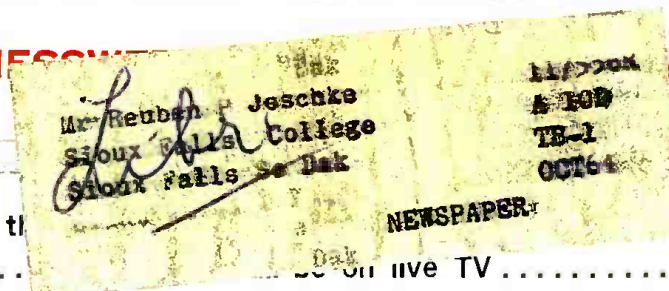




BROADCASTING

THE BUSINESS OF TELEVISION AND RADIO



BBDO and 'Channel One' find that
may not be so bad after all...

MARCH 30, 1964

yo Olympics

on live TV 56

Stations call for more and better feature
and syndicated film 63

Next week in Chicago: a complete preview
of the 42d NAB convention 85

COMPLETE INDEX PAGE 7

COMMUNITY INVOLVEMENT

THE EVENT:

The 1964 Annual Minnesota Symposium . . . a 4-day
Free exchange of ideas on GREAT ISSUES IN GOVERN-
MENT on the University of Minnesota campus.

THE SPEAKERS:

Senator Wayne Morse, Oregon
Harold Stassen, Presidential Candidate
Governor George C. Wallace, Alabama
Roy Wilkins, NAACP Executive Secretary
James J. Kilpatrick, Jr., Virginia Editor
Dr. Walter Heller, Administration Economist
W. Allen Wallis, Pres. of Rochester Univ.
Norman Thomas, Socialist
Robert Welch, John Birch Society Founder

THE SPONSORS:

WCCO and the University of Minnesota



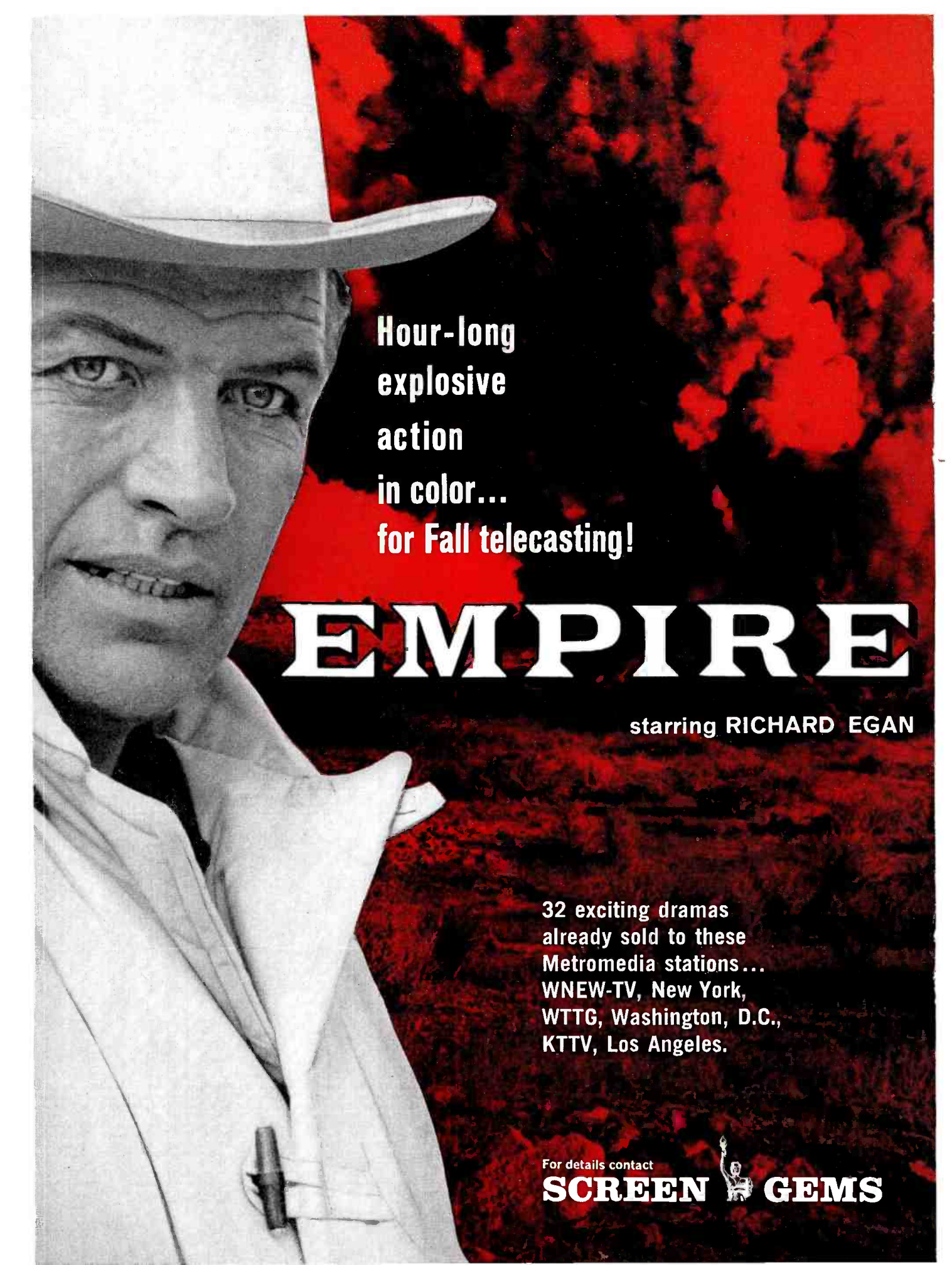
COMMUNITY (City, State, Nation) INVOLVEMENT,
plus acceptance, makes WCCO Television the DIF-
FERENCE BETWEEN GOOD AND GREAT IN TWIN
CITY TELEVISION.

WCCO

MINNEAPOLIS — ST. PAUL

Nat'l Reps: Peters, Griffin, Woodward, Inc.





Hour-long
explosive
action
in color...
for Fall telecasting!

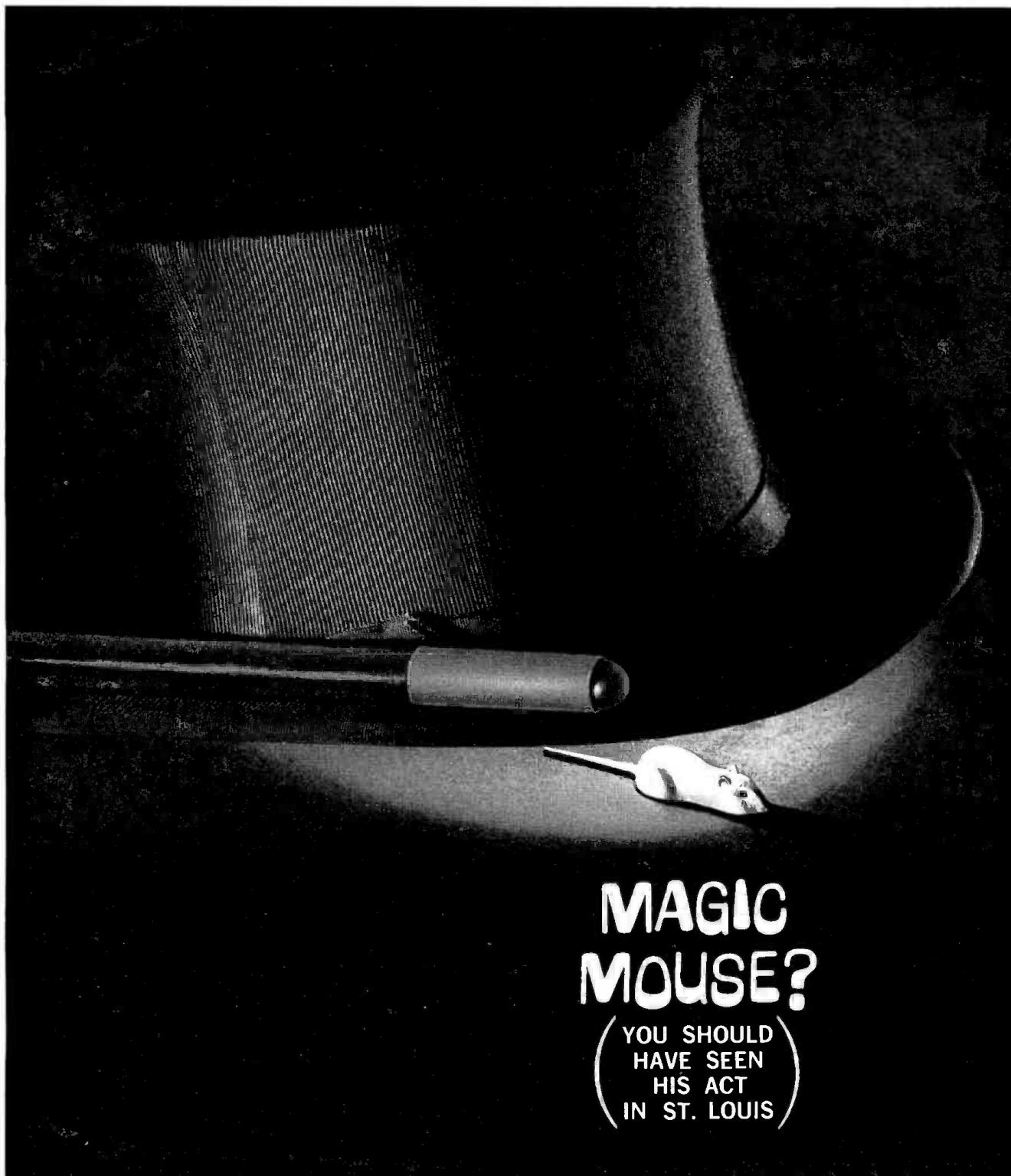
EMPIRE

starring RICHARD EGAN

32 exciting dramas
already sold to these
Metromedia stations...
WNEW-TV, New York,
WTTG, Washington, D.C.,
KTTV, Los Angeles.

For details contact

SCREEN  **GEMS**



MAGIC MOUSE?

(YOU SHOULD
HAVE SEEN
HIS ACT
IN ST. LOUIS)

Ordinarily this tiny fellow's magic trick is merely to scramble up your hand. In St. Louis he put Houdini to shame. Made three tractor-trailer-loads of potato chips disappear. (In one chain, in one market . . . brother, that's a lot of chips.)

It happened when IGA grocery stores promoted him as a premium in bags of potato chips. The only medium . . . television. The only station . . . KTVI. Size of schedule . . . only 44 announcements, total.

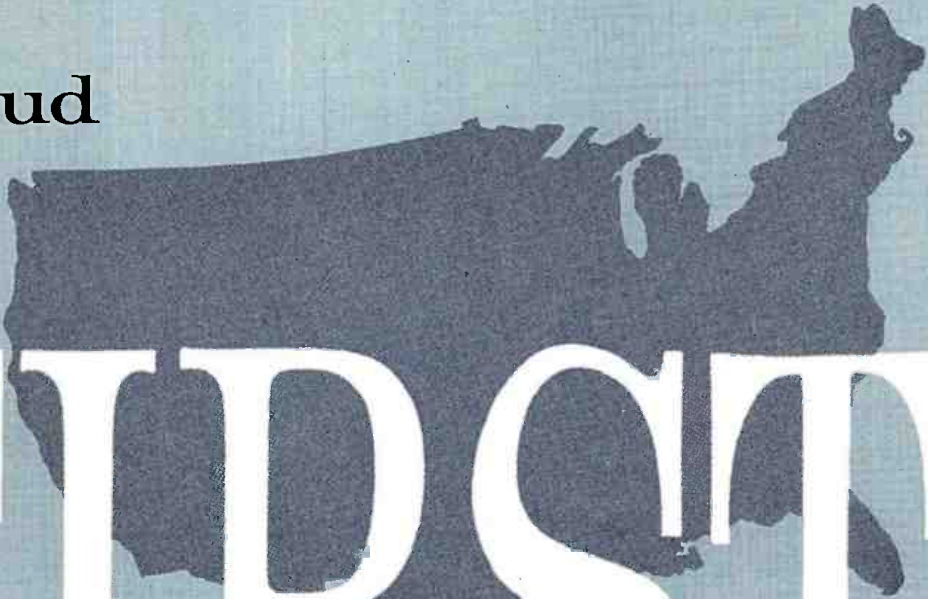
Presto! In one day 500 cases disappeared from

the warehouse. In three weeks three truckloads vanished from the shelves: a whopping sales gain of 368 %.

Anyone can sell time. We prefer to sell results. Daytime or nighttime KTVI is your best buy for reaching the most buyers in St. Louis.

KTVI ^{HR} **2** ^{abc} St. Louis

we
are
proud
to
be



FIRST

in the entire nation

Among all U. S. markets with four or more commercial channels, KRLD-TV has the largest Metro Share of audience of all stations, based on ARB reports for January, 1964.

The comparison includes affiliates of all networks and independents, Monday thru Sunday: Prime Time, 9:00 A.M. to Midnight, and Sign-on to Sign-off.

Yes, we are proud to be FIRST in the ENTIRE NATION.



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

Woman on FCC?

Is Pauline Frederick, NBC's United Nations commentator, possibility for next appointment to FCC? Or as first deputy to new White House news secretary, George Reedy? FCC report, though unconfirmed, was making rounds on Capitol Hill, particularly in light of President Johnson's commitment to appoint qualified woman to high public office: and White House report came from administration quarter, underscored by importance of TV-radio in news.

Miss Frederick is independent politically. (She'd have to be independent or Republican to qualify for next FCC vacancy.) She has been with NBC since 1953 and before that was with ABC. Native of Pennsylvania, she is now New York resident. Next FCC vacancy: Commissioner Frederick W. Ford, Republican, West Virginia, whose term expires June 30. Impression has been he would be reappointed, but no word has been forthcoming from White House.

Up in smoke

Cigarette advertising will be prime subjects of consideration when radio and TV code boards of National Association of Broadcasters meet in Chicago next week. Radio board will be asked to prohibit cigarette spots appealing to youth and claims that smoking promotes physical or social well-being. Code staff proposals are similar to those adopted for TV code (BROADCASTING, Jan. 27), but some contend problems inherent in radio and TV commercials cannot be compared. Radio code members agree, however, that they will take definitive action.

TV code board will consider guidelines to augment earlier amendments. Guides would discourage use of testimonials by sports figures and cigarette ads in or adjacent to shows with large teen-age audience. They also urge use of obviously adult actors in adult settings; brand comparisons based only on proven statements, and claims that in no way associate smoking with good health. Proposal against testimonials was rejected by code board as amendment. Howard H. Bell, code authority director, said proposed guidelines are "not adequate to meet the need. I hope they will be expanded."

CATV licensing

After further study of community antenna TV situation, officials of NAB have decided that direct licensing of systems is only solution. Up to this point, NAB has sought legislation

CLOSED CIRCUIT®

as orderly means for FCC to regulate CATV but has said licensing isn't necessary (BROADCASTING, March 16). NAB now plans to submit bill to FCC that will call for licensing authority.

Slicking up the sample

Look for A. C. Nielsen Co. to announce soon that it will have complete turnover in its National Television Index sample by 1965. Ratings firm already has effected substantial turnover in sample, and for first time will include Mountain Time Zone in its national measurements. Process of refreshing sample was begun shortly after congressional hearings on TV ratings, but decision to expedite was made recently.

Belated change of mind

Field Enterprises Inc. is eyeing reentry into station ownership, both radio-TV, and also diversification into other "electronics" areas except manufacturing. Field's executive VP, George B. Young, has reportedly asked Sterling (Red) Quinlan, ex-VP-general manager of WBKB(TV) Chicago, to head venture. Decision may be made this week.

Never before in TV, Field sold KJR Seattle, KOIN Portland, WSAI Cincinnati and WJJD and WFMF(FM), both Chicago, in early 1950's. Field's Chicago papers are Sun-Times and Daily News. Field also publishes World Book Encyclopedia, syndicates science news including astronauts' stories, and has released some film material to TV, all of which indicate broad resource base for possible program ideas, Mr. Quinlan's forte.

One way in

Baton Rouge, La., one of seven markets originally slated for short-spaced VHF channel in ill-fated drop-in proposal, may get that third VHF station after all. FCC staff has recommended approval of request that channel 11 be moved in from Houma, 65 miles away. This is same proposal commission turned down in order rejecting short-spaced drop-ins. At that time, however, commission said Baton Rouge channel 11 proposal was different from six others, in that it involved change in transmitter site, not creation of new assignment. Move-in has been requested by KHMA(TV), which has construction permit for channel 11 Houma, but is not yet on air.

FCC is expected to approve Baton Rouge move-in, but not without some interesting switches. One commissioner who supported drop-in proposal is preparing dissent in anticipation of commission decision to approve move-in. He reportedly feels commission should not deal with matter piecemeal.

Authority for fees

House Communications Subcommittee, considering FCC's claimed authority to impose and collect license application fees, is heading toward compromise bill that would grant specific authority to FCC alone. Subcommittee has mulled over HR 6697, Representative Walter Rogers's (D-Tex.) bill to prohibit FCC fees of any kind, and HR 834, Representative J. Arthur Younger's (R-Calif.) measure to give all agencies power to set fees. Majority of panel believes FCC should be encouraged to help pay for part of its operation. Question has been whether authority exists already, as FCC claims. One complicating factor: Chicago federal court still hasn't ruled on legality issue. FCC, meanwhile, is collecting fees and holding revenue in suspense fund.

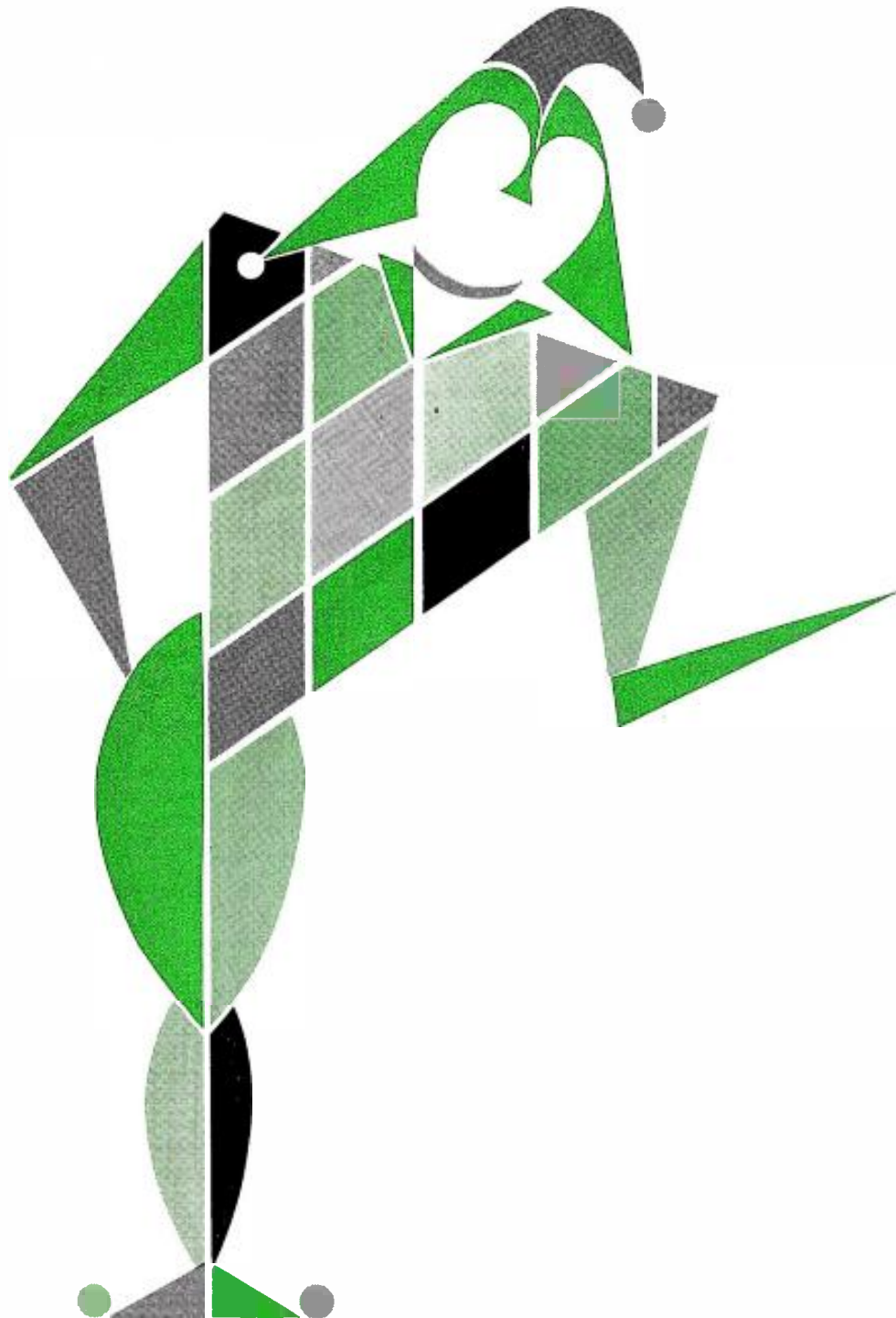
Back door access

Staff proposal that warning be issued to broadcasters on live pickups from courts lest they interfere with ends of justice is pending before FCC. Public notice suggested by general counsel's office was tabled last week for three weeks, but disposition of commissioners was to let courts and broadcasters handle their own affairs without government-issue guidelines from FCC.

Public notice, which would have been based on general counsel's reply to inquiry from New England official, would have cited Supreme Court opinion in 1963 case involving broadcasts by KPLC Lake Charles, La., and also 1961 Baltimore case involving station interviews with jurors.

Schulke status

James A. Schulke, president of National Association of FM Broadcasters for past year, may terminate his tenure coincident with annual meeting in Chicago next week. While one report was that termination agreement already had been reached, Mr. Schulke said Friday he had no plans to leave NAFMB but that FM convention will be "period for review."



for Cleveland acquisitives*...A NEW SYMBOL

This Harlequin announces to Cleveland Acquisitives that WJW-TV is the first and only Cleveland station transmitting local programs in FULL COLOR. Another example of WJW-TV leadership . . . and another reason why your sales messages are delivered with top impact —on WJW-TV.

*Ac-quis'-i-tive—given to desire, to buy and own.

ACQUISITIVES WATCH

LOS ANGELES KCBS	PHILADELPHIA WJAG	CLEVELAND WJA	MIAMI WY-LZ	TOLEDO WY-FD	DETROIT WJLB	STORER BROADCASTING COMPANY
NEW YORK WJLV	MILWAUKEE WJW-TV	CLEVELAND WJW-TV	ATLANTA WUGA-TV	TOLEDO WYFO-TV	DETROIT WJLB-TV	

WJW-TV

WEEK IN BRIEF

Biggest, and possibly best, NAB convention opening in Chicago next week. Registration expected to top 4,000; 90 manufacturers are displaying products for broadcasters. See . . .

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Prospects for film and syndication sales is high for next few years. More than half of all television stations claim they're short now; others fear limited product next year. See . . .

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Double billing practices still irk FCC, so it issues proposed rulemaking. Asks for comments by May 4 on regulation which would hold stations accountable for falsifying bills. See . . .

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Preliminary moves underway to determine feasibility of bringing Olympics live from Japan. NBC is running tape test; Comsat is ready to move; State Department thinks it would be good for U.S. See . . .

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Stanton suggests all-media voluntary code on news coverage of arrests, detentions, pre-trial and trials. Offers to underwrite project. Asks Brookings Institution to recommend task force. See . . .

CODE FOR CRIMINAL COVERAGE . . . 136

With controversial sections simplified or eliminated, joint committee of lawyers and broadcasters offer new TV program form to FCC. Hope commission will issue revised document for comments. See . . .

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Two new angles on music licensing: Metromedia seeking change in base because it's spending more on news. ASCAP withdraws per program proposal to CBS Radio, is relieved of contempt charge. See . . .

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BROADCASTING

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when you think

NEW YORK
RADIO

think

wmca

570

New stock issue offered by Cox

SEC filing shows 630,000 new shares to be offered; \$15-million loan planned

Cox Broadcasting Corp. registered Friday (March 27) with Securities & Exchange Commission public offering of 630,000 new shares of common stock at estimated \$18 per share.

Also to be offered to public are 35,231 shares by private holders and 20,000 by company to employees, both also at \$18.

Total of 685,231 shares are expected to bring \$12,334,158. Underwriters are headed by Lazard Freres & Co.

With new shares, stock issued will total 2.65 million shares.

Prospectus states Cox will borrow \$15 million from insurance company to repay \$11 million obligations incurred in buying KTVU(TV) Oakland-San Francisco last year and \$3,823,700 in acquiring CATV systems in 1962 and 1963. Statement also says Cox is negotiating to buy more CATV's in Oregon and Washington for estimated \$1,750,000.

When formation of Cox Broadcasting was announced last month, it was indicated about 25% of stock would be offered to public (BROADCASTING, Feb. 17).

Principal owners of Cox Broadcasting are Atlanta Newspapers Inc., 45%; Dayton Newspapers Inc., 19.21%; Springfield Newspapers Inc., 20.35%. All are owned by James M. Cox Jr. and family. Mr. Cox is chairman of Cox Broadcasting.

Annual Salaries ■ Registration document shows that J. Leonard Reinsch, president of Cox Broadcasting, will receive \$100,000 annually, with estimated \$40,000 yearly at retirement at age 65; Marcus Bartlett and Frank Gaither, vice presidents, \$45,000 annually and \$18,000 yearly at retirement.

Mr. Reinsch, through Jayren Corp., owns 5.5%; Messrs. Bartlett and Gaither, less than 1% each. Mr. Reinsch has option to acquire 10,000 shares after public offering; Messrs. Bartlett and Gaither, 5,000 each.

Cox stations are WSB-AM-FM-TV Atlanta; KTVU(TV) Oakland-San Fran-

cisco; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-TV Charlotte, N. C.; WIOD-AM-FM Miami, and following CATV's: Lewistown, Lock Haven and Tyrone, all Pennsylvania (with 10,000 subscribers); Aberdeen, Hoquiam and Cosmopolis, all Washington (with 9,500 customers). It holds interests in franchises for Lima and Findlay, Ohio (50%), and for Redding, Calif. (25%). It is applicant for franchise in Dayton and holds 25% interest in application for franchise in Red Bluff, Calif.

Balance sheet as of Dec. 31, 1963, shows total assets of \$32,405,537, with total current assets of \$7,352,594. Total current liabilities are \$6,565,605 and long-term obligations add up to \$16,403,139—most of which are due Cox newspapers.

Cox newspapers, in Atlanta, Dayton, Springfield, Ohio, and Miami, are not included in Cox Broadcasting holdings.

NAB to use tax facts in amortization fight

National Association of Broadcasters Friday (March 27) sent five-page questionnaire on film amortization practices to all TV members in first step of campaign to convince Internal Revenue Service to revise its ruling that all film contracts be amortized on straight line basis for tax purposes.

Douglas Anello, NAB general counsel, said amortization of film licensing agreements is "one of more pressing tax problems" facing TV stations. He said NAB believes that insistence on any one method is erroneous and that each situation should be handled on case-by-case basis.

He said NAB hopes to convince IRS to modify its 1962 ruling without "resorting to expensive litigation." Questionnaire has been sent to obtain information as to current station practices and to prepare information for appeal to IRS.

Individual replies will be kept confidential and results summarized and reported back to stations.

"Straight line" amortization requires station to take equal depreciation each year for life of contract.

WCNS sued by client's rival

Because one businessman who broadcasts his own commercials live implied that another businessman misrepresented efficiency of his product, WCNS Canton, Ohio, is being sued for \$75,000.

Robert M. Chergi, owner of Aqua

Miracle Inc. (water softeners), filed two damage suits asking for total of \$135,000. One of suits was against Aqua-Line Water Co. (also water softeners), other against WCNS.

Mr. Chergi charged that James Bushman, president of Aqua-Line, made defamatory statements about Aqua Miracle in advertising broadcasts last October. Aqua-Line sponsors 5-minute program, three times week over WCNS.

FCC may back part of proposed program form

FCC may issue, with its endorsement, portions of proposed TV programming form drafted by special committee drawn from broadcasters, communications bar and FCC staff (see page 140).

Commissioner Robert T. Bartley discussed this possibility following meeting Friday (March 27) between committee that drafted form and committee of commissioners.

Commissioner Bartley said, however, FCC would not withdraw its own proposed form from consideration. Special committee had asked that this be done.

Commissioner Bartley said number of provisions in committee's form contained "helpful" suggestions and reflected "reasonable" approach.

However, number of differences exist between committee's version and commission's. Widest, he said, involves proposed survey of community needs. Commission's form would require extensive survey and evaluation; committee's would not.

Commissioner Bartley said commission will have to decide which sections of form it wants to endorse and what

Y'all wanna rectifier?

General Instrument Corp., Newark, N. J., says it's very pleased with reaction it got to "way out" New York radio campaign to reach more than 70,000 engineers visiting convention of Institute of Electrical and Electronic Engineers (see page 57). Commercials (for rectifiers) were on March 12-25 on WNEW New York, and featured sultry female voice speaking to "All you way out engineers from all the darlin' electronics companies hereabout."

WEEK'S HEADLINERS



Mr. Shapiro

Marvin L. Shapiro, VP and eastern sales manager of Television Advertising Representatives, New York, promoted to VP and general sales manager. He is succeeded by **William B. Condon**,

midwest sales manager. **Robert M. Williams**, account executive in TvAR's New York office, appointed to replace Mr. Condon as midwest sales manager, with headquarters in Chicago. **Mayer Levinton**, formerly sales analyst in representative firm's New York office, named research manager, new post.

John G. Brooks, board chairman and chief executive officer of Lear Siegler Inc., Santa Monica, Calif., electronics manufacturer, has become president as

well, following resignation of **Albert G. Handschumacher**. LSI was active in organization of Subscription Television Inc., holds 12.6% of STV stock and has contract to provide equipment and engineering management services for closed circuit pay TV system. Mr. Brooks is member of board of directors of STV. No reason was given for resignation of Mr. Handschumacher but LSI spokesman said it had nothing to do with company's STV activities.

Champ C. Humphrey, executive vice president of Gardner Adv., St. Louis, elected president, succeeding **Charles E. Claggett**, who continues as board chairman and chief executive officer. Mr. Humphrey will move to New York and head agency's office there, effective May 1, succeeding **Donald C. Porteous**, who moves to special assignment. With addition of several new accounts, Gardner expects \$16 million billing jump this year to new high of \$66 million.

For other personnel changes of the week see FATES & FORTUNES

to do about those with which it disagrees. One committee source said the latter might be issued as alternatives to provisions in commission's form.

Commissioner Bartley indicated it would be "weeks" before commission reached decision. He said first step would be for staff to review committee's document in detail.

NAM survives dismissal of land mobile requests

FCC Friday (March 27) dismissed all but one petition for allocation of TV channels for nonbroadcast use as it undertook program to study frequency needs of "various nongovernment radio services" in spectrum between 25 mc and 890 mc.

Commission announcement said that advisory committee to study land mobile radio needs was formed under chairmanship of Commissioner Kenneth A. Cox and vice chairmanship of James E. Barr, chief of FCC's Safety and Special Radio Services Bureau.

Commission said "that most frequency problems now confronting the land mobile service would have to be resolved through more effective utilization of available spectrum space, rather than through the medium of allocating additional space on an exclusive basis to that service." FCC also said, however, that feasibility of land mobile radio sharing TV channels "must also

be studied."

Only one petition for land mobile use of TV frequencies—channels 14 and 15—was not dismissed. This is request by National Association of Manufacturers for use of channels on geographical basis. There is widespread broadcaster opposition to NAM's plan (see page 58). Commission, however, said that "it believed the question of sharing should be limited to channels 2 through 13 at this time."

RAB indicator shows rep firm business up

Spot radio business of leading station representation firms ran somewhat higher in January this year than in same month year ago. That's first reading of new, monthly Business Barometer being inaugurated by Radio Advertising Bureau, which distributed first report privately to participating rep firms last week.

RAB's 15 rep-company members submit their monthly billing totals to Peat, Marwick & Mitchell, New York accounting firm which handles compilations. Barometer is intended as business index for internal use of management, does not attempt to estimate spot business placed directly or by other reps. It does indicate totals handled by participating reps in terms of (1) total U. S., (2) top 50 markets individually and

(3) all other markets as group.

Barometer is part of RAB program to bring radio into ranks of "measured" media, which already has launched annual report on spot radio expenditures of top 50 advertisers and is slated to include estimates on network advertisers this year (BROADCASTING, March 9). RAB also hopes to introduce barometer type of index on network radio billings.

ARB February listing puts 'Bonanza' at top

Bonanza topped American Research Bureau Feb. 1-14 national TV survey, knocking *Beverly Hillbillies* from lead position for first time this season. *Hillbillies* had led in October, November and January ARB surveys.

ARB's listing of top 25 network shows during period with estimated number of homes reached:

Rank	Program	Est. Homes Reached (000)
1.	Bonanza (NBC)	21,908
2.	Beverly Hillbillies (CBS)	20,869
3.	Ed Sullivan (CBS)	18,965
4.	Dick Van Dyke (CBS)	18,202
5.	Andy Griffith (CBS)	17,367
6.	Candid Camera (CBS)	16,247
7.	Petticoat Junction (CBS)	14,741
8.	Jackie Gleason (CBS)	14,568
9.	Donna Reed (ABC)	14,557
10.	Virginian (NBC)	14,551
11.	Red Skelton (CBS)	14,548
12.	Lucy Show (CBS)	14,476
13.	Lawrence Welk (ABC)	14,222
14.	Dr. Kildare (NBC)	14,150
15.	I've Got a Secret (CBS)	13,947
16.	Gunsmoke (CBS)	13,896
17.	Lassie (CBS)	13,824
18.	Danny Thomas (CBS)	13,702
19.	Perry Mason (CBS)	13,682
20.	Disney's World (NBC)	13,448
21.	To Tell the Truth (CBS)	13,336
22.	Fugitive (ABC)	13,285
23.	Hazel (NBC)	13,214
24.	Bob Hope (NBC)	13,122
25.	McHale's Navy (ABC)	13,030

Two NBC shows sold out

NBC-TV announced Friday (March 27) sold-out status for network's *Jack Paar Show* and *Saturday Night at the Movies* for 1964-65 season.

Advertisers buying into movies are Vick Chemical, Miles Laboratories, American Tobacco, Star-Kist Foods, Sunbeam Corp., Green Giant, Maybelline, Bristol-Myers, R. J. Reynolds, Union Carbide, Carnation Co. and Polaroid Corp. Sponsors on Paar program will be Hertz Corp., Green Giant, Polaroid, Block Drug, P. Lorillard and Speidel Corp.



PREVENTS UPSET MARKETING

Try the same remedy that Miles Laboratories' Alka-Seltzer uses to keep its market fizzing at all times—a Blair Group Plan. Blair Radio's Bull's-Eye Marketing Service keeps sales bubbling anywhere and everywhere, because you prescribe where your advertising message should be directed — and to whom.

To localize your audience Blair uses its National Radio Survey #1. Your message is brought home by popular local radio personalities who are as well-liked and respected in their areas as a corner druggist.

In radio, Blair is the only group which can pinpoint its audience. No wonder the Blair Group Plan is America's most influential group of radio stations. Order your tailor-made plan by calling your Blairman today.

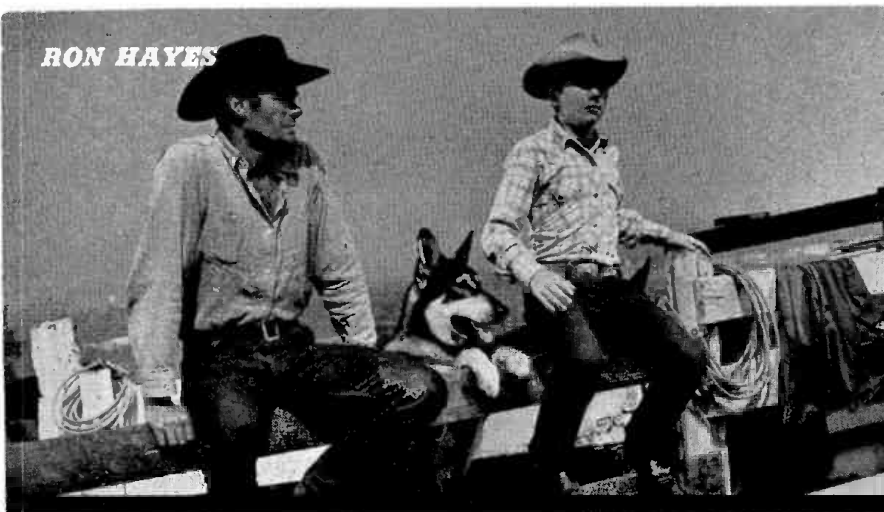
Among other successful users: The Nestlé Company, Ford, Accent, Kellogg's, Mars Bars, Lincoln-Mercury, Campbell Soup, Alberto-Culver Command.



OFFICES IN 10 MAJOR CITIES: New York / Chicago / Atlanta / Boston
Dallas / Detroit / Los Angeles / Philadelphia / St. Louis / San Francisco



RON HAYES



PROGRAM	METRO RATING	METRO SHARE
CLEVELAND — 6:30-7:00 Sunday*		
WJW-TV THE LITTLEST HOBO, Oz	30	57
Sta. A Cheyenne/Afl ftbl	15	28
Sta. B Step Beyond/Bowlg/Nws/Golf	7	13

The Littlest Hobo is the number one rated syndicated program in Cleveland and is the only one in the top 20.

PROGRAM	METRO RATING	METRO SHARE
PORTLAND — 7:00-7:30 Wednesday**		
WCSH-TV THE LITTLEST HOBO	29	63
Sta. A Yogi Bear	9	20
Sta. B News/Weather	8	17

The Littlest Hobo has the highest rating, highest metro share of all programs on all stations 7:00-7:30 PM, Monday-Sunday.

PROGRAM	METRO RATING	METRO SHARE
ATLANTA — 7:00-7:30 Saturday*		
WAGA-TV THE LITTLEST HOBO	29	57
Sta. A Arthur Smith	7	14
Sta. B Wrestling	14	28

The Littlest Hobo rates 11th in all program categories including network programs.

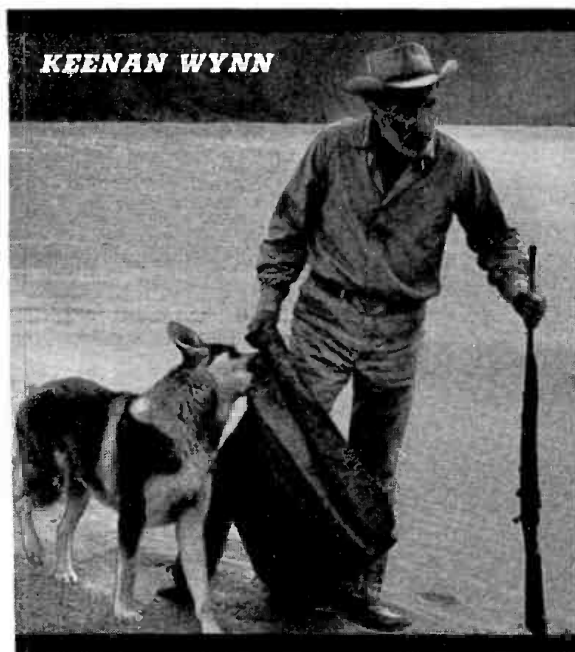


The LITTLEST HOBO



BILL WILLIAMS

KEENAN WYNN



EDWARD BINNS

PROGRAM	METRO RATING	METRO SHARE
HARTFORD — 7:00-7:30 Wednesday**		
WTIC-TV THE LITTLEST HOBO	19	55
Sta. A 87th Precinct	8	24
Sta. B News Weather/Sports	7	19

The Littlest Hobo attracts double the homes, almost double the rating and almost triple the share of the program immediately following.

PROGRAM	METRO RATING	METRO SHARE
SOUTH BEND — 7:00-7:30 Wednesday**		
WSBT-TV THE LITTLEST HOBO	19	40
Sta. A Sea Hunt	14	30
Sta. B Checkmate	14	30

The Littlest Hobo is second only to "Lassie" in the 7:00-7:30 time period.

*1964 Jan ARB

**1963 Oct-Nov ARB

PROGRAM	METRO RATING	METRO SHARE
BOSTON — 7:00-7:30 Wednesday*		
WNAC-TV THE LITTLEST HOBO	24	43
Sta. A News	8	14
Sta. B Huntley Brinkley	23	41

The Littlest Hobo is the number one rated syndicated program in Boston.



HARRY TOWNES

EDGAR BERGEN & CHARLIE McCARTHY



N.A.B. HOSPITALITY SUITES

Executive House
Suite 3812
&
Storer Ranch
Hilton, Room 1005A

THE LITTLEST HOBO

WHAT CAN A **FRESH, NEW** HALF-HOUR SERIES DO FOR YOUR STATION?

1. The Littlest Hobo can attract an audience.

First ARB ratings from ten large-medium-smaller markets

MARKET	METRO RATING	METRO SHARE	MARKET	METRO RATING	METRO SHARE
Atlanta (Jan. '64)	29	57	Lancaster (Nov. '63)	20	19
Boston (Nov. '63)	17	32	Hartford (Nov. '63)	19	55
Cleveland (Oct. '63)	12	32	Johnstown/Altoona (Nov. '63)	20	50
Colorado Springs (Nov. '63)	17	37	Portland, Me. (Nov. '63)	29	63
Eugene (Nov. '63)	19	33	South Bend (Nov. '63)	19	40
Average first rating 20.1			Average first share 44.8		

2. The Littlest Hobo can build an audience.

Two markets where more than one ARB rating has been taken.

BOSTON						CLEVELAND					
	Homes (00)	Metro Rating	Metro Share	Men (00)	Women (00)		Homes (00)	Metro Rating	Metro Share	Men (00)	Women (00)
Nov. '63 ARB	2199	17	32	537	871	Oct. '63 ARB	1314	12	32	819	1092
Jan. '64 ARB	2818	24	43	1226	1445	Nov. '63 ARB	2049	18	46	1188	1520
Increase	28%	41%	34%	128%	66%	Jan. '64 ARB	3107	30	57	1877	2015
						Increase	136%	150%	78%	129%	85%

3. The Littlest Hobo can deliver a saleable ADULT audience.

Market		Adults (00)	Children (00)	Market		Adults (00)	Children (00)
Atlanta	Jan. '64 ARB	1840	1554	Johnstown/Altoona	Nov. '63 ARB	470	463
Cleveland	Nov. '63 ARB	2708	2623	Lancaster	Nov. '63 ARB	960	530
Colorado Springs	Nov. '63 ARB	243	140	Portland, Me.	Nov. '63 ARB	676	336
Eugene	Nov. '63 ARB	177	104	South Bend	Nov. '63 ARB	416	154
Hartford	Nov. '63 ARB	1302	1276				

In every case more adults than children

THE LITTLEST HOBO IS A PHENOMENAL SUCCESS

THIS FRESH, NEW ADVENTURE SERIES WILL ATTRACT, BUILD
AND DELIVER A SALEABLE, ADULT AUDIENCE AGAINST ANY COMPETITION.



Offices in: CHICAGO • LOS ANGELES • HOUSTON • ATLANTA • 500 PARK AVE., NEW YORK

Rating, share, and audience composition subject to the limitations as listed in the reports used.

MONDAY MEMO

from R. Jack Scott, Scott & Scott Advertising, Chicago

Irritated listeners become contented cookie eaters

The other day I phoned Ed Wallis, general manager of WIND Chicago, to ask him if he was aware that one of our important clients has been advertising on his station without interruption for a quarter of a century.

He naturally was pleasantly surprised to be reminded of an advertiser who had expressed such confidence in the station by remaining on the log so long. Our client is Salerno-Megowen Biscuit Co., a locally based cookie baking firm.

We have watched Salerno-Megowen grow to where they now bake 40% of the packaged cookies sold in the greater Chicago area. Now they are first in the market and during those 25 years they climbed up from 15th.

Kudos to Radio ■ As their agency we've taken understandable pride in their success. Because the biggest chunk of their ad budget for most of that time has gone to radio, we wish to let the broadcast medium get in on the applause too. Besides keeping the Salerno people happy with a steadily rising sales curve, we think we also may have made radio history with what is probably the longest running spot the medium has ever known.

When we were first tackling the problem of creating a demand for the output of that small and new cookie manufacturer 25 years ago, we decided we needed something memorable and distinctive to use on radio. After much thought, we recorded a voice sounding like a little girl imploring "Mom-ee, I want a Salerno Butter Cookie."

We placed our first advertising on WIND and patiently waited for something to happen. At the risk of sounding immodest, we say that this single spot became the most famous in Chicago.

To appreciate how fast the spot made people aware of Salerno cookies you have to remember this was before the days of "irritation factor" commercials. There wasn't anyone in Chicago using the device of repeating a remembrance line over and over.

