1) renewal of license and (2) assignment of license to Tv Co. of America Inc. and (3) transfer of control of Nevada Bestrs. Fund Inc. (which owns 96% interest in Tv Co. of America) from Reed R. Maxfield, Carl A. Hulbert, Robert W. Hughes and Alex Gold to Arthur Powell Williams. Issues include questions of unauthorized control, failure to file reports and agreements, and misrepresentations. Action March 13.

OTHER ACTIONS

■ By memorandum opinion & order, commission granted in part joint petition by WMOZ Inc. and Edwin H. Estes to extent of rescheduling oral argument from April 11 to April 25 in proceeding on renewal of license of WMOZ Mobile, Ala., and revocation of license for WPFA Pensacola, Fla.; afforded each party 30 minutes for argument on exceptions to initial decision and on petition to reopen record and remand filed by WMOZ-Estes. Comr. Craven not participating. Action March 20.

■ By memorandum opinion & order in proceeding on applications for new am stations of Charles A. Bell, George J. Helmer III, Wayne H. Lewis and Edward Bleier, d/b as Newton Bestg. Co., Newton, Mass., and Transcript Press Inc., Dedham, Mass., commission denied request by Newton Bestg. Co. for permission to inspect (1) written request of Broadcast Bureau for *subpena duces tecum* directed to Edward Bleier, (2) copy of *subpena duces tecum* issued by hearing examiner on Jan. 4 requiring Bleier to produce certain records and correspondence relating to Newton partnership, and (3) return made by person serving said *subpena*. Comr. Craven absent. Action March 20.

■ By memorandum opinion & order, granted petition by Upper Passaic County Radio and reinstated, *nunc pro tunc*, as of April 12, 1961, date of original filing, its application for new daytime am on 1500 kc, 500 w, DA, in Pompton Lakes, N. J. Action March 20.

■ By order, commission granted petition by Seaport Bestg. Corp. and extended to March 21 time to file reply to exceptions to initial decision in consolidated proceeding on application for new am in Lancaster, N. Y., *et al.*, in Docs. 14031 *et al.* Action March 19.

■ Commission gives notice Jan. 23 initial decision which looked toward granting application of Torrington Bestg. Inc. to change facilities of WTOR Torrington, Conn., from 1490 kc, 250 w, unil., to 610 kc, 500 w-N, 1 kw-LS, DA-2, became effective March 14 pursuant to Sec. 1.153 of rules. Action March 18.

■ By memorandum opinion & order, commission denied petition by Greater Boston Tv Corp. for reconsideration of Sept. 26, 1962, decision which supplemented, modified and affirmed previous decisions which (1) reinstated cp granted WHDH Inc. for new tv on ch. 5 in Boston, Mass., (2) denied competing applications of Greater Boston Tv Corp. and Mass. Bay Telecasters Inc. and (3) granted licenses for WHDH-TV for period of four months only. Chmn. Minow dissented; Comrs. Hyde and Ford concurred and issued statements; Comrs. Bartley, Craven and Henry not participating. Action March 13.

■ By memorandum opinion & order in proceeding on application of Bigbee Bestg. Co. for new am in Demopolis, Ala., commission (1) denied Bigbee's petition to require Demopolis Bestg. Co. party to proceeding, to file application for renewal of license of WXAL Demopolis to facilitate comparative analysis of whether Bigbee or Demopolis is best qualified to serve public interest in event it is concluded city of Demopolis can support only one station, and (2) dismissed Bigbee's petition to enlarge issues. Comrs. Bartley and Ford dissented; Comr. Craven abstained from voting. Action March 13.

■ By memorandum opinion & order, commission (1) denied joint request by Philco

Bestg. Co. and National Bestg. Co. for approval of agreement whereby Philco would withdraw its application for new tv on ch. 3 in Philadelphia, Pa., and NBC would pay Philco not in excess of \$550,000, and (2) called upon Philco to determine, without undue delay, whether it will continue to prosecute its application which is in consolidated hearing with NBC's application for renewal of license of WRCV-TV (ch. 3) Philadelphia and other NBC-RKO broadcast transfers and related applications in Docs. 13085 *et al.* Comrs. Hyde and Lee dissented; Comr. Craven not participating. Action March 13.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Porter County Bestg. Co. and extended to March 22 time to file opposition to petition to enlarge issues filed by Valparaiso Bestg. Co. in proceeding on applications for new am stations in Valparaiso, Ind. Action March 19.

■ By memorandum opinion & order in consolidated am proceeding on applications of William S. Cook, Colorado Springs, Denver Area Bestrs. (KDAB), Arvada, both Colorado, and Charles W. Stone (KCHY), Cheyenne, Wyo., in Docs. 14815-7, granted late filed motion by Lakewood Bestg. Service Inc. (KLAK), Lakewood, Colo., party respondent, to extent of enlarging hearing issues with respect to KDAB's application to include determinations as to overlap, coverage, and suitability of ant. site; and made KLOV Loveland and KMOR Littleton, both Colorado, parties to proceeding. Board Member Nelson not participating. Action March 18.

■ By memorandum opinion & order, dismissed requests by Smackover Radio Inc., Smackover, Ark., for stay and further review of Jan. 4 initial decision which looked toward granting application of Ouachita Valley Radio Corp. for new am in Camden, Ark. Action March 18.

■ Granted petition by International Bestg. Corp. and Mauricio Alvarez-Martin, applicants for new am stations in Carolina, P. R., and extended to March 29 time to respond to Broadcast Bureau's opposition to joint petition for approval of agreement. Action March 18.

■ By memorandum opinion & order in consolidated proceeding on applications of Jesus Vargas Candelaria, Bayamon, P. R., International Bestg. Corp., and Mauricio Alvarez-Martin, both Carolina, P. R., for new am stations on 1400 kc, 250 w, unil., in Docs. 14764 *et al.*, granted joint petition by Candelaria and International for approval of agreement whereby International would reimburse Candelaria for expenses incurred in connection with latter's application in return for withdrawal; dismissed Candelaria application with prejudice. Action March 15.

■ Granted petition by Stuart W. Epperson and extended to March 22 time to reply to exceptions filed by Broadcast Bureau in proceeding on Epperson's application for new am in Winston-Salem, N. C. Action March 15.

■ In proceeding on am applications of Accomack-Norhampton Bestg. Inc. (WESR), Tasley, Va., and Chesapeake Bestg. Corp. (WASA), Harve de Grace, Md., in Docs. 14945-6, granted petition by WESR and enlarged hearing issues to include Sec. 307 (b) determination. Action March 13.

■ By order, held in abeyance further action in proceeding on am application of KFNF Bestg. Corp. (KFNF), Shenandoah, Iowa (Nicholas and Victor J. Tedesco sole stockholders), pending resolution of proceedings on Tedesco's applications, Gabriel Bestg. Co., Chisholm, and Tedesco Inc., Bloomington, both Minnesota, in Docs. 14528 and 14740. Action March 13.

ACTIONS ON MOTIONS

■ Commission granted request by Storer Bestg. Co. and extended from March 25 to May 24 time to file comments and from April 10 to June 10 for replies in matter of amendment of Sec. 1.307 of rules which would bar applications under multiple ownership rules unless applicant first disposed of conflicting holding. Action March 14.

■ Commission granted request by Storer Bestg. Co. and extended from March 18 to March 25 time to file comments in matter of amendment of Part 3 of rules to eliminate objectionable loudness of commercial announcements and commercial continuity

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*ARB Continuing Readership Study

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 20

	Lic.	ON AIR	Cps.	CPS Not on air	TOTAL APPLICATIONS for new stations
AM	3,768		55	128	463
FM	1,071		21	123	187
TV	515		54	83	104

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, March 20

	VHF	UHF	TOTAL TV
Commercial	486	93	579
Non-commercial	47	21	68 ¹

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 28

	AM	FM	TV
Licensed (all on air)	3,760	1,066	515
Cps on air (new stations)	63	26	64
Cps not on air (new stations)	115	122	79
Total authorized stations	3,938	1,214	658
Applications for new stations (not in hearing)	277	173	54
Applications for new stations (in hearing)	198	13	50
Total applications for new stations	475	186	104
Applications for major changes (not in hearing)	315	109	43
Applications for major changes (in hearing)	55	3	8
Total applications for major changes	370	112	51
Licenses deleted	1	1	1
Cps deleted	2	0	0

¹Includes 3 stations operating on unreserved channels.

over am, fm and tv stations. Action March 14.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner H. Gifford Irion to preside at hearing in proceeding on am applications of Van Wert Bcstg. Co., Plymouth, Ind., and Mid-States Bcstg. Co. (WDZ), Decatur, Ill.; scheduled prehearing conference for April 16 and hearing for May 20. Action March 18.

■ Designated Examiner Forest L. McClennig to preside at hearing in proceeding on application of Big Bear Lake Bcstg. Co. for new am in Big Bear Lake, Calif.; scheduled prehearing conference for April 18 and hearing for May 8. Action March 18.

■ Designated Examiner Chester F. Naumowicz Jr. to preside at hearing in proceeding on am application of K-FIV Inc. (KFIV), Modesto, Calif.; scheduled prehearing conference for April 18 and hearing for May 20. Action March 18.

■ Designated Examiner Millard F. French to preside at hearing in proceeding on applications of Harry Wallerstein, receiver, Tv Co. of America Inc., for renewal of license, assignment of license, and transfer of control of KSHO-TV Las Vegas, Nev., in Docs. 15006-8; scheduled prehearing conference for April 15 and hearing for June 3. Action March 18.

■ In proceeding on applications of Chisago County Bcstg. Co. for new daytime am on 1380 kc, 500 w in Lindstrom, Minn. and Brainerd Bcstg. Co. to change operation of KLIZ Brainerd, Minn., on 1380 kc from 1 kw-D, to 5 kw, unl., DA-N, (1) granted petition by Brainerd and accepted notice of appearance filed late, and (2) dismissed with prejudice for failure to prosecute Chisago's application. Action March 15.