Brand Impact ■ Within four years, during which time other stations were added for the spot, we could still depend on better than a hundred letters a week asking "please take that whining brat off the air." But by that time, as one letter noted in requesting a respite from the slogan, "When I go in a store, I can't think of any other brand of butter cookie."

At about this point we decided to give the spot a rest and incorporated

the line into a singing jingle. However, for at least a few weeks every year, the original was resurrected. In 1961 it was modernized to include the mother joining in a duet with the little girl.

The young woman who originally recorded the little girl's voice, Florence Brower Fancy, became somewhat of a local celebrity. She made personal appearances everywhere, from supermarkets to baseball games. Now a resident of California, she returned for a luncheon commemorating the 25 years Salerno has been on WIND. She told us that she still occasionally meets Chicagoans who remember her radio voice.

During our quarter century of buying for Salerno we've adhered to roughly 100 spots a week. WIND continues to get the largest share with the balance now on two other stations. Salerno's steadily expanding business and corresponding increases in their ad budget have compensated for rate increases.

TV Joins Radio ■ In 1958 the cookie company moved into a brand new \$5 million plant making possible even greater production. This big step paved the way for an almost 100% increase in the broadcast ad allotment which was earmarked for television. Thus for the past four years spot radio and spot TV have shared equally the budget.

Our success with the Salerno campaign reinforced our belief that spot radio has remained one of the most effective means of putting over a sales message. It also backed up another of our pet philosophies: that every spot should contain a good, strong remembrance line.

The potency of this was demonstrated when we first began advertising Salerno on radio. We started incorporating the "Mom-ee, I want a Salerno Butter Cookie" line at the beginning of a 30-

second spot. We soon found out no one ever remembered anything but that line. Whatever was said in the other 20 seconds was forgotten. It didn't take much to realize we could greatly increase our penetration by using the remembrance line alone in 10-second breaks.

That wasn't as easy to do as it sounds because in those days we still had to talk stations into making the breaks available to us. In many cases they had never been sold before and a price had to be established.

Spot Pioneer ■ Our use of station breaks was quite natural as just a few years before we were the first agency to use a dramatized station break as we know them today. The only commercial use being made of them up until that time was by Bulova for their well-known time signals.

In 1935 we made some complete 10-second spots for Lea & Perrins with George Givot, the actor-comedian known as the "Greek Ambassador." As a chef, using an appropriate dialect, he would say, "Marie, bring me the Lea & Perrins Worcestershire Sauce, please."

We continue to take advantage of the special impact of a strong remembrance line with many of our newer accounts. One of the best-known examples is the line for Boyer International Laboratories' H. A. Hair Arranger: "The perfect way to start your day, a shave, a shower and a little H. A.—Hair Arranger." Walgreen Drug Stores' "Your dollar buys more at your Walgreen Drug Store" is another.

Marketing has undergone revolutionary changes in the last quarter century. We feel judicious use of radio and TV has enabled us to keep pace with the changing developments in distribution, merchandising and consumer purchasing habits.



R. Jack Scott, born in Newport, Ark., in 1903, attended the University of Arkansas. After working for AP, Hearst Newspapers and the "Chicago Daily News," Mr. Scott in 1933 opened Schwimmer & Scott with Walter Schwimmer. In 1951 he bought out Mr. Schwimmer and the agency became R. Jack Scott Inc. In 1963 Larry Scott (no relation) joined him and the firm became Scott & Scott. Larry Scott subsequently left to become ad director of Sunbeam Electric Co.

HOUSEWIVES LOVE US

because we program for them. For example, 50 times every day we broadcast their own neighborhood notes. Special features on Food News are aired daily in cooperation with the Michigan Consumers Marketing Service. And there are fun games in which thousands of Detroit housewives participate. So far, some 300 housewives have won cash, transistor radios, turkeys and more than 300,000 trading stamps.

These same Detroit housewives make important decisions every day. Decisions about buying food, clothing, housewares, even automobiles. If you want to talk to Detroit housewives, talk to WKNR (or your Paul Raymer man).



WKNR

THE STATION THAT
KNOWS DETROIT



KNORR

BROADCASTING CORPORATION
 Mrs. Fred Knorr, President
 Walter Patterson, Ex. V. P. & Gen. Mgr.
 Represented nationally by the Paul H. Raymer Co.

**OOH!
OOH!
OOH!**

Patrolmen Toody and Muldoon are protecting you! If you find that comforting, you haven't met Toody and Muldoon!



CALL CAR 54/NBC FILMS



in person

ROY HAMILTON

RICHARD MALTBY

ROY DRUSKY

MARGIE SINGLETON

**SESAC
CELEBRITY
SUITE**

NAB • CHICAGO

DATEBOOK

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

■Indicates first or revised listing.

MARCH

■March 29-April 1—**Collegiate Advertising Conference of Mid-America.** Speakers include Harry Smart, John Blair & Co.; David Watrous, Earle Ludgin & Co.; Richard Anderson, Young & Rubicam; David T. Hood, J. Walter Thompson Co., and Don Young, Don Young & Associates. Palmer House, Chicago.

■March 31—Membership meeting of the **American Society of Composers, Authors and Publishers**, Imperial Ballroom, Hotel Americana, New York at 2:30 p.m.

APRIL

■April 1—Forum—"My Favorite Moments in TV"—by the New York chapter of the **National Academy of Television Arts and Sciences**, 8 p.m., Judson Hall, 165 West 57th Street, New York.

April 1—**Nebraska Broadcasters Association-Nebraska University Journalism School** copywriters' clinic, Nebraska Center for Continuing Education, Lincoln.

April 3—Deadline for reply comments on **FCC** rulemaking to authorize use of unattended, automatic mobile relay stations.

April 3—New deadline for comments on **UHF** allocations tables proposed by **FCC** and **National Association of Educational Broadcasters**.

April 3—New deadline for comments on **FCC** rulemaking to authorize six **UHF** channels for airborne ETV in six midwestern states.

April 3—Meeting of the **National Association of FM Broadcasters**, 9 a.m., Waldorf room, Conrad Hilton hotel, Chicago.

April 3—Meeting of the **Association for Professional Broadcasting Education**, 2:30 p.m., room 9, Conrad Hilton hotel, Chicago.

April 3-5—**National Association of TV & Radio Farm Directors**, Atlanta.

April 4—Technical conference of the **Association of Maximum Service Telecasters**, 1 p.m.; **AMST** board of directors meeting, 6:30 p.m. Sheraton-Blackstone hotel, Chicago.

April 5—First annual general membership meeting of the **Institute of Broadcast Engineers**, 2:30 p.m., Williford

Parlor C, Conrad Hilton hotel, Chicago.

April 5—Ninth annual membership meeting of the **Association of Maximum Service Telecasters**. Jack Harris, KPRC-AM-TV Houston and **AMST** president, will preside. Reports on current and future activities of the association will be presented by Lester W. Lindow, executive director, and Ernest W. Jennes, legal counsel. 8:30 a.m., Beverly room, Conrad Hilton hotel, Chicago.

April 5—Annual meeting of the board of directors of the **Association on Broadcasting Standards**, 2:30-3:30 p.m.; **ABS** annual membership meeting, 4-5 p.m.; special meeting of the **ABS** board of directors, 5-5:30 p.m. Beverly room, Conrad Hilton hotel, Chicago.

April 5-8—Annual convention of the **National Association of Broadcasters**, Conrad Hilton hotel, Chicago.

April 5-8—**Television Film Exhibit—1964.** Reception April 5, 4-7 p.m., for TV station officials by distributors participating in TFE-'64. Great Hall, Pick-Congress hotel, Chicago.

April 5-8—West Coast meeting of **Association of National Advertisers**, Del Monte Lodge, Pebble Beach, Calif.

April 5-8—Annual meeting of **Canadian Association of Broadcasters**, Chateau Frontenac hotel, Quebec City.

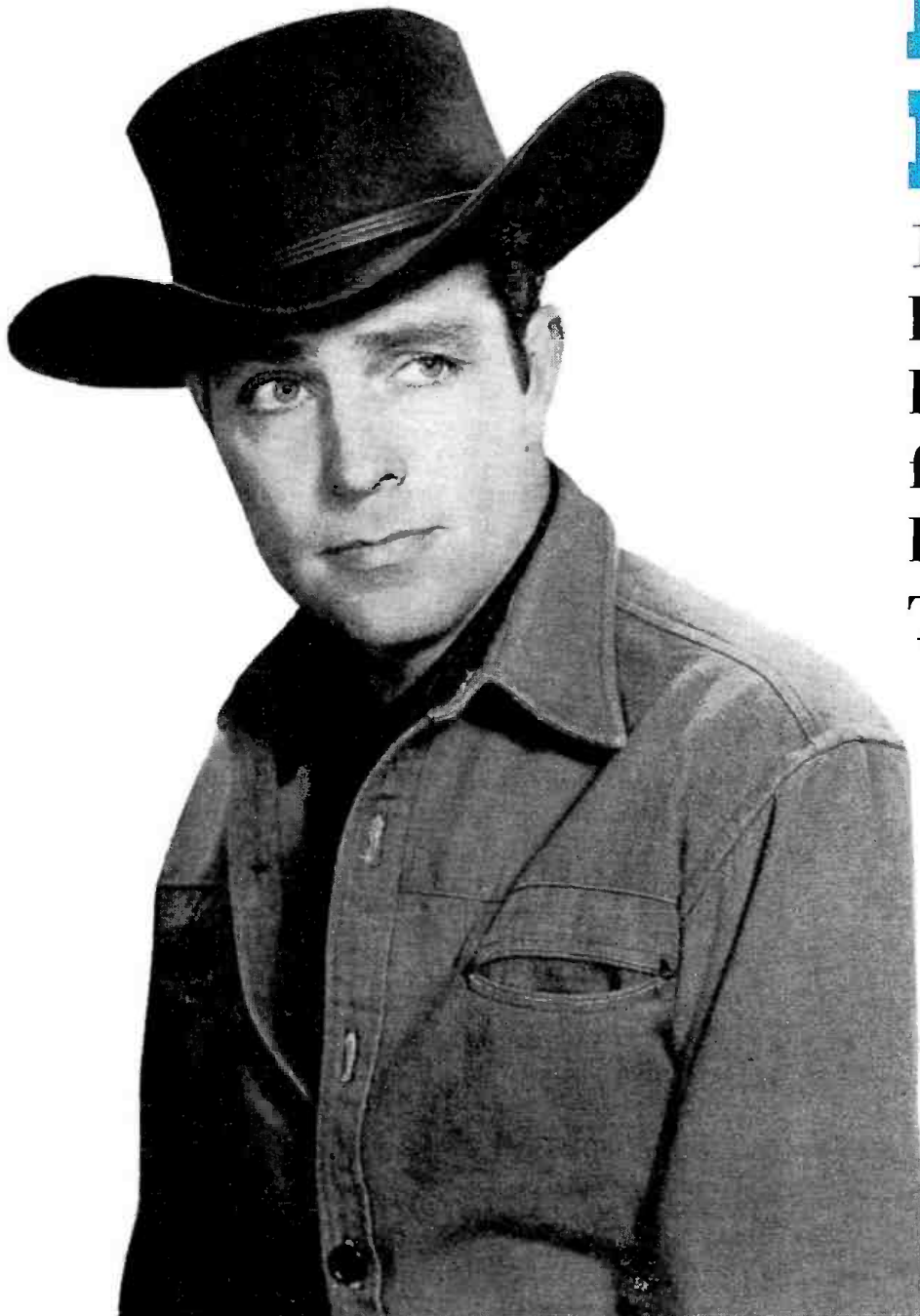
April 6-9—Thirty-first annual **National Premium Buyers Exposition**, under auspices of **National Premium Sales Executives**, the **Premium Advertising Association of America** and **Trading Stamp Institute of America**. More than 600 exhibitors are expected to participate. McCormick Place, Chicago.

April 8—**Academy of Television Arts and Sciences**, Hollywood chapter. Dr. Lee A. Du Bridge, president, **Community Television of Southern California**; James Robertson, general manager of **KCET(TV)** ch. 28 ETV, and James Day, **KQED(TV)** San Francisco ETV outlet, will discuss plans for the fall opening of station. Hollywood Paladium, 8 p.m.

April 9—Annual stockholders meeting of **Avco Corp.**, Hotel DuPont, Wilmington, Del.

April 12—Old-timers get-together, 40th anniversary of **WLS** Chicago, Sherman House hotel, Chicago. Old-timers committee is headed by Glenn Q. Snyder, George Cook, Bill Nelson and George Biggar. Contact: Mr. Biggar, **WLBK** DeKalb, Ill.

April 12-17—Ninety-fifth technical conference of **Society of Motion Pic-**



tales
of
**WELLS
FARGO**

starring

**DALE
ROBERTSON**

167
half
hours
for
local
TV

CAN HE SELL WOMEN?
DON'T ASK US...
ASK YOUR WIFE!

mca
TV FILM SYNDICATION

RECORDS THAT CAN SATISFY AND CREATE DEMAND

Columbia Records is the industry leader, with the world's most comprehensive catalog and the largest roster of recording artists. The enormous Columbia repertoire supplies your station's every demand. There is no better way to foster your on-the-air image and attract an ever-growing group of listeners than by subscribing to our service. But the time to act is now. Your response before May 1, 1964 will allow you to take advantage of a special 10% reduction in our regular yearly rates. Check your mail now for the 1964 brochure.

COLUMBIA RECORDS BROADCAST SERVICES,

799 Seventh Avenue, New York, N.Y. 10019

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ture and Television Engineers. John M. Waner of Eastman Kodak Co., Hollywood, is program chairman. Papers committee chairman is C. Loren Graham of Kodak Color Technology Department in Rochester, N. Y. William Dozier, president of Greenway Productions, Hollywood, and former senior vice president-TV production at Screen Gems, will speak at the April 13 luncheon on "The State of Television . . . An Appraisal." Ambassador hotel, Los Angeles.

April 13—Newsmaker luncheon of **International Radio & Television Society**. Robert Moses, president of New York World's Fair 1964-1965 Corp., is speaker. Waldorf Astoria, New York.

April 13—Deadline for comments on FCC rulemaking to require public notice be given when applying for new or modified station call letters.

■April 14—Workshop for advertisers presented by the **Film Producers Association of New York** in cooperation with the **Association of National Advertisers**. Session will concern film distribution and marketing. Plaza hotel, New York.

■April 15—Annual stockholders meeting of **CBS Inc.**, to elect directors, to elect independent auditors and consider and act upon such other business as may come up. CBS Chicago, 630 North McClurg Court, Chicago.

April 15—Deadline for submission of summaries and abstracts of technical papers for inclusion in program of **Western Electronic Show and Convention** in Los Angeles, Aug. 25-28.

April 15—Annual stockholders meeting of **General Telephone & Electronics Corp.**, Fort Wayne, Ind.

■April 15-18 — Representatives from amateur radio societies in North and South America and adjacent islands meet in Mexico City for the **First Pan American Congress of Radio Amateurs**.

April 15-25—International motion picture, TV film and documentary market, Milan, Italy.

■April 16—Advertising seminar sponsored by the **Women's Advertising Club of Baltimore**. Speakers include Melvin A. Goldberg, vice president and director of research for National Association of Broadcasters, who will review the program of the newly incorporated Broadcast Rating Council; James G. Morton, special assistant to U. S. secretary of commerce, "The Importance of Advertising in an Expanding Economy;" and Willard R. Simmons, president of W. R. Simmons & Associates Research Inc., noon, Sheraton Belvedere hotel, Baltimore.

April 17-18—Fourteenth annual **Radio-Television Conference and Banquet** of Radio-Television Guild of San Francisco State College.

April 17-18 — Two-day management seminar entitled "The Marketing Revolution In Electronics" by central division of **Association of Electronic Manufacturers**, Pheasant Run Lodge and Country Club, St. Charles, Ill.

April 17-19—Joint meeting of **Mississippi Association of Broadcasters** and **Louisiana Association of Broadcasters**. Speakers include NAB President LeRoy Collins, FCC Chairman E. William Henry and Representative Walter Rogers (D-Tex.). Broadwater hotel, Biloxi, Miss.

April 17-24—The **Golden Rose of Montreux** international TV competition, sponsored by the city of Montreux (Switzerland) and the Swiss Radio and Television Corp., Montreux.

April 19-25 — **Television Newsfilm Workshop**, Center for Continuing Education, University of Oklahoma, Norman.

April 20—New deadline for comments on FCC rulemaking to govern grants in microwave services to systems supplying community antenna operators with facilities. Former deadline was March 25.

April 21-24—**Alpha Epsilon Rho**, honorary radio-TV fraternity, annual national convention in Los Angeles at Hollywood Roosevelt hotel.

April 22-23—Board of directors meeting of the **Television Bureau of Advertising**, The Greenbrier, White Sulphur Springs, W. Va.

April 23—Deadline for reply comments on FCC rulemaking to require public notice be given when applying for new or modified station call letters.

April 23-25—Annual meeting of **American Association of Advertising Agencies**, The Greenbrier, White Sulphur Springs, W. Va.

April 23-26—**Western States Advertising Agencies Association** 14th annual conference. Speakers include: Ernest Loen, management consultant; Sol Dutka, Audits & Surveys; E. B. Weiss, Doyle Dane Bernbach; Riviera hotel, Palm Springs, Calif.

April 24—Spring conference of **Oregon Association of Broadcasters**, Village Green motor hotel, Cottage Grove, Ore.

April 24—**Pennsylvania AP Broadcasters Association** meeting, Boiling Springs.

April 25—**Texas Community Antenna Television Association** convention to New Hamilton hotel, Laredo.

April 26-May 2—**Affiliated Advertis-**

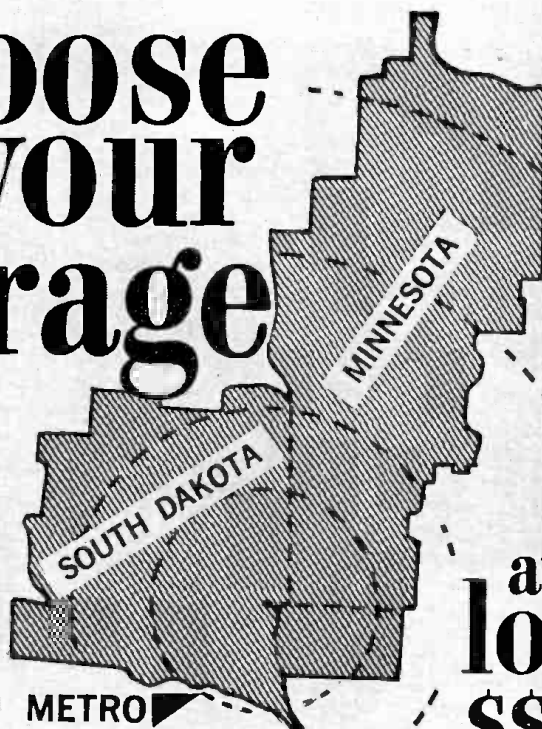
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choose your coverage

REGIONAL

METRO

STATE-WIDE



at the <sup>SEPARATELY OR
IN COMBINATION</sup> low^{est} \$\$\$ CPM



THAT'S THE BEAUTY OF THE SIOUX NETWORK. It's custom coverage, available separately or in combination, reaching more TV homes with greater efficiency than any other station group. Here's what we mean.



For metro coverage KSOO-TV delivers a 35 metro audience share for \$2.04 CPM.



For South Dakota coverage, KSOO-TV and KORN-TV deliver 22,500 average prime-time homes for \$1.57 CPM.



For regional coverage, the SIOUX NETWORK delivers 70,000 average prime-time homes for \$1.19 CPM...in an area that spends \$1.7 billion in annual retail sales.

THIS IS CUSTOM COVERAGE TO FILL YOUR MEDIA NEEDS!

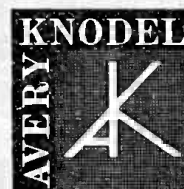
KSOO-TV SIOUX FALLS, S.D. • KCMT/KNMT ALEXANDRIA / WALKER, MINN.
KORN-TV MITCHELL, S.D.

GENERAL OFFICES:

Wade "Pat" Patterson,
General Sales Manager
8th and Phillips Ave.
Sioux Falls, So. Dak.
Phone: 336-1530
TWX: 605-331-2252



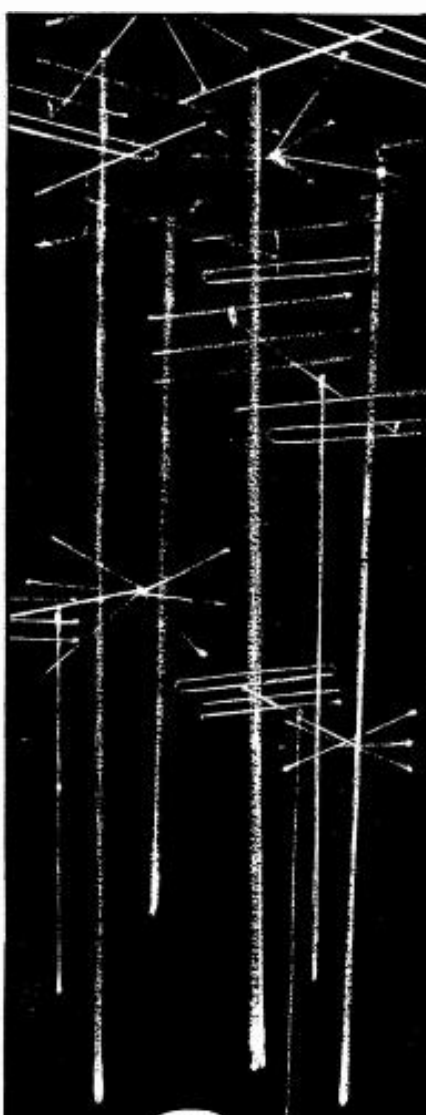
sold
nationally
by



CAUTION: Rating projections are estimates only, subject to defects and limitations of source material and methods. They may or may not be accurate measures of true audience.

Source: ARB Oct.-Nov., 1963 and Avery Knodel Research

Harry S. Hyett Co. in Minneapolis



FLORIDA'S **3**rd MARKET

is
"tuned in"
to

WESH-TV

FLORIDA'S **2**
CHANNEL

REPRESENTED BY THE KATZ AGENCY, INC.

ORLANDO • DAYTONA • CAPE KENNEDY

ing Agencies Network conference, Andrew Johnson hotel, Knoxville, Tenn.

April 27—Annual stockholders meeting of Wometco Enterprises Inc., Midway Motor hotel, Flushing, N. Y.

April 27-29—Annual conference of Association of Canadian Advertisers, Royal York hotel, Toronto.

April 28—Annual awards luncheon of Station Representatives Association, Waldorf Astoria, New York.

April 29-May 1—Institute of Electrical and Electronics Engineers region 6 conference, co-sponsored by Instrument Society of America, Salt Lake City.

■April 30—Deadline for comments on FCC rulemaking to establish rules to govern ex parte communications during adjudicatory and record rulemaking proceedings, which have been designated for hearing.

April 30—Deadline established by Congress that all TV receivers shipped by manufacturers in interstate commerce be able to receive all 82 VHF-UHF channels of the TV spectrum.

April 30—Annual banquet of Indiana University Radio and Television Department. Keynote speaker will be Melvin A. Goldberg, NAB vice president in charge of research. Bloomington, Ind.

■April 30-May 3—Annual convention of American Women in Radio and Television. Richard S. Salant, vice president and special assistant to president of CBS Inc., is keynote speaker. Mayo hotel, Tulsa, Okla.

MAY

■May 1—Conference on radio and community service co-sponsored by the University of Southern California and the Southern California Broadcasters Association, 9 a.m.-2 p.m. Robert P. Sutton, SCBA chairman, will preside.

■May 1-2—Annual convention of the Kansas Association of Radio Broadcasters. Speakers include Jack Lacy, director of Kansas Economic Development Commission; Richard Cheverton, Wood Grand Rapids, Mich.; and Stephen Labunski, WMCA New York. Lassen hotel, Wichita, Kan.

■May 4-6—Annual spring convention of Kentucky Broadcasters Association. James H. Topmiller Jr., WHAS Louisville, is chairman of convention committee. Louisville Sheraton hotel.

May 5-6—CBS-TV Affiliates conference, Hilton hotel, New York.

May 5-6—Missouri Broadcasters Association

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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BROADCASTING, March 30, 1964



for the money!

THREE ACTION-PACKED, AUDIENCE-GRABBING FEATURES!

* **1**

THE SCARFACE MOB

NEVILLE BRAND ROBERT STACK KEENAN WYNN
BARBARA NICHOLS • PAT CROWLEY



Dramatic account of how Scarface Al Capone's grip on Chicago was broken by a picked squad of Treasury Agents. Seven men battle bullets and bribery to gather evidence that finally sends Capone to prison.

* **2**

ALCATRAZ EXPRESS

ROBERT STACK NEVILLE BRAND BRUCE GORDON



Spectacular story of gangland's attempt to free Al Capone by force. From Atlanta Penitentiary to San Francisco Bay, the tension mounts as the secret train transports the nation's most notorious criminal.

* **3**

THE GUN OF ZANGARA

ROBERT STACK JOE MANTELL ANTHONY GEORGE
ROBERT MIDDLETON



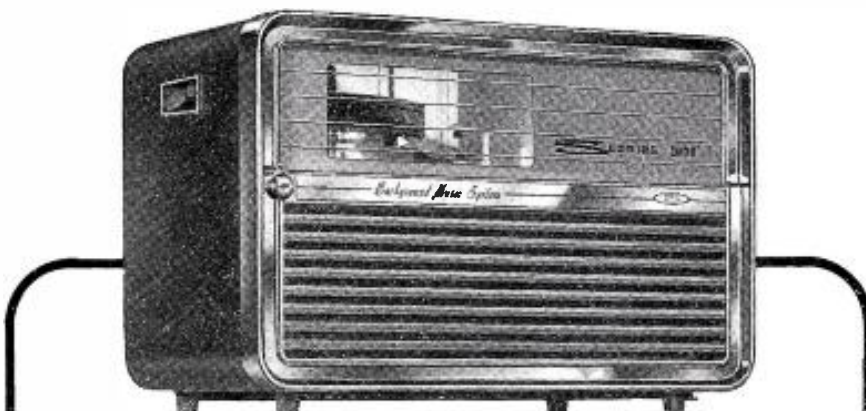
An assassin's bullet aimed at the President of the United States strikes the Mayor of Chicago. Anton Cermak, Chicago's gangland had long marked the Mayor for extinction but a madman's bullet double-crosses them.

Desilu Sales Inc.

Richard Dinmore, Vice President, General Manager

• 78 NORTH GOWER STREET • HOLLYWOOD 38, CALIFORNIA • HOLLYWOOD 9-5911

RADIO STATIONS: EXPAND AND DIVERSIFY YOUR BUSINESS WITH SEEBURG BACKGROUND MUSIC



Seeburg Background Music is helping business the world around. Its sale and service offer a profitable new area of diversification for the radio broadcasting company.

- You can achieve a substantial recurring monthly income even with relatively few business and/or industrial subscribers.
- You can offer music that is tailored to fit each type of business to a "T".
- You can deliver to subscribers the world's finest background music, especially recorded by Seeburg in the music centers of Europe and the U.S.A.

Let us send you, without obligation, details of the Seeburg plan. A number of territories are open for franchised distribution of Seeburg Background Music.

The industry's most complete finance plan is available where needed.

Seeburg sales engineers are located in every major market area to train service personnel.

Direct your inquiry to Joseph W. Hards, Vice President, Seeburg Background Music Division, 360 No. Michigan Ave., Chicago 60601... or visit this office when you're in Chicago for the NAB convention.

SEEBURG

WORLD LEADER IN BACKGROUND MUSIC • ENTERTAINMENT MUSIC
AUTOMATIC VENDING • ELECTRONIC ORGANS

ciation. Speaker will be LeRoy Collins, NAB president. Place to be announced.

■ May 10-12—Meeting of the **Pennsylvania Association of Broadcasters**, The Inn, Buck Hill Falls, Pa.

■ May 11—Deadline for reply comments on FCC rulemaking to establish rules to govern ex parte communications during adjudicatory and record rulemaking proceedings which have been designated for hearing.

■ May 11—New deadline for reply comments on FCC rulemaking to govern grants in microwave services to systems supplying community antenna operators with facilities. Former deadline was April 14.

■ May 11-12—Spring meeting of **Association of National Advertisers**, Waldorf Astoria hotel, New York.

■ May 14—Spring managers meeting of **New Jersey Association of Broadcasters**, Wood Lawn. Rutgers University, New Brunswick, N. J.

■ May 15-16—Annual spring meeting of **West Virginia Broadcasters Association**. Included will be association's second annual engineering exhibit. Charleston Press Club, Charleston, W. Va.

■ May 16-17—Spring convention of the **Illinois News Broadcasters Association**, Bloomington.

May 18—FCC hearing on proposed TV program reporting form. Formerly scheduled for April 16.

May 19-21—Annual convention and exhibition of **Armed Forces Communications & Electronics Association**. Sheraton-Park hotel, Washington.

May 21-22 — **Ohio Association of Broadcasters**, Toledo.

■ May 21-23—Spring convention of the **Alabama Broadcasters Association**. Program participants include Representative Walter Rogers (D-Tex.) and Max Paglin, FCC general counsel. The Broadwater Beach hotel, Biloxi, Miss.

■ May 25—Oral proceeding on FCC proposed program reporting form for AM and FM services. Formerly scheduled for April 23.

■ May 25—Sixteenth annual Emmy awards presentation of **National Academy of Television Arts and Sciences**. Production will originate in Hollywood and New York and be telecast over NBC-TV network, 10-11:30 p.m. EDT.

JUNE

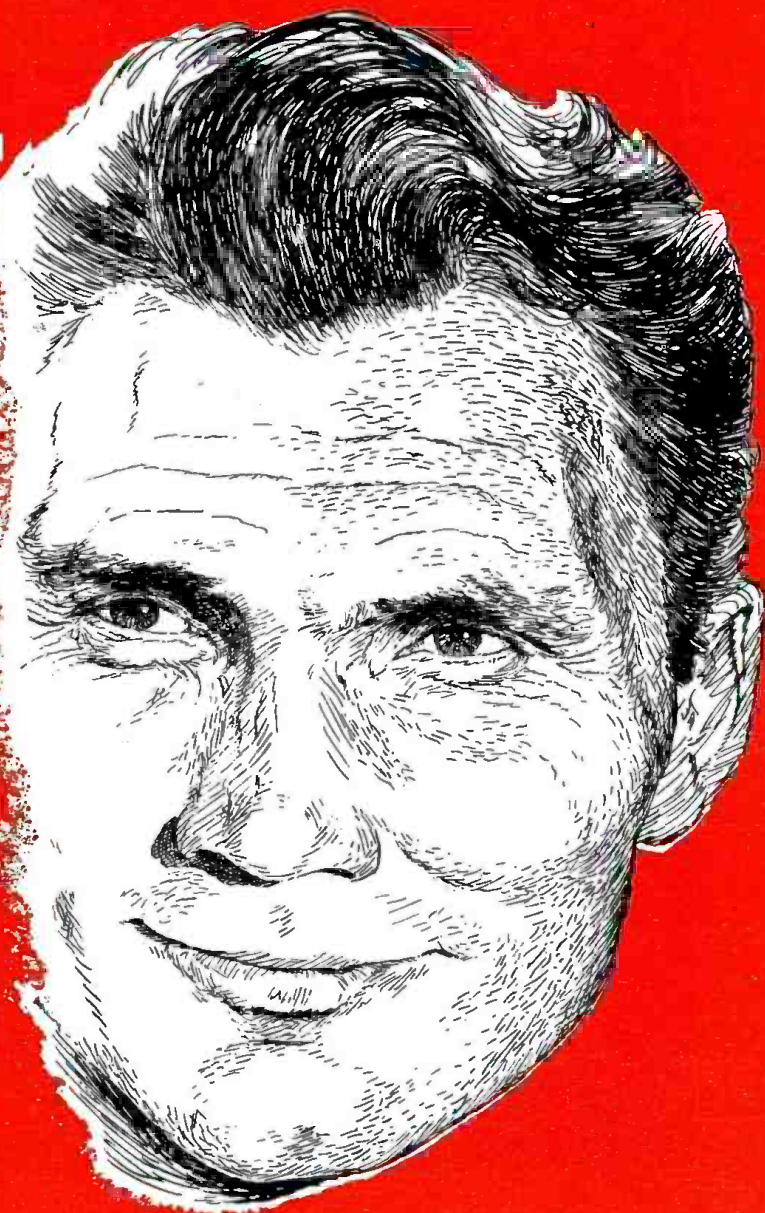
■ June 1-3—**NBC Affiliates** meeting, Beverly Hilton hotel, Beverly Hills, Calif.

■ Indicates first or revised listing.

for Syndication!

THE GREATEST SHOW ON EARTH

Unfurl the adjectives. Beat the drums. Spotlight the center ring . . . because Desilu's 'THE GREATEST SHOW ON EARTH' is now available in YOUR market. The one, the only TV series produced with the know-how of Ringling Bros. and Barnum & Bailey Combined Shows. The never-ending fascination of backstage circus stories and the power-packed appeal of glittering guest stars . . . Lucille Ball, Eddie Albert, Don Ameche, Fabian, Betty Hutton, Hugh O'Brian and scores of others. PLUS Jack Palance as the continuing star. Step right up and call Desilu Sales' ringmaster Dick Dinsmore for reservations or information.

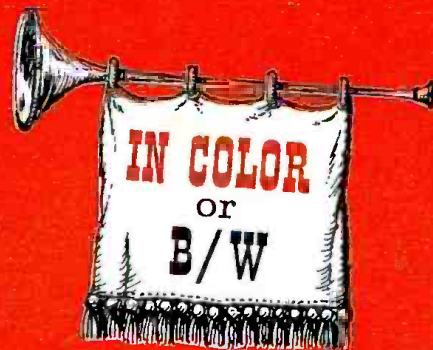


Desilu Sales Inc.

Richard Dinsmore, Vice President, General Manager

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THEY DON'T MAKE ONE BIG ENOUGH...



. . . a briefcase to hold all the Crosley Broadcasting patents.

Since the day WLW Radio went on the air in 1922, the men of Crosley have contributed outstanding inventions to radio and television transmission and have secured hundreds of patents in research, developmental and experimental broadcast work. The standing of a broadcasting corporation is unquestionably reflected and judged by the calibre of its engineering and scientific personnel. To an audience this means quality. To an advertiser this means audience.

Crosley Broadcasting engineering is just another achievement of the WLW Stations which has placed them among the most watched, most heard, most talked about Stations in the United States. And . . .

Another example of Crosley 42 years of leadership

**CROSLEY
COLOR TV
NETWORK**



**WLW radio
Cincinnati
NATION'S
HIGHEST
FIDELITY
RADIO
STATION**

CROSLEY BROADCASTING CORPORATION • A SUBSIDIARY OF *Avco*

WLW Sales Offices—New York, Chicago, Cleveland • Edward Petry & Co., Inc.—Los Angeles, San Francisco • Bomar Lowrance & Associates—Atlanta, Dallas

DAVEY AND GOLIATH

A TOTAL OF 39 WEEKS OF HIGHLY-RATED PROGRAMMING
"WITHOUT DOUBT THE BEST IN ITS FIELD, THE HIGHEST RATED PROGRAM IN ITS TIME PERIOD IN NEW YORK MARKET." *Tak Kako, WABC-TV*★★★**"CERTAINLY IS POPULAR."** *Kendall Smith, WTIC-TV, Hartford*★**"DESERVES A STANDING OVATION."** *Louis Lang, WIS-TV, Columbia, S. C.*★★**"BEST WE'VE EVER SEEN."** *Fred Noble, KRGV-TV, Weslaco, Texas*★★★★★**"GREAT!"** *Joe Hudgens, KRNT-TV, Des Moines*

A TELEVISION PRODUCTION OF THE LUTHERAN CHURCH IN AMERICA



How to schedule DAVEY AND GOLIATH

GET IN TOUCH WITH YOUR LOCAL COUNCIL OF CHURCHES

or, write, wire, or call collect The Broadcasting and Film Commission

THE NATIONAL COUNCIL OF THE CHURCHES OF CHRIST IN THE U.S.A.

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A vote for drama

EDITOR: Several weeks ago I observed a story in BROADCASTING with reference to the old radio dramas coming back, and the fact that Charles Michelson Inc. was handling exclusive release of some of the better programs. . . . At the time I was looking for a fresh approach to programing. . . .

Since reading your first story on "radio drama comes back" we have successfully scheduled and sold out seven 30-minute drama shows. . . . Needless to say, our gross volume has taken a tremendous jump upwards. . . . The response to our programs has been sensational and we are now in the process of doubling our drama schedule.

To BROADCASTING Magazine goes our most heartfelt thanks. Keep up the wonderful job that you are doing in keeping the broadcasters throughout the country informed of what is actually going on.—*Jay Perry, general manager, KFQD Anchorage, Alaska.*

All the facts

EDITOR: . . . I'd like to cite from BROADCASTING, Feb. 17 ("Chicago court permits FCC filing fees"). In that article you report on Representative Walter Rogers's plan to hold a hearing on the whole issue. You say:

"Representative Rogers has stated that he believes the commission lacks the authority necessary to collect fees."

Though I grant you have reported accurately what Representative Rogers believes . . . the truth in this instance is that the U. S. Congress had passed the Independent Offices Appropriation Act of 1952 which authorized the head of each governmental agency to prescribe by regulation such fees and charges as he determined to be fair and equitable, "taking into consideration direct and indirect costs to the government, value to the recipient, public policy or interest served and other pertinent facts." . . .

I am not arguing either for or against the fees; I am simply maintaining that your magazine, by not reminding the readers of the mistaken notions of Representative Rogers . . . is not fulfilling its obligation to inform fully on issues of great concern to the broadcasting industry.—*Geoffrey Z. Kucera, assistant professor, radio-television-film, School of Communications, University of Denver, Denver.*

(Over the past year BROADCASTING has carried many stories on the subject of filing fees, included detailed expositions of the FCC's own position on the matter. Space simply does not permit a complete background presentation each time some new development occurs.)



Formula For 1566 Good Mornings

Open at 7:00 with the pace-setting theme, "Keep Your Sunny Side Up." Then do a bright but relaxed, hour-long wake-up show filled with local and national news, song and music, weather reports, timely interviews and friendly conversation. Do it every morning, five days a week, with a talented and dedicated troupe under the

able direction of Russ Hodge. Do it well, and it becomes a warmly welcomed way for thousands to start their workaday. And so, this month, WREC-TV's "GOOD MORNING FROM MEMPHIS" celebrated its sixth birthday and went into its seventh consecutive year . . . 1566 cheery "good mornings" to all the folks throughout

the Mid-South area. Another of the many community efforts that continually produce enthusiastic public acceptance for WREC-TV, and for its advertisers.

WREC-TV 
CHANNEL 3 MEMPHIS

NEW SHOW...NEW LINE.



NEW LOOK IN EQUIPMENT!



Never Before So Many New RCA Products for Broadcasters—at One NAB!

This is the show that is—the show at which RCA will set a new look in broadcast equipment for the years ahead! At NAB you will see all these new equipments in operation—where you can examine them to your heart's content! This will be RCA's biggest NAB show, and the best of all. It will feature a full line of the most truly new equipments you've seen in many years . . .

There Are Four Great New TV Tape Recorders!

To the deluxe TR-22 there is added three compact transistorized models at lower cost. These are all standard quadruplex equipments—compatible and modularized. There is a complete record and playback unit, a TV tape player (for much needed playback only), and a honey of a little mobile unit for use on location.

A Whole New Line of FM Transmitters!

Not just one, but three brand new FM transmitters . . . a 5-kw, a 10-kw and a 20-kw. Each is completely new . . . new circuitry, new styling, new ease of operation! Here's an advanced concept in FM transmitters—employing the famous RCA direct-FM principle for the finest in sound.

An All-New Line of UHF Transmitters!

Here's the most exciting news since the first ultra high frequency station went on the air a decade ago! Three brand new UHF transmitters with eye-level controls, easy-to-read meters, new steel/blue color. There's a 30-kw, a 10-kw and a 2-kw. The 30-kw is the only UHF transmitter with vapor cooled, long-life integral-cavity klystrons. They're all ready for remote control.

New 4-Channel Color Cameras!

Here you will see brilliant new live and film color cameras that will contribute a quality dimension to color broadcasting. These are transistorized and stabilized cameras. A 4th channel is added for better monochrome signals and for sharper, more detailed color pictures.

Latest Monochrome Film Equipment!

An all-new deluxe transistorized camera for black and white film pick-up. Stabilized and completely automated, it needs no attention . . . uses space saving plug-in circuit modules. It's an ideal companion for the new TP-66 16 mm film projector. This combination is designed to provide the finest picture quality with the least possible effort.

That Look-Ahead Look in Stereo Equipments!

Transistorized, reel-type and cartridge tape recorders . . . transcription turntable and dual channel audio consolette. For monaural or stereo operation. Both rack and console mountings are available. All represent the new look in styling. They're all designed for the full-fidelity requirements of stereo broadcasting.

See Them at
the NAB!



THE MOST TRUSTED NAME IN ELECTRONICS

You can't appreciate
the new WABC
if you don't dig
the new American
SALESMAN



Just a smile and a shoe shine? That might have been enough for yesterday's salesman, but today's world-beater needs a lot more. More jokes than a stand-up comic. More facts than an almanac. As much knowledge of the world and its oddities as the editors in our newsroom. Enough to talk to each customer in his own language, his own style.

That's where WABC comes in. The news every half hour keeps him current. The editorials help him shape his own thoughts. The WABC sportscasters tell him all about the inside of sports. Documentaries give him an edge on understanding the city's problems. And upbeat music helps wind him up for the next call. That's why he tunes to WABC between

calls. Before work. After work. And that's what he's listening to while he makes his plans for spending those commissions. Got the picture? Give him the word on...

WABC

●● AN ABC OWNED RADIO STATION ●●

Represented by Blair Radio

Is clutter as bad as all that?

BBDO's 'Channel One' experiments seem to indicate piggybacks are quite effective, billboards heighten awareness and hitchhikes are no bar to results

Research that challenges some of the fundamental arguments against television "clutter" has been developed by BBDO in its *Channel One* experiments on television advertising effectiveness.

The research, compiled over more than three years of on-air testing, indicates that 30-second commercials can be as effective back-to-back as when presented alone; that billboards heighten consumer awareness of the advertised product; that hitchhikes do not detract from a commercial's effectiveness.

These advertising forms have been attacked—and in recent months with increased intensity—as contributors to "clutter" in commercial time. This crowding, critics say, dilutes advertising sales power.

The BBDO findings, however, pro-

vide underpinning to contrary contentions and cast doubts on many clutter preconceptions.

The issue of "interruptive elements" in nighttime television boiled in mid-February as the Association of National Advertisers proposed an approximate 50% cutback in clutter (BROADCASTING, Feb. 17). The ANA plan was submitted to National Association of Broadcasters officials and to advertising and research representatives and is expected to get a high priority at the next NAB TV code board meeting, which will probably be held soon after the April 5-8 convention.

Nearly a year ago at ANA's 1963 spring meeting, John W. Burgard, vice president of Brown & Williamson Tobacco Corp. and chairman of the ANA

broadcast committee, mounted an intensified attack on so-called overcommercialization. Mr. Burgard reported studies by an unidentified advertiser indicating increases in effectiveness of a commercial when run alone rather than in the clutter of nonprogram material.

Not Necessarily So ■ BBDO's findings, however, challenge this view. Among other things BBDO found that in a back-to-back position the 30-second commercial stands up well: Experiments showed the performance value for the back-to-back 30 ranged upward from about 50% to approximately equal that of the same commercial when presented alone—and in some cases the 30-second message scored higher when presented back-to-back with another commercial than when run alone.

BBDO also found that a 30-second commercial's effectiveness runs as high as 100% as effective as its 60-second counterpart, but that generally its performance value is about two-thirds that of the one-minute version.

These conclusions presuppose that the sales points for the product adver-

Laboratory tests 40% of BBDO's television commercials

BBDO, whose \$86 million in television last year places it in the list of top five agencies in TV billing, has had an estimated 40% of its major clients making use of its *Channel One* facilities.

Channel One is the name BBDO tacked on to the on-air commercial testing program the agency started in mid-June 1961 as a "laboratory" using a regular, weekly time period on WKTV(TV) Utica, N. Y. The initial 13-week buy was an anthology series (*Playhouse 2*) that was on the station Fridays, 8-8:30 p.m. This was later replaced by the syndicated *Beachcomber* series on Tuesdays, 7:30-8 p.m. (BROADCASTING, April 2, 1962).

In September 1962 BBDO switched the testing to WICU-TV Erie, Pa., sponsoring the off-network *Hennessey* on Thursdays, 7:30-8 p.m. (BROADCASTING, Nov. 26, 1962). A year later, *Channel One* left Erie and started on WCNY-TV Carthage-Watertown, New York, with the off-network *The Deputy* series on Wednes-



Mr. Wilson

Mr. Bellaire

days, 7-7:30 p.m. BBDO now has returned *Channel One* to WKTV in Utica.