■ Granted petition by Mel Wheeler to extent of dismissing application, but with prejudice, for new am in Plymouth, Ind., and retained in hearing status application of Jasper County Bcstg. Corp. for new am in Rensselaer, Ind. Action March 14.

■ By order in investigatory proceeding involving McLendon Corp. (WYNR), Chicago, Ill., denied motion by McLendon Corp. for prehearing conference. Action March 13.

By Hearing Examiner Basil P. Cooper

■ Granted motion by 1360 Bcstg. Inc. (WEBB), Baltimore, Md., and extended from March 15 to March 29 date for exchange of preliminary engineering exhibits, March 29 to April 12 for exchange of final engineering exhibits, and from April 8 to April 22 for start of evidentiary hearing in proceeding on am application. Action March 18.

■ Pursuant to agreements reached at March 15 prehearing conference in proceeding on application of Rhinelander Tv Cable Corp. for new am in Rhinelander, Wis., in Doc. 14971, continued April 25 evidentiary hearing to May 20. Action March 15.

■ Granted joint petition by applicants and continued from March 15 to April 5 date for preliminary exchange of exhibits, March 25 to April 15 for final exchange of exhibits, and April 1 to April 22 date of evidentiary hearing in proceeding on applications of Kansas Bcstrs. Inc. and Salina Radio Inc. for new am stations in Salina, Kans. Action March 15.

By Hearing Examiner James D. Cunningham

■ On own motion, subject to decision of commission upon respondent's appeal from Review Board's ruling, released Feb. 26, which denied petition for review of hearing examiner's order of Jan. 7 for further hearing in matter of revocation of license and SCA of Carol Music Inc. for WCLM (FM) Chicago, Ill., continued April 2 further hearing to April 4, in Chicago. Action March 14.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Berkshire Bcstg. Corp., Stratford, Conn., and extended from March 15 to March 22 time to file reply findings of fact and conclusions of law in proceeding on application, et al., in consolidated am proceeding in Docs. 8716 et al. Action March 12.

By Hearing Examiner Millard F. French

■ Upon request by Broadcast Bureau and with consent of all parties in Largo, Fla.,

tv ch. 10 proceeding in Docs. 12445-50, changed time of March 19 hearing from 10 a.m. to 1:00 p.m. Action March 18.

■ Upon request of applicant and without objection on part of any party to proceeding on am application of Radio Ashland Inc. (WNCO), Ashland, Ohio, extended from March 21 to April 1 date for exchange of exhibits, March 29 to April 9 for notification of witnesses, and continued April 5 hearing to April 17. Action March 15.

■ By order, formalized agreements and rulings made at March 13 prehearing conference in proceeding on am application of Norristown Bcstg. Inc. (WNAR), Norristown, Pa.; scheduled May 27 for exchange of exhibits, June 4 for notification of witnesses, and rescheduled April 17 hearing for June 12. Action March 14.

By Hearing Examiner Arthur A. Gladstone

■ Upon request by Broadcast Bureau and without objection by applicant, extended from March 25 to April 5 time to file proposed findings in proceeding on application of Avoyelles Bcstg. Corp. for new am in New Roads, La. Action March 19.

■ Granted motion by Z-B Bcstg. Co. and continued March 18 hearing to July 1 in proceeding on its application and Service Bcstg. Corp. for new am stations in Zion, Ill., and Kenosha, Wis., respectively. Action March 14.

■ In consolidated am proceeding on applications of Pekin Bcstg. Co. (WSIV), Pekin, Ill., Tedesco Inc. (KWKY), Des Moines, and Des Moines County Bcstg. Co., Burlington, both Iowa, in Docs. 8342 et al., ordered (1) if petition of Tedesco for leave to dismiss application is granted, if Pekin Bcstg. files by March 26 petition for severance of application from that of Des Moines, and if such petition is granted, hearings with respect to Pekin will proceed on April 8 and Des Moines on June 24; and (2) in event respective petitions of Tedesco or Pekin are not acted upon favorably, hearing on all three applications will be postponed from April 8 to June 24. Action March 13.

By Hearing Examiner Isadore A. Honig

■ On own motion, postponed from April 9 to April 19 date for exchange of applicant's exhibits, from April 18 to April 30 for notification as to applicant's witnesses desired for cross-examination, and continued April 23 hearing to May 7 in consolidated proceeding on applications of Chisago County Bcstg. Co., Lindstrom, and Brainerd Bcstg. Co. (KLIZ), Brainerd, Minn. Action March 15.

■ On own motion, postponed indefinitely dates heretofore fixed for preliminary exchange of applicant's exhibits, final exchange notification as to witnesses, and commencement of hearing (viz., March 15, April 5, April 15, and April 30, respectively) pending consideration of, and action on, petition for dismissal by Warsaw-Mount Olive Bcstg. Co. of application for new am in Warsaw, N. C. Action March 14.

■ By order, formalized procedural agreements reached at March 12 prehearing conference in proceeding on am applications of Chisago County Bcstg. Co., Lindstrom, and Brainerd Bcstg. Co. (KLIZ), Brainerd, both Minnesota, in Docs. 14957-8; continued April 17 hearing to April 23, and, on own motion, relieved Brainerd of obligation to exchange copies of proposed exhibits with Chisago which was held by examiner at prehearing conference to be in default for failure to prosecute its application. Action March 12.

By Hearing Examiners Annie Neal Huntting and Charles J. Frederick

■ Granted petition by Broadcast Bureau and extended from March 18 to April 1 time to file proposed findings and conclusions in consolidated am proceeding on applications of Kent-Ravenna Bcstg. Co., Kent, Ohio, et al. Action March 13.

By Hearing Examiner H. Gifford Irion

■ On own motion, cancelled March 18 further hearing and scheduled conference for April 1 in proceeding on applications of WIDU Bcstg. Inc. and Al-Or Bcstg. Co. for new am stations in Asheboro and Mebane, both North Carolina, respectively. Action March 13.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Granted motion by Denver Area Bcstrs. (KDAB), Arvada, Colo., and extended from

March 18 to April 8 date for final exchange of exhibits, March 25 to April 15 for notification of witnesses, and April 1 to April 22 for commencement of hearing in proceeding on an application, et al., which is in consolidated proceeding in Docs. 14815-7. Action March 15.

■ Granted request by Broadcast Bureau and extended to March 28 time to file proposed findings in proceeding on application of Cannon Bcstg. Co. for new am in Woodbury, Tenn. Action March 13.

By Hearing Examiner Herbert Sharfman

■ Following March 18 oral argument in proceeding on applications of Rockland Bcstg. Co., Rockland Radio Corp., and Rockland Bcstrs. Inc. for new am stations in Blauvelt and Spring Valley, both New York, respectively, in Docs. 14510 et al., granted motion by Rockland Bcstg. Co. and petition by Rockland Radio Corp. for limited reopening of record, to extent of reopening record to permit consideration of receipt of exhibits attached to motion and petition; and further extended from March 25 to April 1 time to file initial proposed findings and from April 4 to April 11 for replies. Action March 18.

■ Upon request by applicants, extended certain procedural dates and continued April 17 hearing to April 24 in proceeding on applications of North Atlanta Bcstg. Co. and J. Lee Friedman for new am stations in North Atlanta, Ga. Action March 18.

■ Upon request of Colchester Bcstg. Corp., Herndon, Va., scheduled further conference for 9 a.m., March 20, in proceeding on its application, et al., which is in consolidated am proceeding in Docs. 14873 et al. Action March 14.

■ Upon request by Rockland Bcstrs. Inc., and without objection by other parties, further extended from March 18 to March 25 time to file proposed findings and from March 28 to April 4 for replies in proceeding on application for new am in Spring Valley, N. Y., et al., which is in consolidated am proceeding in Docs. 14510 et al. Action March 13.

■ Upon request by Southern Radio & Tv Co. extended from March 18 and March 29 to March 25 and April 5, respectively, dates for informal exchange and formal exchange of written direct cases of applicants; and, as result of foregoing extensions, extended from April 5 to April 11 date for receipt of notice of witnesses desired for cross-examination, and further rescheduled April 9 hearing for April 25 in proceeding on Southern's application for new am in Lehigh Acres, Fla., et al. in Docs. 14909-10. Action March 13.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of March 19

KFRE-TV Fresno, Calif.—Granted license covering installation of aux. ant. system at main trans. site.

KOLD-TV Tucson, Ariz.—Granted license covering aux. trans. and ant. at old trans. site.

KFBC-TV Cheyenne, Wyo.—Granted license covering installation of aural aux. trans.

KSWs-TV Roswell, N. M.—Granted cp to change aural ERP to 161 kw, type trans. and type ant., ant. height to 1760 ft., and make changes in ant. structure and equipment.

■ Following stations were granted extensions of completion dates as shown: *WJSP-TV Columbus, Ga., to Sept. 19; WRSJ Bayamon, P. R., to Sept. 30; WKOK Sunbury, Pa., to May 15; KNOP North Platte, Neb., to Sept. 3; WNVY Pensacola, Fla., to Sept. 26; KSTU Logan, Utah, to June 30; WPAG Ann Arbor, Mich., to May 19; KABL Oakland, Calif., to July 25; WYAM Nennah-Menasha, Wis., to June 1; WMPP Chicago Heights, Ill., to July 31; KYND Tempe, Ariz., to Oct. 8; WLWN Nashville, Tenn., to April 15, and change type trans. and main studio location.

Actions of March 18

WHAV Haverhill, Mass.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

■ Granted renewal of licenses for normal license term, on which action had been deferred, for Kaiser Industries Corp. stations KHJK (TV) Hilo and KHVH-TV Honolulu, both Hawaii; without prejudice to

such further action as commission may deem appropriate as result of pending criminal anti-trust suit of U. S. v. Kaiser Aluminum & Chemical Sales Inc.

WBBR East St. Louis, Mo.—Granted license covering installation of aux. trans. at main trans. site.