The commercial pretesting is used as a research tool as well as a practical guide to clients in campaigns they are about to launch on TV. BBDO conducts the testing by inserting test commercials on the series (the agency has three minutes of commercial time in the half-hour), and in about two hours of time a field force of about 60 people make

more than 1,000 phone calls and reach between 150 and 200 "verified" viewers of the show. They also have been able to reach specific groups (car owners, housewives with young children, etc.).

The moving about of the operation satisfies the agency's plan to refresh its viewing sample.

Commercials in all stages of preparation are tested, including film, slides, live, stills and tape. One key cost-saver use of *Channel One* is to pretest commercials in low-cost prefinished forms.

The *Channel One* project is under the direction of Dr. Clark L. Wilson, vice president and director of research, and Arthur Bellaire, vice president and associate creative director in charge of radio-television for BBDO.

BBDO has produced commercials at a cost ranging from a low of \$50 for storyboard slides with a live announcer, to \$2,500 for a full-motion commercial on film or tape that approximates the final production.

IS CLUTTER AS BAD AS ALL THAT? continued

tised can be told in less than a minute's time. A BBDO executive cautions that there are cases when the additional time is needed for the sales message to "get across, so these relative measures of efficiency cannot always govern the decision from a creative standpoint."

The following tables score a series of BBDO *Channel One* tests comparing the performance value of the 30-second commercial versus its 60-second counterpart (Table I), and the effectiveness of the 30-second commercial when run alone as compared to back-to-back positioning with another message (Table II). The scores represent the percentage of the program viewers indicating "awareness" and "consumer promise."

(BBDO explains that "awareness" indicates the attention that a commercial receives, while "consumer promise" indicates the extent to which the commercial communicates and "brand preference increment" refers to how much the commercial adds to a viewer's preference or bias to a particular brand).

TABLE I
30's vs. 60's

	Awareness		Consumer Promise	
	60"	30"	60"	30"
Food Product A	31	23	21	11
Food Product B	46	40	24	22
Food Product C	32	21	19	11
Food Product D	43	24	36	22
Household Product A	27	14	25	14
Household Product B	42	31	30	30

TABLE II
30's ALONE vs. 30's BACK TO BACK

	30's Alone		Same 30's Back-to-Back Position	
	A	CP	A	CP
Commercial A	29	11	27	13
Commercial B	26	10	30	10
Commercial C	23	11	27	17
Commercial D	28	15	28	13
Commercial E	31	10	25	12
Commercial F	31	10	25	12
Commercial G	31	30	14	14

A indicates awareness; CP stands for consumer promise.

Position Unimportant ■ In pointing up that a 30-second commercial retained its effectiveness even when piggybacked, testing also showed that in most cases it didn't make any difference whether the 30-second commercial—when paired with another of its same length—ran before or after its companion commercial.

The hitch-hike experiment dealt with the effectiveness of showing a related product in the final few seconds of a minute commercial for a regularly advertised product.

Testing showed that a regular one-minute commercial gained in effectiveness when shortened to 50 seconds and given 10-second tag for a related product. (Of interest, too, the 10-second

tag when tested alone scored effectively.)

TABLE III
TAG ENDING

	A	CP	BPI
One-Minute Commercial	31	21	plus 11
50-second form	36	25	plus 13
10-second tag	33		plus 7

A indicates awareness; CP stands for consumer promise; BPI is brand preference increment.

The "billboard" experiments were run in this fashion: (1) A one-minute commercial ran as one of the three commercials placed in the half-hour period; (2) two weeks later the same commercial was placed in the same position but a mention of the advertised product was scheduled as a billboard at the beginning of the program; (3) two weeks later the billboard was carried alone, without the commercial.

Testing showed that when the billboard, or mention, was carried, awareness rose 75% above that gained by the commercial alone. The strength of the billboard itself was noted in that it obtained a "very measurable" awareness when it ran without the main commercial, scoring two-thirds as high as did the regular commercial when presented alone.

One of ANA's proposals for a cut-back in clutter specifically asked that billboards be limited to the "identification of one sponsor at the opening and closing of each half-hour." ANA noted that currently there are as many as three adjacent commercial billboards at the opening or closing or some participating shows.

Those 'Integrated' Spots ■ Another series of BBDO tests raises questions about the effect that "integrated" commercials, as opposed to nonintegrated or piggyback messages, have on viewers. On the ground that multiple-product commercials that are not integrated contribute to an appearance of "overcommercialization," the NAB code now rules that a multiproduct commercial may not be counted as integrated unless, among other things, the products are "related in character, purpose or use."

The BBDO studies found, however, that too close a relationship between the products may be distracting to the viewer. Agency officials decline to give details except to say that an acute similarity of products (coffee and cream, for example) may tend to confuse the audience, while dissimilar but not completely unrelated products (pie and cheese, for example) may heighten awareness and performance of the commercial by providing a "rub-off"—that is, by mutually assisting each other.

The issue of piggyback "effectiveness" was discussed several days ago by an

executive of Lever Brothers, a major BBDO client.

Samuel Thurm, advertising vice president at Lever, told a questioner at an annual Collegiate Broadcasters Conference in New York that Lever used piggybacks because research has shown 30-second commercials to be "not less effective" than the minute announcement (BROADCASTING, March 23).

Mr. Thurm injected the economics of piggyback use by noting that 30-second commercial placement costs about four-fifths as much as the one-minute announcement. Consequently, Mr. Thurm's prognosis continued, it was more economical to buy a full minute schedule and use piggyback commercials in it.

From Mr. Thurm's viewpoint, he'd continue using multiple-product announcements as long as piggybacks did not fall below 50% of the efficiency the commercials would attain if used alone.

Started in 1961 ■ BBDO's experiments started in June 1961 with the inauguration of *Channel One*, an on-the-air testing of commercials in a prime time period on a TV station. The agency sponsors, as an "advertiser," a half-hour weekly program series in which it can place the equivalent of three minutes of commercial time. A field force interviews viewers after the program.

Though a continuing operation, *Channel One* shifts from time to time from one TV station to another to "refresh" the viewer sample. *Channel One* started at WKTU-TV, Utica, N. Y., to which it has now returned after runs in Erie, Pa. (WICU-TV) and Carthage-Watertown, N. Y. (WCNY-TV). In its life span, the operation has tested more than 400 commercials.

In the broad sense, most of the laboratory testing is in the area of improving the effectiveness of specific commercials, or finding where a commercial tests "weak." Another continuing use is in scoring the performance of a new TV commercial for a campaign against that of the commercial in current use.

In addition to improvement (Table IV), another main function of *Channel One* is in pretesting new copy approaches (Table V):

TABLE IV
COMMERCIAL IMPROVEMENT

	A	CP	BPI
Commercial A	20%	15%	0%
Commercial B	22	15	plus 5
Commercial C	25	20	plus 3
Commercial D	27	23	plus 7
Commercial E	26	22	plus 11

A single commercial was involved in this testing. Changes were made toward the objective of lifting the "brand preference increment" to a greater level than it had initially. By the fifth run through, the BPI had increased meas-

I'm Gerdie Schmerz, I iron shirts

When the McCann-Erickson agency launched a television campaign for Best Food's NuSoft fabric softener last year it figured it had a two-fold job. First, to educate the women of the country as to just what a fabric softener is and second to amuse the ladies while they learned their lesson.

Fabric softeners had been around for about seven years, but it was the agency's feeling that the washing rinse additive was not fully understood.

Alice Moseley, associate creative director and vice president at M-E, describes the task of the agency as "breaking through the daytime television apathy barrier" behind which the hum-drum, two-ladies-in-the-laundry-room commercials abound.

Before the agency finished its initial series for NuSoft the original commercial was altered on the basis of tests designed to measure viewer interest and persuasion. M-E has the services of ICR (Institute of Communications Research) a research organization of its parent, the Interpublic Group.

Gerdie Schmerz ■ Providing humor in the series is Cass Daley, gravel-voiced ex-vaudeville performer. In the first commercial Miss Daley, in an act which closely resembles one of her vaudeville numbers, is pictured behind an ironing board saying "I'm Gerdie Schmerz, I iron shirts, I iron shirts till my fingers hurts. . . ." She then bursts into a full-throated ironing blues routine.

The middle sequence in the commercial shows Gerdie at the clothes line examining the effects of NuSoft. In a closing tag, she relates "NuSoft softens so my fingers don't hurts. But my feet are killing me," while the camera closes in on her shoes.

From the time the Gerdie com-



mercials were introduced in January 1963, Best Foods reports the market share for NuSoft continued to rise in each bi-monthly Nielsen Food Index. And while the industry volume for fabric softeners was gaining by 25%, NuSoft's volume went up 44%.

When M-E tested the effectiveness of the commercial through ICR, it found 65% of those tested replied they were "very" or "quite" interested in viewing and 39% saying they were persuaded "a lot." The agency estimates that industry norms for laundry products in these viewing interest and persuasion categories are 53% and 34% respectively.

Second Approach ■ In a subsequent commercial M-E worked for a higher persuasion score, altering the approach of the middle portion of the announcement and offering a comparative example of the advantages of the water softener, but still

opening and closing with Gerdie.

This second announcement gained 9 percentage points in its viewer interest rating while its persuasion score went up four points. In this commercial Miss Daley sings of the plight of Gerdie Schmerz who "was just like the woman who lived in a shoe." The sequence closes with Gerdie explaining that the work NuSoft saves her, allows her more time to play with baby as the camera finds Gerdie herself in the cradle.

The Gerdie commercials have been run in daytime periods on all three networks, averaging a total daytime exposure of about seven minutes per week. They have also been run as spot announcements in the top 30 markets.

The announcements won a prize for humor in the 1963 International Broadcast Awards contest sponsored by the Hollywood Advertising Club.

urably (Commercial E in the table).

TABLE V
PRE-TEST OF NEW COPY APPROACHES

		A	CP	BPI
Product—A	Present	42	35	plus 8
	New	46	28	plus 4
Product—B	Present	45	35	plus 13
	New	28	14	plus 11
Product—C	Present	32	15	plus 3
	New	34	25	plus 11
Product—D	New	31	22	plus 5
Product—E	New	57	50	plus 8

A indicates awareness; CP consumer promise and BPI brand preference increment.

Multi-Faceted ■ During its years of testing, *Channel One* has touched on a multitude of areas. Some of the out-

standing projects:

Experiments in "lead-ins," in "slice of life" vignettes and in premium offers. In each of these tests, the search has been to measure the effect on performance—or as expressed in the research, the measure of awareness and consumer promise.

Very much in the experimental stage now are attempts to sample—and to isolate—the so-called "key attitude change" which explores the result or extent of change or shift in a person's attitude toward a product after exposure to a commercial message.

Dr. Clark L. Wilson, vice president and director of research for BBDO un-

der whom, along with Arthur Bellaire, vice president and associate creative director in charge of radio-TV production, *Channel One* operates, explained how the key attitude change fits in the general scheme.

Dr. Wilson noted that this was but one element of four in measuring a commercial's effectiveness. It attempts to score the extent that a viewer's attitude changes toward a product after exposure to a commercial. The other three basic measurements in evaluating a commercial's effectiveness are awareness, consumer promise and brand preference increment.

Another recent measurement devel-

IS CLUTTER AS BAD AS ALL THAT? continued

oped by *Channel One* has been that of the influence of a personality on a commercial's effectiveness. This test scored two different comics "selling" the same product (an automotive product for Du Pont) with the same basic sales points but with the commercial techniques tailored to their respective styles.

Though one comic, using a straight-away sales approach, created high awareness and playback of sales points in the commercial, he was not as effective in brand preference increment as the other personality (in this case Herb Shriner), who drew attention to situations in which other characters within the commercial "sold" the product.

Research also has been continued on attempts to determine when a commercial may be "growing thin" (BROADCASTING, Nov. 26, 1962).

Few details have been released on this testing of commercial frequency. But it can be reported that experiments have been conducted before and after network exposure and also during a period when a commercial has been seen quite a lot in saturation spot schedules on the station.

Up to a point, commercials tend to increase in effectiveness, and although BBDO officials are not prepared to say what that "point" is, they hope that by frequent checking of a given message to be able to detect when effectiveness begins to slip.

Products Compared ■ Additionally the agency has been probing in the area of product categories. This work compares the awareness and consumer promise of a commercial in one product group with those of commercials in other product groups. It's already be-

lieved, from preliminary investigations, that some commercials will do better than others simply because of the product group they are in.

The exploration of a commercial's "lead-in" encompassed the preparation of four different "slice of life" vignettes, each five seconds in length and leading into the same basic message. In this particular experiment—whose purpose was to find the best lead-in for a specific commercial—each of the basic platforms contained the same 20-second filmed demonstration of a product and another 20 seconds of a "finished" portion of the commercial. One lead-in (No. 3) proved more effective than any of the other three as this Table (VI) shows:

TABLE VI
COMMERCIAL LEAD-INS

	A	CP	BPI
Situation No. 1	28	19	minus 1
Situation No. 2	42	21	minus 4
Situation No. 3	35	29	plus 14
Situation No. 4	24	16	plus 9

A indicates awareness; CP consumer promise and BPI brand preference increment.

Experimentation for client Tupperware, a product sold at home parties, brought *Channel One* to the question of a premium offer's effect on commercial effectiveness. In this test, the client sought an approach in spot TV that would both advertise the product and obtain interest and requests to book home parties.

In the run-through, a 50-second version of a standard one-minute Tupperware commercial was followed by, first, a slide inviting viewers to write or call to learn more about the home-party method, and then, two weeks later, by

a slide offering only a free gift to viewers wanting to know more.

In the feedback, the comparison was striking. In the first instance, only four replies were received; in the premium offer, 209 replies were received, new dealerships made, and 15 parties held with 24 more scheduled.

Cost Savings ■ The objective of the BBDO testing, as set forth two years ago, has remained consistent. The agency at that time (BROADCASTING, April 2, 1962) said it was obvious that perfection of copywriter aids can eventually save an advertiser money.

If faults can be squeezed out of a commercial approach before the commercial is finished, the agency can avoid the pitfall of having to suddenly discard the commercial after it's made.

Already, the operation has been so successful for BBDO that the agency this spring plans to develop from its San Francisco office another on-air facility, *Channel One, West* (CLOSED CIRCUIT, Dec. 23, 1963) that will speed up current testing operations as well as permit cross-checking.

Though it uses *Channel One* extensively, BBDO also makes use of outside research organizations such as the Schwerin Research Corp., which tests commercials (and programs) before theater audiences. In other hatching of its research "eggs," BBDO also conducts tests in some 30 cities (a practice that most major agencies engage in) for new products or new campaigns.

Channel One, it's explained, has proved a relatively inexpensive facility for on-air testing, particularly in relation to the savings realized over the long run.

Mr. Bellaire notes that *Channel One* provides a "constructive form of research" for the "creative man" at the agency, and views the facility as a constant source of "accurate evaluations at an early stage." The facility, he adds, "has come of age, it has matured."

Herb Maneloveg, vice president in charge of media, has noted the by-products of *Channel One*, particularly as an additional check on ratings data, as a further guide as to who actually is in front of the TV set, who actually attends to the commercial and as a statistical aid on how many spots may be needed to reach a specific percentage of people in a given market.

Agency appointments . . .

■ Consolidated Mutual Insurance Co., Brooklyn, names Franznick-Meden, New York. Account will bill approximately \$150,000 in 1964. No broadcast advertising plans have been announced.

■ La Maur Inc., Minneapolis manufacturer of women's hair preparations, appoints Campbell-Mithun, that city.

Further confessions of David Ogilvy

David Ogilvy, founder and chairman of the board of Ogilvy, Benson & Mather, New York, last week presented what he termed "unpopular" opinions on the controversial subjects of commercial clutter and cigarette advertising.

Mr. Ogilvy, appearing on a videotaped program telecast by WCBS-TV New York, said he does not think that self-regulation by broadcasters will ever solve the problems of over-commercialization. He said an overabundance of commercials now is endangering the entire broadcast industry, and he added that the FCC should step in and impose controls.

The WCBS-TV program on March

24, *Eye on New York*, also featured a brief statement by National Association of Broadcasters President LeRoy Collins, who voiced support for self-regulation by broadcasters and said there is growing public interest in the NAB codes.

On the question of tobacco, Mr. Ogilvy said he is personally opposed to cigarette smoking, and his firm will never take any cigarette accounts. He noted that such advertising represents a great billing potential, and he followed his statement dramatically, "I have just lost my stockholders several millions of dollars."

The half-hour program was sponsored by Shulton Inc., New York.

Mack and Myer for Hire



© MCMLXIII
Trans-Lux
Television Corp.

**TELEVISION'S FIRST & ONLY ALL-NEW,
ALL-LIVE, SLAPSTICK COMEDY SERIES.**

Produced by SANDY HOWARD
Productions Inc.

**200 PROGRAMS...11½ MINUTES EACH
IN SPARKLING BLACK AND WHITE**

RECIPE FOR SUCCESS Take 370 pounds of nuts (Mickey Deems & Joey Faye); add 2,162 sight gags, 1,078 prat-falls & 296 custard pies. Mix well with a dash of hysteria, stir in plenty of comedy guest stars & add a case of showmanship. Spread generously across the board & enjoy 200 comedy shows for kids . . . for adults . . . for anybody who likes to laugh.

TRANS-LUX

TELEVISION CORPORATION

NEW YORK, 625 Madison Avenue, PLaza 1-3110

CHICAGO • LOS ANGELES • MIAMI BEACH • ZURICH, SWITZERLAND

FCC proposes rules on double billing

Would prohibit documents which falsely state amounts actually charged for advertising

The FCC's warning two years ago against "double billing" has not stopped the practice. So last week the commission announced proposed rules that would outlaw false billing.

The commission invited comments on amendments to its AM, FM and TV rules prohibiting the presentation of any document that falsely states the amount actually charged by the station for broadcast time. At the same time, the FCC asked for comments on the applicability of its proposed fraudulent billing rule and nine interpretations of practices which would be banned.

Comments are due May 4 with replies by May 19.

Some licensees "are persisting in the practice of fraudulent billing" despite a March 1962 warning that the practice would not be tolerated (BROADCASTING, March 12, 1962), the FCC said last week. Therefore, the commission continued, it is "appropriate and necessary" to adopt official rules expressly prohibiting double billing. Text of the proposed rule:

"No licensee of a standard [FM, TV] broadcast station shall knowingly issue to any local, regional or national advertiser, advertising agency, station representative, manufacturer, distributor, jobber or any other party any bill, invoice, affidavit or other document which falsely states the amount actually charged by the licensee for broadcast advertising for which the bill is issued or which misrepresents the nature or content of such advertising."

The commission said that while most double billing is designed to deceive manufacturers into paying a larger share of a local dealer's co-operative advertising costs, that in some instances the manufacturers knowingly accept kited bills. The manufacturer uses this scheme to violate the Robinson-Patman antitrust law, the FCC said. The commission continued to say it would consider such actions by a licensee as fraudulent and refer the case to the Federal Trade Commission for possible action against the manufacturer involved.

Many Forms ■ The commission noted that double billing may take many forms and that its list of nine examples

was not to be considered as all-inclusive but is provided to illustrate practices "with which the commission is already familiar. It should be remembered that the essential element in double billing is the deception of any party contributing to the payment of broadcast advertising. . . ."

The examples cover the sending of a higher bill to the manufacturer than the local dealer actually pays (with variations); blank bills which the dealer fills out and sends to the manufacturer; spots which did not actually promote the product of the national advertiser; bills which do not show all discounts granted the local advertiser; refunds granted the local advertiser which are not disclosed, and bonus spots which are not shown.

Several stations already are facing FCC sanctions because of alleged double-billing practices. WILD Boston's renewal application has been set for hearing with fraudulent billing as an issue and the applications of other sta-

Ford's Mustang ad plans

Ford Motor Co., Detroit, expects to make heavy use of radio and television in promoting its new Mustang automobile that will be introduced in mid-April.

Ford's agency, J. Walter Thompson Co., is expected to insert Mustang commercials in regular Ford-sponsored programs, as well as initiate a series of spot announcements on a national basis. Ford spokesmen said they could not release further details on broadcast plans.

Chase Morsey Jr., general marketing manager for the Ford Division, said last week that commercials will include the price of the Mustang, "F.O.B. Detroit." It will be the first time "since before the war" that the company has featured the price of its product in a national advertising campaign.

tions have been deferred for the same reason (BROADCASTING, Dec. 9, 1963). WATS Sayre, Pa., received an official reprimand after its licensee admitted that employees of the station had engaged in the practice (BROADCASTING, Feb. 17).

The simplest and most popular form of double billing takes a form similar to this: Station X sells a local client spots at a specific price which the client pays directly to the station. The station in turn sends a second bill to the local client for more than the actual cost of the spots, which he then sends to the national firm for reimbursement from co-op funds at the inflated price.

Rep. appointments . . .

■ WITH Baltimore; WLEE Richmond, Va.; WXEX-TV Petersburg-Richmond, Va.; WHIS-AM-TV Bluefield, W. Va.; WUSN-TV Charleston, S. C.; WHTN-TV Huntington, W. Va., and KTTS-AM-TV Springfield, Mo.: James S. Ayres Co., Atlanta, as regional representative; Select Stations Representatives, New York, remains national rep.

■ WFI Mineola, N. Y.: Roger O'Connor Inc., New York.

Business briefly . . .

Standard Brands Inc., New York, through J. Walter Thompson Co., New York, has purchased sponsorship in NBC News' television coverage of upcoming primary elections. Sponsorship of the five specials between May 5 and June 2 over NBC-TV is complete. **Benrus Watch Co.** will sponsor the other half of the NBC coverage.

Liggett & Myers, through J. Walter Thompson, has renewed its sponsorship of *The Farmer's Daughter* for 1964-65 on ABC-TV (new time period of 8-8:30 p.m., Fridays).

The Speidel Corp., Providence, R. I., has renewed sponsorship in NBC-TV's *The Jack Paar Program* for 1964-65. Agency: McCann-Marschalk, New York.

DeLuxe Reading Corp., Eliabeth, N. J., through Dancer - Fitzgerald - Sample, New York, has purchased several Saturday morning ABC-TV children's shows for its Topper line of toys. The shows include *Bugs Bunny*, for 21 weeks; *Beany & Cecil* and *Casper*, for April and September. DeLuxe Reading plans co-sponsorship of a new, unnamed ABC-TV show from September 1964 through September 1965 as well as two other Saturday morning shows during the pre-Christmas period this year.

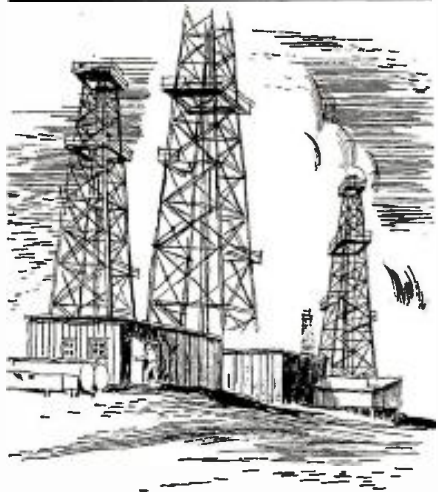
Humble Oil & Refining Co., Houston,



If you want to move goods in volume, the Charlotte market will handle a healthy load for you. To satisfy the buying appetite of this populous area, Charlotte now headquarters over 1,000 wholesalers. Their sales top \$2 billion a year. Long-time leader in the Carolinas, Charlotte is now the second largest distribution center in the Southeast! Hardest worker that you can employ here is

Charlotte's WSOC-TV

GASOLINE MOGULS



buy WNBC-TV. Top names in the gasoline business know it's the most efficient means of getting New Yorkers to tank-up at their fuel pumps. Among them:

Cities Service Co.

California Oil Co.

Gulf Oil Co.

Shell Oil Co.

Sinclair Refining Co.

Socony Mobil Oil Co.

Sun Oil Co.

Take a tip from the Gasoline Moguls: whatever the product or service you sell, you'll get more mileage on WNBC-TV.



WNBC-TV
NEW YORK

through McCann-Erickson, that city, has purchased sponsorship of NBC-TV's repeat broadcast of *Shakespeare: Soul of an Age* (April 26, 10-11 p.m. (EDT)).

F. & M. Schaefer Brewing Co., New York, through BBDO, New York, and **Heritage House lawn products**, Pittsburgh, through Wermen & Schorr, Philadelphia, will sponsor the color telecast on Sports Network Inc. of the \$100,000 Florida Derby April 4.

Chevrolet, through Campbell-Ewald,

Detroit, has purchased sponsorship in *Solo*, a new NBC-TV spy-drama series that begins next fall (Tuesdays, 8:30-9:30 p.m.).

P. Lorillard, through Grey Advertising, New York, and **General Mills**, through Knox Reeves, Minneapolis, have purchased time in NBC-TV's Major League baseball games this season. **Hav-A-Tampa Cigar Co.**, through Perry Silvey Advertising, Tampa, Fla., purchased sponsorship in the games for the southeast and south central regions.

Viewers flunk call-letter quiz

Social Research study for Storer shows TV watchers usually identify by channel numbers and program titles

Call letters are "a very poor third" in a viewer's identification of a television station, with channel numbers and program titles predominant as the most accurate recall criteria, according to a study just completed by Storer Broadcasting Co. in metropolitan Detroit.



Mr. Michaels

Of 948 verified viewers in the study conducted for Storer by Social Research Inc., Chicago, 915 (96.5%) identified by channel number a station on which they had just seen a specific program. Only 33 (3.5%) gave the call letters of the station they had just been viewing.

Among those who gave channel number identifications for a station, only 47% gave the correct call letters when asked, with 21% giving an incorrect call letter and 32% didn't know. Of the 33 respondents who volunteered call letters, 79% were correct and 21% incorrect. This same group was also asked for the channel number on which the program was viewed and 30 gave the correct number.

Storer said the research showed that viewers have almost a complete familiarity with channels and little with call letters. Bill Michaels, vice president of the Storer TV division, said the study was an outgrowth of preliminary findings in earlier research for Storer by Social Research that indicated the primary identification factor in the viewer's mind was a station's channel number. However, at that time these findings were a by-product of a comprehensive study of many other factors with no effort made to establish an accuracy factor. Therefore, Storer commissioned

the second project.

Mr. Michaels said the results have been made available to the Research Committee of the National Association of Broadcasters, the Broadcast Rating Council, A. C. Nielsen Co. and American Research Bureau. Early this year, the five Storer TV stations cancelled the Nielsen ratings because Nielsen diaries called for call letters only instead of channel numbers. Nielsen last week agreed to change its system and Storer has reconsidered (see below).

Storer decides it won't cancel Nielsen

Storer Broadcasting Co. last week announced it had reconsidered its decision to cancel Nielsen Station Index Service for its five TV stations (CLOSED CIRCUIT, Feb. 3).

Bill Michaels, Storer vice president, said that several discussions recently with Nielsen officials had satisfied the broadcasting company that its complaints concerning call-letter identification technique in the Nielsen Audilog diary would be sympathetically considered by Nielsen.

Nielsen's current technique is to identify stations by call letters only. Storer believes that channel numbers and programs also should be used to determine audience ratings.

Mr. Michaels said that Nielsen has indicated it would conform to ratings procedures that may be established by the Broadcast Rating Council, which, along with the National Association of Broadcasters Research Committee, is now making a study of current practices.

Storer Broadcasting TV stations are WJBK-TV Detroit, WJW-TV Cleveland, WAGA-TV Atlanta, WITI-TV Milwaukee and WSPD-TV Toledo, Ohio.

In recognition and appreciation of
outstanding public service in
encouraging promoting and developing
American ideals of freedom and for loyal,
devoted service to the nation and to the
communities served by it

Station



WFBM

Indianapolis, Indiana
has been presented a

Station Award

for the year

1963

by

The Committee of Awards
of the

Alfred I. du Pont
Awards
Foundation

ALFRED I. DUPONT AWARD

We are extremely proud to receive the coveted Alfred I. duPont Award for 1963. This national award, presented to WFBM Radio for its awareness of the social and political problems of its community, gives tremendous impetus to our fortieth anniversary . . . and a grateful acknowledgement of our success in meeting our moral obligation, as stated by Eldon Campbell, Vice President and General Manager of The WFBM Stations . . . "to interest all the diverse groups which make up a community, not just certain ones . . . that genuine concern for the welfare, the problems and pleasures, too, of all our 'public' is an integral part of successful broadcasting."

The station that serves best, sells best

WFBM RADIO **TIME**
INDIANAPOLIS, INDIANA **LIFE**

REPRESENTED NATIONALLY BY THE KATZ AGENCY • 5000 WATTS

**some radio
salesmen
have too much
to do**



Ours move clients, not paper. That's because they represent a short list, they really know their stations, the markets, the competition. Metro Radio Sales has the highest ratio of salesmen per station in the industry...and we always will! To a harried timebuyer, this means a complete presentation, backed with concise research on these leading stations: WNEW, NEW YORK; KLAC, LOS ANGELES; WIP, PHILADELPHIA; WHK, CLEVELAND; WCBM, BALTIMORE; KNBC, KANSAS CITY; WDRC, HARTFORD.

Metro Radio Sales

OFFICES: NEW YORK, CHICAGO, BOSTON, PHILADELPHIA, ST. LOUIS, DETROIT, LOS ANGELES AND SAN FRANCISCO.

Toiletries lead network TV

Increase billings by \$13.5 million in 1963; other big gainers include drugs, foods and tobacco advertisers

Toiletries and toilet goods advertisers, of all major product categories in network television chalked up the biggest dollar gain in 1963, Television Bureau of Advertising's analyses released today (March 30) indicate.

TvB released estimated gross time expenditures of network TV advertisers by product classification for the year as well as the top 25 advertisers and the leading brands in network TV for the fourth quarter of 1963.

Toiletries and toilet goods advertisers (the largest category) increased \$13.5 million (9.1%) with a billing in 1963 of \$161.3 million. Of the other major classifications in network TV, drugs and remedies advertisers gained over \$11

million (11%) by billing \$116.9 million; smoking materials were up almost \$7 million (7.6%) to a total of \$95.4 million, and food and food product advertisers were up almost \$6 million (4.4%) to \$139.5 million.

Network TV gross time billings for the year totaled \$832.7 million in 1963, an increase of 4.2%.

In the quarterly analyses, Procter & Gamble was No. 1 in network, reporting \$14.98 million. Anacin tablets led the brand spenders at \$2.7 million, followed closely by two R. J. Reynolds tobacco brands—Salem cigarettes (\$2.2 million) and Winston cigarettes (\$1.9 million).

The TvB report follows:

ESTIMATED GROSS TIME EXPENDITURES OF NETWORK TELEVISION ADVERTISERS

BY PRODUCT CLASSIFICATION

Source: TvB/LNA-BAR

	1962	1963	% Change
Agriculture & farming	\$ 103,000	\$ 82,100	- 20.3
Apparel, footwear & accessories	6,984,400	9,172,700	+ 31.3
Automotive, automotive accessories & equipment	52,205,200	58,336,000	+ 11.7
Beer, wine	8,766,800	7,299,200	- 16.7
Building materials, equipment & fixtures	5,541,800	8,036,600	+ 45.0
Confectionery & soft drinks	24,147,700	19,924,300	- 17.5
Consumer services	5,969,900	5,125,900	- 14.1
Drugs & remedies	105,377,900	116,968,600	+ 11.0
Entertainment & amusement	880,900	1,593,500	+ 80.9
Food & food products	133,656,400	139,526,700	+ 4.4
Freight, industrial & agricultural development	76,600	68,700	- 10.3
Gasoline, lubricants & other fuels	17,289,100	9,869,900	- 42.9
Horticulture	304,300	569,200	+ 87.0
Household equipment & supplies	33,554,900	32,201,800	- 4.0
Household furnishings	3,545,800	3,251,600	- 8.3
Industrial materials	19,773,400	14,802,900	- 25.1
Insurance	15,746,700	16,370,100	+ 4.0
Jewelry, optical goods & cameras	12,922,200	10,392,500	- 19.6
Office equipment, stationery & writing supplies	3,761,500	4,645,800	+ 23.5
Political	9,700		0.0
Publishing & media	1,001,700	933,100	- 6.8
Radio, TV sets, phonos, musical instruments, access.	5,360,000	4,694,900	- 12.4
Retail & direct by mail	157,500	62,200	- 60.5
Smoking materials	88,681,100	95,456,300	+ 7.6
Soaps, cleansers & polishes	83,755,400	87,436,500	+ 4.4
Sporting goods & toys	10,235,700	9,602,800	- 6.2
Toiletries & toilet goods	147,910,900	161,392,400	+ 9.1
Travel hotels & resorts	1,088,700	2,520,300	+131.5
Miscellaneous	9,998,800	12,400,200	+ 24.0
TOTAL	\$798,808,100	\$832,736,800	+ 4.2

ESTIMATED EXPENDITURES OF TOP 25 NETWORK COMPANY ADVERTISERS

Source: TvB/LNA-BAR
Fourth quarter 1963

1. Procter & Gamble	\$14,981,000	12. American Tobacco	3,895,200
2. American Home Products	9,313,600	13. Ford Motor	3,710,300
3. Bristol-Myers	8,207,500	14. General Mills	3,477,500
4. General Foods	6,383,900	15. Brown & Williamson	3,430,000
5. Lever Bros.	6,291,900	16. Kellogg	3,254,200
6. General Motors	5,750,100	17. Campbell Soup	3,232,600
7. R. J. Reynolds	5,656,800	18. Sterling Drug	2,998,700
8. Colgate-Palmolive	5,251,000	19. Chrysler Corp.	2,979,100
9. Philip Morris	4,578,800	20. Miles Labs.	2,942,400
10. Gillette	4,544,800	21. Liggett & Myers	2,921,000
11. Alberto-Culver	3,978,700	22. J. B. Williams	2,904,300

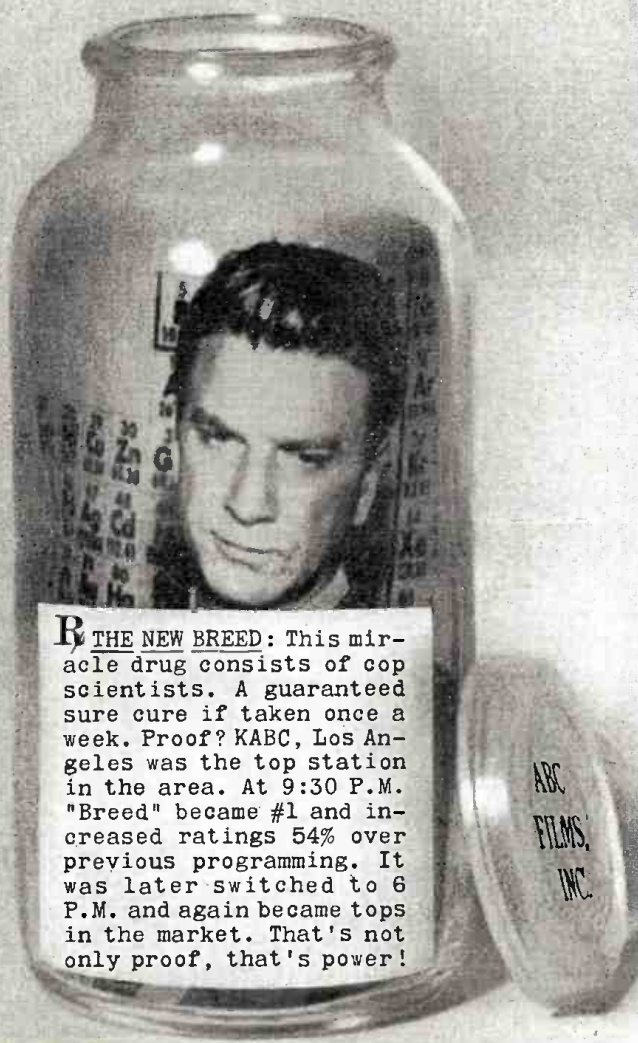
**Visit The ABC Films
"Get Well" Suite**

R Visit ABC Films once a day while you're in Chicago at the N.A.B. Convention. Suite 2316-19, Conrad Hilton Hotel. We cure sagging ratings, listless audiences and build up shares-of-market.

Contains these proven ingredients: NEW BREED, GIRL TALK, I'M DICKENS ...HE'S FENSTER, CASPER, WYATT EARP, EXPEDITION, THE REBEL, ONE STEP BEYOND.

**ABC
FILMS
INC.**

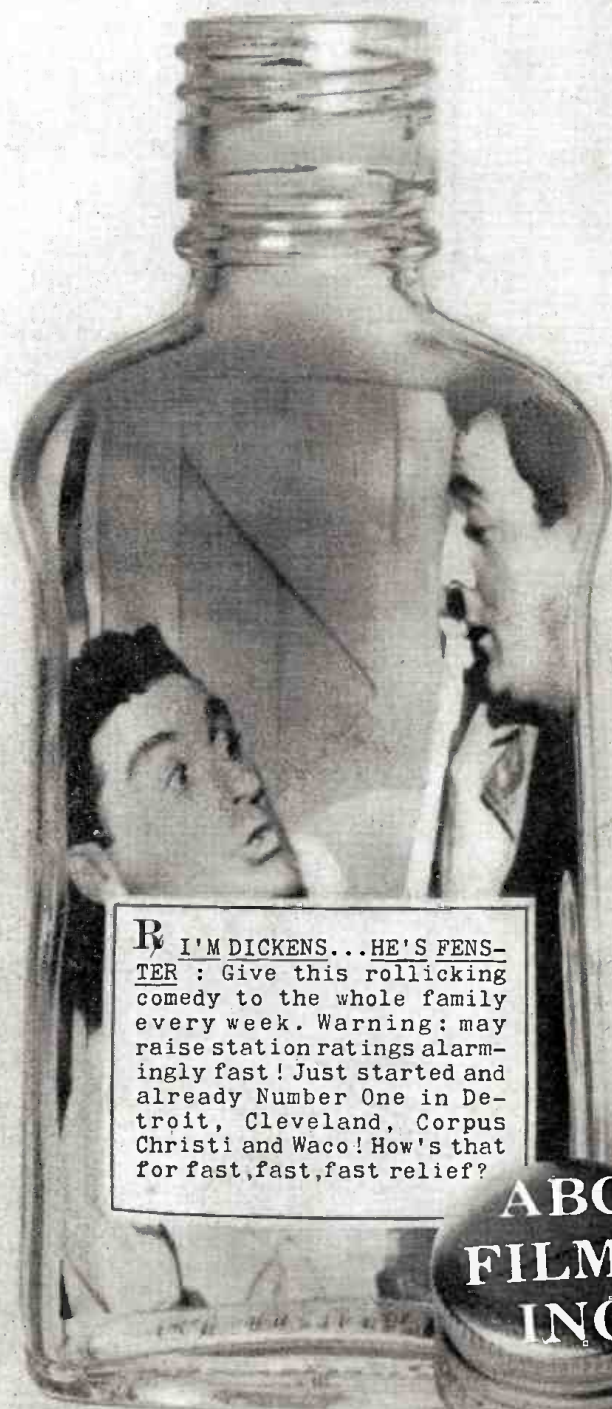
Evening programming look
glum and listless?



R THE NEW BREED: This miracle drug consists of cop scientists. A guaranteed sure cure if taken once a week. Proof? KABC, Los Angeles was the top station in the area. At 9:30 P.M. "Breed" became #1 and increased ratings 54% over previous programming. It was later switched to 6 P.M. and again became tops in the market. That's not only proof, that's power!

ABC
FILMS,
INC.

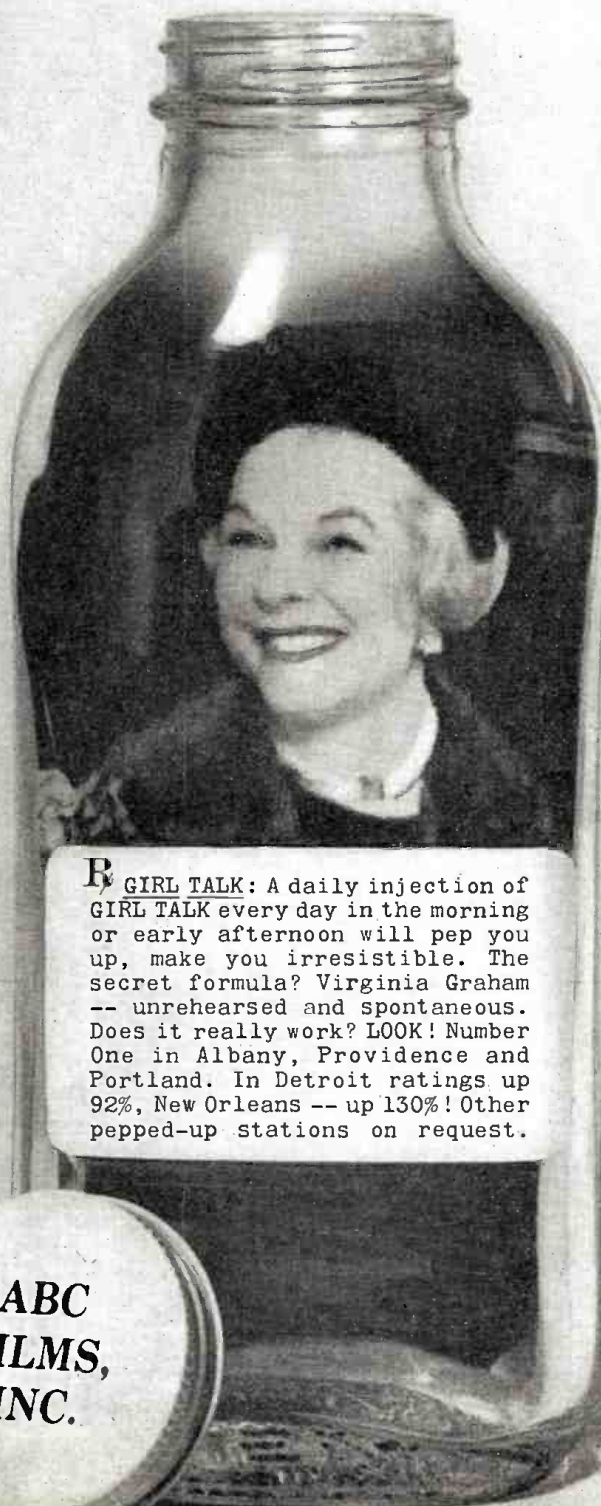
Feeling blue?
Lost the old enthusiasm?



R I'M DICKENS...HE'S FENS-TER: Give this rollicking comedy to the whole family every week. Warning: may raise station ratings alarmingly fast! Just started and already Number One in Detroit, Cleveland, Corpus Christi and Waco! How's that for fast, fast, fast relief?

ABC
FILMS,
INC.

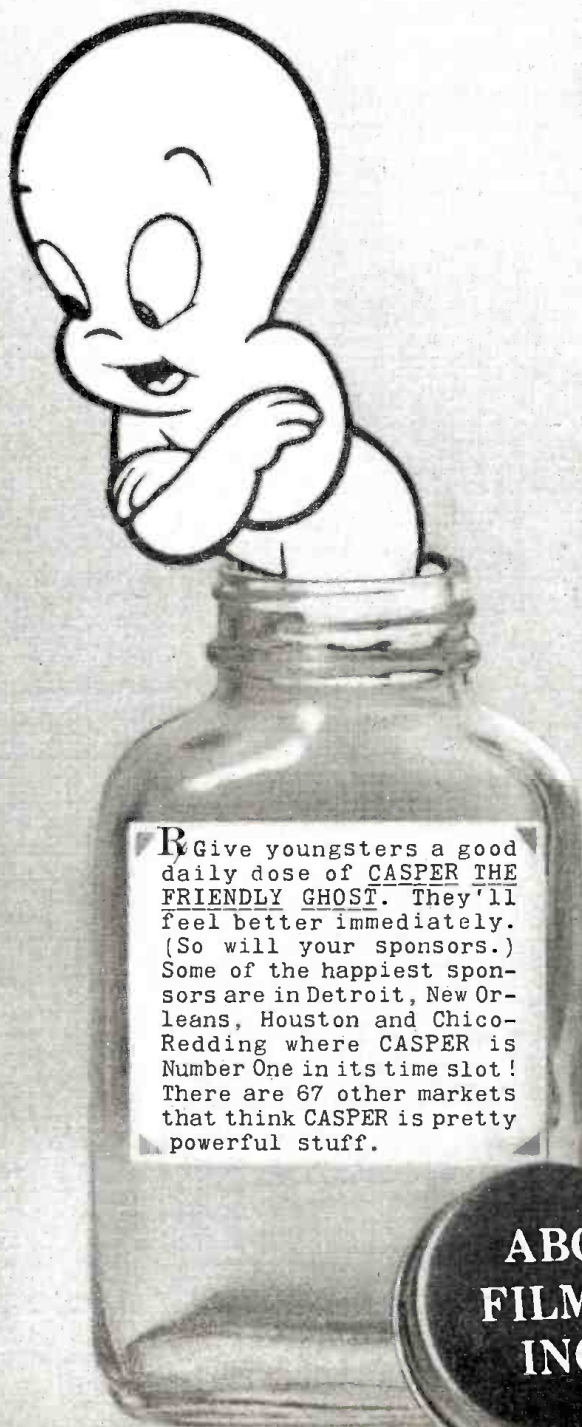
Sagging mid-day ratings?
Ladies ignore you?