WDEA Ellsworth, Me.—Granted license covering change in frequency, increase in power and installation of new trans.

WBCA Bay Minette, Ala., and WLBB Carrollton, Ga., Southwest Alabama Bcstg. Inc.—Granted mod. of licenses to change name to Faulkner Radio Inc.

WRGB (TV) Schenectady, N. Y.—Granted cp to change type trans. and make other equipment changes (main trans. and ant.).

KWBE-FM Beatrice, Neb.—Granted cp to increase ERP to 97 kw and install new trans.; remote control permitted.

WNIK Arecibo, P. R.—Granted mod. of cp to increase radiation to 205 mv/m kw.

WKTN-FM Kenton, Ohio—Granted mod. of cp to change main studio location; remote control permitted.

W08AF Greenburg, Pa.—Granted mod. of cp to change type trans. and make changes in ant. system for vhf tv translator station.

WPDR Portage, Wis.—Granted extension of completion date to Aug. 20.

Placerville Tv Assn., Placerville, Colo.—Granted cp for new vhf tv translator station, on ch. 7, to translate programs of KREX-TV (ch. 5) Grand Junction, Colo.

Actions of March 15

WGRV-FM Greeneville, Tenn.—Granted cp to decrease ERP to 4 kw, increase ant. height to 270 ft., install new ant. and trans. and make changes in ant. system.

KCLN Clinton, Iowa—Granted cp to install new trans.; condition.

*WSOU (FM) South Orange, N. J.—Granted cp to install new ant. and make changes in ant. system.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: KXOX Sweetwater, Tex.; WSNJ (main) Bridgeton, N. J.

■ Granted renewal of licenses for following stations, including auxiliaries, for normal license term, on which action had been deferred: KALI San Gabriel, Calif.; KOCW (FM) Tulsa, Okla.; KARY Prosser, Wash.; KPCC (FM) Pasadena, Calif.; KBCH Oceanlake, Ore.; KRKD Los Angeles, Calif.; KBOX Dallas, Tex.; KRNS Burns, Ore.; KCOK Tulare, Calif.; KRYS Corpus Christi, Tex.; *KCRW (FM) Santa Monica, Calif.; KSBW Salinas, Calif.; KENL Arcata, Calif.; *KSDS (FM) San Diego, Calif.; KENO Las Vegas, Nev.; KSLY San Luis Obispo, Calif.; KETO Seattle, Wash.; KSXX Salt Lake City, Utah; KEYM-FM Santa Maria, Calif.; KTDO Toledo, Ore.; KEMY (FM) Eugene, Ore.; KTLI Tillamook, Ore.; KGU Honolulu, Hawaii; KTUE Tulsa, Tex.; KHAR Anchorage, Alaska; KUMA Pendleton, Ore.; KHFR (FM) Monterey, Calif.; KUOW (FM) Seattle, Wash.; KHOT Madera, Calif.; KWCO Chickasha, Okla.; KKAS Silsbee, Tex.; KWHO Salt Lake City, Utah; KKEY Vancouver, Wash.; KWSC Pullman, Wash.; KLAM Cordova, Alaska; KXLE Ellensburg, Wash.; KLUK Las Vegas, Nev.; KXOX Sweetwater, Tex.; KLUK Evanston, Wyo.; WHLP Centerville, Tenn.; KMCM McMinnville, Ore.; WTTs Bloomington, Ind.; KNOG Nogales, Ariz.; WBBR-AM-FM East St. Louis, Ill.

■ Granted renewal of licenses for following translator stations for normal license term: Headwaters Tv Translator Corp., K70BG, and K74AR, Deer River, K70BZ, and K75AM, Bemidji, and K78AK and K82AF, Cass Lake, all Minnesota; Minnesota Valley Tv Improvement Corp., K74BT, and K78BB, Granite Falls, Minn.; Park River Commercial Club, K08CZ, Park River, N. D.; Redwood Tv Improvement Corp., K80AL, K70BB, K82AE, K77AI, Redwood Falls, Minn.; Renville County Tv Corp., K71AM, K76AO, and K82AH, Olivia, Minn.; Russell T.V. Club Inc., K06CM, Russell, Minn.; Watonwan Tv Improvement Assn., K72BA, K78 AM, K81AE, and K75AP, St. James, Minn.; Windom Area Tv Inc., K77AR, Windom, Minn.

■ Granted renewal of licenses of following, including auxiliaries, for normal license term, on which action had been deferred: KIVA (TV) Yuma, Ariz.; KMJ-TV Fresno, Calif.; KFRE-TV Fresno, Calif.; KFMB-TV San Diego, Calif.; KJEO (TV) Fresno, Calif.; KERO-TV Bakersfield, Calif.; KOGO-TV San Diego, Calif.; KBAK-TV Bakersfield, Calif.; KPIX (TV) San Francisco, Calif.; KNTV (TV) San Jose, Calif.; KSBW-TV Salinas, Calif.; KGMB-TV Honolulu, Hawaii; KSBY-TV San Luis Obispo, Calif.; KHBC-TV Hilo, Hawaii; KVIP-TV Redding, Calif.; KMAU-TV Wailuku, Hawaii; KRON-TV San Francisco, Calif.; KONA (TV) Honolulu, Hawaii; KOVR (TV) Stockton, Calif.; KALA (TV) Wailuku, Hawaii; KBOI-TV Boise, Idaho; KALU (TV) Hilo, Hawaii; KLLX-TV Twin Falls, Idaho; KING-TV Seattle, Wash.; KATU Portland, Ore.; KIRO-TV Seattle, Wash.; KOIT (TV) Klamath Falls, Ore.; KREM-TV Spokane, Wash.; KFDA-TV Amarillo, Tex.; KXLY-TV Spokane, Wash.; KGNS-TV Laredo, Tex.; KCBY-TV Coos Bay, Ore.; KONO-TV San Antonio, Tex.; KOIN-TV Portland, Ore.; KOSA-TV Odessa, Tex.; KPITV (TV) Portland, Ore.; KPAR-TV Sweetwater, Tex.; KGW-TV Portland, Ore.; KROD-TV El Paso, Tex.; KOB-TV Albuquerque, N. M.; KCPX-TV Salt Lake City, Utah; KCOP (TV) Los Angeles, Calif.; KUTV (TV) Salt Lake City, Utah; KTLA (TV) Los Angeles, Calif.; KOMO-TV Seattle, Wash.; KNXT (TV) Los Angeles, Calif.; KTWO-TV Casper, Wyo.; KNBC (TV) Los Angeles, Calif.; KFBC-TV Cheyenne, Wyo.; KIMA (TV) Yakima, Wash.; KTAR-TV Mesa, Ariz.; KEPR (TV) Pasco, Wash.; KLAS-TV Las Vegas, Nev.; KGO-TV San Francisco, Calif.; KLTV (TV) Tyler, Tex.; KMVI (TV) Wailuku, Hawaii; KSL-TV Salt Lake City, Utah; KOLD-TV Tucson, Ariz.; KOLO-TV Reno, Nev.; KCRV-TV Sacramento, Calif.; KLBK-TV Lubbock, Tex.; KNDO (TV) Yakima, Wash.; KVII (TV) Amarillo, Tex.; KNDU-TV Richland, Wash.; KLRJ-TV Henderson, Nev.; KVIQ-TV Eureka, Calif.; KIEM-TV Eureka, Calif.; KTTV (TV) Los Angeles, Calif., "without prejudice to whatever action, if any, commission may deem warranted as result of any final determination reached by commission in connection with notice of inquiry in matter of making vhf tv channels available for non-commercial education use at Los Angeles, Calif."

Actions of March 14

WMIQ Iron Mountain, Mich.—Granted increased daytime power on 1450 kc, from 250

Continued on page 167

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- All other classifications 20 per word—\$4.00 minimum.
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APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Multiple owner separating radio and tv management. Need high caliber man with proven sales and administrative experience for new position of manager of radio. Unusual opportunity. Send full details and pic Box C-297, BROADCASTING.

Management trainee: Top notch salesman ready to move with growing organization. Contact one of America's highest rated stations. WROV, Roanoke, Virginia.

Wanted manager sales experience, 1000 watt Oklahoma station full time. Good proposition qualified man. State age, experience, references. Box 685, Brownwood, Texas.

Sales

Wanted: Top notch salesman to call on radio stations in North Carolina, South Carolina and Virginia, and sell low cost custom spot package plans. If you can average five sales each week your income will be \$300 weekly, \$1,300 monthly or \$15,600 annually. You must be able to support your self for thirty days, have car. Send complete resume, photo and phone number to Box C-185, BROADCASTING.

Well established midwest daytimer has opening for an experienced salesman. Established accounts. Good future with a growing operation. Box C-203, BROADCASTING.

Southwest of Chicago. Capable man will earn at least \$6,000 first year. Box C-207, BROADCASTING.

Southern California. Immediate opening for solid salesman, capable of management, with top station multiple chain. Box C-236, BROADCASTING.

A sales producing manager wanted for new small market, kw am, Texas. Growing group offers excellent opportunity for responsible man. Box C-264, BROADCASTING.

Salesman, for the north bay area of San Francisco guarantee. \$400 a month. Call or write KVON, Napa, California.

Sales manager, expanding operation . . . unlimited opportunities. Send references. Contact: J. L. Seed, Manager, WEIC, Charleston, Illinois.

Experienced salesman with good character and general knowledge of broadcasting for media brokerage work in eastern states. Interviews in New York city this week. Chapman Co., PL 9-5697.

A promotion to manager has created an opening for an experienced salesman. WSMI, Litchfield, Illinois.

Announcers

Aggressive 500 watt west Texas radio station always interested in able and ambitious announcers and newscasters, first class ticket required for newsmen. Interested? Write Box C-9, BROADCASTING.

Personality dj, modified format, Virginia. Send tape, photo, resume, all details first letter. All tapes returned. Box C-165, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Intermountain radio station wants announcer-copywriter. Good deal for right man. Send audition tape, snapshot and copy samples. If you have personal problems, don't apply. Starting salary based on experience. Box C-178, BROADCASTING.

Major midwest market wants you. Benefit loaded station needs most happy fellow to meet and beat tough morning competition. Also wants bright ladies home companion for afternoon and travel time . . . plus, the right man as night man. Rush tapes, background, salary. Box C-180, BROADCASTING.

Attention top announcers! Make commercials for agency at your station! We furnish copy pay top talent. Send audition tape your best work immediately. Box C-250, BROADCASTING.

5000 watt Connecticut market needs live d.j. Top 100 format. Send resume and tape immediately to Box C-255, BROADCASTING.

Wanted soon 3 1st phone announcers top station. 30 miles from Philadelphia. Experienced only. Box C-262, BROADCASTING.

Illinois kilowatt good music station emphasizing quality production seeks versatile announcer for deejay work plus news gathering and writing. Excellent starting salary many fringe benefits for mature man with proved ability. Personal interview required. List age, education, family status, detailed experience, telephone number. Box C-296, BROADCASTING.

Bright happy sounding fast paced drive timed dj and/or production director wanted by midwest major market top modern station. Excellent opportunity for right man. Send tape, photo, and resume. Box C-301, BROADCASTING.

Fulltime well established eastern station needs good experienced announcer. Good pay, good opportunity for play by play. Rush tape to Box C-302, BROADCASTING.

Announcer with 1st class ticket for evening announcing on 5 kw station within 100 miles of Chicago. Box C-322, BROADCASTING.

Morning man to start April 15th. Must be able to wake up big audience with mature though humorous personality. Adult station with pop music format and full commercial load. Age 25-35. Send tape and complete resume including salary requirements. Part time sales to add income if desired. Your references will be checked thoroughly. Write Redd Gardner, GM, KCRG, Cedar Rapids, Iowa.

Humorous morning announcer-salesman. Hard worker can earn \$7500. Personal interview required. KGRL, Bend, Oregon.

Announcer: First phone announcer, top salary for right man, plenty of room at top, excellent conditions, new equipment, Collins Cartridge, mobile units, many extra benefits, good music format, no maintenance, contact: James F. Jae, Jr., Manager KHMO Radio, Hannibal, Missouri, AC 1-3451.

First ticket, some announcing, maintenance . . . five kilowatt, "Cutie" chain of stations. Good future, good pay. Resume to: Bob Eubanks, Box 109, KUTT, Fargo, N. Dakota.

Help Wanted—(Cont'd)

Announcers

Experienced radio staff announcer to start April 1. Send tape and resume to Program Director, WADS, 290 Main St., Ansonia, Conn.

Announcer with 1st class ticket. Daytimer 50 miles from New York City. Good salary, steady. WBNR, Beacon, New York.

Wanted . . . mature, versatile radio announcer. Must be good with news. Only experienced men will be considered. WCEN AM-FM, Mt. Pleasant, Michigan.

Chief engineer-announcer. Contact Robert Miller, WFLM-FM, Ft. Lauderdale, Florida.

Wanted-talented young announcer, with first phone if possible for daytime station increasing to 5 kw. Send tape and resume to WHOF, Canton, Ohio.

Experienced announcers with or without first phone. Must have good voice. Good pay to right men. Write WION, Box 143, Ionia, Michigan or Phone 2-3000.

WIRK, West Palm Beach, Florida needs a professional for top rated format afternoon show. Must be strong on commercial production. Send actual aircheck of dj, news, production, plus resume.

Still looking for top notch experienced announcer-newsman. Must be good, stable and program director material, experienced in all phases. Only the best need apply. Florida east coast, 24 hour top rated station. No collect calls. Dick Clark, WMFJ, Daytona Beach, Florida.

Wanted, experienced staff announcer for thousand watt daytimer on 540 kc. Variety format station, pop music, country and gospel. Could use either, country and gospel or pop music announcer. Must have had professional experience. Send tape, and resume to General Manager, WRIC Radio, Richlands, Virginia. No collect telephone calls accepted.

Need Help? 1000 super dooper hooper scooper one liners. (Pulse too), \$15. Free Sample. Lyn Publications, 2221 Steiner, San Francisco.

Negro, R & B jock experienced, witty, wide awake morning man. Top pay, fringe benefits. Contact Program Director in sunny San Francisco MA 1-8171.

Announcer, with 1st ticket, male or female, for New Hampshire smooth-sound daytimer, \$115 weekly. Box B-319, BROADCASTING.

Technical

Chief engineer-southern New York state. Am experience-good salary. Box C-69, BROADCASTING.

Needed a production minded staff engineer with some broadcast experience. First class ticket required. An outstanding opportunity for a young man who wants a position in a prestige operation located in suburban New York City area. Box C-111, BROADCASTING.

First class engineer for Michigan 1,000 watt fulltime station. Excellent working conditions, fringe benefits for the right man. Emphasis would be on engineering with some announcing. Send full details to Box C-229, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Iowa, announcer-chief engineer. Send tape, resume, \$110. Box C-285, BROADCASTING. CASTING.

Southwest independent-immediate need for 1st class engineer. State salary required and earliest available date. Box C-252, BROADCASTING.

1st class ticket holder wanted to head up engineering department for established but expanding big town Illinois operation, not in Chicago. Must be able to maintain transmitter and studio equipment. Practical experience with supervisory ability preferred. Fine opportunity with growing station, high class facilities permanent position, top salary for top man. Write Box C-300, BROADCASTING, with details of training experience references, availability for interview.

Florida daytimer needs announcer with first phone. Position now open. Send resume, tape, snapshot, salary requirements, etc., at once. Will take young man with good voice and train him if he is intelligent and knows how to read. Make application in writing to WFTW, P. O. Box 10, Fort Walton Beach, Florida.

Immediate opening for chief engineer 5 kw da. Must be able to announce. Call 2-3000 WION, Box 143, Ionia, Michigan.

WIRK, West Palm Beach, Florida needs permanent chief engineer with directional experience. Send resume and references.

Engineer with first phone license for 5 kw fulltime number one regional station. Send resume to D. E. Reifsteck, Chief Engineer, WIRL, 121 Northeast Jefferson, Peoria, Ill.

Wanted immediately. 1st phone with pleasant voice, a man who can handle pliers and screwdriver and can handle a dj show in the confines of a middle of the road format. Salary good. Contact: Jack Hallstrom, Radio WIZZ, Stretor, Illinois. Phone 2-2947.

1st class licensed engineer-announcer. Send all information and qualifications to: WREO Ashtabula, Ohio

Vacation relief positions available immediately. First phone required. Please forward resume and references to Mr. A. H. Jackson, Supervisor, Engineering Department, WTIC-AM-FM-TV, 3 Constitution Plaza, Hartford 15, Connecticut. Tel.: 525-0801.

Engineer-announcer for all new 5000 watt WTIK, Durham, North Carolina. Opening May 15, approx. Send tape, resume, photo to P. O. Box 1571, Durham.

If you are a competent engineer with experience and a real love for the challenge of a good am, an above average east-coast chain would like to hear from you immediately. Send resume and photo to Box C-327, BROADCASTING.

Production—Programming, Others

Newsman for major market. Negro programmed station. Send tape, photo, resume to Box C-83, BROADCASTING.

P.D. personality wanted by deep south, high rated, net affiliate. Ability to handle topical humor very desirable. Strong supervisory ability and idea generation important. Perhaps you are a top 40 pd seeking to "go straight." You could be our man. Or you may be a successful net pd in a market above the top 100 who is looking for a larger market. Excellent working conditions. Prestige organization. Send tape, resume, salary required, to Box C-292, BROADCASTING.

Newsman for local news coverage. Journalism or news background preferred. Located southwestern New York state. Box C-303, BROADCASTING.

Copy writer . . . wonderful opportunity for ambitious, reliable, experienced man (you will have a part time assistant). Rush all details, experiences, references, salary desired, etc. to Box C-325, BROADCASTING.

RADIO

Situations Wanted—Management

General manager, 36, experienced all phases, strong sales, also tv. Promotion minded, top references. Prefer east. Box C-104, BROADCASTING.

Young, energetic executive with broad background in all phases of broadcast sales and production, seeks challenging position as general manager. Finest character, bank and employment references. Box C-249, BROADCASTING.

Free Cadillac! Lost sales would buy it! Sales manager, looking. Box C-258, BROADCASTING.

Want station to manage. 20 years major midwest market radio experience, family man. Prefer, anywhere. Salary open. Available now. Box C-304, BROADCASTING.

Attention. California radio & television. Interested in Los Angeles area particularly. Present part owner and manager of two east coast stations. Above average announcer with almost 20 years experience in all phases of radio and tv excepting engineering. Looking for permanent position with good, profitable future. Fully acquainted with FCC procedure from page one of new or renewal applications. Best of business and professional references. Box C-305, BROADCASTING.

Available immediately mature manager. Proven profit record. Top references. Prefer midwest. Box C-311, BROADCASTING.

General manager of two 5 kw-w radio stations in major markets has severed relations with recent station. Proven record in local and national sales, promotion, programming, budgeting. Desire radio management post or good television sales position. Call 936-1402 or write Jackson Fleming, 4630 W. Hamilton Place, Denver, Colorado.

Sales

Super salesman available percentage basis. Coordinate production, copy and selection of promotional items to ensure profits for broadcasters selling merchandise on percentage basis. All replies confidential. Box C-179, BROADCASTING.

10 years experience-announcer-salesman, pd and play by play. Seeking southeast sports-minded station. Box C-282, BROADCASTING.

Aggressive young salesman, four years small market experience. Want to sell for medium market good music station. Box C-312, BROADCASTING.

If you have the money, I can sell the time. I'm good and my record will prove it. Must have salary plus commission. Currently employed, earned 5 figures in 1962. Box C-316, BROADCASTING.