R GIRL TALK: A daily injection of GIRL TALK every day in the morning or early afternoon will pep you up, make you irresistible. The secret formula? Virginia Graham -- unrehearsed and spontaneous. Does it really work? LOOK! Number One in Albany, Providence and Portland. In Detroit ratings up 92%, New Orleans -- up 130%! Other pepped-up stations on request.

ABC
FILMS,
INC.

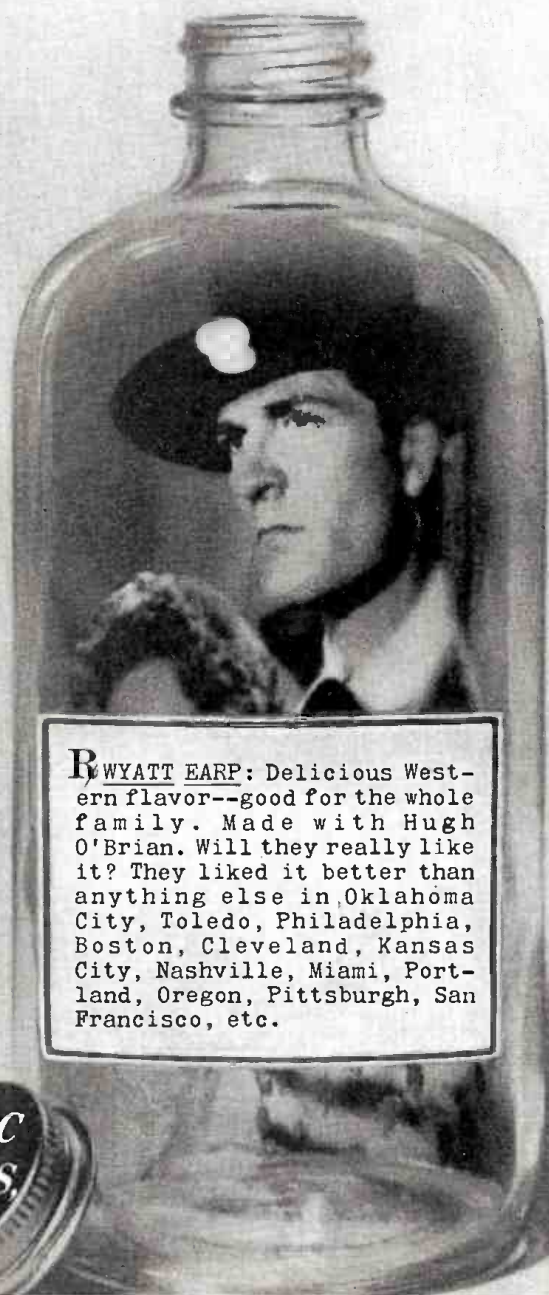
SYMPTOM: Children seem listless and bored
CURE: CASPER



R Give youngsters a good daily dose of CASPER THE FRIENDLY GHOST. They'll feel better immediately. (So will your sponsors.) Some of the happiest sponsors are in Detroit, New Orleans, Houston and Chico-Redding where CASPER is Number One in its time slot! There are 67 other markets that think CASPER is pretty powerful stuff.

ABC
FILMS.
INC.

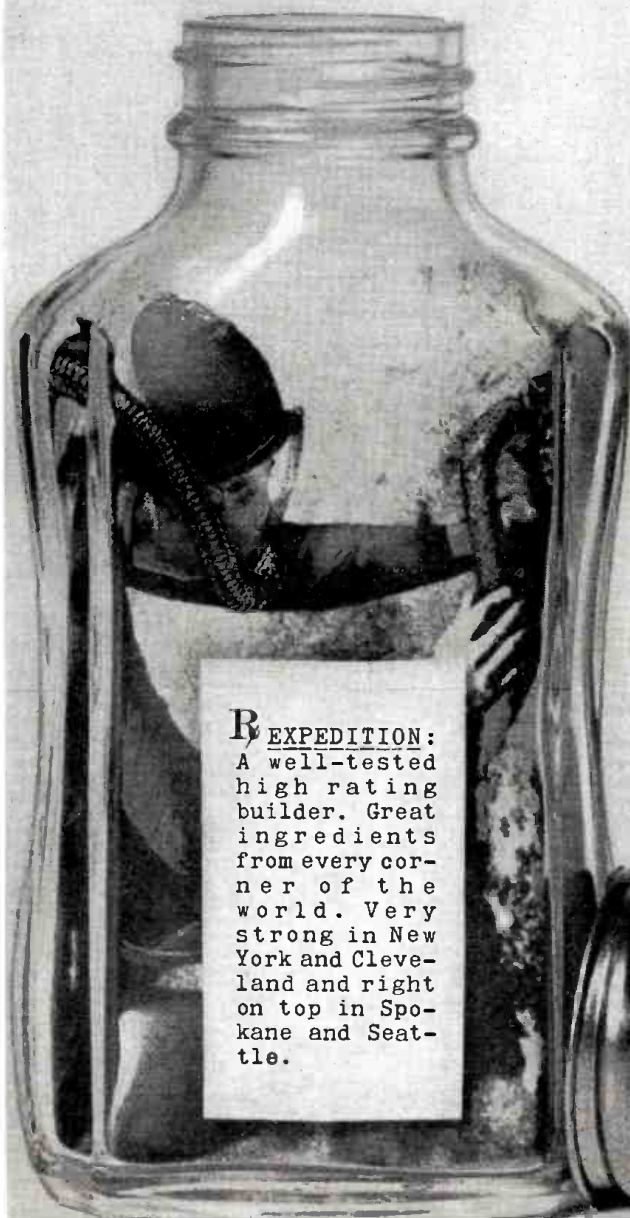
Take one of these
every week for 30 minutes:



RWYATT EARP: Delicious Western flavor--good for the whole family. Made with Hugh O'Brian. Will they really like it? They liked it better than anything else in Oklahoma City, Toledo, Philadelphia, Boston, Cleveland, Kansas City, Nashville, Miami, Portland, Oregon, Pittsburgh, San Francisco, etc.

ABC
FILMS,
INC.

How about a tried and proven tonic--
good for general program aches?

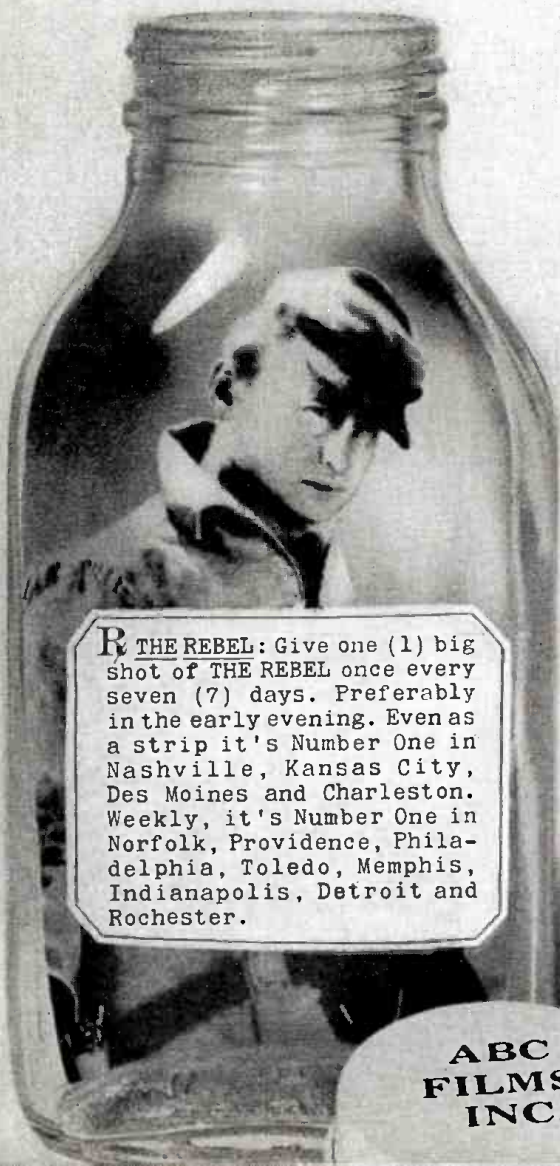


REXPEDITION: A well-tested high rating builder. Great ingredients from every corner of the world. Very strong in New York and Cleveland and right on top in Spokane and Seattle.

ABC
FILMS,
INC.

SYMPTOM: Falling asleep in front of TV
DIAGNOSIS: Audience needs action!

Get a shock treatment!



R **THE REBEL:** Give one (1) big shot of **THE REBEL** once every seven (7) days. Preferably in the early evening. Even as a strip it's Number One in Nashville, Kansas City, Des Moines and Charleston. Weekly, it's Number One in Norfolk, Providence, Philadelphia, Toledo, Memphis, Indianapolis, Detroit and Rochester.

**ABC
FILMS,
INC.**



R **ONE STEP BEYOND:** A trip into the unbelievable world of extra-sensory perception. It's electrified San Francisco, Columbus, Corpus Christie, Boston, Detroit, Honolulu -- tops in its time slot!

**ABC
FILMS,
INC.**

Alka-Seltzer divorces Wade Advertising after 33 years

"It is a traumatic experience."

That's the way Alka-Seltzer's advertising manager, Harold J. Beeby, described how Miles Laboratories' executives feel about slicing off three generations of personal association with principals of Wade Advertising, Chicago, which loses the nearly \$15 million account Sept. 1 to an as yet unselected successor. Nearly nine out of every ten dollars involved is television money.

Wade's loss of a major part of its total billing was not swallowed lightly there either, but Hal H. Thurber, the agency's president, pointed to the bright side of the cloud. He cited Wade's long-range diversification program and the fact that Wade will keep a TV-active \$5 million-plus piece of Miles business for One-a-Day brand vitamins, Chocks, Bactine and Nervine.

O. G. Kennedy, president of Miles Product Division and vice president of Miles Laboratories, said late Thursday that the division is investigating agencies on a selective basis and that Miles is not accepting presentations. He explained that the decision to change agencies followed a reappraisal of the division's whole agency service on the Alka-Seltzer account.

Alka-Seltzer is marketed in 101 countries. Wade handles the account only in the U. S.

As of late Thursday two major questions still remained unanswered by any of the principals involved: Where is the Alka-Seltzer account going to land and why the change? Miles officials deny that they are set to move the account to New York, or anywhere else for that matter except for exiting from Wade. And they could count five separate agen-



Mr. Beeby



Mr. Thurber

cies quoted as definitely picked as "the" agency, also denied.

Donald Bryant, executive vice president of the Miles Product Division, said no decision is expected to be made for some time as to the disposition of the account.

No Solicitations ■ Mr. Beeby emphasized that Miles is neither soliciting any agency pitches nor accepting any presentations at this time. Commenting on the sentimental personal attachments that have been involved in the Wade-Miles association for so many years, Mr. Beeby felt that for this reason the "divorce" is attracting attention beyond all the dollars billing involved.

Wade Advertising was founded in 1909 by Albert Geoffrey Wade. In its early days, the agency specialized in farm accounts. It was in 1931 that Miles Laboratories introduced Alka-Seltzer. And in that same year, Walter Albert Wade, the agency founder's son, introduced Alka-Seltzer to radio through *The National Barn Dance* on WLS Chicago (BROADCASTING, April 1, 1937).

Less than 10 years later, in 1940, Albert Geoffrey Wade II, the founder's grandson, started his agency career by placing *The Quiz Kids* on NBC as a summer replacement program under Miles sponsorship

(BROADCASTING, June 2, 1947). The program was one of radio's biggest hits in the forties.

At one time, Alka-Seltzer was said to represent the largest single product budget in radio.

More and More TV ■ In recent years the Alka-Seltzer budget has moved more and more into television and presently spends heavily in network TV. It is Miles's largest single product in terms of both total budget and sales. Miles Laboratories' advertising billings run to some \$25 million or more for all products, it is estimated, and of this total amount some 85% is being spent in TV.

Wade Advertising has worked hard, especially of late, to identify itself as a diversified agency and has sought to overcome its dubbing as virtually the Miles house agency, a cliché that makes President Thurber cringe. Including the Alka-Seltzer billings, Wade last year invested just slightly more than \$17 million of its clients' money in television, over \$6.8 million in spot TV and just over \$10.1 million in network buys. Spot radio got just under \$1 million.

The nearly \$18 million Wade spent in broadcast last year was two-thirds of its total billing in all media.

Wade's broadcast active accounts in addition to Miles include Toni Co., Bond Stores Inc., Paper Products Inc., Herrud & Co., International Milling Co. and Barbara Ann Baking Co. plus other regional advertisers. Wade's diversification efforts, promoted by the agency's own weekly TV program on WGN-TV Chicago last year and a nightly business news strip on WBBM there, have recently attracted accounts like Burgess Batteries, Consolidated Paper Co. and NBC's WMAQ Chicago.

23. Sunbeam	2,875,300
24. P. Lorillard	2,867,800
25. Block Drug	2,618,600

TOP 25 NETWORK BRAND ADVERTISERS

Fourth quarter 1963	
1. Anacin tablets	\$2,737,400
2. Salem cigarettes	2,260,900
3. Winston cigarettes	1,924,000
4. Alka Seltzer	1,715,000
5. Bufferin	1,689,000
6. Mattel toys	1,642,500
7. Marlboro cigarettes	1,482,800
8. Crest tooth paste	1,470,300
9. Kent cigarettes	1,443,300
10. Dristan tablets	1,389,400
11. L&M cigarettes	1,380,800
12. Pall Mall cigarettes	1,371,400
13. Tide	1,338,800
14. Camel cigarettes	1,213,200

15. Campbell soups	1,196,300
16. Kool cigarettes	1,165,300
17. Excedrin tablets	1,164,700
18. Ford passenger cars	1,133,500
19. Chevrolet passenger cars	1,129,700
20. Contac	1,111,600
21. Tareyton cigarettes	1,073,800
22. Polaroid Land camera	1,062,500
23. Parliament cigarettes	1,058,800
24. Colgate dental cream	1,043,000
25. Lark cigarettes	1,011,500

Also in advertising . . .

Hall of Fame ■ Nominations to the Advertising Hall of Fame are being accepted until April 20 by the Advertising Federation of America. Names of

persons who died two or more years ago and had made substantial contributions to advertising are eligible.

New office ■ Gray-Schwartz Advertising, started in Chicago in 1953 and moved to Phoenix, Ariz., in 1960, has opened an office at 109 North La Cienega, Beverly Hills, Calif., which in a few months will take over all the activities now being performed in Phoenix.

Aylin home ■ Aylin Advertising Agency, 18-year-old Houston firm, has moved into new quarters at 2737 Buffalo Speedway.

YOU MAY ALREADY HAVE WON IN **CRC**'S GIGANTIC \$50,000 "MONEY MAKER" CONTEST AT THE N. A. B. CONVENTION IN CHICAGO, APRIL 5-8!

Tear out card along perforations . . . present card at the **CRC** space A & B in East Exhibit Hall at the N.A.B. Convention in Chicago, April 5-8. If your number is posted in the **CRC** booth, you will receive — absolutely free — a customized series of "SMILE" ID's WORTH \$500!

There are 100 possible winners, each worth \$500, so don't you be left out! You may enter as many times as you have cards.

Don't forget to take your "Money Maker" contest entry card to the Convention, and be sure to come by the **CRC** booth and see if you are already a lucky winner of a \$500 "SMILE" ID series. And while you're there,

listen to the fabulous "MONEY MAKER" Commercial Service and Production Library, from Commercial Recording Corporation, the foremost producer of commercials and ID jingles in the world.



YOUR **CRC** MONEY
MAKER CONTEST
LUCKY NUMBER IS:

No 16664

See if you have already
won a customized "SMILE"
ID series worth \$500!
Present this card at **CRC**
Space A and B in East Exhibit
Hall, N.A.B. Convention
in Chicago, April 5-8.

CRC

Smashing

"MONEY MAKER"

BRINGING TO
RADIO, FOR THE
FIRST TIME,
A DRAMATIC,
COMMERCIAL AND
PRODUCTION
SERVICE
WHICH
PROVIDES
ALL THE
ELEMENTS
NEEDED TO
INCREASE
SPOT SALES!

COMMERCIAL SERVICE

AND
**PRODUCTION
LIBRARY**

TEAR OFF THE \$50,000 "MONEY MAKER" contest card
below. YOU MAY ALREADY HAVE WON A \$500 "SMILE"
ID SERIES!

CRC \$50,000

"MONEY MAKER" CONTEST ENTRY CARD

See contest rules
on other side of ad

COMMERCIAL RECORDING CORPORATION,
SPACE A & B, EAST EXHIBIT HALL,
N.A.B. CONVENTION, CHICAGO, APRIL 5-8.

COMMERCIAL RECORDING CORP.

P. O. Box 6726 • Dallas 19, Texas

In spring, not all thoughts turn to love

SO GARDEN FIRMS USE TV TO COURT SUBURBIA'S GREEN THUMBS

Television advertisers of gardening products catering primarily to suburban markets appear to be moving toward more use of spot buys, though network continues to hold an appreciable share.

Agencies placing these products not only praise TV as an advertising vehicle but predict TV will gain more of their attention in the future.

These developments highlight a BROADCASTING check of the field in which garden supply manufacturers are the heaviest contributors of TV money.

According to the Television Bureau of Advertising, commercials aimed di-

Heritage High ■ Far and away the heaviest TV advertiser in the garden supply field is Heritage House Products Inc., Pittsburgh, through Wermen & Schorr Inc., Philadelphia. The firm, which manufactures a full line of lawn products, spent \$460,500 on spot and \$13,000 on network during the first three quarters of 1963.

Heritage plans to put approximately \$400,000 in regional network TV this year—most of it in sporting events in about 47 markets across the nation. According to Jay Beneman of Wermen & Schorr, the regional telecasts are

300 on network and \$11,500 on spot TV during the first nine months of 1963. Its agency said the campaign was "very successful," but a decrease in network billings is planned for this year. The reason for the shift toward spot TV? Advertising will be aimed at markets with high mower sales.

Melnor Lawn Sprinklers, Moonachie, N. J., put \$41,700 into network TV in the January-September period in 1963, but this year its entire television budget will be devoted to spot. Melnor's agency, Smith-Greenland, New York, said it is dropping its network advertising despite successful sponsorship last year on CBS-TV sports shows and NBC-TV's *Jack Paar Show*. Reason? "To get more intensity and greater coverage."

Vigoro's Lineup ■ During the first nine months of 1963, Vigoro fertilizer, a division of Swift & Co., Chicago, spent \$409,800 on spot TV. Vigoro's agency, Leo Burnett, Chicago, said network TV is not used because Vigoro "comes in different compositions in different parts of the country to meet different growing conditions." Spot commercials for the "lawn food" will be seen this year in 89 markets.

A new garden supply advertiser, Toro Manufacturing Co., Minneapolis, through Campbell-Mithun, that city, plans a \$600,000 spot TV campaign this spring in 125 markets for its power lawn mower. The agency last week added its voice to those who said network TV is not as flexible as spot in the advertising of products that are used during particular seasons.

Campaigns by garden supply advertisers are usually carried out during the spring months. The seasonal stress in commercial placement may be seen in a breakdown of the TvB spot TV listings for the first three quarters of 1963: first quarter, \$569,800; second quarter, \$1,171,600; third quarter, \$54,300.

Almost every agency questioned last week praised television for its apparent success in reaching suburban markets, and most predicted a growing move toward TV from the print media by garden supply advertisers. Only one responding advertiser, Jacobsen Manufacturing Co., Racine, Wis., through George H. Hartman Co., Chicago, noted a preference for print media—because of budget limitations. The agency did say, however, that it is keeping a close watch on broadcast advertising because both of Jacobsen's two major rivals in the power mower field are heavy TV users.



Heritage House's TV commercials reflect the prestige aura of suburban living

rectly at suburban viewers represented \$2,364,900 in gross time billings during the first nine months of 1963. A sampling of agencies last week indicated a general increase in 1964.

Spot is far more popular than network advertising in the garden supply industry. Of the TvB figure, only \$569,200 was in network sponsorship. Users of spot TV said it provides greater flexibility for differing products and climatic conditions in various sections of the country. In most cases, garden supply advertisers who use network TV also use spot to supplement their product presentations. However, the majority of those who use spot TV tend to avoid network expenditures. TvB reports show only seven garden supply firms using network TV in 1963, as opposed to more than 50 spot TV users.

preferable to nationwide coverage because Heritage does no business in the South or West, and there are important temperature differences and changes in the areas where the firm does distribute.

Mr. Beneman said of television: "It enables us to reach small markets that we couldn't possibly cover individually, and it shows off the product package."

Another user of both network and spot is Lawn Boy Power Mowers, a division of Outboard Marine, Waukegan, Ill., through Erwin Wasey, Ruthrauff & Ryan, Chicago. Last year this firm purchased sponsorship in NBC-TV's *Tonight*, and it plans more one-minute commercials on that program this year.

The 1964 Lawn Boy campaign will be highlighted by a "greatly expanded" spot schedule. Lawn Boy spent \$165,-

It's Congress vs. liquor on radio

**Powerful legislators line up against WQXR;
Magnuson-Pastore bill would ban radio-TV
liquor commercials; Harris is gentle but firm**

A proposed legislative ban on radio-TV liquor commercials and serious questions about the effectiveness of self-regulation in broadcasting were Capitol Hill's answer last week to an announcement by WQXR New York a fortnight ago that it has signed contracts for liquor commercials with two distillers (BROADCASTING, March 23).

Leaders of the Senate Commerce Committee, who won a fight against liquor advertising on radio and television three years ago with threats of

Magnuson-Pastore legislation was "ill-advised." "The ownership of every broadcast station must decide for itself what is acceptable to its audience," he said. "Such a decision cannot be made on an industry-wide basis." Neither liquor advertiser had replied either.

In another development an FM network announced it would carry liquor ads (see page 54).

WQXR announced in rapid order two weeks ago that it had 1) decided to accept hard liquor advertising after 10:30

tor Pastore said liquor advertising on radio and television was "a vastly different thing" from that in print media. "Nor is it any answer to say, as some may," the senator continued, "that the liquor industry is a legal industry and should have the same right to advertise as any other American industry."

When this matter was raised in 1961 the NAB president and Senators Magnuson and Pastore exchanged open letters leading to a broadcaster pledge to "clean house" and enforce the NAB code ban on liquor advertising (BROADCASTING, Aug. 21, 1961, et seq.). Senator Pastore commented on the matter in an interview a year ago when an eastern advertising agency circulated questionnaires to radio and television stations inquiring whether they would accept liquor ads (BROADCASTING, Jan. 21, 1963). He introduced no legislation then because it became clear broadcasters had been discouraged from accepting this form of advertising.

The bill introduced last week would authorize fines up to \$1,000 or imprisonment up to one year for violations of its prohibition against stations either carrying or soliciting hard liquor ads. According to the bill, all radio and TV licenses "shall be deemed to be conditioned upon compliance with this act."

Harris's Approach ■ Representative Harris relied on subtlety rather than legislative threats. In his letter, released Thursday, he asked Mr. Sanger seven questions which he said "I feel must be answered if the public interest is to be protected." He began by asking Mr. Sanger if he believed there was any merit in self-regulation, both for broadcasters and distillers. He asked if liquor ads—"because of their impact on public health, safety and morals"—should receive special treatment on radio and TV. If special rules should be written, what should they be? And should WQXR's criteria for its change "be made industry-wide criteria?" he continued.

The drift of the questions led to the obvious: Representative Harris asked whether Mr. Sanger preferred self-regulation to government regulation and whether "your proposed action is likely to invite such restrictive legislation and government regulation?" The last question had the fist: Representative Harris asked whether Congress would stop with restricting liquor advertising. Might it not extend restrictions to beer, cigarettes and other products affected with emotional implications, he inquired?

Representative Harris's letter revealed his position on cigarette advertising legislation, too. Referring to a Federal Trade Commission rulemaking proposal



Mr. Magnuson



Mr. Harris



Mr. Pastore

legislation and the help of the National Association of Broadcasters, last week co-sponsored a bill that would outlaw such advertising and its solicitation. Senators Warren G. Magnuson (D-Wash.) and John O. Pastore (D-R.I.) said hearings would be held on the bill, S.2693, in the near future.

Representative Oren Harris (D-Ark.), Chairman of the House Commerce Committee, also put pressure on WQXR. In letters to Elliott Sanger Sr., WQXR executive vice president and general manager, and other principals in the venture, Representative Harris hinted that the breach in the wall against liquor ads could seriously weaken Congress' faith in broadcaster self-regulation. He raised the specter of restrictive legislation and asked Mr. Sanger if he thought it would be limited to liquor commercials or "that it might be extended, for example, to beer, cigarettes and other products affected with emotional implications on account of their impact on the public health, safety and morals?"

At week's end Mr. Sanger had not replied to Representative Harris, but he said Thursday (March 26) that the

p.m. and 2) had signed 13-week contracts with Schenley Industries and Muirhead Importers Ltd. (BROADCASTING, March 23). First reaction came from NAB President LeRoy Collins, who urged Mr. Sanger not to "break down the gates" and force broadcasters to lose credit for having "voluntarily by-passed profits from this type of advertising in promoting the public good." Representative Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, commended the WQXR move.

The Opposition ■ Last week Senator Pastore, chairman of the Senate Communications Subcommittee, reviewed the history of the issue and said, "it appears to me that there is a serious determination to break down this self-imposed policy of the broadcasting industry and the Distilled Spirits Institute [whose own code bans broadcast liquor advertising] of refusing to advertise hard liquor on radio and television."

The senator brushed aside WQXR's contention that late evening liquor commercials in its adult listening format were unlikely to reach children. Sena-

WBEN-TV

programs for 885,900 households...

THAT'S WHY YOU SELL MORE ON ^{CH.} **4**



JOHN CORBETT

SPEAKER OF THE HOUSE

12:15 - 12:30 P. M. Mon. thru Fri.



BILL AND MILDRED MILLER

MEET THE MILLERS

1:00 - 1:30 P. M. Mon. thru Fri.

These two daily weekday programs of WBEN-TV reflect the practical side of selling . . . the side advertisers like to be on.

Practical because their content is all about the home, homemaking, home planning, home cooking which is what people at home find interesting and informative. In Western New York television, WBEN is the only station where they find such programming.

Both John Corbett and the Millers have enjoyed top audience loyalty for over a decade, proving their worth as entertainment and proving their value to satisfied sponsors.

If you are interested in the households that last year spent over 1.3 billion at the retail level (plus the vast Canadian market) you'll find them on these Ch. 4 "home" shows. And you'll find these experienced TV salesmen "at home" with your product.

Nationally represented by: Harrington, Righter & Parsons

WBEN-TV

affiliate of WBEN radio
The Buffalo Evening News Station



CH.

CBS in Buffalo

4

HOW TO IDENTIFY A NETWORK

The sight of the nation's finest performers on the screen has always been an entertaining way to identify NBC Television. And next season it will be more fun than ever.

Friday nights, for example, Jack Benny returns to NBC to continue the illustrious show business career he began at this address. When he becomes the man in the middle of a Friday lineup that already includes Bob Hope and Jack Paar, viewers can look for one of the most diverting program parleys television has ever offered. But of course, delightful as that Friday combination promises to be, it represents only a fraction of the glittering NBC Television star roster.

The multi-talented Danny Thomas will also be showing up at NBC in the Fall, in a group of special programs, while Alfred Hitchcock will preside at a merrily macabre hour every Monday on this network.

On the same distinguished roster are Don Ameche, Johnny Carson, Perry Como, Walt Disney, Andy Williams and Jonathan Winters in variety entertainment. Drama or comedy series will showcase Shirley Booth, Charles Boyer, Richard Chamberlain, Gary Clarke, Lee J. Cobb, James Drury, James Franciscus, Dean Jagger, Raymond Massey, Doug McClure, David Niven, Fess Parker, Gig Young, Robert Vaughn, Dennis Weaver and—back at the ranch—Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon.

In short, television's most familiar faces will be at NBC in the Fall—which really is no surprise. This is the network, after all, that was bringing the nation such performers as Bob Hope and Jack Benny when they were only familiar *voices*.



Look to NBC for the best combination of news, information and entertainment.





Every Friday night next season on NBC: 8:30 pm BOB HOPE, 9:30 pm JACK BENNY, 10:00 pm JACK PAAR

for stiff restrictions, he said, "It is my hope that the industries concerned—and I am referring to the broadcasting and tobacco industries in this instance—will exercise a maximum of self-discipline and self-regulation to keep government regulation to an absolute minimum."

And his philosophy of broadcasting regulation also came through. His committee "has attempted to see to it that the objective of broadcasting in the public interest is accomplished with a minimum of legislation and government regulation and a maximum of self-discipline. . . ."

FM network will accept liquor ads

A second broadcast entity may follow the lead of WQXR-AM-FM New York in accepting liquor advertisements (BROADCASTING, March 23).

The newly formed Market 1 Network, effective Wednesday (April 1), will acquire the 47 radio stations now affiliated with the QXR Network, the only FM stereo network in the country. James Sondheim, president of QXR Network, will assume a similar position with the Market 1 group.

Mr. Sondheim indicated last week that liquor commercials will be accepted by Market 1. But, he said, affiliated stations could refuse the commercials if they wished.

He said that several national advertisers, not necessarily liquor distributors, are virtually committed to program sponsorship on the network, beginning next fall. The network plans to expand the base of its program format to include business and current events talk programs as well as classical, semi-classical and "show" music.

The new formula will be aimed at the college-educated, \$10,000-and-over income, business and professional audience. It is based on a special research study by Media Programmers Inc. for Market 1 Network. Mr. Sondheim said the study "clearly showed that these Market 1 listeners want more informative commentary, and programs keyed to self-improvement and increased awareness of world events."

The network expects to retain most of its present station lineup and add new FM-only or AM-FM stations in suitable markets. However, Mr. Sondheim indicated that WQXR, which has about a year to run on its present contract, probably will not renew its affiliation.

Market 1 Network's main offices are at 565 Fifth Avenue, New York.

3M to stress local TV tape production

An extensive marketing program is being implemented by the Minnesota Mining & Manufacturing Co. on the local station level to expand the use of video tape by stepping up the production output of taped commercials by TV outlets.

W. H. Madden, 3M's video tape sales manager, told a news conference in New York last Wednesday (March 25) that local TV stations are passing up "untold additional millions" in revenue by permitting their video tape facilities "to lie idle part of the time instead of using the equipment to the fullest extent in producing commercials."

He indicated that stations are unaware of the profit potential present in the production of tape commercials, and many local advertising agencies and advertisers are not cognizant of "what can be done with video tape by their local stations."

The 3M marketing programing, he said, is designed to "help overcome this communications gap." Elements of the program include a series of local TV tape seminars to be planned and scheduled by most participating stations for advertisers and agency personnel; a direct mail campaign to clients, utilizing material provided by 3M; a 22-minute demonstration tape that shows the potentialities of taped commercials, and a national advertising campaign in major trade publications, centering around TV stations, advertisers and agencies which are doing an outstanding or unique job of utilizing tape.

Mr. Madden said that all TV stations with tape facilities are being invited to participate in the project. He reported that more than 50 stations already have agreed to cooperate. According to Mr. Madden, more than 60% of the nation's stations are equipped with video recording and playback equipment.

ADA to drop Nelsons for Huntley-Brinkley

The American Dairy Association, Chicago, announced Thursday that it has decided to drop sponsorship of *Ozzie and Harriet* on ABC-TV at the season's close in June and will become part sponsor of the *Huntley-Brinkley Report* on NBC-TV starting in the fall. ADA's agencies are Compton Advertising and Campbell-Mithun, both Chicago.

At the dairy group's annual meeting last week it was reported that ADA members contributed a record \$7.3 million for support of the association's pro-

motion, advertising, public relations and research activities in 1963. Of this amount, nearly \$5.9 million went into consumer advertising and related activities with the broadcast media getting about half of the budget.

ADA's new schedule on *Huntley-Brinkley* will include 65 commercial minutes over 52 weeks. The association also uses television and radio spot in various markets during the year. Last fall ADA renewed its network radio schedules for daily five-minute programs by Dick Clark on ABC and Pat Boone on CBS.

Nielsen local service moving to New York

A. C. Nielsen Co. is to announce today (Monday) the transfer of its local TV research service from Chicago to New York.

Nielsen described the move as "the first in a series of sweeping changes designed to make NSI more flexible and responsive to the needs of advertisers, agencies and broadcasters."

Personnel changes being made by Nielsen in accord with the announcement include the appointment of George E. Blechta, NSI eastern division vice president, to direct the NSI operation.

The company said John K. Churchill, NSI vice president in Chicago, would continue as administrative coordinator.

Rep. Rogers to address SRA

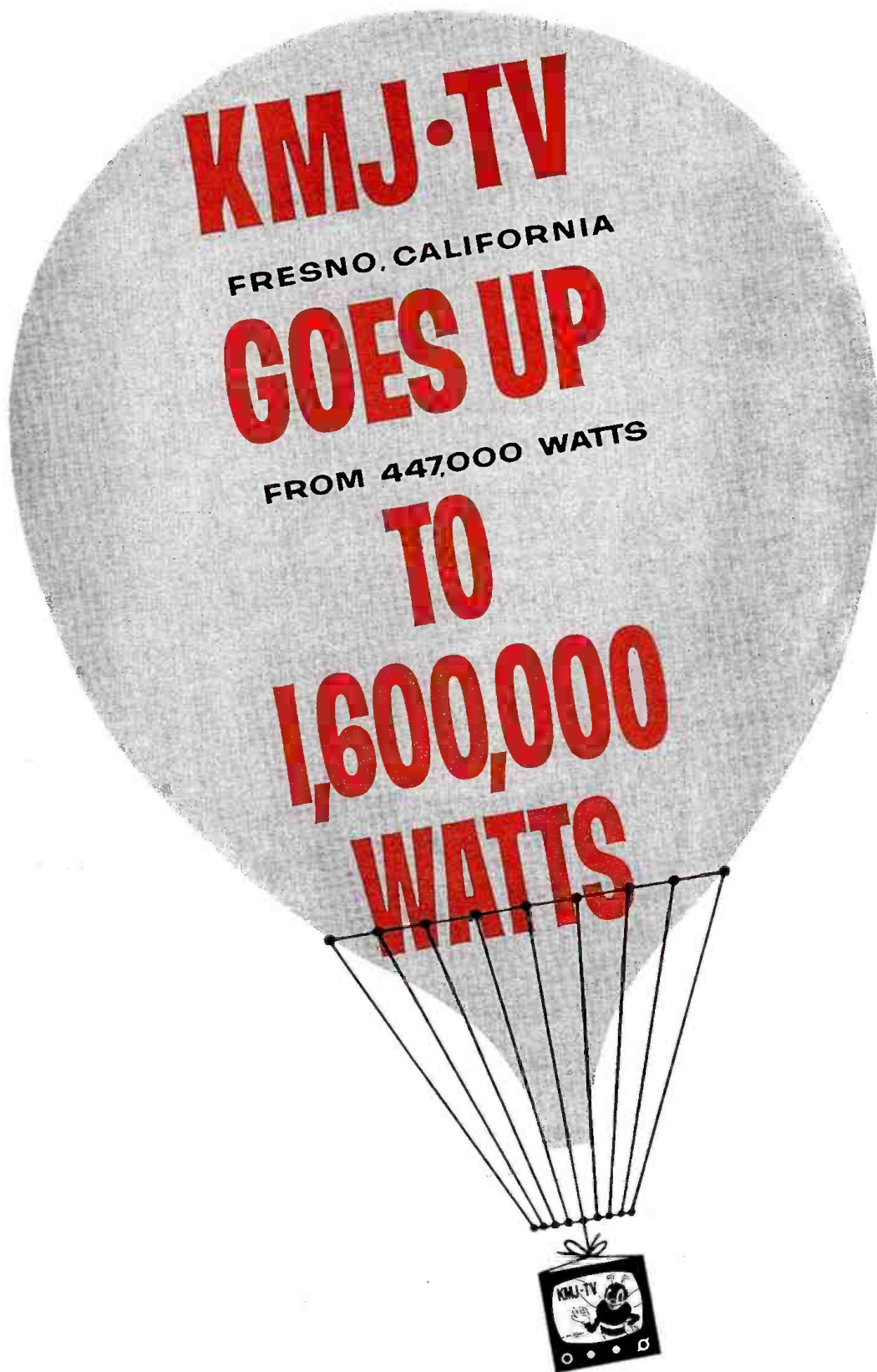
Representative Walter E. Rogers (D-Tex.), will be the featured speaker at the seventh annual awards luncheon of the Stations Representatives Association in New York on April 28.

Congressman Rogers, as chairman of the House Communications Subcommittee, played a prominent role in the recent House vote to deny the FCC rulemaking powers over television commercials. The Broadcast Pioneers will honor him with a special citation at their annual banquet April 7 during the National Association of Broadcasters convention at Chicago (CLOSED CIRCUIT, March 16).

Airline switches agencies

Continental Air Lines, Los Angeles, last week announced it would transfer its advertising account—an estimated \$2.37 million in billing—from J. Walter Thompson Co., Chicago, to McCann-Erickson, Los Angeles.

Thompson has held the Continental account for the last seven years. The airline offered no explanation for the move. Continental spent approximately \$475,000 in radio in 1963.



Now KMJ-TV is the most powerful station in the Fresno area, and its first-class programing is available to an expanded service area in the prosperous San Joaquin Valley — a population increase of nearly 10% within the Grade B contour area. **KMJ-TV • FRESNO, CALIFORNIA**
McCLATCHY BROADCASTING COMPANY • National Representative, The Katz Company

A chance for live TV from Tokyo Olympics

Hope rises that new Syncom satellite may be usable for complete coverage of the games

America may get live television coverage of the Olympics in Japan next fall. And it's conceivable that Europe may see the Olympics live too.

Nothing is certain at this moment, but NBC is interested, the Communications Satellite Corp. thinks it's feasible, and the U. S. State Department says it would be in the national interest.

Target for the project, if it takes place, is a 12-hour-per-day coverage of the Olympics for two solid weeks via Syncom III. The Olympics begin in Tokyo Oct. 10. Syncom III is scheduled to be placed in orbit over the Pacific in the next couple of months.

As a preliminary, NBC, which has exclusive rights for televising the Olympics in the United States, is going to broadcast a TV tape to Syncom II, which has been in orbit since last July, to determine the quality of the pictures returned. Neither Syncom II nor Syncom III is designed to handle commercial-grade TV signals, but the test this week is expected to show whether they are adequate for the special feature under consideration.

If NBC finds that the Syncom II pictures are satisfactory—and Syncom III is a more advanced design than Syncom II and therefore should produce better TV than the satellite now in orbit 22,300 miles above the earth—the network will give the “go” sign to Comsat.

Comsat, whose engineers privately proclaimed the possibility earlier this month, will immediately move to:

- Modify the U. S. Navy ground station at Point Magu, Calif., to permit it to receive Syncom III signals.

- Work with the Japanese government to modify the latter's ground station near Tokyo for transmitting the TV pictures.

- Take under consideration plans to get the TV coverage to Europe. This may involve bouncing Syncom III pictures to Telstar II or Relay II, both of which existing satellites may be in position to relay to Europe. Other considerations contemplate the use of Syncom III signals in Australia, if the Australian

government can alter its ground station for TV reception, and to Canada and Mexico via landlines from the United States.

Passable TV — Shortly after Syncom II arrived on station over the Atlantic,

Pacific TV relay

Television via satellite last week became a new tool in international diplomacy. Its first use was by Japanese Prime Minister Hayato Ikeda on March 25 when he apologized to the American people for the knifing by a deranged 19-year-



old youth of U. S. Ambassador Edwin O. Reischauer.

The apology was transmitted from Japan to Relay II which boosted the signal down to the U. S. space station in California. From there it was broadcast over the U. S. networks, with NBC carrying the program live.

The broadcast from Japan, which ran from 7:32 a.m. to 7:40 a.m., also showed American viewers the Imperial Palace plaza, traffic on the Ginza, a judo institute and the Olympic stadium.

On Friday (March 27) a two-way, U. S.-Japan program was transmitted. The program brought to Japanese viewers pictures of the Japanese Cherry Blossoms in Washington and the Japanese pavillion at the New York World's Fair. Views from Japan were carried live on ABC-TV.

engineers of the National Aeronautics and Space Agency transmitted a TV program as a test. It was announced then that the pictures were below standards required for commercial TV; that Syncom II's bandwidth is only wide enough to handle telephone and teletype messages. This is true also of the design of Syncom III. Syncom II is being moved slowly to a station above the Pacific and should be in position to handle TV if Syncom III fails to orbit.

Comsat engineers, however, felt that there was enough promise to give serious consideration to the practicality of relaying Olympics live to the United States. Conversations among various government agencies resulted in a decision to approach NBC. This resulted in a meeting last week in Washington of engineers representing NBC, Comsat and NASA.

At a cost of \$2,500, NBC has prepared a test tape that will go via landline to Fort Dix, N. J., thence to Syncom II. Syncom II's signal will be received at Andover, Me., then go by landline back to New York and NBC. There the original tape will be compared with the tape of the Syncom II signal.

Don Meany, director of news programs for NBC-TV, is the chief of the network's review team; the whole idea, however, has the approval of top NBC executives including President Robert E. Kintner.

One of those pushing hard for a live link to Japan in time for the Olympics is Representative Joseph E. Karth (R-Ind.). In a recent statement he called for cooperation of all government agencies to share in the cost. He said he feels a \$5 million investment for this purpose would be good for the United States.

Who Pays? — Those close to the project feel that the U. S. end of the modifications could be accomplished for about \$500,000. This would be done by Comsat. Japan and other countries that could receive the coverage would be expected to spend their own money in converting their ground stations.

Comsat, however, is a commercial firm. Presumably Comsat would charge NBC for the use of this circuit, perhaps recovering almost all of its expenditures. NBC in turn, it's presumed, would recover its costs via sponsorships.

NBC at the moment plans to fly TV tapes back from Japan to the United States.

At the network there's only one little fear that has been more thought of than considered seriously: If the coverage is sent directly via satellite (which is government-owned and open for use by all), could other networks insist that they have right to use the transmissions?

Miniaturization stars at IEEE convention

73,000 engineers see 1,100 equipment exhibits and hear presentation of 312 technical papers

The official theme of the 1964 International Convention of the Institute of Electrical and Electronic Engineers was "A Glimpse into the Future," but a more apropos title might have been "Think Small." Of the more than 1,100 exhibiting companies at the convention in New York last week, many displayed new developments in transistors and integrated circuitry—the field of single, complete circuit chains designed in accordance with a continuing trend toward miniaturization.

Final attendance figures were expected to show that more than 73,000 electronics and electrical engineers from the United States and 53 other countries visited the four-day convention. The IEEE convention included more than two miles of exhibits at the Coliseum, involving approximately \$20 million worth of new electrical and electronic equipment.

The integrated circuits, some so small that many of the exhibits featured microscopes for public inspection, are considered a major area of concentration in the future of communications. Although the tiny systems are now used primarily in defense and scientific experimentation, their introduction into broadcast equipment is anticipated shortly.

One exhibitor, the Westinghouse Electric Corp., displayed a vidicon television camera using integrated circuits. The camera weighs one pound, 11 ounces. Among the many other firms displaying integrated circuitry were: RCA, Philco Corp., Raytheon, Sylvania Electric Products, General Electric, Instrument Corp., Motorola Semiconductor Products and Fairchild Semiconductors.

Several manufacturers of broadcast equipment took advantage of the convention to introduce new products, a large percentage of which were designed for use in space-age communications systems.

The RCA exhibit included a new type of traveling wave tube that will operate in outer space to amplify radio, television and Teletype signals for the earth-orbiting Relay II communications satellite. RCA last week announced the development of a new vidicon camera

tube designed to take TV pictures in outer space. More than 150 new electronic components and devices were introduced by RCA at the convention.

3-D TV ■ A highlight of the convention was a three-dimensional TV system exhibited by Sylvania Electric Products, a subsidiary of General Telephone & Electronics. Visitors used special red

Japanese to follow law

The FCC now has the personal assurance of Japanese manufacturing executives that that country will abide by the all-channel law which prescribes that all TV receivers manufactured after April 30 are capable of receiving 82 channels.

FCC Commissioners Rosel H. Hyde and Robert E. Lee met with Masao Tsuchiya, executive vice president of the Electronics Industries of Japan, and Takashi Nakagawa, director of the Electronic Center of the Japan Light Machinery Information Center in New York. The commissioners were assured that Japanese manufacturers intend to comply with the letter and spirit of the all-channel TV receiver law.

Japanese TV imports into the U. S. are expected to reach 800,000 sets in 1964.

and blue eyeglasses to view the "3-D" effect, which was achieved by the use of two cameras and one monitor. Also at the Sylvania exhibit was a new "phosphor dot" screen for a 25-inch, 90-degree, rectangular color TV picture tube. The screen contains a pattern of 4,100 holes per square inch.