Salesman. Believes in hard work, long hours. Southwest preferred. Early thirties, family, excellent references. Richard Edwards, 706 North Fifth Place, Clear Lake, Iowa. 357-4234.

Announcers

Country disc jockey, desires fulltime air work. Experienced. Employed. Box 303B, BROADCASTING.

San Francisco located top 40 jock. \$90 and let's wall! Box C-132, BROADCASTING.

Announcer, married, 10 years experience. Prefer informal or country operation. Listen to my tape. Box C-167, BROADCASTING.

Attention west of Mississippi, announcer, dj, experienced, married, competent newscaster, will relocate permanently. Box C-240, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Air personality, dj very authoritative newscaster, quality sound for any type commercials. Versatile, dynamic live wire. Every market anywhere given careful consideration. Mature, married, will relocate. Show tape on request. Box 268B, BROADCASTING.

Six year combo man seeking move to NYC area on or about May 1st. Presently chief engineer and handling 4½ hour board shift. Humorous, swingin' dj show, play by play, news and conversation type show. Seeking dj spot. Have references. Box C-241, BROADCASTING.

Announcer/ dj, 1st phone experienced. Currently in medium market. Play by play. Reliable family. Prefer eastern seaboard. Box C-251, BROADCASTING.

Young talented negro dj, announcer strong on news casting with 6 years experience. Not afraid of hard work, willing to relocate. Available of handling all markets. Box C-253, BROADCASTING.

Bright happy, morning man. Negro. First phone. Great on news. Box C-257, BROADCASTING.

Excitement in the air in the morning. People asking "Have you Heard . . . have you heard." This is the way to start off number one in the morning. Clever mature music show. Box C-259, BROADCASTING.

Seeking position within 75 miles N.Y.C. 5 years experience, announcer, dj. Box C-260, BROADCASTING.

Attention world of good music stations, medium to major markets. If you respect talent, ability, and proven performance, if you believe experienced (7 years), versatile mature (age 32) announcers are worth \$150 weekly, we could make such beautiful music together. Box C-261, BROADCASTING.

Announcer-program director. 27. Married. 8 years experience. Award winning newscaster. References excellent. Prefer relocation in Virginia. Box C-268, BROADCASTING.

First phone dj. 7 years announcing, 5 years play by play. Some maintenance, want more, prefer south area around Nashville. \$120 minimum. Available middle of June. Box C-274.

1st phone announcer, all-around experience, want stable station. Draft exempt. Box C-276, BROADCASTING.

Socially sharp swinger. Can offer experience as pd or production manager. DJ, newsman, copywriter, traffic. College, vet, young. Employed metropolitan market. Box C-279, BROADCASTING.

Colored, one year experience, 3 d-j schools, or will sell own show. Will travel. Box C-281, BROADCASTING.

DJ professional with 5 years experience to prove it. All inquires will be answered. Box C-289, BROADCASTING.

1st phone announcer. Experienced in all phases. Seeks solid opportunity. Box C-290, BROADCASTING.

Breezy morning man. 1st phone. Now chief. Please state salary. Box C-315, BROADCASTING.

Negro dj/announcer. Smooth sound, personable, dependable and competent. Any format market. Swing or sway. Box C-309, BROADCASTING.

Limited Staff? Add two metro voices by mail. Recorded spots \$1.00 each on your tape. Box C-310, BROADCASTING.

1st phone sparkling morning dj. Ten years experience all phases. Presently chief engineer, chief announcer. \$125 start. Box C-314, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Country dj, New York, New Jersey. Fast board, have large library, know country music, authoritative news. Box C-318, BROADCASTING.

Swinging dj personality, experienced, authoritative news. Will settle, Canada preferred. Box C-319, BROADCASTING.

Announcer dj, experienced, swinging tight board. Authoritative news, Canada preferred. Box C-320, BROADCASTING.

Announcer, first phone, young man, married, know music, will do maintenance. Willing to relocate anywhere. Box C-321, BROADCASTING.

Available immediately experienced announcer, midwest only. Personal interview. Phone 342-4692, Ted Wilk, 495 W. Tompkins St., Galesburg, Illinois.

College graduate seeking announcer-selling job. Family man, age 26, 2 years good experience. Reply P. O. Box 341, Murray, Kentucky.

Experienced all phases of station operation. Basketball and football play by play. D.J. news, sports, etc. 38 years, married, not top 40. References. Jack Vicmark, Madison, South Dakota.

Frank Jones former newsman WYNR, Chicago is open to offers. Former experience includes sales, announcing, news, also have 1st phone. If interested contact direct AU-7-8893 or write Frank Jones, 4657 W. End Avenue, Chicago 44, Illinois.

Want a bright nite time sound for your medium to major market station? Let me fill that spot. Presently have top ratings in market, am looking for advancement in yours. Have first phone if you need one. Box C-199, BROADCASTING.

Great buy's. Two 1963 disc-jockey's in good condition. Function well as team. Driven (to distraction) by nasty old station manager from Virginia. Comes complete with 5 years radio and television experience in major eastern market, where they are currently being driven. Flashy styling, will set big city or small town on its ear. Prefer television or radio comedy work. Use original ideas and know production. Currently top rated. Will consider all offers. If interested contact Honest John at Box C-317, BROADCASTING. Tapes and additional information available on request.

Dj-pd soft sell that really sells. Talk and telephone shows a specialty. Family, 30, call Hudson 3-4363, or write 949 East 4th Street, Russell, Kansas.

Technical

Technical manager, and/or engineer, first phone. Mature, available April 15th, C-277, BROADCASTING.

Experienced chief engineer-announcer. \$125. Good references. Box C-294, BROADCASTING.

Engineer wants relocate Minnesota or Wisconsin. 20 years same station, last 5 years chief. Am-fm-audio-recording-proofs-construction-maintenance. Box C-298, BROADCASTING.

Transmitter operator, experienced, radio, television, communications. Prefer higher power radio station, eastern. All offers considered. Box C-307, BROADCASTING.

Engineer, first phone, 3 years experience in radio. Military service commitment completed. Desire permanent position in radio engineering. Northern or central California Ted Crawford, 301 Russell Ave., Woodlawn Terr., Savannah, Georgia.

Situations Wanted—(Cont'd)

Technical

First phone. Desire southwestern location. Strong on all phases of installation and maintenance of am and fm transmitting equipment. Some micro-wave and tv equipment maintenance experience. Available immediately. Del. Rester, 1601 Margaret St., Bossier City, La. Phone 423-6221.

Production—Programming, Others

Program director, wants west coast market. Permanently. Superb leadership; 12 years experience (last 7 in top twenty market); top flight commercial voice; tape machine wizardry; good rating record; imagination; complete knowledge of FCC R&R. Box C-187, BROADCASTING.

PD or production manager; any format. Strong on air. Prefer midwest. Married vet. Available immediately. \$7500 minimum. C-243, BROADCASTING.

Newsman, announcer, production, also 1st phone. Experience as chief engineer and program supervisor. My basic interests are news and announcing, any format. Box C-201, BROADCASTING.

Sportscaster, 15 year pro, currently freelancing New York, seeks radio-tv sports position top market. Available baseball if necessary. Aircheck references. Box C-255, BROADCASTING.

Woman with solid experience in art of music patterning and programming for adult appeal. Interested only in metropolitan market station. Box C-265, BROADCASTING.

Master of arts, radio-television. Strong newspaper background. Academic or professional position. Box C-269, BROADCASTING.

Newsman, experienced all phases. Supervise, gather, edit and air. Two degrees. Box C-271, BROADCASTING.

Want news, west or midwest (not California). Mature voice, determination, creativity, imagination and integrity I have, plus 31 years, college, broadcast training, newspaper dj and copywriting experience. Box C-275, BROADCASTING.

Experienced broadcaster with creativity, ambition, ma degree and family, wants to advance. Currently employed but desire change to greater potential. Box C-293, BROADCASTING.

Unusually versatile and creative announcer seeks responsible position with Eastern radio station. Experienced in production, local news, d.j., first phone license. Box C-295, BROADCASTING.

Bright, tight personality and/or authoritative newsman. Experienced news director, any format. Box C-324, BROADCASTING.

10 years experienced documentary and news photographer. Would like to locate with a station with a strong documentary department. Mohawk 6-1262. Bill Smith, 4329 Vivian, Bellaire, Texas.

TELEVISION

Help Wanted—Management

Central Florida television station, medium market, is interested in a possible business manager-comptroller with experience in television. Owner will be in Chicago at NAB convention. Send full particulars and approximate salary requirements. Box C-183, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Sales opportunity at mid-western NBC-TV affiliate. Group ownership offers excellent chance for continuing advancement. Market in top 100. Experienced radio salesman invited to reply. Salary plus commission. Mail resume and photo to Kelly Atherton, Sales Manager, WFIE-TV, 1115 Mt. Auburn Road, Evansville, Illinois.

Announcers

Leading mid-west tv operation with NO. 1 rating children's programming is anxious to hear from a qualified children's master of ceremonies. If you have boyish charm, imagination, and are willing to work hard—please forward resume and salary requirements to Box C-168, BROADCASTING.

Opportunity for good announcer with live spot and news experience. Salary open. Contact Manager, KRTV, Great Falls, Montana.

Announcers

Announced. Authoritative. Young, copywriting and split second boardwork required. Southwest leading net affiliate. Send tape and pic. Box C-299, BROADCASTING.

Technical

Strong vhf CBS affiliate in mid-south has immediate opening for television technician experienced in studio maintenance and operation. Must be ambitious, dependable, and have a 1st phone license. Replies treated in confidence. Send qualifications, references, salary requirements and recent photograph to Box C-52, BROADCASTING.

Three experienced television broadcast technicians needed May 1 to serve as temporary vacation relief. Good opportunity for permanent employment if performance indicates ability and interest. Start at rate \$120 per week, regular increase to \$172 after three years. Prefer men with electrical engineering training, first or second class with two or more years experience. Preference will be given to applicants experienced in maintenance of color or black and white equipment. Send application, including detailed description of experience, to Mr. O'Hagan, WLW-TV, Cincinnati 2, Ohio.