Many other producers of broadcast equipment had booths at the IEEE convention. CBS Laboratories displayed a new image dissector tube for use in deep space probes. General Radio Co. introduced several new products ranging from a frequency synthesizer to a tone-burst generator. A full line of test

equipment for telecommunications instruments was demonstrated by the International Telephone & Telegraph Corp., and the General Instrument Corp. exhibited a broad range of communications devices. The Heath Co. displayed a make-it-yourself kit for a 21-inch color TV set, and the Dage Television Co. introduced a new videotape recorder. Both Transitron and Motorola had large displays of new semiconductor devices.

Several Japanese firms were represented at the convention. One firm, Ikegami Tsushinki Co., displayed several small, closed-circuit TV cameras.

Papers ■ A total of 312 technical papers were presented at the convention. The papers covered a wide variety of subjects associated with broadcasting.

G. L. Mignola, from the New York Telephone Co., presented a paper on the television facilities at the 1964-65 New York World's Fair. Mr. Mignola noted that the fair's video setup will include 28 miles of underground cable with terminations at 55 locations throughout the fairgrounds. The cable system will be controlled from a television operating center at the Bell Telephone exhibit. The system will also include a microwave hookup between the Bell exhibit and the Pan American building in Manhattan. A video-tape preview of the fair was presented last week on color TV at the RCA exhibit at the IEEE convention.

Awards ■ On March 25, the IEEE presented its five major annual awards for achievement in the electrical and electronic industries. Winner of the IEEE Medal of Honor was Harold A. Wheeler, president of Wheeler Laboratories, Great Neck, N. Y., for his contributions to the development of antennas, microwave elements, circuits and receivers.

Other award winners were: John R. Pierce, executive director of Research Communications Principles at the Bell Telephone Laboratories, Murray Hill, N. J., for his work in electron optics and satellite communications; Andrew George Latta McNaughton, of Rockliffe Park, Ottawa, for his work in radio communications; Loyal V. Bewley, consultant for General Electric, Schenectady, N. Y., for achievement in the study of high voltage, and B. Richard Teare, Carnegie Institute of Technology, Pittsburgh, for his work in electronics education.

A primary aim of the convention was display, not direct on-floor selling. But, in the words of Donald G. Fink, IEEE general manager: "This was a meeting for communication of ideas on which sales are ultimately based."

The IEEE was formed on Jan. 1, 1963, in a merger of the Institute of Radio Engineers and the American Institute of Electrical Engineers.

how

do you entertain your audience,
increase your audience,
sell your audience—all at the same time?

who

wants to make money
and have the most entertaining station
in his market?

see

Milton Herson or Marvin Kempner
about

Festival

RADIO

at MARK CENTURY'S Suite 918-A*
at the
Conrad-Hilton Hotel

** Remember...
that's Suite 918-A*

NAM request for 14, 15 meets critical barrage

As have past proposals to allow non-broadcast use of UHF channels, the National Association of Manufacturers' request for a rulemaking by the FCC to allow land mobile radio to use channels 14 and 15 in the Los Angeles area came under severe critical attack last week.

Most vociferous in its attack was the Association of Maximum Service Telecasters, which assailed the NAM proposal as an inroad on two of the most desirable UHF channels and "patently and seriously defective from the engineering standpoint." The association took note of the fact that NAM plans to ask for similar use of channels 14 and 15 in other metropolitan areas if the commission approves the Los Angeles proposal. If granted the channels in Los Angeles, the manufacturers would also ask for them in other areas (BROADCASTING, Feb. 10).

The fact that NAM based its suggested rulemaking on the FCC's proposed table of TV assignments led the National Association of Educational Broadcasters—which also has a proposed table of allocations as part of the commission's rulemaking—to criticize the land mobile proposal on the ground that it was based solely on the FCC table.

Both AMST and NAEB argued that the NAM failed to provide any evidence of land mobile radio's need for the two UHF channels, or, as AMST said, that the present land mobile radio frequencies are themselves overcrowded.

But the NAM proposal was not without support. The American Petroleum Institute's central committee on communication facilities termed it a positive step forward in alleviating the congestion now existing in the land mobile radio frequencies.

Unattended relay rule praised by broadcasters

The FCC's proposed rulemaking to allow broadcasters to use automatic, unattended mobile relay stations last week met with the full approval of all the parties filing comments.

Among those who said the commission's proposal would improve and make more economical news reporting from remote or difficult-to-reach locations were ABC, KGGM-AM-TV Albuquerque, N. M.—which petitioned the FCC for the rulemaking—and WHDH-AM-FM-TV Boston.

The commission places one restric-

tion on the use of the unattended relays—that there be a "lock-out" device to prevent interference between remote pick-up stations. The device is designed to prevent a station from being turned on if there is already a signal on the same frequency (BROADCASTING, Feb. 10).

Bill proposes \$8 cut in all-channel set tax

Congress has received the first bill calling for a reduction in the 10% excise tax on all-channel TV receivers as manufacturers have abandoned a drive of several years of outright repeal of the tax (BROADCASTING, March 16).

Representative A. S. Herlong (D-Fla.) introduced HR 10525 which would reduce the tax by \$8 on all sets capable of receiving both UHF and VHF. FCC Commissioner Robert E. Lee told manufacturers three weeks ago that the FCC also has drafted a bill calling for a reduction in the tax which it hopes the administration will support.

The Herlong proposal was referred to the House Ways & Means Committee, and the Electronic Industries Association is hoping for a conference on the tax relief with Chairman Wilbur Mills (D-Ark.). Representative Herlong also has introduced one of three bills which would repeal outright the 10% tax on all-channel sets.

Technical topics . . .

TV switching system ■ International Telephone & Telegraph Corp., New York, has announced the development by a German subsidiary of a system for television network switching and program distribution over radio links that use 70-megacycle intermediate frequencies. The mechanism uses a crossbar system of latching-type coaxial dry reed relays.

New preamps ■ Blonder-Tongue Laboratories, Newark, N. J., has introduced new preamplifier equipment for community antenna and master antenna TV systems. The new "Cablemaster" series, CMA, has units adapted for all VHF channels.

Video-tape penetration

A survey by Videotape Center, New York, found that 412 U. S. television stations are equipped with a total of 769 video-tape recorders.

Of the 412 stations, 361 are commercial outlets, accounting for 695 machines, and 51 are ETV stations with a total of 74 recorders.

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BBG wants to regulate CATV

Would amend Canadian Broadcasting Act to allow federal group to control landlines and receiving stations

Cable television is to come under jurisdiction of the Board of Broadcast Governors, the Canadian regulatory body, if the Canadian government follows the recommendations made to it by the BBG and the Department of Transport, the licensing body. A report of a joint committee of the two government organizations has recommended that complete control of all aspects of cable relay and closed circuit television could only be obtained through assumption of complete federal control over landlines. A large portion of landlines are now under provincial government control.

"Effective control over the major area of community antenna television could be achieved by amendments to the Broadcasting Act covering commercial broadcasting receiving stations and land stations where these stations are used to feed a cable relay distribution system with radio or television broadcasting signals, or where the land stations are used to feed the distribution system with closed-circuit radio or television signals," the report said.

The report asserted that when, under the act, the BBG would propose to regulate commercial broadcasting receiving stations and the land stations, the BBG would be in a position to insure the maintenance of a Canadian identity and character of service to the greatest possible extent. It also suggested that the BBG should insure that CATV maintained a varied and comprehensive broadcasting service.

Amendments to Canadian broadcast-

ing legislation, the report said, should require that CATV systems should be referred to the BBG for licensing recommendations so that the BBG could regulate program content and foreign ownership in the same way as it now does for television stations.

At present CATV systems are mainly owned by Canadians except for a chain of 10 owned by Canadian Famous Players Corporation, which is controlled by Paramount Pictures Corp. in the United States. The Canadian company also operates the pay-TV system in Etobicoke. Most Canadian CATV systems pipe in U. S. border stations in communities in the fringe area of reception for such stations.

William Morris foreign sales top \$3 million

The William Morris agency has achieved more than \$3 million in foreign television sales during the current television season, Leonard Kramer, executive in charge of international TV sales, has reported.

Latest sales announced by Mr. Kramer included programs scheduled for initial showing on U. S. networks last fall. Sales were made to General Television Corp. in Melbourne and Television Corp. Ltd., Sydney, for *Tycoon* and for the 90-minute special, *The Making of the President* and Amalgamated Television Services, Sydney, and Herald Sun Television, Melbourne, for *Gomer Pyle*.

Other sales included *Dick Van Dyke Show* to Oymainos Regkam AB in Finland and to Sveriges Radio in Sweden; *Danny Thomas Show* to Television of Iran; *Mitch Miller Show* to Nippon Hoso Kyokai, Tokyo, and *Joey Bishop Show* to CTV in Canada.

Holland may annex island radio station

Dutch Justice Minister Iyvo Scholten has told Holland's upper house that a bill will be presented to the legislature to claim an artificial island in the North Sea being equipped as an offshore television station as part of the Netherlands Kingdom.

The station plans to start broadcast-

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is the newest...
most exciting idea
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will there be
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drama, sports, humor, travel and music?

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about

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Dual language stereo

CKVL-FM Verdun, Que., hopes it has solved the problem of supplying news simultaneously in two languages with the use of "news in stereo" by using two announcers, each on a different microphone. This will allow FM listeners with stereo receivers to tune in either the English or French announcer. The development resulted from the new Canadian requirement of more talk programs on FM. Previously CKVL-FM had been a music station with no newscasts.

“who,
what,
when,
why,
where,
how?”

The answers to any or all of these questions about Mark Century's newest programming service is Festival Radio, a programming pageant.

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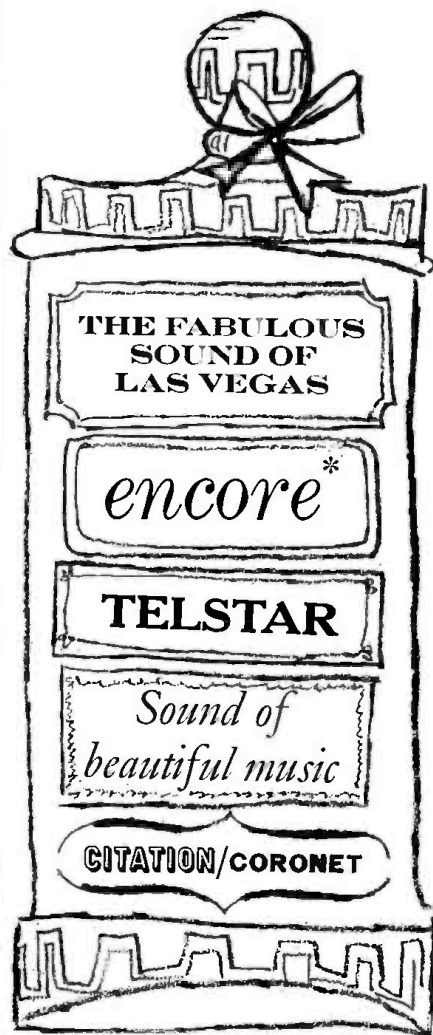
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ing recorded programs and commercials in July from a concrete island similar to an oil drilling platform. It will be located five miles off the Dutch coast, two miles outside territorial waters.

A government-appointed committee is still considering whether to allow commercials on the country's national television system. A second network goes on the air next month.

Holland already has a pirate radio station called Veronica which has been broadcasting from a former lightship.

FC&B gets Italian agency

Foote, Cone & Belding, New York, last week announced it will acquire the Italian agency Radar & Benson S.p.A., Milan.

Under its new ownership the Milan office will be known as F.C.B.-Radar S.p.A. and will continue with Italian management.

Radar & Benson has annual billings of \$5-6 million.

The FC&B acquisition is the first since the agency offered its stock to the public in September 1963.

Abroad in brief . . .

More Volvo ■ Volvo Ltd. names Carl Ally, New York, to handle Canadian advertising. Ally is also agency for Volvo in the U. S.

Overseas sales ■ *The Patty Duke Show* has been sold by UA-TV International division in seven overseas markets. The program has been sold to Mirror Enterprises Inc., Australia; Tokyo Broadcasting Co., Japan; Republic Broadcasting Co., Philippines; Thai Television, Thailand; TV Excelsior, Brazil; New Zealand, and Hong Kong.

JWT in Caracas ■ J. Walter Thompson, New York, announced that it has opened a new office in Caracas, Venezuela, named J. Walter Thompson de Venezuela S. A. In opening the new office, JWT's 54th, the agency absorbed Vovica, S.A.

BAA's counsel ■ Infoplan Ltd., international public relations subsidiary of The Interpublic Group of Companies, London, has been named public relations counsel by the British Advertising Association. Infoplan will promote BAA's activities to the advertising industry.

Time Inc. wants to learn more about pay TV

Time Inc. has invested in a pay television project in Great Britain "to learn as much as we can about this medium," especially its potential, Sig Mickelson, vice president of international operations for Time-Life Broadcast, reported last week.

Mr. Mickelson noted that Time recently bought a 10% interest in British Telemeter Home Viewing Ltd., which will begin a three-year experimental test of wired pay TV in South London and in an area in the north of England (AT DEADLINE, Feb. 24). He said that the company has not discussed an involvement in pay TV in the United States, but added that its participation in the British undertaking is in the nature of a fact-finding mission.

The target date for the start of operations is indefinite, he pointed out, since the British post office has only announced it intends to grant permission for the project but has

not granted it officially. The expectation is that the wired pay TV system will begin sometime in the fall, Mr. Mickelson said.

Britain is a favorable locale for a pay TV experiment, according to Mr. Mickelson, because there is a tradition there for wired television in the absence of antennas; viewers there are accustomed to rent sets and pay license fees; there is high population density, making wiring costs relatively inexpensive, and there are only one or two TV channels in existence in British communities. (In April, the BBC is scheduled to open a second channel, which will increase the maximum number of channels in some areas to three.)

The pay TV system in Britain will operate initially on a single channel and Mr. Mickelson acknowledged that this system cannot be profitable. But he stressed there is no intention to make a profit during the three years of the experiment. He noted that the equipment is able to accommodate three channels (the devices are the same as those used in the three-channel Etobicoke, Canada, pay TV operation since Paramount also is an investor in British Telemeter Home Viewing Ltd.).



Mr. Mickelson

More film needed? Stations say yes

SURVEY SHOWS DEMAND FOR SYNDICATED AND FEATURE FILM EXPANDING

Close to half of all commercial television stations in the U. S. need more film programing—now.

A substantial number of others say they will need more within a year, and still others report that although their reserves are adequate they are always in the market for more—if the quality is high and the price not too much so.

They are not too happy with the quality of the general run of programs being offered by producers and distributors, but for the most part seem reconciled to the idea that the situation isn't apt to improve as much as they would like as soon as they'd like it.

Expansion Signs ■ In any case they expect to use more, not less, syndicated and feature film programing in the season starting next fall than they are using now, and there are strong signs that much of this expansion will take place in hours currently occupied by network programs — partly because some networks are expected to program fewer hours next fall, and partly because affiliates indicate they'll preempt more network programing than now.

These conclusions are based on the findings of a BROADCASTING survey that sent questionnaires to 572 U. S. commercial TV stations and brought responses from 210, or approximately 37%. Other highlights included:

- A total of 14.2% said they expect to use more syndicated programs in the 1964-65 season, and 14.9% expect to use more feature films. These more than offset the 7.4% who expect to reduce their syndicated program usage and the 4.0% who say they will schedule fewer feature films. (The rest, numbering about 80% in each case, expect no change in the extent of their use of either syndicated or feature-film programs.)

- Among network affiliates, who represent an overwhelming majority of stations, eight out of ten (81.1%) plan to preempt network programs next fall, and of these almost one out of five (18.3%) expects to preempt more than last year, while none plans to preempt less. The majority (74.6%) expect their preemptions to run about the same, and a few still aren't sure. Compared to the 81.1% who plan to preempt to some extent, 17.2% said they do not, and 1.7% said they are unsure.

- Advertisers are buying into syndicated film programing more extensively

now than a year ago. Almost one out of four stations (23.3%) said these sales are up and 60.4% said they are holding steady, as opposed to 16.3% who reported declines. Among stations indicating the extent of their gains, the average increase was 29.5%; among those describing losses, the average decline was 29%.

- About four percent of the stations

TFE '64 schedule

The 1964 Television Films Exhibit opens April 5 on the fourth floor of Chicago's Pick-Congress hotel. TFE '64 has 16 TV film distributors displaying. Hours are 9:30 a.m.-9:30 p.m., daily, through April 8. A reception April 5 at 4-7 p.m. for all TV executives at the NAB convention will be held at the Great Hall of the hotel.

Richard Carlton of Trans Lux Television and Alan Silverbach of 20th Century Fox Television are the co-chairmen of TFE '64's executive committee which also has Len Firestone of Four Star Distribution and Barry Lawrence of United Artists Television. Working committees are: Promotion, Gene Plotnik of King Features and Dave Martin of Jayark Films; business affairs, Mike Laurence of Trans Lux and Mort Slakoff of Allied Artists Television; entertainment, Leo Gutman, Four Star, and John Rohrs, 20th Century; exhibit space, Marvin Korman of Screen Gems and Len Bogdanoff, Official Films. The executive committee will meet in the last week of April in New York to ask distributors to select an executive group to steer the 1965 TFE.

said they have substituted syndicated programs for feature films in some cases in a move to conserve their supplies of movies; another three percent indicated they plan to take this tack, and one percent said they might. A strong 92%, however, said they have no present intention of doing so. The average "saving," where this is being done or contemplated, is about three movies a week, most often in the late-evening schedule.

- Half of the respondents (50.6%) said they need more first-run syndication programs "of quality comparable to those available now." Types most frequently mentioned were action-adventure, comedy, and music and drama, in that order—but a substantial group pleaded simply for "new half-hours."

- Asked about their requirements without specific reference to quality, 24% of the stations said they do not have as much syndication programing as they need. The same proportion—but for the most part not the same stations—said they do not have all the feature-film programing they require. In each case a majority (76%) replied that their reserves are adequate now, but many indicated these would be exhausted within six months or a year.

The question about need for films "of quality comparable to those available now" was intended, in part, to assess the stations' views of current quality. The 50.6% affirmative response appeared to speak much more favorably of the present offerings of distributors and producers than did the explicit criticisms volunteered by many stations.

Yet the volunteered comments made clear that there is considerable dissatisfaction with and resignation about the outlook for syndicated programing, whether made for syndication or not.

The differing attitudes were pointed up by terse comments offered by three broadcasters in response to a question seeking their views on the current supply of film programing and the outlook for the future.

"Satisfactory," said one.

"What outlook?" asked another.

"Stinks," said the third.

The greatest satisfaction with the current supply of film programs—both syndication and features—was evident among broadcasters in one-station and two-station markets, where a choice of network programing abounds. "The outlook is wonderful for our one-station market," glowed one respondent.

As competition increases and the need for more film product grows, concern about the future—and usually about the present—tends to rise proportionately. At the extreme, some respondents professed to see no hope at all—or to think that, if hope exists, it lies in more activity by groups of stations working cooperatively, or in more foreign imports or more regional production or perhaps in some source not

MORE FILM NEEDED? STATIONS SAY YES continued

even recognized yet.

Need for New Film ■ Perhaps the plainest factor shown in the survey was the feeling of need for new half-hours made specifically for syndication. One-third of all stations reporting a present need for syndicated films replied, simply, "new half hours" when asked what types they needed most. This number (33%) was greater than that mentioning any specific program category except one—action-adventure, which was named by 40%.

There are signs, incidentally, that new half-hours will be a little more numerous next fall than last, although by no means as abundantly as they were six or seven years ago.

In 1963 there were only three first-run syndication program series (*The Littlest Hobo*, *The Saint* and *The Lee Marvin Show*). This year six such

produced in Britain and have recovered some of their costs through exposure in the United Kingdom and Commonwealth countries.

First-run went into eclipse in the late 1950's because of a combination of conditions—rising production and distribution costs, vanishing time slots because of network programming in station time and the disaffection of regional advertisers.

While new half-hours are near the top of the list of what stations want, what they frequently don't want is more off-network shows.

Many Praise Off-Networks ■ The survey found frequent praise for the former network programs currently being offered in syndication. These were rarely criticized, and in some cases they were rated so favorably that the respondents felt there was no real

station market this year.

At this time last year 24 off-network series were released for syndication and 30 eventually were offered by the end of 1963. In contrast, 13 such series definitely have been set for the off-network route thus far this year.

The properties are *Route 66* and *Empire* from Screen Gems; *Car 54, Where Are You?*, *Richard Boone* and *Lawless Years* from NBC Films; *Marshall Dillon* (reruns of *Gunsmoke*) from CBS Films; *East Side, West Side* and the *New Phil Silvers Show* from United Artists TV; *77 Sunset Strip*, *Room for One More* and *The Dakotas* from Warner Brothers Television; *Wells Fargo* from MCA TV and *Ensign O'Toole* from Four Star Distribution Corp.

The flood of off-network programs began in 1959 and they have dominated the syndication field since that time. The decline in the number of such shows can be traced to these factors:

The release in volume of such series has diminished the backlog considerably; syndicators are becoming more cautious and are less likely to release series unless they are reasonably certain that residuals and other costs can be recouped; syndicators feel a more orderly release may tend to boost prices, and some distributors believe profitability may lie in increased sales emphasis on off-network series already in release rather than on untried properties.

In assessing their own film needs, 24% of the respondents said they do not have adequate supplies of syndicated properties and 24% said they do not have enough feature films. The coincidence in percentages does not mean, however, that the current market for film sales is limited to 24% of the stations.

Actually, the total came to about 44%, because in most cases when a station said it lacked adequate film properties it indicated a need for one type or the other—syndicated or feature—but not both. Thus the 24% reporting a need for syndicated material were not, essentially, the same stations that said they need features.

Desire for Quality ■ These also are in addition to the stations that reported they will need more films later this year and others who emphasized—as many did—that no matter how strong their reserves, they'll always "need" more quality programming and will buy it whenever they can find it at a reasonable price.

The question of price was raised frequently by the respondents, many of whom complained that charges are too often unrealistic. But there also appeared to be a substantial recognition that increased production costs are not peculiar to the syndication business

Local 'nonfiction' productions increasing

There has been a "considerable up-surge" in the production of "non-fiction" programs by TV stations and they are spending an average of three times as much on such shows now as they did in 1961, Robert Weisberg, of Television Affiliates Corp., has reported.



Mr. Weisberg

These findings are based on 48 responses to a study conducted among 60 stations belonging to TAC. More than 90% of the replies indicated that local TV stations were producing more nonfiction shows (including

public affairs, educational, children's and entertainment) than in 1961 and the extent of the increase ranged from 25% to 50%.

Stations reported they were spending more money on these locally produced programs with some outlets doubling and some quadrupling their budget over the past three years, the study revealed. The trend is toward producing more scientific and educational programs and to "editorial-type" documentaries that call for action in contrast to a straight informational presentation.

"The study also shows that local stations are tackling subjects of a more controversial nature than they did three years ago," Mr. Weisberg said. "And more than ever, stations are paying increased attention to local problems."

series already are earmarked for distribution, and the figure may rise later in the year.

These include *America!* (39 half hours) from CBS Films; *Zero One* (26 half hours) from MGM-TV; *Human Jungle* (26 hours) from United Artists Television; *Man of The World* (20 hours) from Independent Television Corp.; *Survival* (38 half-hours) from Official Films and *Day To Remember* (26 half hours) from Twentieth Century Fox Television. Three of these first-run shows—*Zero One*, *Human Jungle* and *Man of the World*—were

need for new first-run syndication material.

But the survey also found considerable evidence of belief that the present supply is adequate and particularly that not much would be gained by adding what one respondent called "successful network failures"—shows that, for whatever reason, didn't last long enough on the networks to build up a sizeable supply of episodes.

Whatever the stations' views about off-network programs, however, the chances are that considerably fewer new ones will go into the station-by-

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PITTSBURGH, M.F. 8:00 AM—38% SHARE
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Four years of peak network success...universal parental acclaim...unmatched response for sponsor promotions...these are just a few of the reasons why Robin Hood offers unsurpassed strip programming. Add to these proven assets an enthusiastic audience that not only watches the program loyally but makes it a part of its playtime...an audience that draws additional recruits each year as a new generation discovers television—you can see why Robin Hood is unrivalled for station and sponsor.



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MORE FILM NEEDED? STATIONS SAY YES continued

alone, and a number of stations stressed that the costs could be justified if enough emphasis were put on maintaining and increasing quality.

Several thought costs would necessarily keep the rate of new production relatively low unless, as one broadcaster said, "advertiser demand increases," while others maintained that "a good show will always sell."

The survey found no indication that the feature-film category is losing popularity with stations, but the respondents left no doubt about their wish to see the current supply augmented by new packages of more recent vintage.

Asked what types they would prefer, they responded "recent releases" more

often than they named a program category. Other leading requests were for "small packages of quality product," "big packages" and, among program categories, action-adventure shows, star names and "blockbusters."

More than nine out of ten stations said they plan to present as much or more film programming next fall as they're now offering, and it seemed likely that some of the extra film hours—contemplated by about 14.5% of the respondents—would replace network programming. Several factors made it difficult to estimate how much network programming might be replaced, however.

Less Network Time ■ Almost three out of ten affiliates (28.4%), for ex-

ample, said they expect their networks to feed fewer hours next fall, as against almost two out of ten (17.9%) who expect their networks to feed more.

One imponderable is the extent to which these answers were affected by the move of college football games from CBS-TV to NBC-TV next fall. Some respondents indicated they had taken this factor into consideration; others didn't.

CBS-TV officials say they haven't decided whether to program this Saturday afternoon time or not. If they return it to the stations, as many observers think they will, CBS-TV affiliates will have approximately three extra hours a week to program during the football season. In any case, NBC-TV affiliates will have two to three fewer hours to fill locally.

Many ABC-TV affiliates made clear

Film distributors and their Chicago locations

Television Film Exhibit '64 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 Avenue, the exhibits will be open from April 5-8. Major exhibitors and other film distributors are listed here with their locations. For film distributors not listed here check NAB Convention listings, page 114.

ABC FILMS

Conrad Hilton, Suite 2316-19

Headquarters: 1501 Broadway, New York 36.



Mr. Plitt

Personnel: Henry G. Plitt, president; Harold J. Klein, senior vice president and director of worldwide sales; Raymond C. Fox, administrative vice president; John F. Tobin, vice president and director of domestic syndication; Irving Paley, director of advertising and promotion; Phillip Conway, eastern division sales manager; Michael Gould, central division manager; Howard M. Lloyd, western division manager, and Ross McCausland, southern offices.

Films available (number of episodes in parentheses):

The New Breed (36).

I'm Dickens, He's Fenster (32).

Girl Talk (65 weeks).

Casper the Friendly Ghost & Co. (170).

Wyatt Earp (104).

Rebel (76).

Expedition (47).

One Step Beyond (96).

ALLIED ARTISTS TELEVISION CORP.*

Pick-Congress, Suite 485-87

Headquarters: 165 West 46th Street, New York.



Mr. Morin

Personnel: Robert B. Morin, vice president; James C. Stern, assistant general sales manager; C. P. Jaeger, national program manager; Morton Slakoff, advertising and promotion manager; Howard Grafman, central division sales manager; Roy George, southwestern division sales manager.

Films available (number of episodes in parentheses):

Cavalcade of the '60's—Group III (17).

Bob Hope Features (7).

Cavalcade of the '60's—Group I (40).

Cavalcade of the '60's—Group II (32).

Exploitable (14).

Science Fiction (22).

Bowery Boys (48).

Bomba, the Jungle Boy

Dial AA for Action Features (32).

Features (21)

Action Features (99).

The Presidents (104).

Westerns (145).

*—TFE member

AMERICAN INTERNATIONAL TELEVISION INC.*

Pick-Congress, Suite 461-63

Headquarters: 165 West 46th Street, New York.



Mr. Dudelson

Personnel: Stanley E. Dudelson, vice president and general sales manager; Milton Moritz, director of advertising publicity and promotion.

Films available (number of episodes in parentheses):

Spectacular Color Features (40).

CBS FILMS INC.

Conrad Hilton, Suite 2200

Headquarters: 485 Madison Avenue, New York 22.



Mr. Digges

Personnel: Sam Cook Digges, administrative vice president; James T. Victory, vice president, domestic sales; William Weiss, vice president and general manager, Terrytoons; George Faber, director, client relations, Hollywood; Eugene

Moss, manager, sales promotion; Murray Benson, director, licensing and development; Frederick Gilson, assistant international sales manager; Fred J.

that they expect their network to return some evening time—perhaps five half-hours—to station use next fall, as ABC officials have indicated they may do. Several ABC affiliates expressed concern about meeting network competition with the syndicated material they now have, citing this as a major reason for their call for “new half-hours.”

Eight out of ten affiliates said they probably will preempt some network programming next fall, and of these almost two out of ten said they would preempt more than this year. This question was considered particularly pertinent because next season will be the first in which affiliates will have had full opportunity to take advantage of FCC's action outlawing network option time.

Just how much the option-time ban may mean to film syndicators cannot yet

be assessed, however, because this is also a presidential election year and many network program preemptions next fall undoubtedly will be for the purpose of presenting local political broadcasts.

Not surprisingly, the survey found unaffiliated stations in greater need of additional film material than those who use film as a supplement to their network schedules.

Where 50.3% of the affiliates said they needed more first-run syndicated programs “of quality comparable to those available now,” 55.6% of the independent (unaffiliated) answered this question affirmatively.

Their greatest need, however, is for features rather than syndicated programs: 62.5% of the independents said they do not have enough features, as against 54.5% who said they don't have

enough syndicated films.

Increased use of features also is contemplated by the independents: 27.3% said they plan to schedule more features next fall than in the current season, while none planned to schedule fewer. The same number—27.3%—said they plan to use more syndicated programs, while 18.2% expected to use less.

The independents also reported a better track record than affiliates in selling syndicated-program time to advertisers: 28.6% said these sales are up this year over last and none report them down, whereas among affiliates 23% said sales within syndicated programs are up and 17% said they are down. The average rate of gain appears to be higher among affiliates, however: Among stations indicating the extent of increase, independents averaged 15% to the affiliates' 30 percent.

Mahlstedt, managing director, operations, domestic and international; Christopher Brady, manager, business affairs; Jack Waldrep, manager, Atlanta sales; Carter Ringlep, southwestern division manager; Edward Hewitt, western division manager; Henry Gillespie, midwestern division manager; Victor Bikel, Robert Kolb, James McCormick, William Stynes, Boyd Mullins, and Robert Donnelly, account executives.

Films available (number of episodes in parentheses):

America! (39).
Marshall Dillon (156).
True (33).
Deputy Dawg (313).
Have Gun, Will Travel (156).
The Honeymooners (39).
The Phil Silvers Show (138).

DESILU SALES INC.*

Pick-Congress, Suite 481-83
Headquarters: 780 North Gower, Los Angeles.



Mr. Dinsmore

Personnel: Richard Dinsmore, vice president and general manager; Peter Cary, western sales manager; H. Jerry Girouard, eastern sales manager; William Stout, southeastern sales manager; Robert Neeves, midwestern sales manager; Richard Woollen,

director of sales and programs; Jerry Franken, press-promotion.

Films available (number of episodes in parentheses):

Desilu Playhouse (48).
Guestward Ho (38).

The Texan (78).
Harrigan & Son.
Junior All-Stars
Journey of a Lifetime (39).
Jazz Scene, U.S.A.
Rod Rocket (130).
Window on the World.
Travel Time.
Universe.
The Untouchables (114).
Three for the Money (3).

EMBASSY PICTURES CORP.

Continental, Suite 500-04

Headquarters: 1271 Sixth Avenue, New York 20.



Mr. Levine

Films available (number of episodes in parentheses):

Adventure 26 (26).
Feature Films (48).
Sons of Hercules (13).
The Secret Conclave (1).

Personnel: Joseph E. Levine, president; Leonard Lightstone, executive vice president; E. Jonny Graff, vice president for TV; Jerry Liddiard, West Coast TV manager; Harold Rand, publicity director, and Arnold Friedman, advertising department.

FOUR STAR DISTRIBUTION CORP.*

Pick-Congress, Suite 477, 477A
Headquarters: 500 Fifth Avenue, New York.



Mr. McDermott

Personnel: Tom McDermott, president; George Elber, executive vice president; Len Firestone, vice president and general manager; Burt Rosen, executive administrative assistant; Leo Gutman, vice president advertising; Dick Heiner, Dick Col-

bert, Jerry Weisfeldt, Alton Whitehouse, all sales representatives.

Films available (number of episodes in parentheses):

Ensign O'Toole (32).
The Dick Powell Theatre (60).
The Rifleman (168).
Zane Grey Theatre (145).
The Detectives (97).
Stagecoach West (38).
Target: The Corruptors (35).
The Law and Mr. Jones (45).
The Tom Ewell Show (32).

HOLLYWOOD TELEVISION SERVICE*

Pick-Congress, Suite 467-71
Headquarters: 4024 Radford Avenue, North Hollywood.



Mr. Bloom

Personnel: David Bloom, general manager; Malcolm W. Sherman, western division manager; Ken Weldon, central division manager; C. E. Feltner Jr., southern division manager; Vonn Neubauer, southern representative; David Bader, eastern

New for 1964-65...

77 SUNSET STRIP



149 HIGHEST RATED HOURS FOR STRIPPING

Here's the program that offers just about everything—77 *Sunset Strip*. Bristling action. Breath-taking suspense. Bright romance. Bustling humor. Bouncy music. And best of all . . . bulging network ratings. Over the first four of six seasons 77 *Sunset Strip* ran on the network, Warner Bros. produced 149 hour-long episodes. These, the highest rated episodes in the series, are now available for the first time on an individual market basis.

Averages 40% Share of Audience

During the first four seasons on the network, 77 *Sunset Strip* averaged a whopping 24.6 rating, good for a 40% share of audience.* These are the seasons when the dashing team of Bailey and Spencer set the standards for future private

investigator series. When "Kookie," the jive-talking parking lot attendant made hair-combing a teen-age must. When the up-beat theme music of 77 *Sunset Strip* caught the fancy of millions of television viewers—and even non-viewers.

Stars Zimbalist, Smith and Byrnes

Starring Efrem Zimbalist, Jr., as Stu Bailey, Roger Smith as Jeff Spencer, and Edward Byrnes as "Kookie," 77 *Sunset Strip* also features Louis Quinn as Roscoe, the horse-racing specialist with a nose for news, and Jacqueline Beer as Suzanne, the pretty Gal Friday. Big name guest stars, too! Ask about Warner Bros. new Monday-to-Friday program concept—"The Sunset Strip."

*Nielsen National, Oct-Apr averages 1958-59, 1959-60, 1960-61, 1961-62



WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N.Y., Circle 6-1000

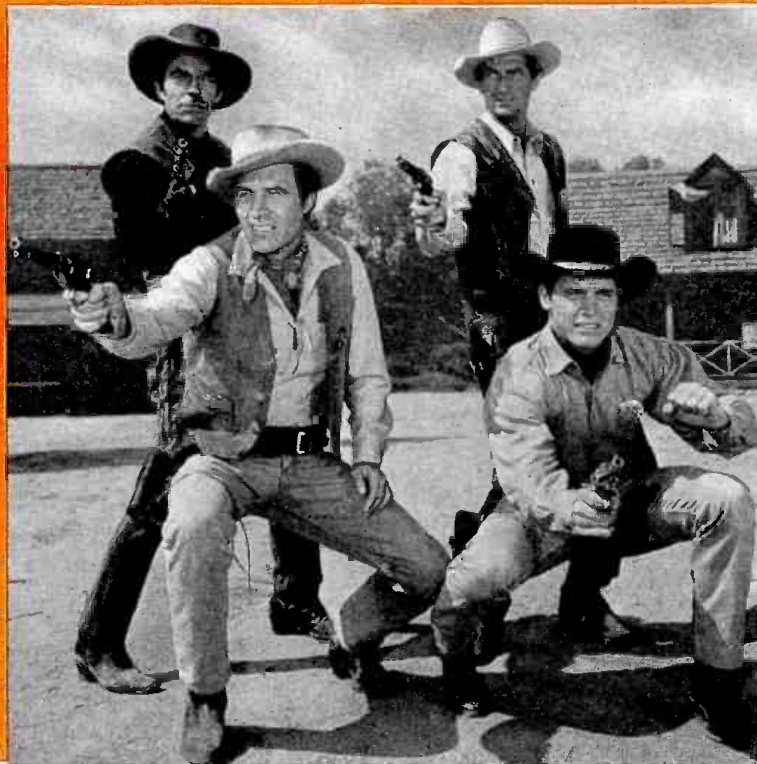
Also: ROOM FOR ONE MORE • THE DAKOTAS • THE GALLANT MEN • CHEYENNE • HAWAIIAN EYE • LAWMAN

...from Warner Bros.

ROOM FOR ONE MORE



THE DAKOTAS



26 HALF-HOURS OF HEART-WARMING COMEDY

Based on the best-selling novel by Anna Perrott Rose and the Warner Bros. motion picture success, *Room for One More* centers around the open-hearted and open-handed Rose family. They're more than just a family. They're a private population explosion! With two children of their own, two adopted children and a dog as a family nucleus, George and Anna Rose take in a succession of children and animals—of all ages—because they can't say “no” to love.

Pair of Roses—Duggan and McCay

Andrew Duggan co-stars with Peggy McCay as the soft-hearted married couple who collect children. In some markets, the 26 half-hour episodes of *Room for One More* are available on a first-run basis.

SOMETHING NEW IN HOUR-LONG WESTERNS

The Dakotas bring a new dimension to television's consistently popular format—the western hour. From pounding hooves and flaring fists, *The Dakotas* subtly—but significantly—shifts the emphasis to probing, emotional and psychological conflict. Each hour-long episode concentrates on presenting fascinating character portrayals with strong appeal for adults.

19 Hours for a Change of Pace

Lean, lanky Larry Ward, as a territorial marshal, sets the pace for his trio of deputies—ex-gunslinger Jack Elam, girl-happy Chad Everett, and tough-guy Michael Greene. Ideal for a once-a-week change of pace in the Warner Bros. western hour strip.

WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N.Y., Circle 6-1000

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FILM DISTRIBUTORS—THEIR CHICAGO LOCATIONS *continued*

division manager; Frank Kowcenuk, Sovereign Films, Canada.

Films available (number of episodes in parentheses):

Post '50 Saturn Features (30).
Post '50 Constellation Features (140).
The Mighty Forty (40).
Shock Features (5).
Mystery Features (33).
Comedy Features (26).
Special Features (137).
One-Hour Features (65).
Science Fiction Cliffhangers (202).
Jungle Adventure Cliffhangers (104).
High Adventure Cliffhangers (557).
Stories of the Century (39).
Frontier Doctor (39).
Stryker of Scotland Yard (12).
Commando Cody—Sky Marshal of the Universe (12).
John Wayne Westerns (15).
Rogers-Autry Library (123).
Roy Rogers Features of the '50's (9).
Action Theatre of the '50's (60).
Red Ryder and Little Beaver (23).
Outdoor Action Westerns (150).
The "Little Story Shop" (5).

JAYARK FILMS CORP.*

Pick-Congress, Suite 427-29

Headquarters: 733 Third Avenue, N. Y.



Mr. Lancton

Personnel: Wallace H. Lancton, sales manager; David Martin, director public relations-advertising.

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 (54).

Paramount-Colorama Post-49 Features (22).

KING FEATURES SYNDICATE*

Pick-Congress, Suite 447-51

Headquarters: 235 East 45th Street, New York.



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 service.

Films available (number of episodes in parentheses):

Beetle Bailey-Barney Google and Snuffy Smith—Krazy Kat (150).
Popeye (220)

MCA-TV

Conrad Hilton, Suite 2400

Headquarters: 598 Madison Avenue, New York.



Mr. Werblin

Personnel: D. A. Werblin, president; Dave 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; Shelly Saltman, advertising and publicity; James Stirton, Raoul Kent; DeArv Barton; Bob Greenberg, Layton Bailey.

Films available (number of episodes in parentheses):

Tales of Wells Fargo (167).
Leave It to Beaver (234).
Wide Country (28).
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).

MEDALLION TV ENTERPRISE INC.

Conrad Hilton, Suite 1618

Headquarters: 6000 Sunset Boulevard, Los Angeles 28.



Mr. Ettlinger

Personnel: John Ettlinger, president; Paul Roberts, eastern sales manager; Bob De Vinney, West Coast sales manager, and Ben Barry, Midwest sales manager.

Films available (number of episodes in parentheses):

Star Route (39).

MGM-TV

Conrad Hilton, Suite 1905A

Headquarters: 1540 Broadway, New York 22.



Mr. Burns

Personnel: John B. Burns, vice president, sales; Arthur P. Zeiger, director, business affairs; Clayton E. Bond and William F. Wineberg, mid-western sales representatives; Charles Alsup, West Coast sales manager; Alex H. Horwitz, West Coast sales representative; James A. Thompson, Southern sales manager; Alfred Ordovery, research director; Arthur Perles, press chief; Keith A. Culverhouse, director, advertising and promotion; Robert Edison, assistant to press chief; Paul Mowrey, eastern sales representative; William L. Robinson, Canadian sales manager; Louis S. Israel, administrative assistant, syndicated sales; Karl von Schallern, national field sales supervisor; Sol Schreiber, director, operations and Herman Keld, sales coordinator.

Films available (number of episodes in parentheses):

Pre-'48's (700).
30/'61's (30).
30/'62's (30).
30/'63's (30).
40/'64's (40).
The Asphalt Jungle
The Islanders
Cain's Hundred
Northwest Passage
Sam Benedict
The Thin Man
Zero One

*—TFE member



26

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KXLY-TV	Spokane, Washington
KBOI-TV	Boise, Idaho
KHVN-TV	Honolulu, Hawaii
WKZO	Kalamazoo, Michigan
KATC-TV	Lafayette, Louisiana
KLAS-TV	Las Vegas, Nevada
WTEV	New Bedford, Massachusetts
KAKE-TV	Wichita, Kansas
WOW-TV	Omaha, Nebraska

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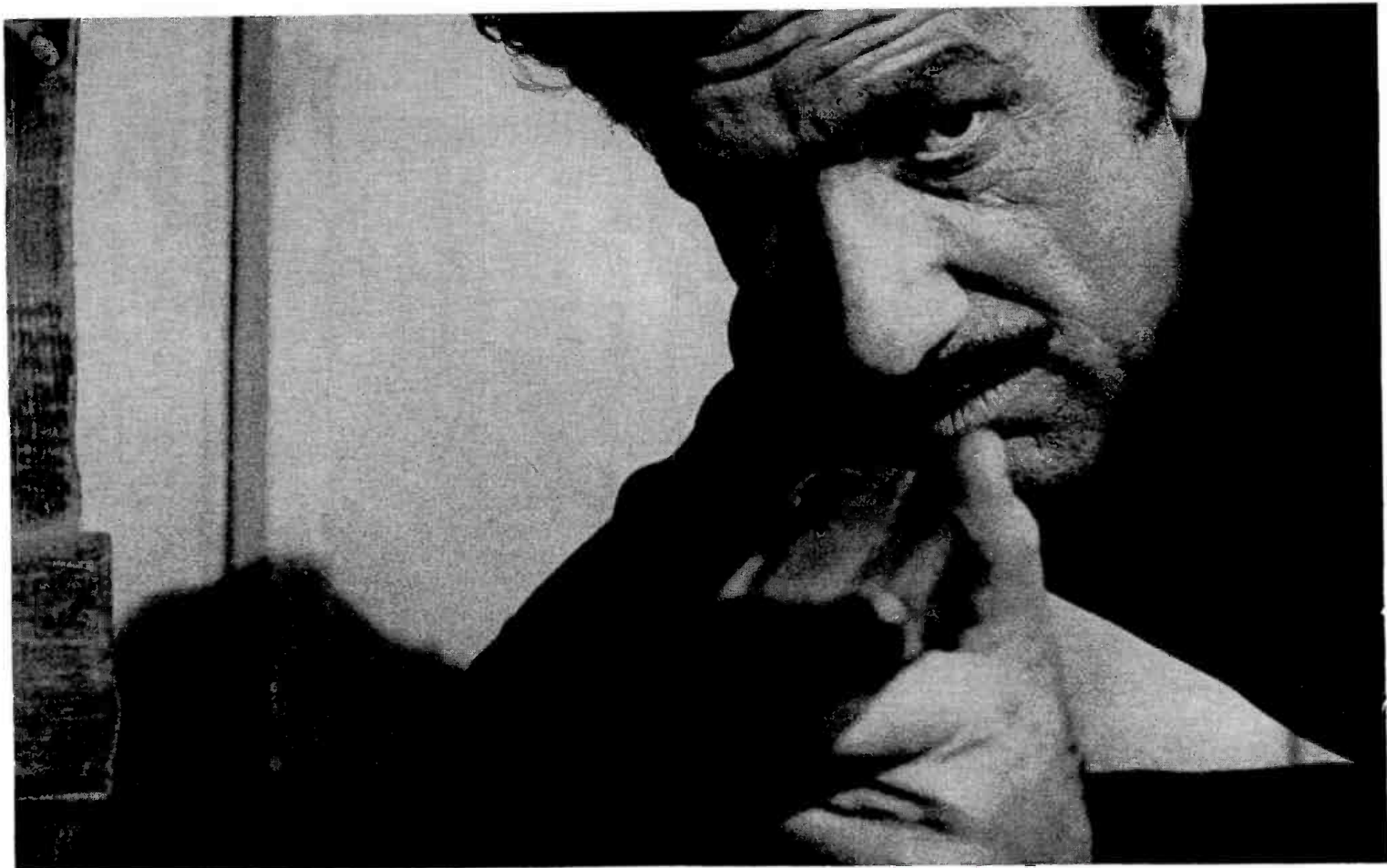
APRIL 5-6-7-8.