Vacation relief positions available immediately. First phone required. Please forward resume and references to Mr. A. H. Jackson, Supervisor, Engineering Department, WTIC-AM-FM-TV, 3 Constitution Plaza, Hartford 15, Connecticut. Tel.: 525-0801.

Production—Programming, Others

Assistant to promotion manager, male or female, write copy, handle public service. Good background necessary. Contact E. M. Shulman, KETV, Channel Seven, Omaha, Nebraska.

TELEVISION

Situations Wanted—Management

Management material—36, married, 2 children, B.A. degree, 14 years tv experience all phases. Programming, production, strong sales and personnel background. Outstanding references, presently employed. Box C-198, BROADCASTING.

Sales director resigned after 7 years at important southern NBC affiliate. Desire position as general, national, or local sales manager. Finest references from all past employers. Complete resume and photo available. Box C-246, BROADCASTING.

11 years general manager small market radio/tv. Proven sales, administration record. Seeking management either radio or tv major market. Box C-312, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Graduate of major southeastern university in field of radio-television with twelve years experience in all phases including general manager of vhf, desires position as sales manager, national sales or manager. Can furnish super performance and character references. Box C-36, BROADCASTING.

Announcers

Mature combination tv news announcer-writer, and Will Rogers philosopher type disc jockey. Mature, firm, kindly, appealing to audience above teen-age tastes. Can cooperate with sales department and engineering department. Have had plenty of executive level sales experience, and first phone since 1935. Active ham. Expert board operator, skilled with 16mm movie camera. Deep in political philosophy, can do editorials and sensitive interviews with political, religious, and business leaders in your community. Minimum salary \$1,000 per month, no contract required. Any city out of present mid south location. Prefer east or west coast, or north midwest. No tapes, no film clips, no photos. Personal interviews and auditions only, at my expense. This ad will run for four insertions, one month, but will take first really substantial offer. I will phone you. Box C-154, BROADCASTING.

College grad., 32, single, 1st phone, will relocate from east for start in tv with future. 5 years commercials, good music and news announcing, adult approach. Former Navy public relations man, writing, crack with 4 x 5 graphics and 16mm films. Will start immediately. Box C-278, BROADCASTING.

Experienced, employed, camera performer. Single, 29, college grad. Experience, ad-libber as mc. Box C-286, BROADCASTING.

Versatile employed television announcer. Excellent background, news, commercials. Married, relocate. Box C-308, BROADCASTING.

Technical

Competent studio supervisor with proven ability. Well versed in tv operations, administration and maintenance. Excellent references. Box C-306, BROADCASTING.

Production—Programming, Others

College graduate desires to relocate. Extensive experience in traffic and programming. Managerial position preferred. Single. Presently employed. Box C-184, BROADCASTING.

Pilot-photographer: Commercial pilot and photographer desires combination position with progressive tv station. Details first letter. Willing to relocate. Box C-256, BROADCASTING.

Production manager: Top administrator. Brings out best in local production, through original ideas. No drifter. Eight years with ranking southeastern affiliate. Box C-270, BROADCASTING.

Experienced tv newsmen. Solid background. Gather, film, on air. Now employed. Box C-272, BROADCASTING.

Experienced news director wants challenge. Original techniques get news first. Box C-280, BROADCASTING.

WANTED TO BUY

Equipment

Wanted—good used 5 kw transmitter for cash. Send all details including age. Box 273, BROADCASTING.

Immediately am phase monitor and filed intensity meter. Also interest audio and tape gear, noise and ist. meter, GR FR Bridge. Box C-284, BROADCASTING.

Wanted to Buy—(Cont'd)

Equipment

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter preferred. What do you have? Cash available. Box C-23, BROADCASTING.

For Sale

Equipment

Fidelipac tape cartridges. Best prices, same day shipment. Old cartridges reconditioned. Write for complete Sparta equipment brochure. Sparta Electronic Corporation. 6450 Freeport Blvd., Sacramento 22, California.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Kmission Line; Teflon insulated, 1 1/2" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Telephone 2-3527.

For sale. General Electric FM monitor. . . Excellent condition. \$500.00 Box C-263, BROADCASTING.

Auricon Pro 600 with TVT shutter, 2 amplifiers, 2 magazines, other accessories. Excellent condition. \$1500. WSBT-TV, South Bend, Indiana.

Dumont 50 kw high band television transmitter. In excellent operating condition. Color modified. For additional information write J. E. Gray, Lee Broadcasting Inc., WCU Bldg., Quincy, Illinois.

Buy a complete 250/1000 watt am radio station in one package. Gates transmitter, mod. monitor, frequency monitor, limiter, 2 Gates turn tables and pre amps. G.E. push button console, 2 Magnecord tape recorders . . . all for \$2,500. F.O.B., Jacksonville, North Carolina. Call Bob Mendelson 347-1707.

We have complete spare parts for General Electric model TF8A Klystron uhf amplifiers. Also, one RCA WA-8A color stripe generator. Prices on request. Townsend Associates, P. O. Box 2210, Springfield, Massachusetts.

General Electric 450/470 mcs bas and three mobiles. Model 4ES14A1. Base \$250 mobiles \$150, whole system \$595. Higley, 82 Lower Main, Matawan, N. J.

Cartridge tape machines. Must sacrifice two brand new collins ATC PB-190's at \$400.00 each. Roger Miller, 1717, East 32nd Street Davenport, Iowa. Phone 324-3670.

2 used guide towers for am station 240' appx. height down and ready to ship. Ramsey Broadcasting, 1712 Rosewood Street, St. Paul 9, Minnesota.

RCA 3-bay, Channel 3 (or 2) TV antenna. Real bargain. WSAV TV, Savannah, Georgia.

Miscellaneous

First aid to ailing announcers! Chicago radio syndicate script service for 500 watters or less. New jokes! Fresh program material! Low cost! Protected area! For free sample write "The Weekly Prompter," Radio Division, 4151 W. Lake Avenue, Glenview, Illinois.

Recorded commercial spots, styled any format! ATC or Ampex. Write J. T. Productions, 2919 West Central Avenue, Toledo 9, Ohio or call 419-475-5369. Sample upon request.

Let us produce your commercials. Top voices, sounds, equipment \$5 each 24 hour service. P. O. Box 981, Lexington, Kentucky.

Miscellaneous—(Cont'd)

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. \$5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Broadcast Comedy is listed in the new "Comedy Guide" of "talk" comedy. Write for free 24 page booklet on your letterhead. Show-Biz Comedy Service (Dept. B), 65 Parkway Court, Brooklyn 35, New York.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins training now in New Orleans for FCC First Class License in 8 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

"Are you cold?" Do you need a first phone? Sunny Florida—Gulf beaches—and a FCC first phone in just five (5) weeks—"Guaranteed." Latest teaching methods. Free placement service. Connected with modern commercial station. Radio Engineering Institute of Florida, Inc. Commercial Court Building, Box 1056, Sarasota, Florida.

INSTRUCTIONS—(Cont'd)

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting April 24. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are April 29, July 8, and September 9th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

RADIO

Help Wanted

Management

\$12,000 PLUS
for selling sales manager at Major Market album station. If you have sold creatively either for a station or rep. tell all in reply to Box C-326, BROADCASTING or call Bill O'Brien at Executive House, Chicago, during NAB Convention. If you are currently employed in a medium size market this is your opportunity to move up!

Production—Programming, Others

OUTSTANDING OPPORTUNITY

Qualified man needed for FM operation—Most powerful facility in an Eastern state.

Must have thorough knowledge and understanding of selling and programming to qualify.

Opportunity to take over management.

Please state all details and references in first letter.

Box C-266, BROADCASTING

RADIO

Help Wanted—(Cont'd)

Production—Programming, Others

PROGRAM DIRECTOR

For Major W. Va. Network Station
We're looking for a strong adult air personality who is also an experienced "take charge guy" in all phases of modern adult programming. We offer permanence plus opportunity, plus top working conditions. Salary open . . . tell us what you can do. Send complete resume, photo and tape.
Box C-196, BROADCASTING

SITUATIONS WANTED

Production—Programming, Others

AVAILABLE:

Much know-how, some capital. 15 year pro seeks purchase minority interest going radio property. Do sports, program, editorials, assist manager. References.
Box C-244, BROADCASTING

NEGRO NEWSMAN WANTED

with college education and reporting, writing, and broadcasting experience for fulltime job in radio-tv news department of a major eastern network affiliate. Send resume, photograph, and audio tape to,

Box C-291, BROADCASTING

TELEVISION

Situations Wanted

Production—Programming, Others

AVAILABLE

Extensive medium-major market experience in television programming, production, films. Experimental procedures. Currently employed major market. 14 years includes all phase of general years broadcasting background. Seeking to relocate with growing aggressive operation.

Box C-242, BROADCASTING

Employment Service

"AMBITIOUS?"

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U. S. MARKETS
MIDWEST SATURATION
Write for application NOW

BROADCAST EMPLOYMENT SERVICE

4825 10th Ave. So.
Minneapolis 17, Minn.

Looking
For a

JOB?

Sherlee Barish
BROADCAST PERSONNEL
16 East 52nd Street, New York, N.Y.

For Sale

Equipment

FOR SALE OR TRADE

Gates 250 C-1 AM Transmitter, complete with exciter in Good Working Condition, Price \$750 crated FOB Natchitoches, La. Or, will trade for one Gates S101 Spotter.

B. Hillman Bailey, Jr.
Radio Station KNOG, P.O. Box 607
Natchitoches, Louisiana. Phone 2353

Complete RCA Equipped Hi-Band VHF TV STATION

TT50 AH Transmitter
TT10 AH Transmitter
TK11 Studio Cameras
All associated equipment.