JOSEPH LEVINE

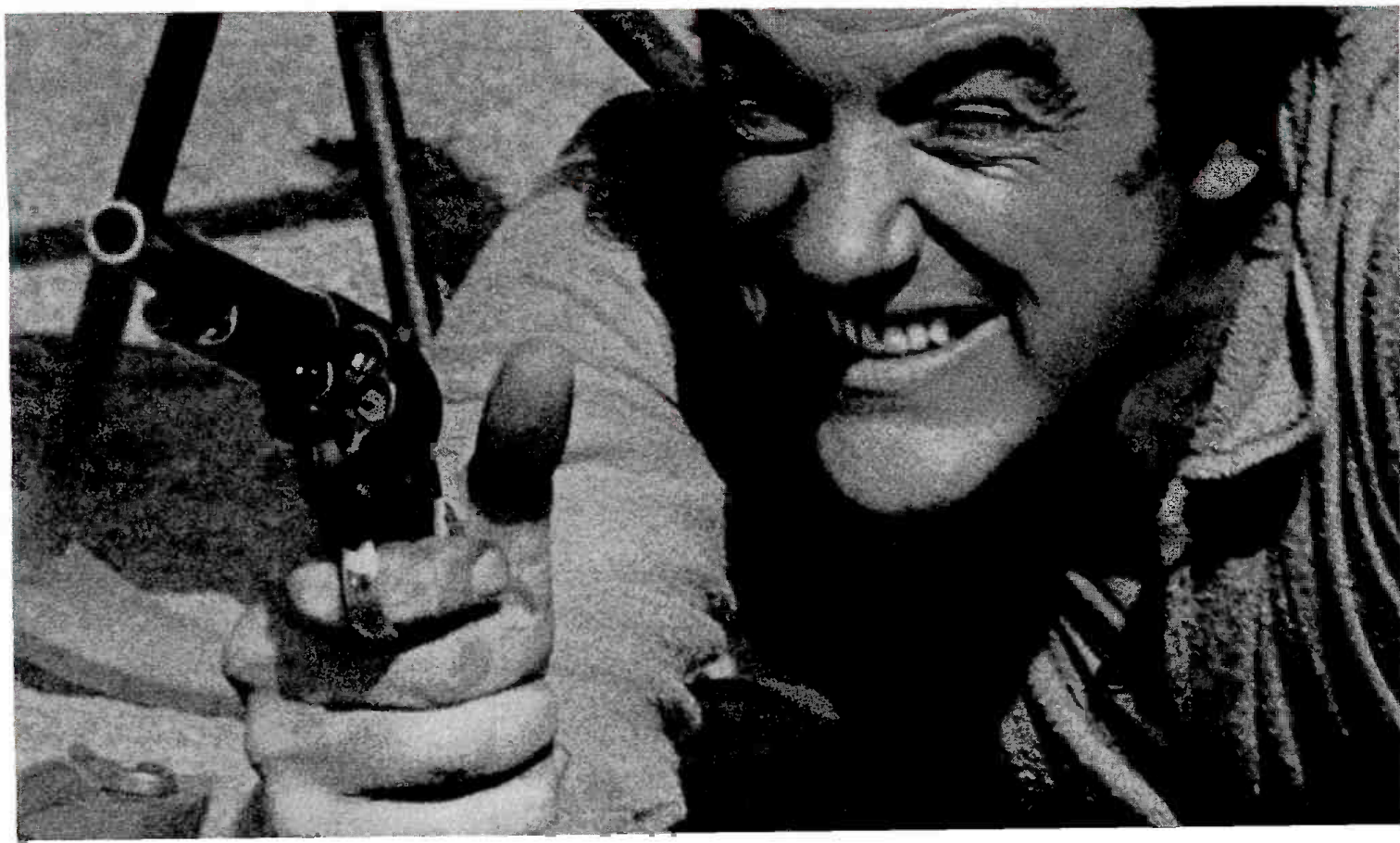
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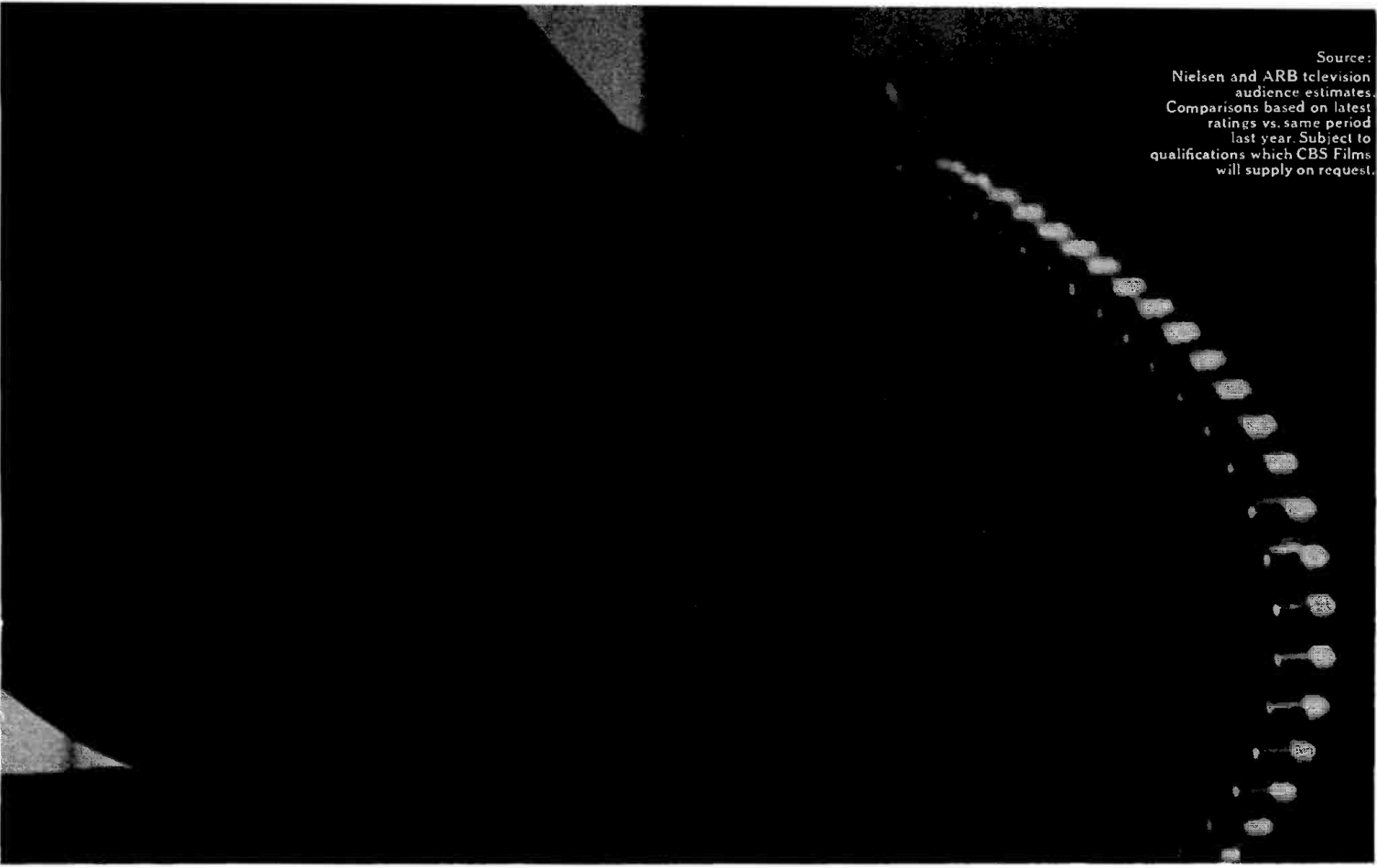
PICTURES CORP, TELEVISION DEPARTMENT

Time & Life Bldg. Rockefeller Center New York 20, New York JUDSON 2-2100



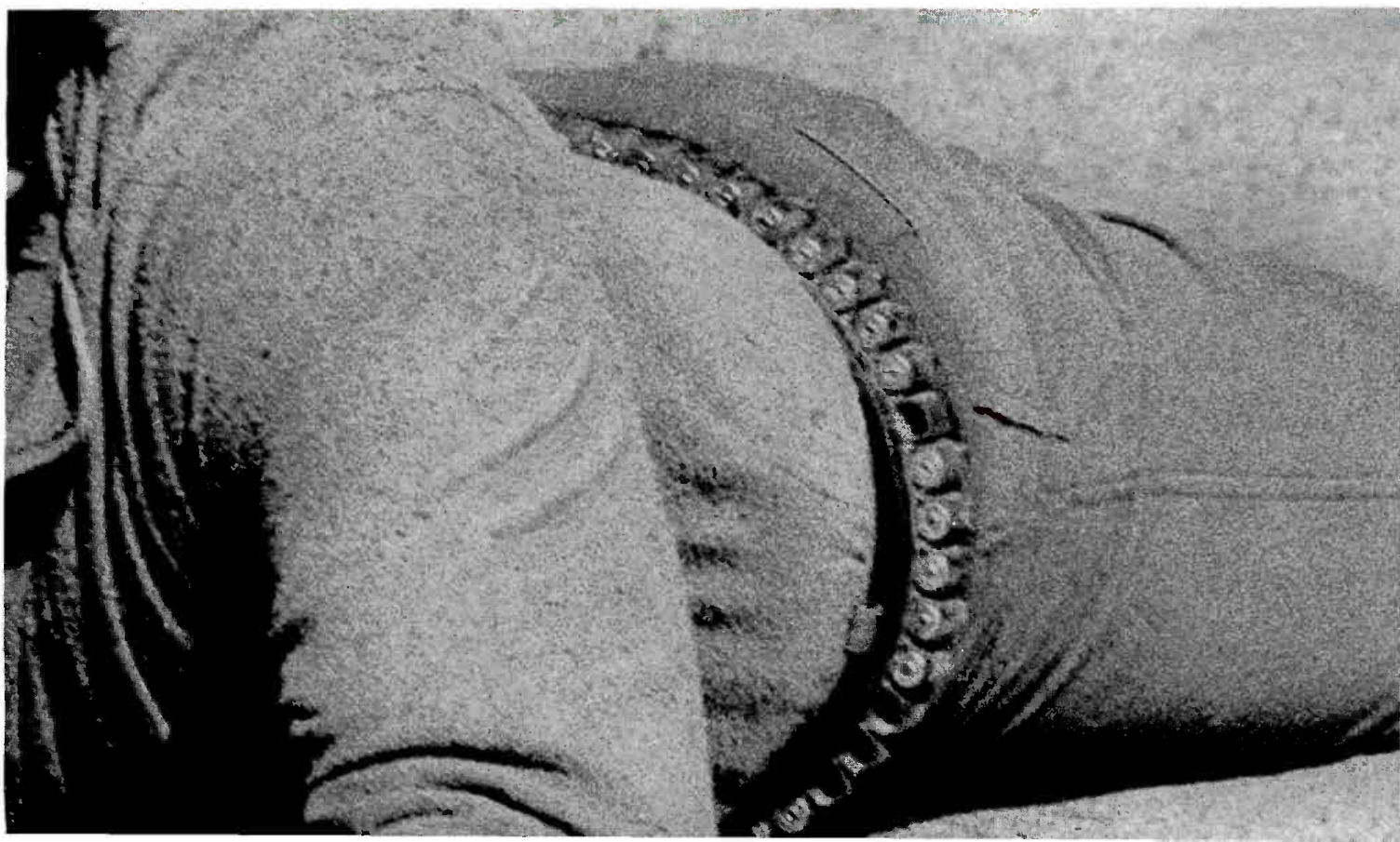
Hot Shots! None hotter! Paladin of "Have Gun, Will Travel" is currently scoring a direct hit in markets coast to coast. Ratings for the time period are up 67% in New York, up 35% in San Francisco, up 164% in San Antonio, up 27% in Atlanta, up 80% in Chicago, up 176% in Fresno, up 26% in Charleston, up 223% in Detroit. Now "Marshal Dillon," one of the hottest properties in television history, joins Paladin in syndication. Practically





Source:
Nielsen and ARB television
audience estimates.
Comparisons based on latest
ratings vs. same period
last year. Subject to
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will supply on request.

a permanent fixture on the list of the top-rated programs on television, the Marshal was a runaway audience hit right from the start in his highly-competitive Saturday night time slot, and the nation's number one television attraction for four consecutive years! These sharpshooters, together or separately, can help zero you in on giant audiences and sales. Call us! Offices in New York, Chicago, San Francisco, Dallas and Atlanta.  **CBS FILMS**



FILM DISTRIBUTORS—THEIR CHICAGO LOCATIONS continued

NATIONAL TELEFILM ASSOCIATES INC.*

Pick-Congress, Suite 450-55

Headquarters: 8530 Wilshire Boulevard, Beverly Hills, Calif.



Mr. Tabakin

Personnel: Berne Tabakin, president; Pete Rodgers, senior vice president; George Dietrich, Sheldon Lawrence, John Louis, Joseph Moscato and Chris Remington, sales representatives.

Films available (number of episodes in parentheses):

Confidential Portrait (52).
The Third Man (77).
Probe (52).
Man from Cochise (156).
How to Marry a Millionaire (52).
This Is Alice (39).
Grand Jury (39).
Crime Reporter (78).
TV Hour of Stars (90).
Cartoons (550).
Open End 1964.
NTA I—Features (12).
Big Six—Features (6).
Top Bank (25).
Peril (13).
Storybook Magic (6).
Fox Features (461).
NTA Color Features (52).

NBC FILMS

Drake

Headquarters: 30 Rockefeller Plaza, New York 20.



Mr. Rittenberg

Personnel: Morris Rittenberg, president; William P. Breen, vice president, sales; Bob Blackmore, central division, sales.

Films available (number of episodes in parentheses):

Jim Backus Show (39).
Boots & Saddles (39).
The Californians (69).
Cameo Theatre (26).
Captured (26).
Celebrity Golf (26).
Danger Is My Business (39).
The Deputy (76).
Flight (39).
Funny Manns (130).
The Great Gildersleeve (39).
Best of Groucho (250).

Hopalong Cassidy (34).
It's a Great Life (78).
Life of Riley (217).
Outlaws (50).
Not for Hire (39).
Medic (59).
Panic (31).
People Are Funny (150).
Pony Express (39).
Royal Canadian Mounted Police (39).
Silent Service I (39).
Silent Service II (39).
Union Pacific (39).
Hennesey (96).
87th Precinct (30).
Astro Boy (52).
Laramie (124).
Car 54 (60).
Blue Angels (39).
Richard Boone (25).
Lawless Years (39).
Science in Action (39).
Wisdom (49).

OFFICIAL FILMS INC.*

Pick-Congress, Suite 435-37

Headquarters: 724 Fifth Avenue, N. Y.



Mr. Reed

Personnel: Seymour Reed, president; Charles King, vice president, sales; Len Bogdanoff, director of international sales; S. Allen Ash, mid-west sales manager; Al Lanken, southern sales manager; Ed Simmel, western sales manager; Hal William-

son, director of advertising and promotion.

Films available (number of episodes in parentheses):

Battle Line.
Biography I.
Biography II.
Decoy.
Cartoons (41).
Almanac (377).
Greatest Headlines of the Century (260).
Sportfolio (260).
Peter Gunn (114).
Mr. Lucky.
Yancy Derringer (34).
Wire Service (39).
My Little Margie (126).
Trouble with Father (130).
The Adventures of Robin Hood (143).
Star Performance (156).
Invisible Man (26).
Foreign Intrigue (156).

*—TFE member

WALTER READE-STERLING

Conrad Hilton, Suite 819

Headquarters: 241 East 34th Street, New York.



Mr. Turell

Personnel: Saul J. Turell, president; John Pearson, vice president, television; Alan Gleitsman, vice president and western manager; Bernice Coe and Brad Marks, sales.

Films available (number of episodes in parentheses):

Cinema 70 (82).
Cinema 90 (25).
Cinema 88 (50).
Pamela Mason Show (260).
Tin Tin (89).
Golden Age of Hollywood: Silents Please (39).
The Special of the Week (26).
The Golden World of Opera (26).
Adventure Theater (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).

SCREEN GEMS INC.*

Pick-Congress, Suite 457-57A-59

Headquarters: 711 Fifth Avenue, New York.



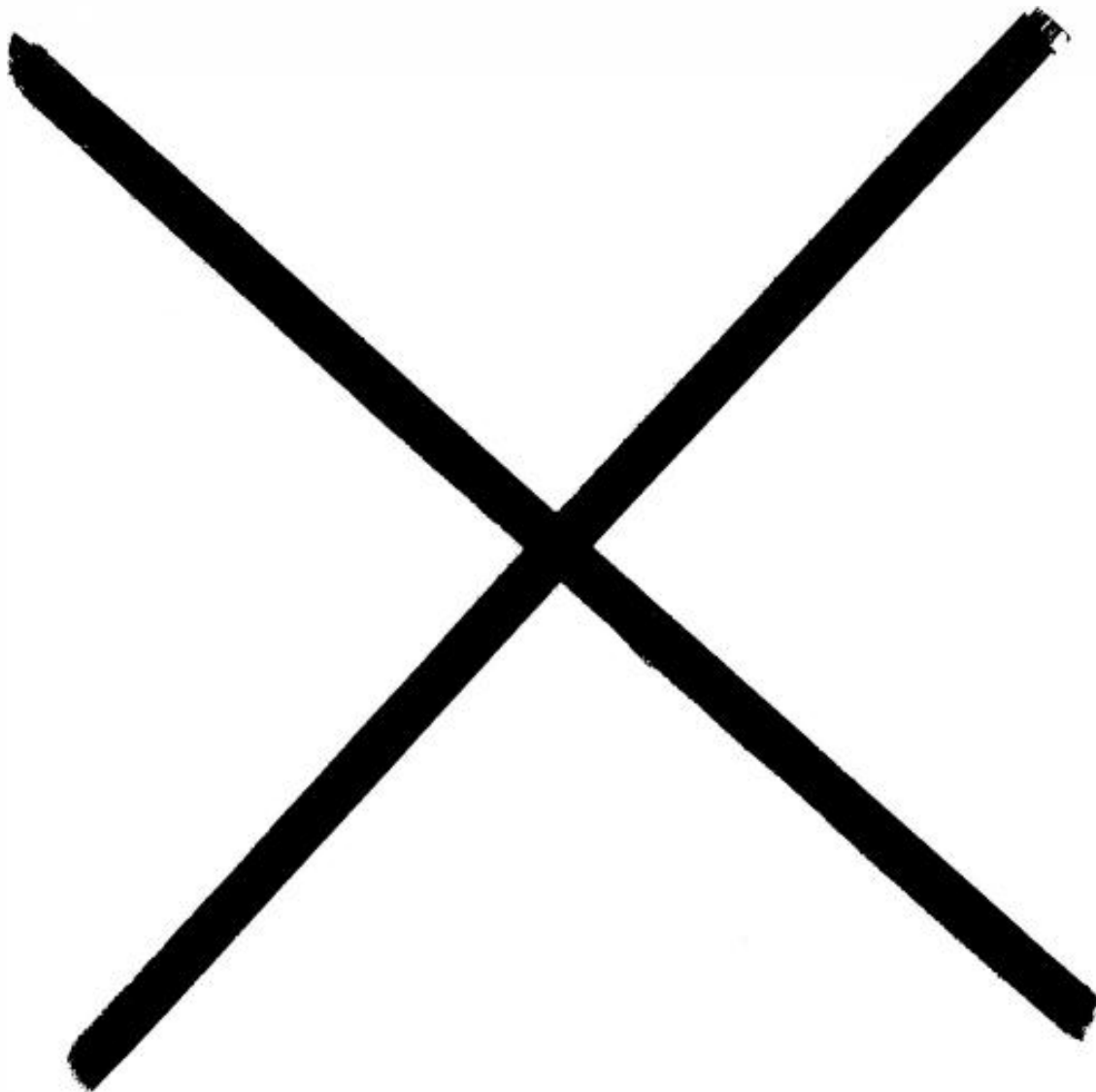
Mr. Hyams

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; Robert Newgard, western sales manager; Paul Weiss, midwestern sales representative; Dick Campbell, southwestern sales representative; Willis Tomlinson, western sales representative; Marvin Korman, director of advertising and sales promotion.

Films available (number of episodes in parentheses):

Columbia and Universal-International Features (350).
Naked City (138).
Route 66.
Empire.
Top Cat (30).
Winston Churchill: The Valiant



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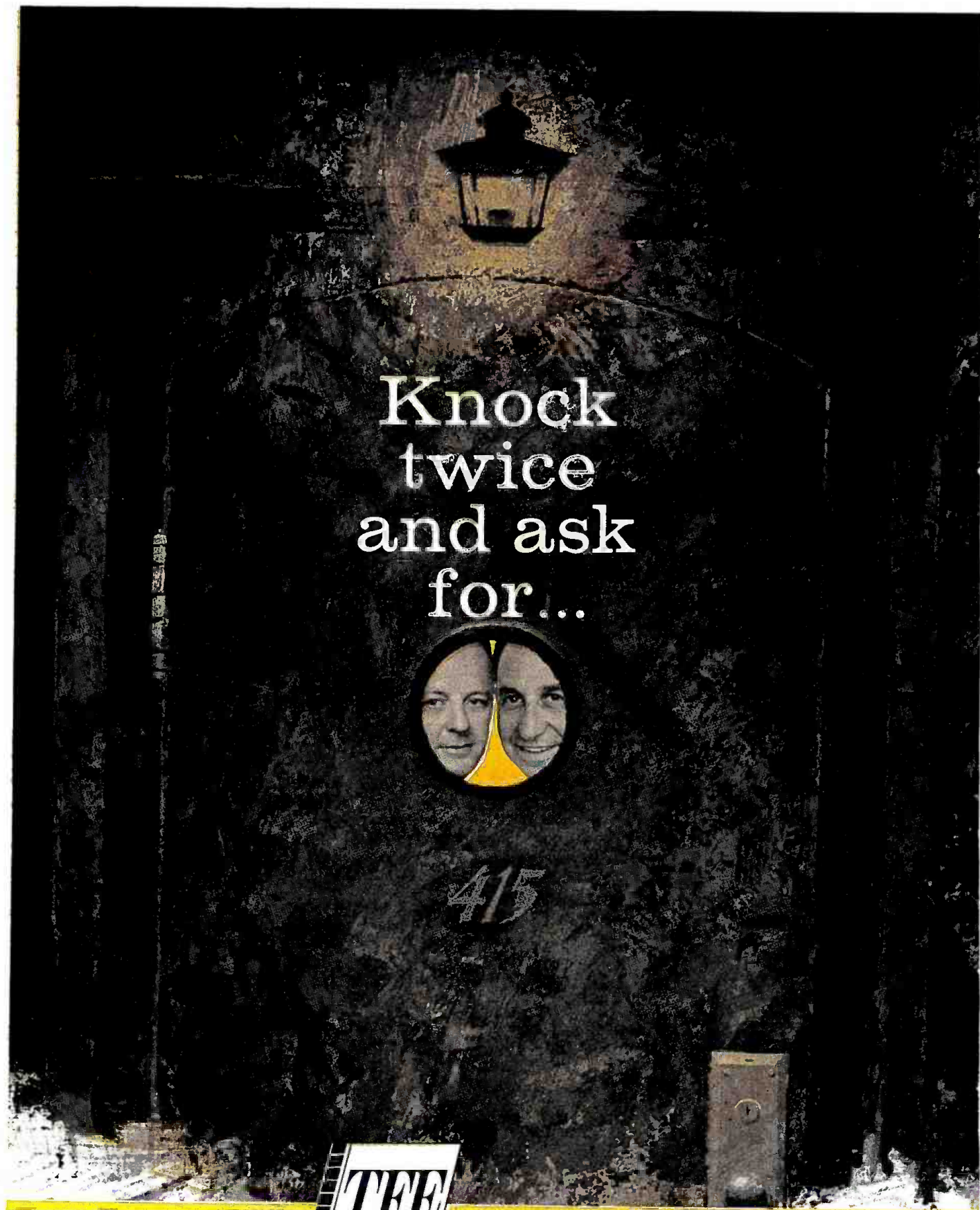
We are grateful to the American Broadcasting Company for the opportunity to prove that professional bowlers, competing in tournaments every week from different cities across the country, hold exciting appeal for men, women and children everywhere.

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FILM DISTRIBUTORS—THEIR CHICAGO LOCATIONS continued

Years (26).

"X" Features (15).

Hanna-Barbera Cartoons: *Touche*,
Wally, Lippy (156).

Festival of Performing Arts (20).

Medicine of the Sixties (24).

SEVEN ARTS ASSOCIATED CORP.*

Pick-Congress, Suite 439, 441, 443,
445

Headquarters: 200 Park Avenue, New
York.



Mr. Rich

Personnel: W.
Robert Rich, vice
president and gen-
eral sales manager;
Donald Klauber,
vice president and
national sales man-
ager; Lloyd Krause,
eastern division
sales manager;
Jack Heim, eastern
division account
executive; Robert
Hoffman, midwest

division sales manager; Othur Oliver,
midwest division account executive;
George Mitchell, western division sales
manager; Alden Adolph, western divi-
sion account executive; Dave Hunt,
southwest division sales manager; Carl
Miller, southwest division account ex-
ecutive; Leonard Hammer, director sta-
tion representative and national sales;
Herbert Richek, director of operations;
Harvey Chertok, director of advertis-
ing, promotion and publicity.

Films available (number of episodes
in parentheses):

Films of the '50's—Volume 1 (36)

Films of the '50's—Volume 2 (41).

Films of the '50's—Volume 3 (41).

Films of the '50's—Volume 4 (40).

Films of the '50's—Volume 5 (53).

Films of the '50's—Volume 7 (50).

Films of the '50's—Volume 8 (42).

Films of the '50's—Volume 9 (Part
1) (54).

Films of the '50's—Volume 9 (Part
2) (54).

Films of the '50's—Volume 9 (Part
3) (53).

Films of the '50's—Volume 9 (Part
4) (54).

Special Features (26).

Boston Symphony Orchestra—first
series (13).

Boston Symphony Orchestra—second
series (13).

Emmett Kelly Show (39).

En France (26).

Mahalia Jackson Sings (82).

Laffs (65).

Churchill, The Man (1).

Mahalia Jackson Sings the Story of
Christmas (1).

A Christmas Carol (1).

Out of the Inkwell (100).

STORER PROGRAMS INC.

Executive House, Suite 3812

Headquarters: 500 Park Avenue, N. Y.



Mr. Liebhenguth

Personnel: Jac Lie-
bhenguth, general
sales manager; Bud-
dy Ray, business
manager; Hank
Davis, marketing
manager; Bob
Rodgers, northeast
sales manager;
Charles Britt, south-
east sales manager;
Jim Strain, western
sales manager; Jon
Oscher, southwest-

ern sales manager and A. C. R. Stone,
production manager.

Films available (number of episodes
in parentheses):

Littlest Hobo (34).

Divorce Court (130).

B'wana Don (130).

New Adventures of Pinocchio

Tales of the Wizard of Oz

Communism R.M.E. (13).

TELESYND, DIVISION OF WRATHER CORP.*

Pick-Congress, Suite 423, 425

Headquarters: 375 Park Avenue, N. Y.



Mr. Friedberg

Personnel: Hardie
Friedberg, presi-
dent; Sandy Frank,
vice president na-
tional sales; Herb-
ert Lazarus, vice
president.

Films available
(number of epi-
sodes in paren-
theses):

Lone Ranger (106).

Lone Ranger Feature (1).

Lassie—foreign only

Sergeant Preston of the Yukon—
foreign only (78).

TRANS-LUX TELEVISION CORP.*

Pick-Congress, Suite 403, 407

Headquarters: 625 Madison Avenue,
New York.



Mr. Brandt

Personnel: Richard
Brandt, president;
Richard Carlton,
vice president and
general sales man-
ager; Michael Lau-
rence, director of
public relations;
Murray Oken, na-
tional sales man-
ager; Richard Rest-
ler, eastern sales
manager; Fred R.
Frank, Jr., south-

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FILM DISTRIBUTORS—THEIR CHICAGO LOCATIONS *continued*

eastern division sales manager; Marvin L. Lowe, midwestern division sales manager; Arthur L. Manheimer, western division sales manager; Roslyn Karan, coordinator — Encyclopaedia Britannica Film Library.

Films available (number of episodes in parentheses):

Mack and Myer for Hire (200).
The Mighty Hercules (130).
Felix the Cat (260).
Guest Shot (26).
Encyclopaedia Britannica Film Library (850).
Zoorama (78).
It's a Wonderful World (39).
Magic Room (39).
Top Draw and Award Four Feature Films (18).
Junior Science (39).
Animal Parade (39).
American Civil War (13).

TWENTIETH CENTURY-FOX TELEVISION INC.*

Pick-Congress, Suite 431-33

Headquarters: 444 West 56th Street, New York.



Mr. Shupert

Personnel: George T. Shupert, vice president; Alan M. Silverbach, director of syndication, domestic and international; William L. Clark, eastern division sales manager; Crenshaw Bonner, southern division sales manager; John P. Rohrs, central division sales manager; Donald Joannes, western division sales manager; Otis L. Smith, account executive; Joseph Fusco Jr., director of sales promotion.

Films available (number of episodes in parentheses):

Century I (30).
Century II (46).
Dobie Gillis (147).
Adventures in Paradise (91).
Hong Kong (26).
Five Fingers (16).
Follow the Sun (30).
Bus Stop (25).
Crusade in Europe (26).
Anatomy of Crime (1).
War to End All Wars (1).
The Best of Charlie Chan (21).

UNITED ARTISTS CORP.*

Pick-Congress, Suite 411, 415, 419

Headquarters: 555 Madison Avenue, New York.

UNITED ARTISTS TELEVISION



Mr. Rifkin

Personnel: M. J. Rifkin, executive vice president sales; Pierre Weis, vice president and general manager syndication; Barry Lawrence, director of public relations; Ken Joseph, division sales manager; Dick Lawrence, division sales manager; Jim Weathers, division sales manager; Edward Broman, vice president, Chicago office; Jack Martin, sales manager, western division; Leon Bernard, account executive; James Ricks, account executive; Robert Reis, manager, special projects division.

Films available (number of episodes in parentheses):

David Wolper Specials—Group I (6).
David Wolper Specials—Group II (6).
Human Jungle
East Side/West Side
New Phil Silvers Show
Stoney Burke
Ann Sothern Show
Sea Hunt
Highway Patrol
Bat Masterson
Tombstone Territory
Lock Up
Ripcord
Lee Marvin Presents—Lawbreaker
Everglades
Science Fiction Theatre
Keyhole
Mr. District Attorney
I Led Three Lives
Meet Corliss Archer
Boston Blackie
Favorite Story

*—TFE member

UNITED ARTISTS ASSOCIATED INC.



Mr. Ezzes

Personnel: Erwin H. Ezzes, executive vice president; Arthur S. Gross, division supervisor, western & south-western; John McCormick, central division manager; Jerome Wechsler, central division sales manager; Amos Baron, western division manager; Paul C. Kalvin, eastern division manager; Vernon Christian, southwestern division manager.

Films available (number of episodes in parentheses):

UA Showcase 2 (40).
Premiere Reissues (7).
Showcase for the Sixties (33).
A-Okay's (32).
Box Office Group (26).
Popeye Cartoons (234).
Warner Bros. Cartoons (337).
RKO Feature Library (400).
Warner Bros. Feature Library (761).

WARNER BROS. TELEVISION DIVISION*

Pick-Congress, Suite 405-09

Headquarters: 666 Fifth Avenue, New York.



Mr. Kotler

Personnel: Joseph Kotler, vice president; William P. Andrews, western district sales manager; John W. Davidson, southeastern district sales manager; Michael S. Kievman, central district sales manager; Jack E. Rhodes, northeastern district sales manager; William G. Seiler, southwestern district sales manager; Gordon A. Hellmann, sales promotion manager; Benjamin DeAugusta, sales service manager.

Films available (number of episodes in parentheses):

Warner Bros. One (25).
The Gallant Men (26).
Hawaiian Eye (134).
Cheyenne (107).
Maverick (124).
Sugarfoot (69).
Bronco (68).
Surfside 6 (74).
The Roaring 20's (45).
Bourbon Street Beat (39).
Lawman (156).

WHO'S ON FIRST?

G.E. FIRST

ON THE MARKET...

WSM-TV

NASHVILLE, TENN.

FIRST

ON THE AIR...

**WITH TV's FIRST
4-VIDICON COLOR FILM
CAMERA SYSTEM**

This transistorized 4-V camera overcomes the two greatest problems existing in color film today: registration and monochrome resolution. Some of the other stations who are first in their own markets with the G-E 4-V include: KMSP-TV, Minneapolis; WAST, Albany; WJXT, Jacksonville; WGEM-TV, Quincy, Ill.; WRGB, Schenectady; WRAL-TV, Raleigh; WESH-TV, Daytona Beach; WFIL-TV, Philadelphia; WNBK-TV, Binghamton; WAGA-TV, Atlanta; WWJ-TV, Detroit; WFBG-TV, Altoona; WJW-TV, Cleveland; KTVT, Fort Worth.



PE-24-A/B

GENERAL  ELECTRIC

G.E. FIRST

ON THE MARKET

KERO-TV

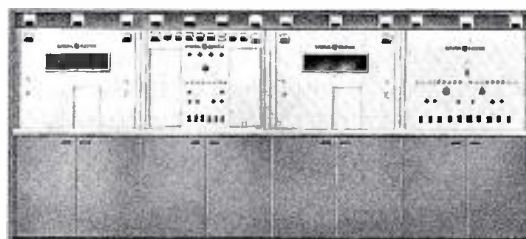
BAKERSFIELD, CALIF

FIRST

ON THE AIR

**WITH TV's ONLY
2nd GENERATION UHF
KLYSTRON TRANSMITTER
AND UHF ZIG-ZAG ANTENNA**

In the early 1950's G. E. pioneered UHF television Klystron Transmitters. Now—14 years later—others are catching up. G. E.'s second generation units are setting new standards for performance, stability, economy and compactness. Today, the transmitter and G. E.'s new high-gain, directional Zig-Zag Panel Antenna enable KERO-TV to increase overall market coverage beyond its previous VHF pattern. Four other stations will be first in their markets with G-E second-generation Klystron Transmitters by June.



TT-57-A



Zig-Zag Antenna

GENERAL  ELECTRIC

G.E. FIRST

ON THE MARKET...

ABC-TV

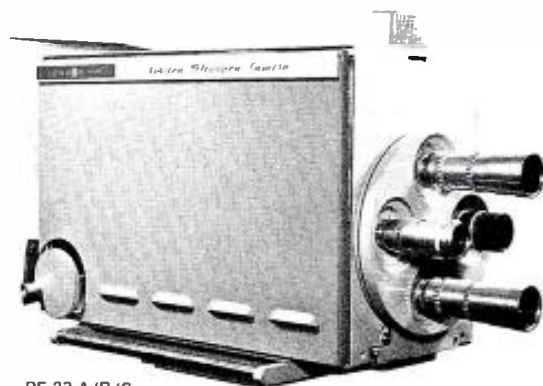
WASHINGTON, D. C.

FIRST

ON THE AIR...

**WITH TV's
FIRST PROFESSIONAL
TRANSISTORIZED STUDIO
VIDICON CAMERA**

First on the air—first in network operation. The PE-23-A/B/C system can do 80% of network or station studio programs—at operating cost as much as 90% less than a comparable image orthicon camera system and 50% less initial cost. Transistorized... eliminates day-to-day drift, reduces set-up time, saves up to 14 cubic feet of rack space.



PE-23-A/B/C

GENERAL  ELECTRIC

G.E. FIRST

ON THE MARKET...

WGR-TV

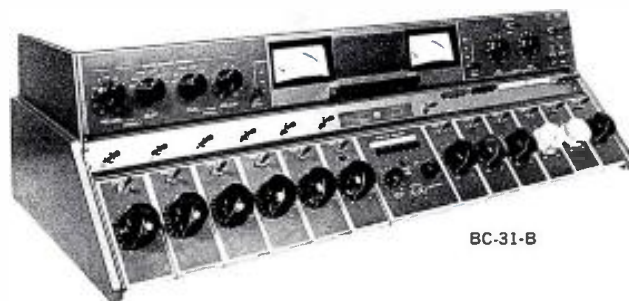
BUFFALO, N. Y.

FIRST

ON THE AIR...

**WITH G-E
2nd GENERATION
TRANSISTORIZED
AUDIO EQUIPMENT**

In 1958, G. E. was the first to introduce transistorized Studio Audio Equipment, now used by hundreds of stations. Today, the BC-31-B Stereo Console, part of the **second generation** of G. E.'s complete transistorized line, offers broadcasters the widest range of inputs, controls and functions available today—for either stereo or monaural, single or dual channel, in AM, FM, TV studios or master control audio systems.



BC-31-B

GENERAL  ELECTRIC

G.E. FIRST

ON THE MARKET...

WCTV

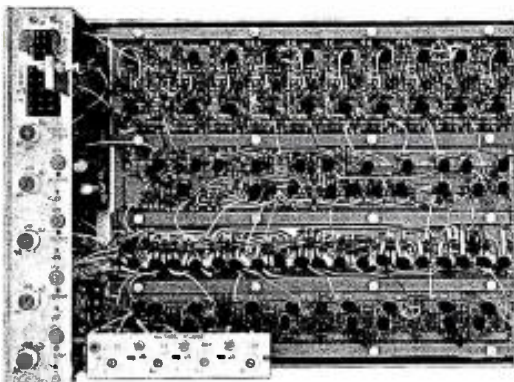
TALLAHASSEE, FLA.

FIRST

ON THE AIR...

WITH TV's FIRST TRANSISTORIZED STUDIO VIDEO EQUIPMENT

In 1958, G.E. introduced television's first transistorized Studio Video Equipment, the Sync Generator, a unit which was 50% smaller and used less than one-half the power of previous models. To provide greater performance, economy and reliability, G. E. has continued to pioneer the design, development and improvement of transistorized broadcast equipment such as cameras, video distribution amplifiers, processing amplifiers, and power supplies.



PG-5-B Second Generation Sync Generator

GENERAL  **ELECTRIC**

G.E. FIRST

ON THE MARKET WITH

UHF side-fire helical antenna
(1951)

VHF high-channel helical antenna
(1955)

"I.O. Guard" pickup tube life-extender
(1957)

VHF low-channel helical antenna
(1958)

Use of transistors in color studio
camera (1958)

Use of transistors in monochrome
studio I.O. camera (1958)

Transistorized remote vidicon studio
camera (1961)

Transistorized monochrome film
camera (1961)

VHF low- and high-channel Zig-Zag
Panel Antennas (1963)

FOLLOW THE LEADER.

for the newest and finest in television equipment for broadcast and other applications... General Electric, pioneer in television progress. For further information on the complete line, contact your G-E Broadcast Equipment Representative, or: General Electric Company, Visual Communication Products, 212 West Division Street, Syracuse, New York 13204.

GENERAL  **ELECTRIC**



42d will be biggest convention in NAB history

Chicago's Conrad Hilton hotel will become the "broadcasting capitol of the world" April 5-8 when the National Association of Broadcasters convenes for its 42d annual convention.

Already assured is a record attendance with last week's preregistration figures running 25% ahead of those for a year ago when 3,437 delegates were in Chicago.

"We expect this to be not only the biggest but the best convention in the history of the NAB," President LeRoy Collins said last week.

Everett Revercomb, NAB secretary-treasurer who will be convention manager for the eighth straight year, predicted last week that registration will pass 4,000.

Heavy Registration ■ Preregistration reached 2,948 last Wednesday including 2,313 management and 635 engineering delegates. This compared to 2,473 registered at a similar date ahead of the convention a year ago.

Further swelling the "biggest ever" label will be 90 equipment exhibitors, taking up approximately 30,000 square feet of floor space, compared to 71 exhibitors in 1963, also a record number at the time. (A complete list of 1964 exhibitors begins on page 98.)

Producers and syndicators will stage their own 2d annual TV Film Exhibition in the Pick-Congress hotel, 100 yards up Michigan Avenue from the Conrad Hilton.

The convention proper opens Sunday afternoon, April 5, with a session for small market TV stations. The annual FM Day also will be a Sunday feature, with the National Association of FM Broadcasters programing the morning session and the NAB the afternoon.

Donald McGannon, president of Westinghouse Broadcasting Co., will receive the 1964 Distinguished Service Award from NAB President Collins at the April 6 opening general assembly for all management and engineering delegates.

The engineers also will join management for the closing session, featuring the panel of all seven FCC commissioners, Wednesday afternoon, April 8. (Complete technical agenda begins on page 88.)

Collins Will Report ■ President Collins will make his annual report to membership at the first management luncheon with FCC Chairman E. William Henry carrying on the tradition with his luncheon speech the next

day. Evangelist Billy Graham will address the broadcasters at the closing luncheon.

Two extra added attractions this year are a Monday afternoon speech by Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, and a Tuesday morning panel on the future of television programing.

NAB executive offices will be on the third floor of the Conrad Hilton. John M. Couric, vice president for public relations, and his staff will man a complete newsroom.

Major Business ■ A major order of business will come Wednesday morning with the election of six directors to the TV board. Board members who have served two consecutive 2-year terms and cannot be re-elected are William Quarton, WMT-TV Cedar Rapids, Iowa, and chairman of the NAB combined boards; Henry Clay, KTHV(tv) Little Rock, Ark., and Eugene Thomas, KETV (tv) Omaha, Neb. Those who can be re-elected for another term are Gordon Gray, WKTV(tv) Utica, N. Y.; Payson Hall, Meredith Broadcasting Co., and Mike Shapiro, WFAA-TV Dallas.

New and retiring members of both the radio and television boards will be honored at a reception Wednesday evening, the last official function of the convention. The reception replaces the annual convention banquet which will not be held this year.

Richard Chapin, KFOR Lincoln, Neb., and Glenn Marshall Jr., WJXT(tv) Jacksonville, Fla., vice chairmen of the radio and TV boards, respectively, are co-chairmen of the 1964 convention committee. Other committee members are Otto P. Brandt, KING-TV Seattle; Julian F. Haas, KAGH Crossett, Ark.; Willard Schroeder, WOOD-AM-TV Grand Rapids, Mich.; Loyd Sigmon, KMPC Los Angeles; Lester Spencer, WKBV Richmond, Ind., and Messrs. Gray, Thomas and Shapiro.

Official agenda, other events . . page 86

'Where to find it' directory . . page 122

Technical papers, agenda . . . page 88

Major displays at exhibits . . . page 98



ON TAP AT THE CONVENTION

Official agenda for the 42d annual National Association of Broadcasters convention April 5-8, Conrad Hilton hotel, Chicago, follows. Also listed are unofficial and related meetings and activities. The engineering conference agenda begins on page 88 and equipment exhibits on page 98. All meeting rooms are in the Conrad Hilton unless indicated otherwise.

Registration ■ Saturday, April 4—9 a.m.-5 p.m. Sunday, April 5—8 a.m.-6 p.m. Monday, April 6—8 a.m.-6 p.m. Tuesday, April 7—8 a.m.-5 p.m. Wednesday, April 8—9 a.m.-5 p.m. Lower Lobby.

Exhibits ■ Sunday, April 5—11 a.m.-7 p.m. Monday, April 6—9 a.m.-9 p.m. Tuesday, April 7—9 a.m.-8 p.m. Wednesday, April 8—9 a.m.-5 p.m. East and West Exhibit Halls.

SUNDAY, April 5

NAB FM Day Program ■ 2:30-5 p.m., Continental Room.

Presiding, Everett Dillard, WASH(FM) Washington. Report of the NAB FM Radio Committee Chairman: Ben Strouse, WWDC-FM Washington.

FM Radio and the Emergency Broadcast System: FCC Commissioner Robert T. Bartley. The FM Audience—Recent Research Findings: James A. Schulke, president, National Association of FM Broadcasters.

FM Programing—Duplication or Non-Duplication: Moderator, Harold Tanner, WLDM(FM) Detroit. Panelists, N. L. Bentson, WLOL-FM Minneapolis; Richard L. Kaye, WCRB-FM Boston; Merrill Lindsay, WSOY-FM Decatur, Ill.; Henry W. Slavick, WMC-FM Memphis.

FM Forum—What Are Your FM Problems?: Douglas Anello, NAB general counsel; George Bartlett, NAB manager of engineering; Messrs. Strouse, Slavick, Tanner, Bentson, Dillard and Lindsay, all members of NAB FM Committee.

[NOTE: Delegates to the NAB convention are invited to attend the program of the National Association of FM Broadcasters in the Continental Room beginning at 10 a.m., Sunday, April 5.]

Television Assembly ■ 3:30-5 p.m., Waldorf Room.

Secondary Market TV Session: Richard D. Dudley, WSAU-TV Wausau, Wis., moderator. Ray Johnson, KMED-TV Medford, Ore.; Harry Hoth, KRDO-TV Colorado Springs; Stanley Lyons, WAGM-TV Presque Isle, Me.; J. M. Walters, WLTV(TV) Bowling Green, Ky.; Richard B. Biddle, WOWL-TV Florence, Ala., panelists.

MONDAY, April 6

General Assembly (Management and Engineering Conference) ■ 10:30 a.m.-12 noon, Grand Ballroom.

Presiding, Richard W. Chapin, KFOR Lincoln, Neb., 1964 convention co-chairman. Invocation, The Reverend Kenneth C. Sweeney, president, Catholic Broadcasters Association, Indianapolis.

Presentation of NAB Distinguished Service Award for 1964 to Donald H. McGannon, president of Westinghouse Broadcasting Co., by NAB President LeRoy Collins. Address, Mr. McGannon.

Management Conference Luncheon ■ 12:30-2 p.m., International Ballroom.

Presiding, Ben Strouse, WWDC Washington, chairman NAB radio board. Invocation, The Reverend Kenneth Hildebrand, D.D., Central Church of Chicago.

Introduction of the Speaker, William B. Quarton, WMT-TV Cedar Rapids, Iowa, chairman of the NAB board of directors. Address, The Honorable LeRoy Collins, president, NAB.

Management Conference Assembly (Radio and TV Delegates) ■ 2:30-5 p.m., Grand Ballroom.

Presiding, Richard W. Chapin, KFOR Lincoln, Neb.

Address, The Honorable Oren Harris (D-Ark.), chairman, Interstate & Foreign Commerce Committee, U. S. House of Representatives.

Freedom and Fairness—The Right to Know, Theodore Koop, CBS Inc. Washington vice president, moderator. Presentations, J. R. Wiggins, editor and executive vice president, the Washington (D.C.) Post, Rex G. Howell, KREX-AM-FM-TV Grand Junction, Colo. Respondents, John F. Dille Jr., WSJV-TV South Bend-Elkhart, Ind.; Jack Harris, KPRC-AM-TV Houston; Douglas A. Anello, NAB general counsel.

TUESDAY, April 7

Television Assembly ■ 9:45 a.m.-12 noon, Blackstone Theater. (Admission by badge or free ticket available at Registration Desk, Lower Lobby.)

Call to Order and Welcome, Mike Shapiro, WFAA-TV Dallas and member 1964 convention committee.

Program Conference, '64, moderator, Clair R. McCollough, president of Steinman Stations, Lancaster, Pa. Panelists, Michael Dann, programing vice president, CBS-TV; Richard Pack, programing vice president, Westinghouse Broadcasting Co.; Hubbell Robinson Jr., president, Hubbell Robinson Productions Inc.; W. Robert Rich, vice president, Seven Arts Associated Corp.; Joseph E. Levine, president, Embassy Pictures Corp. Participating producer, Jules Power, executive producer, ABC-TV. Co-producer, Herb Jacobs, president, TV Stations Inc.

Radio Assembly ■ 10 a.m.-12 noon, Grand Ballroom.

Report of the Chairman of the Radio Board, Ben Strouse, WWDC-AM-FM Washington. Report on Radio Research Activities, Melvin A. Goldberg, NAB vice president and director of research.

Radio Advertising Bureau Presentation: Radio's Leadership Year, Edmund C. Bunker, president; Miles David, administrative vice president; Robert H. Alter, vice president, national sales; Lewis Birchfield, director, member development.

Management Conference Luncheon ■ 12:30-2 p.m., International Ballroom.

Presiding, James D. Russell, KKTU(TV) Colorado Springs and chairman of NAB TV board. Invocation, Rabbi Ernst M. Lorge, president, The Chicago Board of Rabbis.

Introduction of Speaker, LeRoy Collins, NAB president. Address, The Honorable E. William Henry, chairman, FCC.

2-5 p.m. No Sessions Scheduled (There is no convention program for this period so that delegates may visit exhibits and hospitality quarters.)

WEDNESDAY, April 8

Television Assembly ■ 9-10:40 a.m., Williford Room.

Presiding, James D. Russell, KKTU(TV) Colorado Springs. Selling . . . or Sailing?, presentation of TV Bureau of Advertising, Norman (Pete) Cash, president.

Please Don't Shoot the Piano Player, TV Information Office presentation, Roy Danish, TIO director; Mrs. L. L. Gordon, president, Lakeside Women's Council; Dr. Chester M. Whelan, editor and lecturer; Leon W. Harshauer, executive director, Society of Secondary School Administrators.

All-Industry TV Station Music License Committee, report by Robert H. Smith, WCYB-TV Bristol, Va., committee member.

NAB TV board elections (10:45 a.m.-12 noon), Mr. Russell, presiding. Special Presentation: Telling the Code Story, Howard H. Bell, NAB code authority director.

Election Results.

Radio Assembly ■ 9:30 a.m.-12 noon, Grand Ballroom.

Presiding, Sherril Taylor, NAB vice president for radio. Radio and Records—A Concert in Sound, Henry Brief, executive secretary, Record Industry Association of America, New York.

The Radio Code—Power for Positive Selling, moderator Elmo Ellis, WSB Atlanta and chairman-designate, radio code board. Panelists, Cliff Gill, KEZY Anaheim, Calif., retiring code board chairman; Frank McIntyre, KLBK Salt Lake City; Howard H. Bell, NAB code authority director; Charles M. Stone, manager, NAB radio code.

Automation in Radio—Systems and Experience, moderator Orrin W. Towner, WHAS Inc., Louisville. Panelists, James H. Butts, Mullins Broadcasting Co., Denver; Clifford Luke, WIBC Indianapolis; Eldon Kanago, KICD Spencer, Iowa; Allan T. Powley, WMAL Washington.

License Renewal Seminar—Questions and Answers, Robert J. Rawson, chief, renewal and transfer division, Broadcast Bureau, FCC.

Management Conference Luncheon ■ 12:30-2 p.m., International Ballroom.

Presiding, Richard W. Chapin, KFOR Lincoln, Neb. Invocation, Dr. S. Maxwell Coder, director of education, Moody Bible Institute, Chicago.

Introduction of speaker, LeRoy Collins, NAB president. Address, The Reverend Billy Graham.

General Assembly (management and engineering conferences) ■ 2:30-5 p.m., Grand Ballroom.

Moderator, William Quarton, WMT-TV Cedar Rapids, Iowa. Annual FCC panel discussion, Chairman E. William Henry and Commissioners Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, Frederick W. Ford, Kenneth A. Cox, Lee Loevinger.

Convention Reception ■ 5-7 p.m., International Ballroom.

(In honor of retiring and new members of the NAB radio and television boards of directors.)

Special Convention Meetings

(Not a part of the official NAB program. All rooms are in the Conrad Hilton unless noted otherwise.)

FRIDAY, April 3

9 a.m.-5 p.m.—National Association of FM Broadcasters meeting. Waldorf Room.

12:30 p.m.—National Association of FM Broadcasters luncheon. Continental Room.

2:30-5:30 p.m.—Association for Professional Broadcasting Education committee meeting. Room 9.

5:30 p.m.—National Association of FM Broadcasters reception. Williford A.

CONTINUED ON PAGE 88

SATURDAY, April 4

All day—Executives of CBS-owned radio stations meeting, WBBM Chicago studios.

9 a.m.-5 p.m.—**Association for Professional Broadcasting Education** board meeting. Room 9.

9 a.m.-5 p.m.—**National Association of FM Broadcasters** meeting. Waldorf Room.

11 a.m.—**All Channel Broadcasting Committee** meeting. Room 13.

12:15 p.m.—**National Association of FM Broadcasters** luncheon. Continental Room.

1 p.m.—**Association of Maximum Service Telecasters** technical committee meeting. Sheraton-Blackstone.

2:30 p.m.—**ABC-TV Affiliates** presentation and show. International Ballroom.

5:30 p.m.—**ABC Radio and TV Affiliates** reception. International Ballroom.

6:30 p.m.—**Association of Maximum Service Telecasters** board of directors dinner meeting. Regency, Havana, Ivy Rooms, Sheraton-Blackstone.

7:45 p.m.—**ABC-TV Affiliates** dinner. Grand Ballroom.

SUNDAY, April 5

All day—Executives of CBS-owned radio stations meeting, WBBM Chicago studios.

8:30 a.m.—**Association of Maximum Service Telecasters** breakfast. Bel Air Room.

9 a.m.-5 p.m.—**Association for Professional Broadcasting Education** membership meeting. Upper Tower.

9 a.m.-12:15 p.m.—**National Association of FM Broadcasters FM Session**. Continental Room.

9:30 a.m.-12:30 p.m.—**Association of Maximum Service Telecasters** membership meeting. Beverly Room.

9:30 a.m.-9:30 p.m.—**Television Films Exhibit, 1964** with 16 distributors displaying. Will be open daily through April 8. Fourth Floor, Pick-Congress.

10 a.m.—**Broadcast Music Inc.** board meeting and lunch. Parlors 25 and 26.

11 a.m.—**Daytime Broadcasters Association** membership meeting. Williford C.

12 noon—**Association for Professional Broadcasting Education** reception and luncheon. Lower Tower.

12:30 p.m.—**Association of Maximum Service Telecasters** board meeting and luncheon. Bel Air Room.

2 p.m.—**TV Affiliates Corp.** meeting. Room 834-A.

FCC panel highlight of engineering meet

REGULATORS WILL ANSWER QUESTIONS ON STATION TECHNICAL PROBLEMS

An added feature of the 18th annual Broadcast Engineering Conference in Chicago April 6-8 will be a panel of five FCC executives who will discuss technical problems in the operation of a station and answer questions. The conference runs concurrently with the annual convention of the National Association of Broadcasters in the Conrad Hilton hotel.

The engineers will join the management delegates for opening convention proceedings Monday, April 6, and again for the closing session featuring the FCC commissioners Wednesday, April 8.

Luncheon speakers are F. C. McLean (Monday), director of engineering for the British Broadcasting Corp.; Frank K. McCune (Tuesday), vice president, General Electric Co., and Dr. G. C. McVittie (Wednesday), director of the University of Illinois Observatory, Urbana.

Annual Award ■ Highlight of the Wednesday luncheon will be the presentation of the annual NAB engineering Achievement Award to John H. DeWitt Jr. (see page 95), president of WSM-AM-TV Nashville. The presentation will be made by George Bartlett, NAB manager for engineering and di-

rector of the conference.

FCC staffers who will answer questions include Otis T. Hanson, chief, existing facilities branch; Wallace Johnson, assistant chief for engineering of the Broadcast Bureau; Harold Kassens, assistant chief, broadcast facilities division; Harold Kelly, TV supervisory engineer, and Frank Kratokvil, deputy chief, Field Engineering Bureau. Frank Marx, president of ABC Engineers, will moderate the panel.

NAB President LeRoy Collins will speak briefly to the engineering delegates during their opening session Monday afternoon. His appearance will be followed by a series of technical papers of interest to both radio and TV. On Tuesday morning, the TV and radio delegates will split for separate sessions. They meet together again the next morning for further papers of common interest.

No engineering or management sessions are scheduled Tuesday afternoon with the time reserved for delegates to visit equipment exhibits and hospitality suites. Delegates also have been invited to the FM Day activities Sunday, April 5.

Chairman of the Engineering Conference Committee is Clyde M. Hunt,

Post-Newsweek Stations, Washington. Other members are Malcolm M. Burleson, Metromedia Inc., Washington; William S. Duttera, NBC, New York; James H. Butts, Mullins Broadcasting Co., Denver; Leslie Learned, Mutual, New York; James D. Parker, CBS-TV, New York; Russell Pope, Golden Empire Broadcasting Service Inc., Chico, Calif.; Wilson Raney, Cowles Broadcasting Service, Memphis; Orrin W. Towner, WHAS Inc., Louisville, and Messrs. Marx and Bartlett.

Following is the full program for the Broadcast Engineering Conference with summaries of technical papers:

Monday, April 6

10:30 a.m.—**General Assembly, Grand Ballroom, Conrad Hilton.**

12:30 p.m.—**Engineering Luncheon, Williford Room.**

Presiding: JAMES D. PARKER, director, TV R-F engineering, CBS-TV Network.

Speaker: F. C. McLEAN, director of engineering, British Broadcasting Corp.

2:30 p.m.—**Technical Session (Radio and TV), Continental Room.**

Presiding: ORRIN W. TOWNER, director

2:30 p.m.—**Association of Broadcast Standards** board meeting. Beverly Room.

2:30 p.m.—**Institute of Broadcast Engineers** first annual meeting. Williford C.

4 p.m.—**NAB Radio Code Authority Review Board** meeting. Room 13.

4 p.m.—**Association of Broadcast Standards** membership meeting. Beverly Room.

4 p.m.—**Clear Channel Broadcasting Service** membership meeting. Lower Tower.

4-7 p.m.—**Television Film Exhibit** cocktail reception. Great Hall, Pick-Congress hotel.

5 p.m.—**NAB Radio and TV Code Review Boards** reception. Room 19.

5 p.m.—**NAB Radio Board** reception honoring Sherril Taylor, new NAB vice president for radio. Room 1806-A.

6:30 p.m.—**CBS-TV Affiliates** reception and banquet. Hotel Continental.

6:30 p.m.—**NBC Radio and TV Affiliates** reception and dinner. International Ballroom.

7 p.m.—**QXR Network** affiliates meeting. Room 14.

MONDAY, April 6

8 a.m.—**TV Stations Inc.** membership breakfast. Mayfair Room, Sheraton-Blackstone.

6:30 p.m.—**Broadcast Music Inc.** annual reception and dinner, Guild Hall, Hotel Ambassador West.

TUESDAY, April 7

8 a.m.—**United Presbyterian Church** breakfast, Fourth Presbyterian Church. Tom Bostic, Cascade Broadcasting Co., host.

8 a.m.—**Society of Television Pioneers** breakfast. Lower Tower.

10 a.m.—**Mark Century Programing Seminar** and brunch. Upper Tower.

2:30 p.m.—**NAB TV Code Authority Review Board** meeting. Room 13.

2:30 p.m.—**NAB Building Committee** meeting. Room 1806-A.

3 p.m.—**ABC and WBKB News** preview tour of Illinois primary election coverage. Burroughs Corp., 324 S. Michigan Avenue.

3:30 p.m.—**NAB Program Committee** meeting. Room 1806-A.

5 p.m.—**Harvard Seminar** smoker. Bel Air Room.

5:30 p.m.—**Harrington, Righter & Parsons'** stations cocktail party. Crystal Ballroom, Sheraton-Blackstone.

7:30 p.m.—**Broadcast Pioneers** banquet. Grand Ballroom.

of engineering, WHAS Inc., Louisville. ville.

Session Coordinator: **WILSON RANEY**, chief engineer, Cowles Broadcasting Service.

Opening of 18th Annual Broadcast Engineering Conference: **LEROY COLLINS**, president, NAB.

2:45-3:25 p.m.

"CBS New York Broadcast Center," by **RICHARD S. O'BRIEN**, director of engineering, **JOSEPH A. FLAHERTY**, director of technical facilities planning, and **K. BLAIR BENSON**, director of A-V engineering, all CBS-TV Network.

As have many television broadcasters, CBS in New York is replacing its original broadcasting plant, portions of which date back 15 years, with a new, more efficient facility. Increased effi-

ciency is achieved by taking advantage of current technical developments, particularly those leading to equipment of increased stability and reliability, and by designing the plant to closely meet the operating requirements which have evolved over the years. In the case of CBS in New York City, an additional advantage is gained by the consolidation of almost all network and local television production, the CBS News operation, and the CBS Radio network operation, into a single location, replacing the former widely separated plant.

This paper describes highlights of the television technical operating requirements, system concepts, and technical facilities in Broadcast Center. The concepts in this new plant are very much in keeping with those being followed elsewhere in the design of new station plants. The concepts and technical fea-

tures involve evolutionary rather than radical changes. The system design becomes complex only because of the scope of the facilities required in a plant designed to perform the functions of a network headquarters operation.

3:30-3:55 p.m.

"Some Recent Improvements in Vidicon Tubes and Associated Camera Circuitry," by **I. T. SALDI**, senior vidicon engineer, tube department, General Electric Co. (Co-authored by **R. E. PUTNAM**, manager, GE audio-video engineering.)

Improved manufacturing methods and the use of an isolated field mesh allows improved vidicon performance. These innovations allow better camera performance for both live and film applications. Development work on improved targets will be described.



James D. Parker
CBS-TV



F. C. McLean
BBC



Orrin W. Towner
WHAS Inc.



Wilson Raney
Cowles



Richard S. O'Brien
CBS-TV



K. Blair Benson
CBS-TV



I. T. Saldi
General Electric



J. A. Flaherty
CBS-TV



J. L. Hathaway
NBC



Russell Pope
Golden Empire



S. F. Temmer
Gotham



W. S. Duttera
NBC

4-4:25 p.m.

"Audlok—Synchronization of TV Picture by an Audio Frequency, by J. LEWIS HATHAWAY, *engineering development, NBC.*

Television broadcasters have utilized the well-known system of genlocking when programs have originated from remote locations. This has entailed certain deficiencies as well as added expenses which are avoided with the audlok system. In this new system, synchronizing information is sent over audio telephone circuits for slaving as many remote generators as desired. These can be precisely coordinated in time relationship at the master generator location and so permit the use of such effects as dissolves and wipes.

4:30-5 p.m.

"Sound Pickup and Reverberation," by STEPHEN F. TEMMER, *president, Gotham Audio Corp.*

Broadcasters, especially AM, FM, and FM stereo stations, find themselves today in an era of increased "audio consciousness" brought about by the tremendous improvements in phonograph records, tapes, and the quality of home equipment. So many stations are confronted with equipment 15-20 years old, and the all-important question of how to get the most dramatic sound improvement with the limited funds available for capital improvements.

Without a doubt the greatest strides in the past 20 years have been made with electro-acoustical devices, while improvement of audio electronics has been minor by comparison. This lecture will deal with two major tools available to

the broadcaster which provide the greatest actual sound improvement for the least cash investment: Condenser microphones for both mono and stereo use and a device for the addition of reverberation to mono and stereo program material with perfect acoustical quality and no moving parts. Both microphones and the reverberation unit will be demonstrated at the lecture.

Tuesday, April 7

9 a.m.—Technical Session, Radio, Continental Room.

Presiding: RUSSELL POPE, chief engineer, Golden Empire Broadcasting Co., Chico, Calif.

Session Coordinator: WILLIAM S. DUTTERA, director, allocations engineering, NBC.

9-9:35 a.m.

"WNBC/WCBS Shared Antenna System," by LESTER A. LOONEY, *NBC engineering department*, and OGDEN L. PRESTHOLDT, *director of engineering, CBS Radio.*

The design, construction and performance of a top loaded, reactance sectionalized, standard broadcast antenna system for simultaneous use by two 50 kw stations is described. FAA restricted physical antenna height to less than optimum while FCC required at least specified radiation efficiency on both frequencies.

Factors indicating the desirability of the shared antenna project are discussed. The design discussion covers the application of physical and mathematical models as well as restrictions on the two-frequency reactance loading

network. Details of base feed circuitry including coupling, isolation and impedance bandwidth conditions are discussed in detail.

9:40-10:05 a.m.

"How to Make an FM Stereo Proof-of-Performance," by EUGENE ROBINSON, *Collins Radio Co. (Co-authored by CHARLES DIXON, Collins.)*

A large number of stations that have been in stereo for a year or more are faced with making proof of performance measurements for the FCC. Various uncoordinated pieces of information have been disseminated in technical magazines, but certain techniques lack adequate basis of fact in relation to meaningful results. This paper will discuss the procedures involved in terms of minimum satisfactory equipment for the required measurements.

10:10-10:35 a.m.

"Radio Automation," by DON W. CLARK, *marketing manager, Continental Electronics, Palo Alto, Calif.*

Today's radio audience can be better served in many instances through the use of automatic programing and logging equipment. The flexibility of equipment available today can be used in all types of operations, including use with other automatic business machines. All aspects of automation will be discussed, including elimination of human error, better control of program, lower operating costs, more efficient use of personnel and complete flexibility.

10:40-10:55 a.m.

"Exciting Several AM and FM Stations on a Single Series Fed Tower," by RONALD T. MIYAHIRA, *chief engineer,*



Lester A. Looney
NBC



O. L. Prestholdt
CBS Radio



Eugene Robinson
Collins



Don W. Clark
Continental

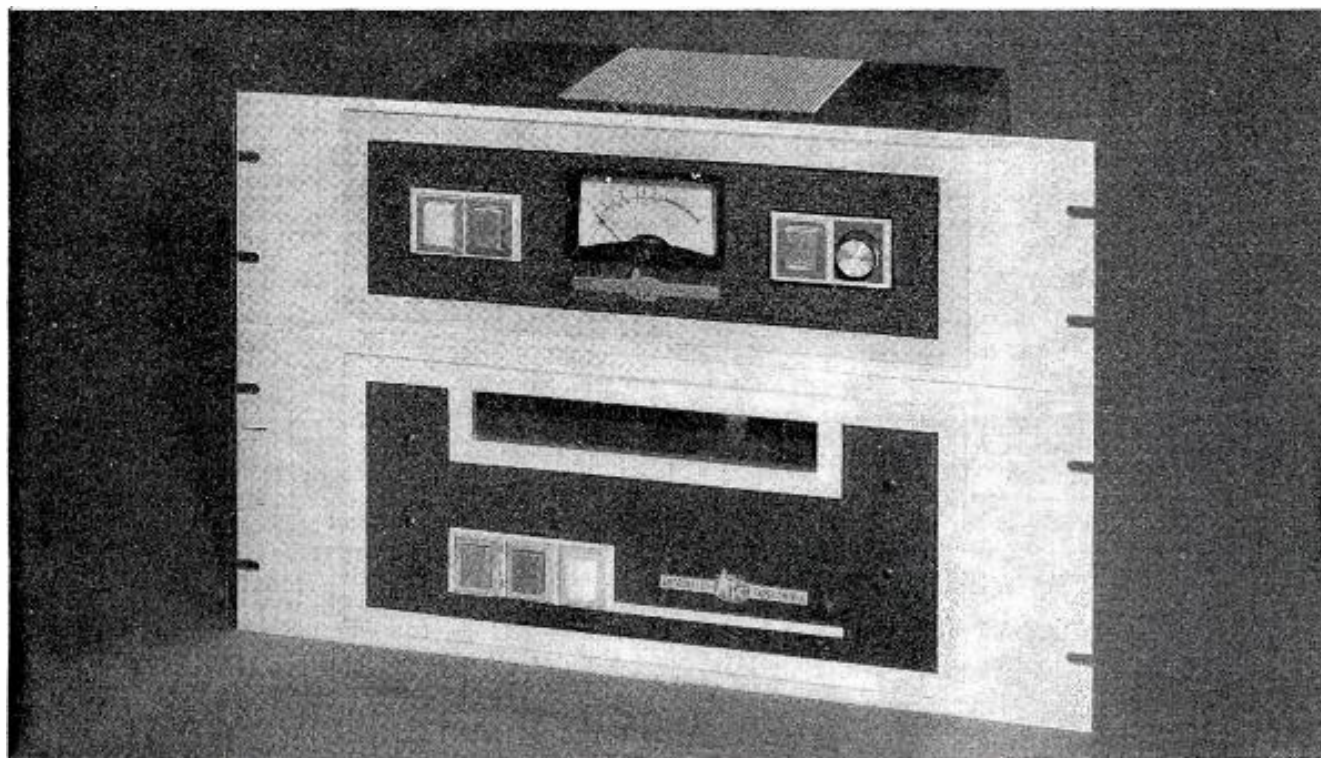


Miyahira
KGM



Edward S. Gagnon
Gates

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**The Criterion Series™ tape cartridge system
FROM AUTOMATIC TAPE CONTROL!**

**Completely transistorized / New direct capstan drive,
quiet solenoid, plug-in connections and modules / Choice
of one, two, three-tone and stereo operation / Available in
slide-out rack mount or slim-line slide-out desk console /
Conforms completely with proposed NAB standards.**

SEE US AT BOOTH 24-W NAB CONVENTION

Originators of the tape cartridge system for broadcasters

AUTOMATIC  **TAPE CONTROL**
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Frank Marx
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M. M. Burleson
Metromedia



Alexander Elovic
Indiana General



Mario W. Conti
Indiana General



Herb Schubarth
Mullins



E. F. deHaan
Philips

KGMB Honolulu.

The principal problem when utilizing a single tower to radiate the energy of several AM and FM stations is to ground the FM lines without disrupting the AM transmission. The shunt fed antenna and the grounded folded monopole will fulfill this requirement, but another solution must be sought for a series fed tower.

Tuning the FM line into $\frac{1}{4}$ wave transformers at all of the AM frequencies will isolate the line from the tower. A simpler solution would be to ground the FM line, then tune the line to the desired input resistances at the AM frequencies.

11-11:25 a.m.

"Vertically Polarized FM Antennas and Power Divider," by EDWARD S. GAGNON, *manager product marketing, Gates Radio Co.*

This paper will discuss a new vertically polarized FM antenna which can be added to an existing horizontally polarized FM antenna by use of a newly designed power divider. Data concerning field testing of a vertically polarized antenna also will be presented.

11:30 a.m.-12 noon

"An Automatic Transmitter Switching System," by FREDERICK L. ZELLNER JR., *director of AM technical operations, ABC Radio.*

In recent years the remote control of AM and FM broadcast transmitters has become a desirable form of operation from both the technical and economical sense of broadcasting. If, in years gone by, a failure of the main transmitter occurred, the procedures of restoring service were carried out by the transmitter operator. Due to the pressures of "racing the clock," many times bad decisions were made, resulting in excessive loss of on the air time.

The development of "an automatic transmitter switching system" is an automatic method of switching transmitters resulting in a much more efficient type of operation.

9 a.m.—Technical Session, Television, Waldorf Room.

Presiding: FRANK MARX, president, ABC Engineers, ABC.

Session Coordinator: MALCOLM M. BURLESON, vice president for engineering, Metromedia Inc.

9-9:25 a.m.

"Magnetic Core Memory Concept in TV Automation," by ALEXANDER ELOVIC, *director of engineering*, and MARIO W. CONTI, *consultant*, both *Indiana General Corp.*

This paper deals with a new concept in TV program automation which carries out its functions under control of computer like instructional words. A program is made up of a number of instructional words and is kept in storage in the memory part of the system. The memory in the system is a coincident current magnetic core and the basic storage element is a doughnut-shaped ferrite magnetic core. The programmer is capable of controlling all of the programming steps and effects (both audio and video) required for maintaining continuity of programming. This unit will also be on display in the exhibit hall.

9:30-9:55 a.m.

"Lighting for Television—(Film)," by JOSEPH A. FLAHERTY, *director of technical facilities planning, CBS-TV.*

This film describes and demonstrates the techniques of television lighting used by the CBS Television Network. Actual scenes and practical situations are used to illustrate an approach to lighting which not only insures proper television camera exposure but also provides artistically motivated light to help create moods, to add visual interest to settings,

to model performers, and to produce an illusion of reality and depth in an otherwise flat television picture. Special emphasis will be given to outlining the basic principles of television lighting and to relating them to day-to-day operating problems.

10-10:25 a.m.

"New Approaches to Genlock and Color-Monochrome System Integration with Same Sync Source," by HERB SCHUBARTH, *assistant chief engineer for TV, Mullins Broadcasting Co., Denver.*

The paper describes the problems usually encountered using a standard genlock for the purpose of timing two sync sources together precisely and then describes a new device which overcomes many of the bad features of genlock. This device called a Schulock, converts a composite video signal to H.D., V.D., BLKNG and separated SYNC directly. The paper then discusses problems encountered in matching front porches of an integrated color-mono system with standard genlock and describes a pulse advance device, which when used with Schulock, eliminates the problem and simplifies operation.

10:30-10:55 a.m.

"Electro-Photographic Recording," by ALBERT W. MALANG, *chief, video facilities engineer, ABC.*

Since the advent of television there has been a pressing need to record on film television programs for reasons of distribution and integration.

Historically, this function has been performed by equipment of dubious quality and reliability, and the resultant product has acquired a stigma that has resulted in the process not being used in a great many instances where it could be of great advantage. The recent development of a process by which the scanned image of television could be converted to the discrete image storage on film stock will permit this technique to be used once again to very great advantage by broadcasters.

11-11:25 a.m.

"The Plumbicon—a Camera with a Photoconductive Lead-Oxide Layer," by DR. EDWARD F. DEHAAN, *deputy*



Albert W. Malang
ABC



H. N. Kozanowski
RCA



Get the complete picture

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You are cordially invited to stop by for the valuable audience data we have prepared especially for you. And, if you have a particularly puzzling audience problem, we'll be glad to take the time to discuss it with you.

Check with ARB at NAB,
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Ampex



C. B. Meyer
RCA



Sheldon C. Jenkins
AT&T

director, Research Labs, Philips Industries.

The photo sensitive layer of the Plumbicon is an evaporated micro-crystalline layer of lead monoxide. The most significant advantages of the Plumbicon are the low dark current, the high speed of response which is independent of light-intensity, and the high sensitivity. Because in the Plumbicon every picture element gives a signal which is solely dependent on the light-intensity projected on that particular picture element within the proper time limits and is unaffected by disturbing effects known from other pickup tubes, the Plumbicon means a step forward in the direction of the ideal pickup tube. For these and other reasons the Plumbicon is especially suitable for color television.

11:30 a.m.-12 noon

"A Report of Color TV Camera Development," by DR. H. N. KOZANOWSKI, TV product advanced development, RCA.

RCA activity in color TV camera development has been concerned both with the improvement in stability and performance of conventional three-image orthicon cameras and with the investigation of new approaches to the generation of color picture signals. This has resulted in a 4-tube camera in which the monochrome or luminance signal is generated by an image orthicon tube and the chroma signal is generated by three vidicons. The features of such a camera are described and the operating advantages are discussed.

12:30 p.m.—Engineering Luncheon, Williford Room.

Presiding: LESLIE S. LEARNED, director of engineering, Mutual Broadcasting System.

Speaker: FRANK K. MCCUNE, vice president of engineering services, General Electric Co.

No sessions scheduled after luncheon. This period is reserved to permit delegates to visit exhibits and hospitality suites.

Wednesday, April 8

9:00 a.m.—Technical Session (both radio and TV), Continental Room.

Presiding: WILLIAM S. DUTTERA, director, allocations engineering, NBC.

Session Coordinator: JAMES H. BUTTS, director of engineering, Mullins Broadcasting Co., Denver.

9-9:25 a.m.

"A Higher Level of Performance in

has previously been possible. The improvement in performance, particularly for NTSC color, may result in changes in television tape recording standards in this country.

9:30-10:30 a.m.

"FCC Presentation—A Panel," moderated by FRANK MARX, president, ABC Engineers, ABC. Panelists, all FCC staff executives, include OTIS T. HANSON, chief, existing facilities branch;



Five commission staff executives will take part in the Wednesday morning session "FCC Presentation—A Panel" (9:30-10:30). (L-r) Otis T. Hanson, existing facilities branch; Harold L. Kas-

sens, broadcast facilities division; Wallace E. Johnson, Broadcast Bureau; Frank M. Kratokvil, Field Engineering Bureau, and Harold G. Kelley, broadcast facilities division.

Video Tape Recording," by CHARLES P. GINSBURG, vice president, Ampex Corp.

The 625-line television standard of Europe and the United Kingdom and particularly the commencement of color transmissions on this standard have imposed requirements on television tape recording exceeding the capabilities of the family of recorders used in television broadcasting for the last seven years. To meet these requirements, a new generation of equipment has been developed and is currently in delivery to operate on the 625-line standard, for both color and monochrome, at a performance level representing a step function in the state of the art. The linearity and the transient response in the new recorders will have a major effect in television broadcast practice in the United States in regard to the capability of making successive generations of tape copies with far less degradation than

WALLACE E. JOHNSON, assistant chief, Broadcast Bureau; HAROLD L. KASSENS, assistant chief, broadcast facilities division; HAROLD G. KELLEY, supervisory engineer, TV branch, and FRANK M. KRATOKVIL, deputy chief, Field Engineering Bureau.

10:30-10:55 a.m.

"Cartridge Tape Design to Meet NAB Recording and Reproducing Standards," by C. B. MEYER, project and audio recorder engineering, RCA.

This paper discusses specific engineering design problems that were encountered in the design of a cartridge tape recorder to meet the proposed NAB standards. Those problems include that of timing accuracy, tape tracking, flutter, frequency response and magnetic head performance. Those areas in the proposed standards that presented no special problems also are covered briefly.



Fred Zellner
ABC



James L. Wilson
NBC



John H. DeWitt
WSM



G. C. McVittie
U. of Illinois

11-11:25 a.m.

"Vertical Interval Test Signals," by **SHELDON C. JENKINS**, long lines division, AT&T.

In the day-to-day operation of television networks, many changes are made in the interconnection of the transmission facilities. This includes changes in broadcaster's facilities, local facilities and interexchange channels. It is apparent that no part of the overall transmission chain is immune from trouble, either chronic or temporary, therefore, both the broadcasters and telephone companies have a mutual interest in the development of methods and standards which will assist in sectionalizing trouble sources on an in-service basis. A trouble condition, which occurs with any particular arrangement of network facilities, is frequently difficult to isolate by observation of the normal picture signal. The technique which presently holds the most promise is the use of Vertical Interval Test Signals (VITS).

This technique is based on test signals keyed into designated lines in the vertical blanking interval by the broadcasters. These test signals are then transmitted with the normal picture signal over the same facilities and may be observed or photographed at strategic points to provide quantitative measurements. This permits sectionalizing the trouble on an in-service basis.

11:30 a.m.-12 noon

"A New Ultraportable TV Camera," by **JAMES L. WILSON**, director of engineering, NBC.

A number of different self-contained, portable cameras have been designed and used for field sports and news events in prior years. Each of these systems, combining sync generator, camera, power supply and RF transmitter, have had limitations which have restricted their use in the field. Drawing upon prior experience, a new camera system of this type has been developed jointly by NBC and RCA. This paper describes both the design of this camera and some

of the anticipated field applications to which it is adaptable.

12:30 p.m.—Engineering Luncheon, Williford Room.

Presiding: **CLYDE M. HUNT**, chairman, Broadcast Engineering Conference committee, and vice president, Post-Newsweek Stations.

Presentation of Engineering Achievement Award: by **GEORGE W. BARTLETT**, NAB manager of engineering.

Acceptance of Award: **JOHN H. DEWITT, JR.**, president, WSM Inc., Nashville.

Speaker: **DR. G. C. MCVITTIE**, director, University of Illinois observatory, Urbana.

2:30-5 p.m.—General Assembly, Grand Ballroom: Featuring the annual panel

Pages for radio's history

Broadcast Pioneers is asking veteran broadcasters to tape their experiences for inclusion in an oral history of the industry being made in association with Columbia University. Taping sessions will be held in Chicago April 6-8 during the annual convention of the National Association of Broadcasters, according to Ernest Lee Jahncke, Broadcast Pioneers president.

WGN Chicago is providing the taping facilities in Parlors 33 and 34 of the Conrad Hilton and announcers Dick Lashbrook and Len Johnson will do the interviewing. Ward L. Quaal, former Pioneers president and executive vice president of WGN, said that copies of the tapes also will be made available to the Hollywood Museum.

Columbia began its project 16 years ago and since has compiled more than 4,000 pages of radio memoirs and over 5,000 requests have been made by outside groups and individuals to use the material.

discussion by the seven members of the FCC.

5:00-7 p.m.—Convention Reception in honor of retiring and new NAB board members.

NAB engineering award for DeWitt

John H. DeWitt Jr., president of WSM Inc. Nashville and the first man to bounce a radio signal off the moon, will be presented the 1963 National Association of Broadcasters' 1964 Engineering Achievement Award at the NAB convention in Chicago next week.

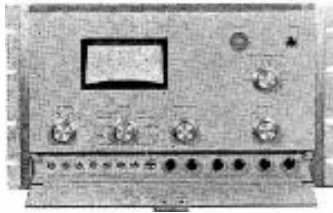
The presentation will be made April 8 at the closing luncheon of the Broadcast Engineering Conference. Mr. DeWitt is a native of Nashville and built that city's first radio station in 1922. After installing the WSM equipment in 1925 while employed by Bell Telephone Labs, he joined the station in 1932 as chief engineer. He was elected president in 1947.

He sent and received a radio signal that bounced off the moon in 1946 while working with the Signal

Corps and was prominent during World War II in the development of radar. He has served as consultant to more than 40 stations and is a former member of the NAB board of directors. Mr. DeWitt is a member of the American Astronomical Society, American Physical Society, the Society of Sigma Xi and is a fellow in the Institute of Electrical and Electronic Engineers.

Previous recipients of the Engineering Achievement Award were Dr. George R. Town (1963), dean of engineering at Iowa State University; former FCC Commissioner T. A. M. Craven; John T. Wilner, vice president and director of engineering of the Hearst Corp.; Raymond F. Guy, retired NBC chief engineer; Ralph N. Harmon, Westinghouse vice president for engineering.

Here are **13** good reasons you'll want to visit Collins at the NAB show



900C-1

Collins' new 900C-1 FM Stereo Modulation Monitor *accurately* measures and monitors your FM stereo and mono programming in accordance

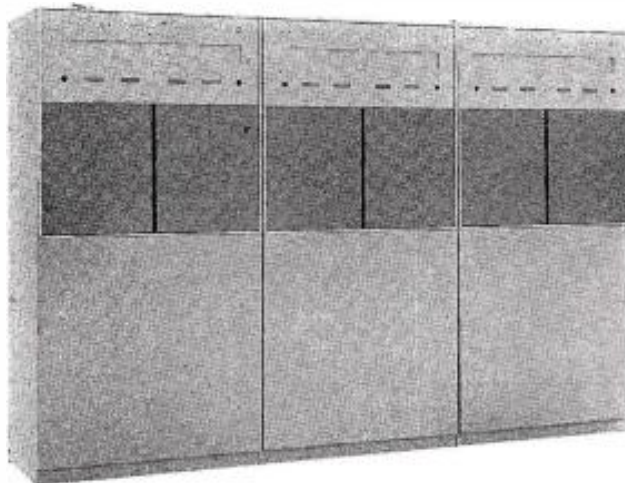
with FCC rules. In addition to removing all doubt about your stereo signal, it is fully transistorized, uses only 50 watts of primary power. Heat dissipation is low. Conservatively rated components give you long operating life.



Tape Cartridge System

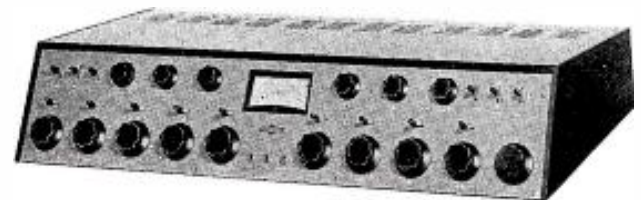
Collins' Tape Cartridge Systems bring you perfection in split-second cuing of spot announcements. Results in the tight production which marks

the professional broadcaster. You can use these Collins Systems for your spots, themes, formats, promos and automatic spot rotation.



830H-1A 20 KW FM Transmitter

This is Collins 830H-1A, 20,000-watt FM Transmitter. The entire unit is contained in only three cabinets. Uses a duplexing system to assure continuous duty even though one of the two power amplifiers is removed. Others may now look similar to Collins FM transmitters on the outside, but inside where it counts, Collins engineering makes the big difference.



212G-1 Collins' 212G-1 Speech Input Console. By using convenient plug-in modules, the 212G-1 gives you a flexible, self-contained unit providing complete control over simultaneous broadcasting and auditioning from any combination of 9 to 13 inputs. Console vented top and back to provide ventilation which keeps operating temperatures low.

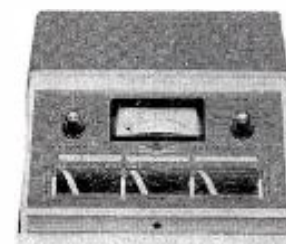
212Z-1 Remote Amplifier

The compact 212Z-1 was designed not only for broadcasters but *by* broadcasters as a result of a survey asking "What would you most like to see built into a remote amplifier?" The 212Z-1 is the result... a four-channel, all-transistorized, 22-lb. unit which has proved its quality, dependability and versatility in use at the Olympic Games, at the Met, at the Rose Bowl, at national political conventions.



20V-3 AM Transmitter

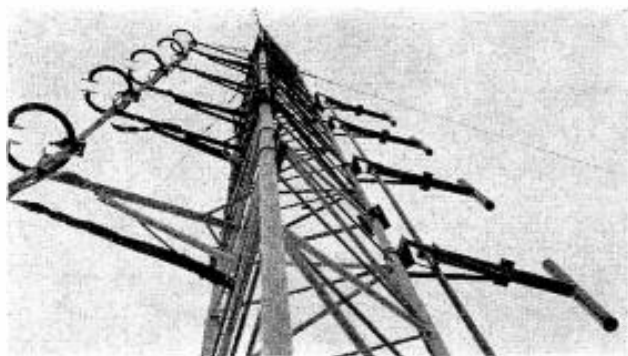
This is Collins' push-button controlled 20V-3 1,000/500/250-watt AM Transmitter. It offers high fidelity, outstanding reliability and a versatility which makes it the most advanced installation you can use.



212H-1 Remote Amplifier

The 212H-1 is Collins' compact, three-channel, 11-lb., transistorized remote amplifier which gives you 300 hours power from standard flashlight batteries. The 212H-1, designed to give you maximum service

and easy field operation, also features roller-type gain controls.



Collins' 37M Horizontal FM Ring Antenna

(left side of tower above) features electrical and mechanical design which makes it so light and compact that dead weight and windload are reduced to an absolute minimum. The simplicity of design offers savings in new tower costs, erection time and maintenance expense.

Collins' Type 300 Vertically Polarized Antenna

(right side of tower above) does a lot for you. It fills in shadow areas, reduces null effects, improves fringe area reception, provides redundancy when used with two power amplifiers, maintains FM stereo quality. The Type 300 costs no more than your present horizontal bays—is easily installed on your existing tower.



808A-1 Remote Turntable Console

The Collins 808A-1 is a compact, 78-lb., all-transistorized remote turntable console with which you can greatly expand your broadcast facilities.

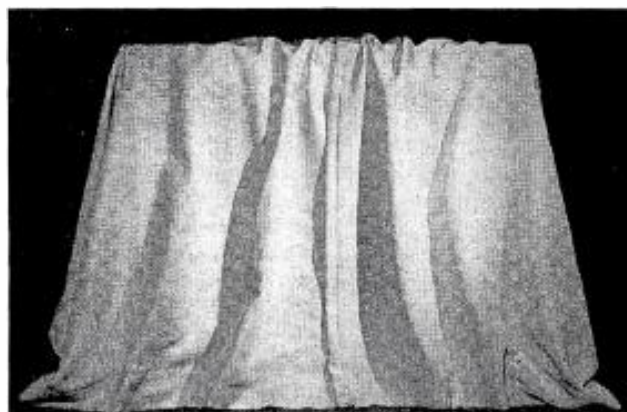
The 808A-1 Remote Amplifier Console-Turntable eliminates the need for multiple units — saves you time and space. Once on location and connected to the power and remote lines, the unit is ready for immediate use.



M-70

Collins' M-70 is symbolic of the quality and value you get in every microphone in our line. Collins microphones are designed to maintain a smooth, uniform response over a wide frequency

range, and you can confidently depend on Collins to provide excellent sound reproduction for any of your needs for radio, TV, high fidelity recording and PA systems.



STL Microwave Cabinets are shown for the first time at the show. Microwave RF equipment for STL applications is one of a number of Collins microwave systems for TV broadcasters. Collins offers you microwave equipment for every video application as well as a wide background of experience in the design of microwave TV transmission systems.



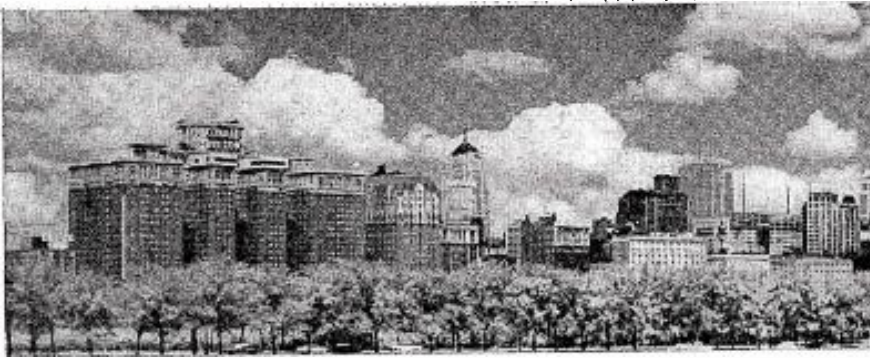
This is a very comfortable chair.