FOR LIST WRITE:

Public Service Television Corp.
P. O. Box NAL,
Airport Mail Facility,
Miami 59, Florida
Telephone NE 3-6311
Extension 345

Business Opportunities

RADIO-TV SYNDICATE OPPORTUNITY

Established broadcasters with present successful operations forming a new company for purpose of acquiring full complement of facilities.
Minimum requirement \$5000.00
Box C-267, BROADCASTING

MISCELLANEOUS

MEXICO DUEBILLS

and other cities, plus resorts. Save on business/pleasure trips. Hotels, motels will exchange accommodations for advertising. Your cost 15%. Order from:
Gamble Coker, Inc. Tel. 642-6107, 155 E. Ont. St., Suite 3, Chicago 11, Ill.

FOR SALE

Stations

FOR SALE

500 watt Daytime Station located Southeast coast town of 15,000. Price \$45,000 with \$10,000 down. Balance five years at 6% interest.
Box C-211, BROADCASTING

SOUTHEAST

Excellent market and facility. Annual cash flow of \$50,000. Asking \$300,000 with 29 percent down; balance over 5 years.

Box C-224, BROADCASTING.

LOW FREQUENCY DAYTIMER

Upper midwest market: 300,000. Excellent facilities and ratings but suffering because of absentee ownership. \$175,000.

Box C-254, BROADCASTING

WITHIN EASY DRIVE

of Chicago, Independent daytimer with gross in excess of \$100,000. To be sold by owners for personal reasons to be explained in reply. Principals only.

Box C-283, BROADCASTING

SOUTH FLORIDA-FULLTIME

Very profitable—Land and studio building included—History of good earnings.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843

Bob Flynn Myles Johns

STATIONS FOR SALE

CALIFORNIA. Daytime. Market of 175,000. Requires \$40,000 down payment.
SOUTHWEST. Exclusive. Daytime. Billing \$5,000 a month. Priced at \$110,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

For Sale—(Cont'd)

Stations

TO BOX 160 B

respondents

The Florida fulltime station has been sold, subject to FCC approval. We wish to thank all 128 of you who requested information.

NORTH FLORIDA-FULLTIME

Major market—Good earnings—Priced sensibly.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843

Bob Flynn Myles Johns

Pa.	single	daytimer	120M	terms
N.Y.	single	daytimer	125M	29%
Ga.	single	daytimer	55M	15M
Midwest	small	fulltime	22M	cash
Fla.	medium	daytimer	150M	30%
Pa.	metro	daytimer	200M	50M
N.E.	major	daytimer	400M	29%
S.E.	major	daytimer	238M	65M

And others
CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

SOUTH FLORIDA-FULLTIME

Major market in one of America's fastest growing areas.

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Fort Lauderdale, Florida
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CENTRAL-FLORIDA

Profitable—Absentee owned—liberal terms.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843

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THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Continued from page 161

w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted; conditions.

Purdue U., Lafayette, Ind., Detroit, Mich. and Chicago, Ill.—Granted assignment of licenses and cps of experimental tv and uhf to translator stations KS2XGA, KS XGD, KS2XGB, KS2XGC, KS2XGE, KS2XGF, KS2XGG, KS2XGH, W79AE, W83AB, W79AF and W83AC to Midwest Program on Airborne Tv Instruction Inc.

WHUC Hudson, N. Y.—Granted cp to replace expired permit to increase daytime power and install new trans.

WLFH Little Falls, N. Y.—Granted cp to replace expired permit to increase daytime power and install new trans.

WSMA Smyrna, Ga.—Granted cp to make changes in ant. system (increase height); condition.

KIFM (FM) Bakersfield, Calif.—Granted mod. of cp to increase ERP to 39 kw, ant. height to 550 ft., change main studio and ant.-trans. locations, remote control point, type trans. and type ant., and make changes in ant. system.

Granted cps to replace expired permits for following new vhf tv translator stations: K05AA, Gray Butte Televiewers Inc., Terrebonne, Ore.; K02CF, K08DR, City of Burwell, Burwell, Neb.; K10BY, Monument Tv Inc., Monument, Ore.

Millard County School District, Lynndyl, Oak City, Scipio and Holden, all Utah—Granted cps for new vhf tv translator stations on ch. 6, to translate programs of *KUED (TV) (ch. *7) Salt Lake City, Utah.

Actions of March 13

WROK-FM Rockford, Ill.—Granted license covering changes in ERP, ant. height, ant. system and type ant.

K78AH Joplin, Chester, Inverness & Rudyard, all Montana—Granted license covering changes in uhf tv translator station.

K04CM, K09DK Weed, Calif.—Granted cps to replace expired permits for new uhf tv translator stations.

*WEIQ (TV) Mobile, Ala.—Granted extension of completion date to Oct. 1.

Granted licenses for following uhf tv translators stations: K74BO, School District No. 8 and New Mexico Dept. of Education, Santa Rosa, N. M.; K70CS, K72BT, K & M Electronics Co., Columbus, Neb.; K79AS, K81AL, Zapata Tv Translator System, Zapata, Tex.

Rulemakings

FINALIZED

By report & order, commission finalized rulemaking proposal of May 2, 1962, to permit simultaneous operation of two trans. on single studio-trans. link channel to send stereophonic programs from studio to trans. of fm station. In so doing, commission is also permitting same technique to be used on fm intercity relay circuits, since there may be need for transmission of 'stereo' programs between stations. Further, commission is extending like authority to any station (am, fm or tv) needing two trans. on "backup" aural circuit. Amendment effective May 1, Action March 20.

PETITIONS FOR RULEMAKING FILED

WSVA-TV Harrisonburg, Va.—Requests amendment of Sec. 3.606 of rules by adding uhf ch. 74 to Charlottesville, Va. Received March 8.

Rep. Alvin E. O'Konski (R-Wis.), Washington, D. C.—Requests institution of rulemaking proceeding so as to assign ch. 4 to Merrill, Wis. Received March 12.

For Sale—(Cont'd)

Stations

GUNZENDORFER

NAB-Conrad-Hilton Hotel
March 29 thru April 3

Arizona One Station Market. Network.
Asking \$62,000 29% down Exclusive
California 1kw daytimer
Asking \$130,000 29% down exclusive.

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
864 So. Robertson, Los Angeles 35, Calif.

The NEW Santa Fe Trail

A report on some of Santa Fe's newest milestones

by the President of the Santa Fe

In 1963, Santa Fe is investing some 90 million dollars on new equipment and improvements.

All this money is being used to keep the Santa Fe up-to-date in every way.

As a matter of fact, so many new and exciting things are happening on the Santa Fe today that some people are calling it "The New Santa Fe Trail."

Here are just a few highlights of the many improvements:

- 2548 new boxcars.
- 500 Mechanical Temperature Control cars.
- 550 covered hopper cars.
- 194 double and triple deck autoveyors.
- 181 flat cars.
- 58 new diesel locomotives.
- 24 hi-level passenger cars.

- 31 semi-lightweight mail and baggage cars.
- Increasing our microwave communications system to 2064 route miles.
- Experimenting with new and more efficient freight cars such as compartmentalized cars for automobile parts.
- Advancing our piggy-back operations to include joint rail-truck rates.

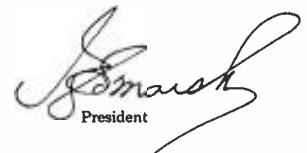
And we haven't been standing still up until now. We've invested over a *billion* dollars in progress since World War II. For example:

- The new cut-off line into Dallas.
- Major line relocations in Arizona.
- Equipped 3560 new freight cars with "Shock Control" devices for damage-free shipment of fragile freight. (More of these cars are on order.)
- Equipped 7745 freight cars with roller bearings.

- Designed and built the first multi-level automobile transport cars—the autoveyors—which are now used by all major railroads.

To keep pace with changing times and with the rapid growth of the areas we serve, we keep constantly on the move toward a better way to serve you and to strengthen a vital part of our national defense.

It is our aim to keep the Santa Fe Trail always *new*.



President

THE ATCHISON, TOPEKA AND SANTA FE RAILWAY COMPANY



*The railroad that is always
on the move toward a better way*

OUR RESPECTS to George Rea Town

NAB's 1963 engineering award honors his technical trailblazing

Dr. George R. Town will be just as much at home next week among broadcasters at the NAB convention in Chicago as he is on campus at Ames, Iowa, where he is dean of the College of Engineering of Iowa State U. of Science & Technology.

Ever since the 1930s he has been an active participant in the development of the technical aspects of radio, fm and television, including the several major allocation proceedings before the FCC. He is perhaps best known for his work in 1957-58 as executive director of the Television Allocation Study Organization, the all-industry group which explored the engineering capabilities of vhf and uhf frequencies for the FCC.

It was at the NAB's Chicago convention in 1959 that Dr. Town formally presented the TASO report to the FCC's then-chairman, John C. Doerfer. The report made no recommendations to the commission, but it did find uhf to be technically inferior in nearly all respects to vhf. TASO found uhf signals are shadowed by man-made and natural interference and that within limits of its signal range, uhf is on a par with vhf when it is operating over a level, smooth and treeless terrain.

1963 NAB Award ■ Dr. Town will be at the Chicago convention again this year because of the TASO study. But this time it will be to receive the NAB's 1963 Engineering Achievement Award. NAB said Dr. Town was chosen for this high honor "because of his valuable contributions to technical knowledge and literature, his development of new engineering techniques and his leadership in broadcast engineering activities." Citing his TASO leadership, the NAB described the study as "monumental."

It is quite likely that Dr. Town will alert broadcasters during his Chicago visit to the growing problem of interesting young students in engineering careers in radio-tv. Despite lots of good jobs in the industry, he notes, the students more and more fail to bother even to interview for them. The glamor image has been captured by the newer fields of aerospace, computers and information theory, he says.

The practical solutions? Well, one might be for broadcasting firms to give more interest-sparking research projects to colleges, he suggests. And cooperate more closely to encourage new young teachers who could inspire and guide engineering students.

Eggs to Electrons ■ As a young boy, George Rea Town worked on poultry farms, in grocery stores and all the other odd jobs he could find around his home town of Poultney, Vt., about 20

miles southwest of Rutland. He was born May 26, 1905. While attending public grade school, he and a neighbor boy rigged up a telegraph line between their houses.

At age 15 young George earned the first license for his amateur radio station. As 1CQM, using a 50 w GE ham rig, he still recalls the thrill of his first trans-Atlantic contact in 1920 with a ham in England. Except for skating and skiing in winter, radio was his chief interest during school years when his heavy schedule of odd jobs permitted. At school he liked math, physics and chemistry best.

Following graduation in 1922 from Troy Conference Academy, he enrolled at Rensselaer Polytechnic Institute, Troy, N. Y., and was graduated in 1926 as an electrical engineer. His undergraduate thesis was on measurement of field strength at 7.5 mc, the "uhf" region of that day.

Continuing graduate work there he became Doctor of Engineering in 1929. The second thesis was devoted to automatic train signal control as a result of summer research work for General Railway Signal Co. He also worked a summer in the test department of New York Edison Co.

Sexton's Belle ■ During one regular odd job, as sexton for a big Troy church, he met a local miss, Charlotte Schoonover. She became Mrs. Town, June 15, 1929.

That same year Dr. Town joined Leeds & Northrop Co., Philadelphia, to

study practical applications of precise electrical measurement equipment. When furloughed because of the depression in early 1933, he joined Arma Engineering Co., Brooklyn, working several months in the firm's development laboratory on Navy fire control gear. Then for the next three years he taught math and electrical engineering at Rensselaer.

Although teaching would always be his chief interest, Dr. Town returned to private industry in 1936 as research engineer for Stromberg-Carlson Co. in Rochester. He worked on radio receiver development initially, but soon became responsible for development of the firm's line of tv receivers which were field tested during the New York World's Fair. In the 1937-41 period he also taught graduate courses in electronics at the U. of Rochester.

In 1940 Dr. Town served as his company's alternate on the National Television Systems Committee. He was particularly active on four of the NTSC working panels, including that one responsible for today's scanning standards of 525 lines-60 fields.

War and Radar ■ Stromberg-Carlson made Dr. Town engineer in charge of its tv lab in 1940 and the next year he became assistant director of research. During the war years he worked on radar and other high-frequency gear and in 1944 he was named manager of engineering and research. His work there also involved color tv and fm.

During the FCC's postwar reallocation proceedings in 1945-46, he served as secretary of the tv systems panel and chairman of the fm systems panel of the Radio Technical Planning Board.

Stromberg-Carlson chose Dr. Town to be assistant secretary of the corporation in 1949. But that year his desire to teach impelled him to resign and he joined Iowa State as associate director of its engineering experiment station and professor of electrical engineering.

The experiment station, which is the school's research arm, has done considerable work in the fields of color tv and semi-conductors. During 1957-58 Dr. Town was on leave of absence to head the TASO study. In March 1959 he was made dean of Iowa State's Engineering College, which claims the largest undergraduate enrollment west of the Mississippi and now has some 3,200 students in various engineering fields.

Dr. Town is a fellow and past director of the IRE and member of various other engineering organizations. The Towns live near the Ames campus with their grown daughter Anne. For fun the family goes camping in the Rockies.



Dr. Town
NAB award winner

Chicago revisited

WHAT will happen at the NAB convention in Chicago next week?

A sure bet is that no momentous decisions will be made to affect the future activity, strength and well-being of broadcasters. NAB conventions no longer constitute themselves as legislative bodies; broadcasters now meet to greet, eat, shop and listen to speeches.

The big decision was made for the NAB membership by its board of directors last January. The board extended the contract of President LeRoy Collins until 1966 and thereby gave him a vote of confidence, despite some misgivings about his past performance and on the promise that he henceforth would aggressively defend broadcasters against inroads of government.

Members of the NAB should pay close attention to what transpires next week in Chicago. They should evaluate carefully the comments of members of the FCC at the panel discussion. They should observe particularly the demeanor of the two new commissioners—E. William Henry and Kenneth A. Cox—either of whom might be the next chairman. They should heed the scheduled debate between FCC Commissioner Robert E. Lee and William Pabst, NAB tv code board chairman, on the mischievous effort to have the FCC embrace the codes as part of the official regulations.

Broadcasters should look their leadership over. They should look themselves over. Is their NAB (which is to say their own governing body) performing in a manner that best conduces to their freedom and well-being? We do not attempt to provide the answer. We simply pose the question. It is a good one to ask of members who now pay NAB dues of some \$2 million a year.

Stuck with the tab

AT about this time last year broadcasters were engaged in a vociferous debate over the future of music licensing. At the urging of a federal court, they were considering a deal to obtain reductions in the fees they pay the American Society of Composers, Authors and Publishers in exchange for giving up their ownership of Broadcast Music Inc. The deal did not go through, but we are reminded of it now by the recent revelation of ASCAP revenues (BROADCASTING, March 18).

These figures show why ASCAP was willing to take a reduction in payments from broadcasters as bait to force a change in operations of its rival, BMI. In 1962, according to records filed in a New York court, ASCAP collected some \$30.5 million from radio and television. Is its music actually worth that much to radio and television?

Broadcasters pay BMI less than half the amount they pay ASCAP. BMI's revenue from radio and television in its latest fiscal year, which ended in mid-1962, was about \$13 million. If broadcasters played about half as much BMI music as ASCAP music, it could probably be said that a consistent market value had been achieved. According to the best evidence, however, BMI provides about 40% of the music played on radio and television, and ASCAP provides about 50%. The other 10% is in public domain or comes from other licensing organizations.

It looks to us as though ASCAP music is overpriced. For all we know, BMI's may be overpriced too. Certainly broadcasters are carrying a disproportionate share of the costs of music in the entertainment world. They contribute about 87% of ASCAP's total revenues and more than 90% of BMI's. Under these conditions other users of music are practically getting a free ride.

Another door slammed

LAST week's decision by the House Rules Committee to defer action on a bill to permit radio and television coverage of committee hearings was the second discouraging rebuff that broadcasters have recently suffered in their efforts to gain access to important news events. The first occurred earlier this year when the American Bar Assn. voted to retain its Canon 35 which prohibits broadcast coverage in courtrooms.

As we said in this space two weeks ago, tactics must be changed. The case for access must be taken to the people in the hope that the people will force their courts and legislatures to expose their functions to public view. Are any broadcasters at work on documentaries and editorials? They had better be if they are serious in their desire to attain status equal to that of the press.

Play ball?

THE batting order at the FCC changes again. Kenneth A. Cox, a tough man on the regulatory field, who has been in the Broadcast Bureau bull pen for two years, joins the seven-man first team. He replaces the veteran T. A. M. Craven, who retires at 70 but will still be on the coaching line in satellite communications.

Mr. Cox has proved that while he is rugged in his field play, he is nobody's patsy. As Broadcast Bureau chief he played the rules laid down by the FCC. As a commissioner he will participate in the making of the rules. There could be a big difference.

Newton N. Minow, who has been what the sports writers might call the sultan of FCC swat during the past two New Frontier years, is about to take the long walk—back to Chicago. He has a better contract there—with Encyclopaedia Britannica Inc.

The President, will have the opportunity to make his fourth appointment to the FCC team: (Newt was the first and the precocious E. William Henry the second). Who will the new player be? Will the chairmanship go to Tennessee Bill Henry? Or to the Seattle flash, Ken Cox? Or will it be a new graduate, freshly plucked by Brother Bob, from the New Frontier League?

No one but JFK knows.



Drawn for BROADCASTING by Sid Hix

"Trouble with homework is we have to do it during prime evening time!"

a twin anniversary of successful
service to the Twin Cities ...

KSTP RADIO

35 YEARS

KSTP TELEVISION

15 YEARS



HUBBARD BROADCASTING, INC.

Represented by

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MINNEAPOLIS • ST. PAUL, MINNESOTA

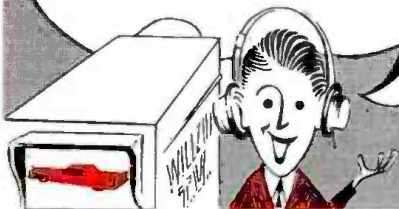
The Original Station Representative

TELEVISION ZOOMAR
 has **NEW**
 all purpose lenses
 developed by
ANGENIEUX-EVERSHED and ZOOMAR



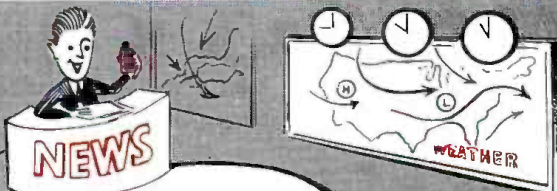
**EXTREME
 WIDE ANGLE**

35 mm. wide angle coverage eases production at small studios. Confined sets appear larger. Near and far objects stand out in sharp focus. You get the illusion of great width and depth.



**10 TO 1
 ZOOM RATIO**
*The longest, most dramatic
 zoom ever developed.*

35 to 350 mm. zoom range means one camera coverage of most studio production. Simplified camera placement will reduce rehearsal time.



**SHORTEST WORKING
 DISTANCE...
 3 feet to Infinity**

Live or tape commercials calling for extreme close-ups... position the camera as close as 3 feet from the subject. Without adaptors... or re-focusing orthicon... you can zoom from this wide angle cover shot 40 inches wide to an extreme close-up 4 inches wide.



* Actual photographs

**TELEPHOTO RANGE
 FOR REMOTES**

A small convertor greatly extends the zoom range to make the Angenieux — Zoomar equally versatile for studio and remotes. From the first balcony at Madison Square Garden, you zoom from



* Actual photographs (Basic Range)

**CHOICE OF EVERSHED SERVO REMOTE CONTROL
 OR ZOOMAR PATENTED ZOOM ROD CONTROL**

*Resolution and Contrast equal any fine fixed
 focus lens at any position in the zoom range*

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