It will be in our booth for you to relax in while you learn all about the many features and advantages of Collins broadcast equipment. We'll be looking for you.

COLLINS RADIO COMPANY
Broadcast Communication
Division, Dallas, Texas.
Telephone 214-AD 5-9511
International, Dallas, Texas.

30 Years in the Broadcast
Business





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 directory (page 122).

AKG OF AMERICA DIVISION OF NORTH AMERICAN PHILIPS CO.

Space R-E, U-E

Condenser and dynamic microphones and accessories will be shown.

Personnel: E. D. J. Baars, John H. McConnell and Andrew A. Brakhan.

ALBION OPTICAL CO.

Space 29W

On display will be a servo-operated Varotal V 10 to 1 variable focal length lens for image orthicon cameras and the Ortol series of fixed focal length lenses. There will also be the Vidital series for fixed focal length lenses for vidicon cameras.

Personnel: B. Armitage, Benjamin Berg, G. H. Cook, John Barr, C. N. Green and H. Leeming.

ALFORD MANUFACTURING CO.

Space 22W

Alford will have a display of its line of VHF, UHF and FM transmitting antennas.

Personnel: Harold H. Leach, Fred Abel and Nelson Powers.

ALTEC LANSING CORP.

Space 34W

Altec Lansing, a subsidiary of Ling-Temco-Vought Inc., will exhibit a new line of plug-in solid-state preamplifiers, line amplifiers, booster amplifiers, as well as its vacuum type special input equipment, audio amplifiers, micro-

phones, loudspeakers and loudspeaker systems. Another new line of equalizers, attenuators and audio controls also will be shown.

Personnel: Arthur C. Davis, W. H. Hazlett, Don B. Davis, H. S. Morris and W. H. Johnson.

ALTO FONIC TAPE SERVICE INC.

Space 23W

A complete stereo broadcasting program service, background music for SCA-equipped stations, radio and TV commercials and theme identifications will be displayed.

Personnel: D. Alan Clark, Hugh Heller and Dave Williams.

AMPEREX ELECTRONIC CORP.

Space U-E

Power tubes for UHF and VHF, and a 10 kw four-cavity klystron with air-cooling and permanent magnetic beam focusing will be featured by Amperex.

Personnel: John Nielsen, Lou Arpino, Henry Teenbeke, Earl Frazer and Ken Decho.

AMPEX CORP.

Space 28W

Highlight of the Ampex display will be the introduction of a new Videotape recorder, the VR-2000; the MR-70, a new mastering audio recorder, will also be introduced.

Other new products include the PR-10-4 four-track tape recorder with all-metal head shielding. It features three four-track record-erase-playback heads

and comes with a portable carrying case. A program logger capable of recording up to eight and one-half hours also will be shown.

Other products on display: Videotape color and monochrome TV recorders; portable TV recorders; Ampex/Marconi cameras and video switching and terminal equipment, and both studio and portable models of audio recorders.

Personnel: C. Gus Grant, Charles Ginsburg, Thomas E. Davis, Paul Byrne, Thomas Merson, Donald Kleffman, Charles F. Swisher, Gregg Perry, Jackson V. Miller, Robert Day, Thomas W. Washburn, Thomas Harleman and Len Hase.

ANDREW CORP.

Space 61W

The display will include a new TV switching matrix, a heliix, a new automatic dehydrator and microwave antennas.

The remote-control matrix (type 6720), as designed and built for WNEW-TV New York, will be demonstrated. It is capable of less than two-second emergency switching between video and aural amplifiers, antennas and dummy loads. The heliix is a flexible air dielectric coaxial cable that comes in sizes up to 5 inches and has power capabilities for AM, FM and TV.

The automatic dehydrator (type 1920), with output rated for continuous duty, maintains a constant dry air pressure in the line. It has dual drying chambers, and line pressure and condition of desiccant are indicated on the front panel. The microwave antennas come in sizes up to 10 feet in diameter.

Personnel: Victor J. Andrew, Robert P. Lamons, C. Robert Lane, Robert C. Bickel, John Gyurko, Edward J. Dwyer, Douglas Proctor and Henry F. Miller.

ARRIFLEX CORPORATION OF AMERICA

Space H-E

All major items in the company's line will be shown, with the focus on the Arriflex-16M motion picture camera and the Siemens 2000 16/16 sound projector. This is Arriflex's first year as an NAB convention exhibitor.

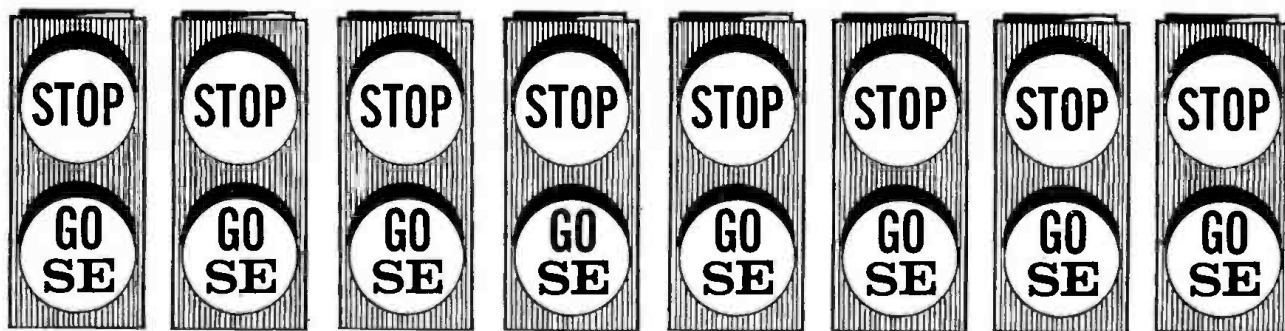
The camera is a magazine machine, incorporating a signal generator and start mark lamp system, facilities the firm says are particularly suitable for television news and documentary work. The sound projector is both a single and double system machine.

Personnel: Victor James and Lou Polonec.

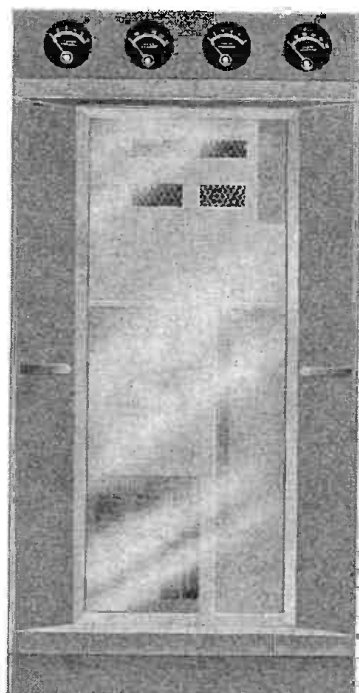
AUTOMATIC TAPE CONTROL

Space 24W

The Criterion solid-state series of tape cartridge units will be in opera-



NAB
Booth 60w



another **NEW first*** from
standard electronics
TRANSISTORIZED
2 KW TV transmitter

FEATURES

- ★ only 3 tubes in the visual.
- ★ only 2 tubes in the aural.
- ★ 4 times the power in ½ the space.
- ★ power can be increased by adding Standard Electronics Add-A-Unit amplifiers.
- ★ available at still further savings with 10% aural to visual ratio (subject to FCC approval).

This is STANDARD ELECTRONICS new 2 KW TRANSISTORIZED TV transmitter! Can be amplified to as high as 100 KW with SE Add-A-Unit amplifiers. BOTH VISUAL AND AURAL TRANSMITTERS ARE IN THIS ONE CABINET and they are completely self-contained.

another standard electronics **FIRST***

Standard Electronics has for years devoted itself to designing and producing TOMORROW's transmitting equipment TODAY.

Now, another design advance will be unveiled at the NAB show. If you miss us at the show, write to William Zillger, president, for complete information on SE's NEW 2 KW TRANSISTORIZED TV transmitter.

***STANDARD was**

FIRST with a Transistorized TV transmitter

FIRST with a 25 KW air-cooled TV transmitter

FIRST with a 50 KW air-cooled TV transmitter

FIRST with an FM transmitter with solid state rectifiers

FIRST with a 5 KW FM amplifier with only one vacuum tube

FIRST with a type accepted Stereo Generator

FIRST with tandem TV and FM amplifiers

FIRST with Add-A-Unit, no modification to driver

FIRST with completely self-contained TV transmitters



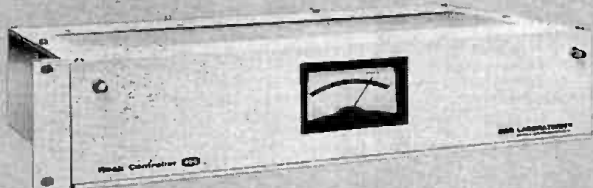
standard electronics corporation

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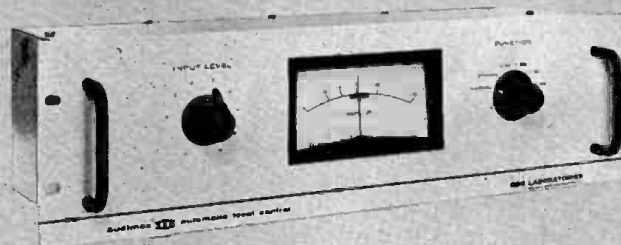
for audio



PEAK CONTROLLER, the successor to the peak limiter, can double radiated program power because its microseconds-fast response permits maximum control of peaks without any undesirable side effects. In sharp contrast, old-fashioned limiters cause reduced program levels because of their dependency on long recovery time to prevent "pumping."

In AM broadcasting, additional power benefit can be enjoyed because the CBS Laboratories Peak Controller can limit negative peaks while permitting greater than 100% modulation on positive peaks.

The all solid-state Peak Controller is a companion to and normally should be used with an automatic level control such as the CBS Laboratories . . .



AUDIMAX, which raises average program level, permitting a 4-to-1 increase in radiated program power.

When used as a team, the Peak Controller and the Audimax can increase a station's effective program power by an astonishing factor of nearly 8 to 1 without increased carrier power.



SEVEN STEPS TO BETTER LISTENING, CBS Laboratories' new test record, permits you to blend electronic components, room acoustics and the characteristics of your own ears into one well-tuned system for the enjoyment of all recorded sound.

Simple verbal instructions right on the disc allow even a novice to get the most from his home music system, monoaural or stereo. Yet, laboratory perfection in the selection of test techniques and in the recording process make this a tool useful to the most discriminating audio engineer.

Accompanying text by famed high-fidelity authority Edward Tatnall Carby, explains in detail how each test and adjustment leads to maximum system performance from pickup to loudspeaker.

Available for the first time anywhere at the NAB convention. Pick up a copy at our booth at the special NAB price of only \$4.

**all new
all at the NAB
all from CBS LABORATORIES**

for video

Mix 'em or match 'em, the complete line of plug-in CBS video equipment can be used in any combination with all units in a frame powered by the same power supply. For the utmost reliability two power supplies can be used with automatic switching in case of malfunction. While each unit performs different functions, they all have two things in common — they are designed to make optimum use of solid-state components and they are guaranteed to match or exceed published specifications. All are equally useful with monochrome or color signals.

SELF-CLAMPING VIDEO DISTRIBUTION AMPLIFIER combines the functions of a high performance video distribution amplifier and a line-keyed clamp. Eliminates 60-cycle hum, tilt, bounce, switching transients without degrading monochrome or color video components in any way. Requires no external drive. Particularly useful in distribution of video signals which are not synchronized with the local time base, where clamping action is desired. Available with 3 outputs and automatic gain selection or with 4 outputs and variable gain control.

SYNC SEPARATING AMPLIFIER removes synchronizing pulses from composite signals and amplifies video signal without degrading color burst or chroma signals. Remote control permits amplification of composite signal without removal of sync when desired as in mixing or special effects operations. Switching transients are down at least 40 db below signal level. Available with 3 outputs and automatic gain selection or with 4 outputs and variable gain.

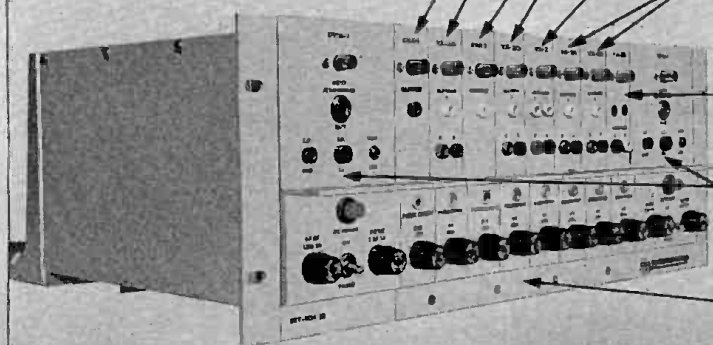
SYNC MIXING AMPLIFIER adds synchronizing pulses to video signals and amplifies composite signal. Remote control permits amplification of original video signal without addition of sync when desired. Separate control of video gain and sync gain. 4 outputs.

VIDEO DISTRIBUTION AMPLIFIER provides amplification and distribution of video frequency signals without distortion. Unlike combination video/pulse amplifiers, no quality compromise has been necessary in design. Available with 3 outputs and automatic gain selection or with 4 outputs and continuous gain control.

PULSE REGENERATIVE AMPLIFIER processes and regenerates synchronizing and driving pulses. Result is clean pulse in original form without degradation. Available with 2 or 4 outputs.

POWER SUPPLY provides DC necessary to operate any combination of CBS Laboratories video amplifiers within one frame. An equipment frame can be equipped with two power supplies to provide continuous power automatically should one of the supplies malfunction.

EQUIPMENT FRAME occupies 7 inches of a standard rack. Frame holds one power supply and 10 video distribution, pulse regenerative or sync separating amplifiers or two power supplies and 8 amplifiers. Self-clamping and sync separating amplifiers each replace two video distribution amplifiers. Available for standard video chassis or Thomas-Betts connectors.



See Them All In Booth 62W At the NAB Convention. ☐ If you're not attending the convention, we'll gladly send you complete specifications. ☐ Better Still, Prove It To Yourself. ☐ Every piece of CBS Laboratories audio or video equipment can be purchased on a 30-day trial basis. Buy the equipment, install it, use it. If it doesn't fully meet our published specifications or your expectations, return it for full credit.

Where Broadcast Quality Begins . . .

CBS LABORATORIES
High Ridge Road, Stamford, Connecticut

A Division of Columbia Broadcasting System, Inc.

tion. Also shown will be the new ATC-55 multiple cartridge handler; the portable Sound Salesman cartridge players, and the firm's systems programmer.

Personnel: Vernon A. Nolte, Robert S. Johnson, N. E. Franklin Jr., Ted Bailey, Jack Jenkins, Vincent Meyer, Roy Isnogle and T. R. Ives.

BALL BROTHERS RESEARCH CORP.

Space 30W

Ball Brothers will display a complete line of low price, special effects generators.

Personnel: Jack A. Rickel, George Baker, Ron Jensen and Bill Endres.

BAUER ELECTRONICS CORP.

Space 52W

Among the new products on display will be the model 410 remote "Log-Alarm"; model 490 remote control system; model 607, a 1 kw FM transmitter with automatic power control, and a newly styled version of model 707, a 1 kw AM transmitter featuring automatic power control. Other items include model 720 "Broadcaster" carrier current transmitter; model 920 limiter; model 440 "Log-Alarm" transmitter logging system, and "Surrounding Sound," a production device now distributed nationally by Bauer.

Personnel: Fritz Bauer, Paul Gregg, Chester M. Carr, John Brooks, Jess Swicegood, Robert Zellmer, Charles Sprague, Glenn Webster and Robert Marks.

BOSTON INSULATED WIRE & CABLE CO.

Space 65W

Cables for use with studio and mobile television cameras will be on display, including the 82-conductor color camera cable and the 25-conductor cable for commercial and industrial TV camera use.

Personnel: H. L. Goodwin, J. E. Ferrer and A. C. Davis.

BROADCAST ELECTRONICS INC.

Space 15E

Highlighting the display will be the new Spotmaster 500B solid-state tape cartridge equipment with secondary and tertiary cueing tones, separate record and playback heads, and modular amplifiers. Also on display will be the new Spotmaster delayed programmer 500A-DL featuring "instant censoring" of program material and precise delay action up to 16 minutes; the new stereo cartridge tape unit 500A-S, with three-track record and playback heads, and a complete line of accessories, including cartridge storage racks, tape cartridge winding machines, cartridge degaussers,

FCC's contingent

All seven members of the FCC and key executives from its Broadcast Bureau will be in Chicago April 5-8 for the National Association of Broadcasters' convention. The commissioners and many staffers will appear on the program and will be available for consultations with individual licensees.

The contingent will be led by Chairman E. William Henry and Commissioners Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, Frederick W. Ford, Kenneth Cox and Lee Loevinger. From the Broadcast Bureau will be James Sheridan, chief; James Juntilla, Hyman Goldin and Wallace Johnson, assistant chiefs; Harold Kassens, assistant chief, broadcast facilities division; Robert Rawson, chief, renewal and transfer division; William Ray, chief, complaints and compliance division; Hart S. Cowperthwait, chief, rules and standards division; Arthur Schatzow, chief, research and education division; Ashbrook P. Bryant, chief, office of network study.

FCC General Counsel Max Paglin and assistants to various commissioners also will be in Chicago for the convention.

solid-state turntable preamplifiers and utility amplifiers.

Personnel: Ross Beville, Jack Neff and Don Smith.

CHARLES BRUNING CO.

Space 39W

Bruning will show its Copyflex, models 2000 and 110, electrostatic copying machines. Demonstrations will be given of the uses of the machines in copying program logs, schedules and other material related to broadcasting.

Personnel: Garwin Dawley, Chuck Okell, Edwin Bruning, Glen Bruning, Bill Rassmussen, Gene Bonk, Ferg Stephen, Kerm Ingram, Don Sanders and Russ Shepard.

CBS LABORATORIES

Space 62W

Among the new products CBS Laboratories will display are: a fully transistorized automatic peak controller, capable of doubling the average program power of conventional peak limiters; a solid-state, four-output video distribution amplifier with a sync-add

feature to provide high resolution distribution of black-and-white and color video signals; a four-output, video clamp-distribution amplifier, and a four-output, sync separator-distributor amplifier for use in application where sync removal is required. The BTR-150 broadcast test record will be for sale again this year for \$5.

Personnel: F. Jerry Cudlipp, Emil Torick, Marvin Kronenberg, Paul Welcome, Josef Dine, Alexander Autote and Arthur Kaiser.

CCA ELECTRONICS CORP.

Space 66W

A 1 kw AM and 5 kw FM transmitter, each featuring modern design, will be shown. Amplifiers, limiters and monitors will also be on display.

CENTURY LIGHTING INC.

Space S-E

Century will exhibit TV studio lighting instruments, accessories, mounting equipment, wiring devices and lighting control centers. Shown will be a microphone boom, Port-o-Vox wireless microphone, CCR controlled rectifier dimmer centers, Lekolites and Mobilrail and Flexistrut.

Personnel: Edward F. Kook, R. G. Williams, George Grill, Lou Erhardt, Fred Wolff, George Smedberg, Fred Vorlander, Paul Kyack, Richard Murdoch, Earl Koelher and Dinty Donelson.

CHRONO-LOG CORP.

Space 50W

Chrono-Log will be operating its new Step system for television break automation.

The system has a special start function to permit pre-rolling video tape even when preceded by a series of short slides. It also uses extension recorders and film projectors cables up to 75 feet in length to connect the console's control panel with the system's circuitry chassis. This feature allows for flexibility in installation.

Personnel: Arthur Freilich, Saul Meyer, Bill Nobles and Earl Oelschlager.

CLEVELAND ELECTRONICS INC.

Space F-E

Cleveland Electronics' exhibition will be a sampling of its components, including vidicon deflection yokes, focus coils and alignment devices for half-inch, one-inch and one and a half-inch vidicon tubes. Also featured will be the company's image orthicons, four and a half-inch and three-inch, for monochrome and color, including assemblies incorporating magnetic lens systems.

Personnel: P. J. George, R. C. Salisbury, D. G. Harris, S. Z. Steven, Wil-



The unique **LETTERS FROM SANTA CLAUS** PROGRAM

Now eleven years old — but first tried and proved in 32 U.S. Radio & TV Markets in 1963. Delighted station Managers report marvelous acceptance from merchants. They acknowledge this as **THE MOST SIMPLE AND PENETRATING TRAFFIC BUILDER IN YEARS!** EVERYONE IS IN SOME WAY RELATED TO A CHILD WHO BELIEVES IN SANTA.

Use his valuable Public Image to further **YOUR HOLIDAY TIME SALES**

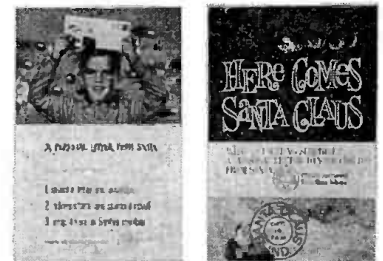


Offered exclusively in as many counties as you require — this is the way it works:
With each county ordered you receive one complete installation* for one client which consists of:

1. The special Santa Claus mail box.
2. One full color counter display — dispenser with 1000 letters (250 each of 4 different letters) and 1000 envelopes with your or your client's imprint.
3. Two full color window posters

Plus our service guarantee — all addressed and stamped Santa Claus letters received by us will be processed, postmarked with the famous Santa Claus, Indiana, postmark, and forwarded to addressees within 24 hours.

ENTIRE COST — \$110.00 for each county, including one installation — (minimum one installation per county).
Additional installations available at \$110.00 each.



Remember, a complete installation gives the client all materials & services needed to operate the program effectively.



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601 N. Alvarado Street
Los Angeles 26, California

NOTE: Subject to prior sale.
Money refunded if area already sold.

Please reserve exclusively for Station _____ in the following counties

Enclosed is our check for \$ _____, as ½ payment for each county, covering one complete installation per county for 1964.

Please send additional information.

Name _____

Address _____

Signature _____

liam Knife, D. L. Martin, R. J. Tancsos, W. C. Brouillette, R. Simon, R. C. Lind, J. C. Riffe, J. H. Helsel and M. L. Robboy.

COLLINS RADIO CO.

Space 20W, 27W

Collins will show its complete line of broadcast products, including a microwave studio transmitter link and a microwave community antenna TV system. Emphasized will be the A830-2 FM exciter, 786M-1 stereo generator and 900C stereo monitor.

Also on display: a 20 kw FM transmitter, an AM transmitter, a console, a remote console, remote amplifier and tape cartridge system. The latter, the 642A/216C, will be in operation.

The exciter, stereo monitor and stereo generator will be mounted and operating into a dummy load, with the monitor demonstrating a complete proof of performance.

Personnel: Gene Randolph, Jerrell Henry, Jim Littlejohn, Lin Leggett, Charles Walters, Jim Speck, John Stanbery, Ray Evans, Blair Dobbins, A. Prose Walker, C. R. Rollert, B. V. Hite, Ken Blake, Jay Crum, John Haerle, Shan Murchison, Theil Sharpe, Phil Wharton, H. O. Olson and Paul Hertel.

COLORTRAN INDUSTRIES

Space J-E

Colortran will display pre-boostered quartz-iodine lighting systems for major TV studio use, closed-circuit TV for industry and school application, theater lighting, and a group of electronic controls.

Personnel: Herbert A. Hollander and William Gleaves.

COMMERCIAL RECORDING CORP.

Space A-E, B-E

CRC will be displaying its regular line of station identifications series and the "Singing Clock" but the new feature will be the commercial service and production library. CRC's production library includes modern recordings of all the normal production aids.

Personnel: John Coyle, Henry Onorati, Fred Edwards, Greg Reeser, John Mark, Woody Woodall, Ross Charles and Buddy Harris.

CONRAC DIVISION, GIANINNI CONTROLS CORP.

Space 7E

Conrac will display a new line of performance stabilized professional monitors, new color monitors, standard monochrome utility monitors, audio-video receivers and large-screen audience monitors.

Personnel: W. J. Moreland, R. M.

Alston, J. G. Jones, R. N. Vendeland, A. Slater, W. Ems, R. Tietze, R. Parks, C. Odom and P. Wickham.

CUMMINS ENGINE CO.

Space 36W

Standby generator sets will be on display.

Personnel: W. S. Gripman, R. B. Sonntag, J. W. Fritz, G. W. Paine and V. R. Hill.

DRESSER-IDECO CO.

Space E-E

Dresser-Ideco will present a photographic display of its Candelabra towers.

Personnel: C. Daniell Byrd, J. Roger Hayden, Tom Singell, R. A. Vaughan and S. E. Wilson.

DYNAIR ELECTRONICS INC.

Space 47W

The new 500 w VHF TV transmitter which can be expanded by the addition of modular power amplifiers to 2 kw and 5 kw models will be the main attraction of this display. Also shown will be fully transistorized stabilizing amplifiers, clippers, and pulse and video distribution amplifiers. The model TX-1B closed circuit TV transmitter for in-house distribution of color signals to standard receivers will be shown.

Personnel: E. G. Gramman, Omae E. LaHue, J. G. Petit, George Bates, John Narrace, Dwain Keller and M. D. Bingham.

DYNATRONICS INC., COMMERCIAL PRODUCTS DIVISION

Space 63W

Transistor SCA multiplex receivers, amplifiers and accessory equipment will be shown.

Personnel: Clinton F. Goree and Irv Allison.

ELECTRA MEGADYNE INC.

Space 4E

Four-and-a-half inch image orthicon and vidicon camera chains will be featured in the display. Broadcast control equipment including solid-state vertical interval switching, mixing and distribution systems, transistorized audio mixing, tape deck and intercom equipment and video recording tape will also be shown.

Personnel: R. H. Booth, M. Ellison, P. Audet, R. Striker, H. McKeon, P. Weisel and T. Baker.

ELECTRONICS, MISSILES AND COMMUNICATIONS INC.

Space 54W

EMC's emphasis will be on its new 2500 mc instructional TV distribution

system and transistorized cable TV distribution equipment.

Personnel: Byron W. St. Clair, Garr Johnson, Vernon Bertrand, H. C. McKenzie and Lyle Keys.

FAIRCHILD RECORDING EQUIPMENT CORP.

Space M-E

A versatile broadcast console, for either mono or stereo broadcasting, will be featured. It can be used for both studio and remote work. Also on display will be Fairchild's dynamic dimension control equipment.

Personnel: Donald J. Plunkett, George Alexandrovich and Kent Mercer.

FILMLINE CORP.

Space T-E

Filmline's display will highlight a negative-positive compact, portable film processor, capable of speeds up to 70 feet a minute on negative.

Personnel: Edward Krause, John Koteas and Jack Grady.

FORT WORTH TOWER CO.

Space P-E

Fort Worth Tower will display tower equipment, including a newly designed elevator for towers.

Personnel: T. W. Moore, B. Moore and McGee Moore.

GAMMA SCIENTIFIC INC.

Space O-E

Broadcasters will be shown for the first time its A-500 FL and A-500 EC luminance analyzers, currently used by networks in the U. S. and abroad. The models are high-definition meters that use photomultiplier tubes and can measure light ratios rapidly. The analyzers can determine exactly the lighting for live and film television shots.

Also on display will be the model 700 series photometers, geared particularly to kinescope recording, and the model 200 luminance standard, designed for TV light measurements.

Personnel: Harold P. Field and Royal H. Akin.

GATES RADIO CO.

Space 40W

In addition to its regular line, Gates will display five major new products, including the Producer, a transistorized four-channel recording mixer capable of on-the-spot production of spots, reel-to-reel tape and other dubbing and recording jobs.

Gates will also introduce a solid-state tower lighting flasher, and FM stereo



have
our
man
drop in
on you!

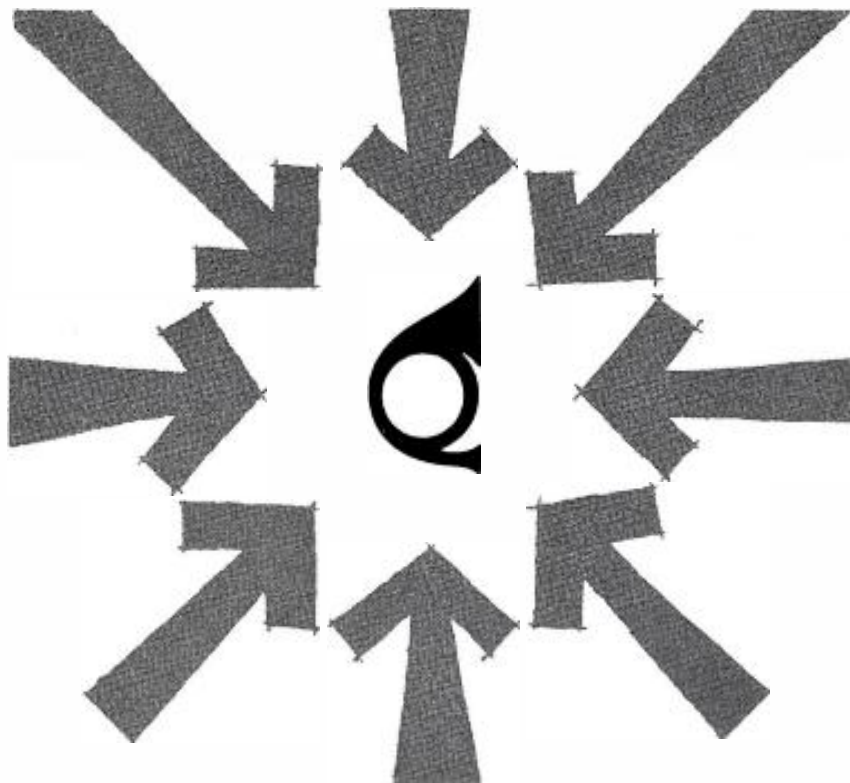
...no matter what your equipment need, you buy quality when you specify **Rust**. In AM, FM, or TV, call for the man from:

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RUST-GEL FM STEREO TRANSMITTERS
AUTOLOG Rust Remote Control

MARKETED IN CANADA BY CANADIAN
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may we point out...

**rust makes only the finest broadcast
equipment for the nation's finest stations**

TAKE THE COMPLETE LINE OF RUST TRANSMITTERS.
AVAILABLE IN POWERS OF 1 KW TO 15 KW, ALL FACTORY
CUSTOM WIRED, TUNED AND TESTED TO GIVE YOU
EVERY WATT YOU DESERVE FROM YOUR ERP. A COMPLETE
PACKAGE TOO, FROM ANTENNA TO MICROPHONE, QUALITY
EQUIPMENT THAT BEARS THE RUST TAG, FOR THE BEST
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RUST-GEL TRANSMITTERS MARKETING IN CANADA BY CANADIAN GENERAL ELECTRIC

**See us at the NAB Convention—
Booth 38W and Suite 1900**

monitor adaptor, designed for measuring and monitoring FM stereo programming, and the Vanguard I transmitter. The model FM-5G, a new 5 kw FM transmitter with direct crystal controlled exciter, also will be shown.

Other items on display: four transistorized consoles; a cartridge tape system; an FM antenna; AM and FM transmitters; an FM stereo generator, and other accessories.

Personnel: Parker S. Gates, Lawrence J. Cervone, Norbert L. Jochem, Eugene O. Edwards, Edward S. Gagnon, Frank Parrish, Franz Cherny, Larry Pfister, Otto Fried, Robert Bush and Wallace Kabrick; also field sales representatives.

GENERAL ELECTRIC CO.

Space 19E

New black-and-white cameras will be featured at the GE exhibit. The PE-27 film camera, a transistorized vidicon system, refines all the better features of the PE-21 and includes a newly developed separate field mesh vidicon. The PE-28 and PE-29, three inches and four and one-half inches, respectively, are new versions of the PE-20 A and B image orthicon cameras. They make extensive use of transistors and are updated through the use of the new TV-III-B transistorized video processing assembly.

Also on display: a 50 kw UHF transmitter; a 200 w VHF low-channel transmitter; a helical antenna; a zig-zag antenna; antenna test facilities; an image orthicon color live camera; a remote-controlled transistorized studio vidicon camera; a transistorized vidicon live camera; the 4-V transistorized color film camera; a continuous motion film projector, black-and-white and color; film center multiplexers; a complete line of TV utility monitors; a black-and-white calibration monitor; a transistorized sync generator; transistorized stereo/monaural audio consoles; a complete line of transistorized audio equipment, and an educational TV operating center.

Personnel: Francis K. McCune, George L. Irvine, A. F. Maynard, H. E. Smith, F. J. Bias, G. H. Metcalf, John Wall, L. M. Storey Jr., J. W. Stonig, M. R. Duncan, J. L. MacNair, C. J. Simon, J. T. Tillman Jr., R. E. Putman, F. J. Robinson, V. R. Wiebusch, A. C. Angus, R. N. Blair, P. A. Bock, J. S. Collins, H. M. Crosby, F. M. Eames, R.E. Fisk, G. W. Freeborn, C. F. Gantner, W. F. Goetter, S. R. Gordon, A. Gula, N. J. Hudak, J. D. Kearney, C. I. Kring, W. R. MacNeilly, V. P. Marlin, H. H. Martin, J. H. Painter, R. D. Peterson, H. L. Rabinowitz, B. P. Ransom, P. E. Reilly, H. W. Morse, K. J. Richane, G. R. Rode, F. A. Sachs, W. L. Shepard, C. G. Stiefvater, R. W. Taylor, R. A. Thompson, G. S. Tillman,

H. S. Walker and L. R. Zellmer; also district sales managers.

GOTHAM AUDIO CORP.

Space 59W

A stereo reverberation unit, a video tape editing machine and condenser microphones will be shown.

A tensioned sheet of steel in the reverberation unit eliminates the need for springs in adding echo to both mono and stereo programs, while the tape unit locates, edits and splices video tape without using developers. There will be six different models of the condenser microphones.

Personnel: Stephen F. Temmer and Hugh S. Allen Jr.

HARWALD CO.

Space V-E, Y-E

Automatic film inspection and editing machines will be featured at the Harwald display. Also shown will be automatic projection, film handling, cleaning and storage equipment and film scratch detector.

Personnel: R. Grunwald, R. Wallace, H. Bowen, S. Caldwell, G. Casanave, R. Short, L. Beilin, R. Samojla, V. Svaigzne, J. Mason, N. Bertoia and K. Sambers.

HEVI-DUTY ELECTRIC CO.

Space 35W

The display will highlight the Acuvolt, a new static line voltage regulator that provides high-speed correction of line voltage variations.

The Acuvolt, since it uses a static-magnetic circuit, has no moving parts. The firm says the instrument is especially valuable to broadcasters because it smoothes out power "bumps," thus cutting down on tube damage.

Personnel: J. Frank, W. Feldkircher, R. Cornella, B. C. Biega, D. Bockland, R. Dance and R. Meyer.

INDIANA GENERAL CORP.

Space N-E, Q-E

Indiana General will feature its Union universal controllers, TV program automation systems utilizing a high-speed magnetic core memory which permits program changes up to air time.

Personnel: J. H. Bouwmeester, I. A. Dickey, G. Smith, J. Welsh, M. Conti, J. Shames and J. Goldfeld.

INTERNATIONAL GOOD MUSIC INC.

Space 73W

Both its Simplimation equipment and its musical services will be exhibited with the major emphasis on the firm's 300 control unit. The STR-1 program logger—a six channel, FCC-approved automatic program logging unit—will also be shown.

Personnel: Lee Facto, Rogan Jones Jr., Dan Coulthurst, Irv Law and Edwin Phelps.

INTERNATIONAL NUCLEAR CORP.

Space 45W

International Nuclear will be showing its video amplifier and video cross-bar switcher. The TSA1 signal stabilizing amplifier is a solid-state instrument designed to handle signals from microwave, mobile gear or master control. The power supply is self-contained. The VS22-10 switcher has sealed relays arranged to form 22 input and 10 output lines. It is solid-state, transistorized and takes only 17.5 inches of rack panel space.

Personnel: R. W. Weiland, Roy Wright and Darlene Ewing.

JAMPRO ANTENNA CO.

Space 48W

The vertical dipole FM antenna, as used in the Jampro dual polarized FM antennas, will be displayed. The antenna is encased in plastic and features a wide band balun transformer. Also available will be Jampro's line of coaxial switches, manually operated for TV and FM use and TV antennas.

Personnel: Peter Onnigian and Larry Seese.

KLIEGL BROS.

Space 1E

A new system of grouping TV studio lights and settling their intensities in advance, and a new miniaturized light will be featured.

The preset studio light system, keyed to the Kliegl peg-board insertion, is designed specifically for the television studio. The 1 kw Q-Lite, the firm says, outperforms a 1.5 kw scoop and yet can be barn-dooed with a sharp cut-off.

Personnel: Herbert R. More, Robert W. Bullock, Alwin Lassiter and Gerald Marks.

LOGOS LTD.

Space C-E

High quality black-and-white and color video tape-to-film transfers will be demonstrated with 16mm projectors.

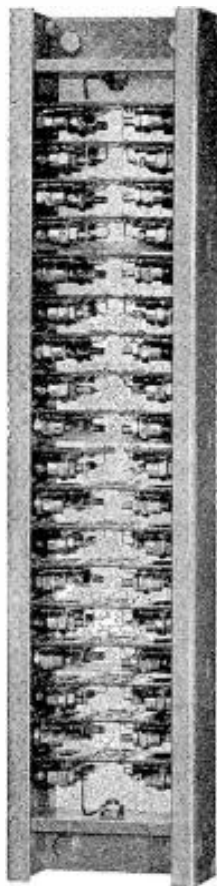
Personnel: Charles F. Riley.

LTV CONTINENTAL ELECTRONICS DIV.

Space 26W

LTV will exhibit AM broadcast transmitters and its Pro-Log automatic logging and programing system.

Personnel: J. O. Weldon, Mark W. Bullock, Thomas B. Moseley, Vernon Collins, James H. Hamilton, William E. Waldrup, J. C. Nickens, Ernest Ankele, John Fletcher, Joe Sainton, Bill Siney, George Krutilek, Don W. Clark and W. D. Mitchell.



STATIONS WITH STACKS* STAY ON THE AIR

* Westinghouse high-voltage silicon rectifier stacks, 250 watts to 50 kw

Why tolerate transmitter outages from rectifier arc-back? Mercury vapor tubes, the principal contributors to lost air time, are just plain old fashioned. Westinghouse solid-state rectifier stacks will give you 100% power-supply dependability—*no matter what the make or power level of your transmitter.*

Modernize your high-voltage cubicle. Join the growing group of key network and independent stations (AM, FM and TV) whose chief engineers have switched to Westinghouse silicon rectifiers. These men based their choice on the knowledge that Westinghouse high-voltage assemblies have racked up over 20,000,000 hours of failure-free operation. Delay just doesn't pay, especially if you are running

unattended or plan to do so in the near future. The cost of a silicon rectifier assembly for your transmitter can be less than *one* set of mercury replacement tubes. Take this important step toward trouble-free operation today. Call or write Ozzie Jaeger, Code 412, WA 5-7272. Westinghouse Semiconductor Division, Youngwood, Pennsylvania. SC 2002

P.S. Our megawatt rectifier assemblies are helping to carry the message of hope behind the Iron and Bamboo Curtains.

You can be sure if it's Westinghouse



MACARTA INC.

Space 44W

MaCarta's display will feature automatic tape cartridge equipment, transistorized with a common motor capstan. Test equipment designed for tape machinery and new dual-channel recorders and playbacks will also be shown.

Personnel: G. D. Andrews; Gren Andrews, Del Blomstrom, Victor Blacketer, Carroll Range, Edison Moulic, William E. Moulic, John Burmeister, Carl Martin and Jon Housour.

MACHTRONICS INC.

Space 71W

The new broadcast model MVR-15 TV recorder will highlight this exhibit. Weighing less than 80 pounds, the MVR-15 sells for \$15,750. It has two audio channels (separate record without disturbing the video track), a sync system that does not require a processor, and better than 40 db signal-to-noise ratio. The MVR-15 remote control also is available.

Personnel: Kurt R. Machein, Frank Gonzalez Jr. and Oliver H. Bjerke.

MAGNETIC PRODUCTS DIVISION, 3 M CO.

Space 21W

Scotch brand sound recording tapes and video tapes will be shown. Among the professional sound recording tapes on display will be triple-length tapes, the line of standard lengths, tapes with extra length and extra strength, tapes with double length and double strength and low print tapes for mastering and duplication.

Also on display will be the Scotch brand video tape, which is used for commercial broadcast, industrial and educational closed circuit and special video instrumentation applications.

Personnel: Ed Bruno.

MARCONI INSTRUMENTS

Space 70W

Communications test equipment including TV transmitter side band analyzer, transistorized video and audio generator and video sweep generator will be displayed by Marconi.

Personnel: Wally Oliver, Ken Meyers and Bill Shuppert.

MARTI ELECTRONICS

Space 67W

Marti Electronics, a division of Marti Inc., will display 950 mc microwave equipment for use as aural broadcast studio-transmitter links and intercity relay, including subchannel exciters and mixer and receivers for multichannel application. Also remote pickup equip-

ment and accessories for operation in the 150-170 mc range.

Personnel: George W. Marti, Joe C. Marti and Robert E. Richards.

MARYLAND TELECOMMUNICATIONS INC.

Space K-E

MTI's TG-902 and S-105 EIA synchronizing generators and its Orth III image orthicon camera will be exhibited.

The solid-state TG model is dual channel, with automatically counted equalizing pulses and vertical serrations. The 10w machine has composite video or external sync input and has front panel controls. The 4w single-channel S-105 model is also solid state with front panel controls.

The image orthicon camera is solid state, completely modular and has low light level with high resolution. Weighing 25 pounds, it has 10 mc bandwidth and sweep failure protection.

Personnel: F. J. Beste Jr., William F. Jacob Jr. and Donald B. Schafer.

McMARTIN INDUSTRIES INC.

Space 51W

Three company's new products will be on display: (1) Selective Programmer, designed primarily for operation of a storecast service via SCA multiplex; (2) solid-state, SCA multiplex receiver TR-66, containing 23 semiconductors, and (3) an expanded line of audio equipment including transistor and economy tube amplifiers which range from 8 to 32 watts including a mixer-preamplifier. A complete line of FM and SCA multiplex, frequency, and modulation monitors, including the RF amplifier TBM-2500 also will be shown. Another product will be the TBM-1500 FM stereo rebroadcast receiver.

Personnel: Ray B. McMartin, Leonard E. Hedlund, Ray M. Unrath, Charles King, Gary Heimsoth, Duane Haverty, A. W. Greeson, Joel Joseph, Ken Wyborny, Pete Ewing, Pete Seay, Art Cohen, Jack Mandabach, Mort Liebman, John Govreau, P. D. Thompson, Jim Howard, Joe Clancy and Al Schwartz.

MGM TELESTUDIOS INC.

Space Z-E

The MGM exhibit will be devoted to its new Gemini tape/film system, which provides a process of simultaneous taping and 16 mm filming via a beam splitter and single lens. Also shown will be a back screen projector.

Personnel: Stanley J. Parnas, George K. Gould and Warren R. Smith.

MINCOM DIVISION, 3M CO.

Space 31W

The Mincom dropout compensator will be featured in the display. The

compensator eliminates the effect of signal dropouts in video tape playback and is compatible with color and black-and-white.

Personnel: Sidney B. McCollum and Mel Lieberman.

MIRATEL ELECTRONICS INC.

Space 33W

Several new, fully transistorized video monitors, with pulse-cross and fully regulated high and low voltage power supplies will be displayed. The units feature all modular construction and the individual unit modules carry a three-year warranty. Also to be displayed will be Miratel's high resolution video monitor which was designed for the Apollo/moon space program, and will be used in standard conversion from broadcast to high resolution systems.

Personnel: William S. Sadler.

MITCHELL VINTEN INC.

Space 42W

New equipment displayed will be the Mitchell SSR-16 sound newsreel camera, balanced TV camera pedestal and an outside broadcast dolly.

Personnel: Donald L. Tucker, A. R. Macmath and R. Bruce Hill.

MOSELEY ASSOCIATES INC.

Space 49W

Products to be displayed include 942 mc/s to 952 mc/s audio studio-transmitter links for AM, TV, FM (mono and stereo) and intercity relay service; 10 w FM exciter; stereo and SCA generators; radio and wire remote control systems; transistorized RF amplifier for AM monitors; and 10 w and 50 w FM transmitters. The company also is planning a display featuring its model LPE-10 FM exciter in which both FM stereo and SCA signals will be in simultaneous operation.

Personnel: John A. Moseley, Howard M. Ham Jr. and Norm Steinberger.

OZALID REPRO PRODUCTS OF GENERAL ANILINE & FILM CORP.

Space 58W

The company will demonstrate its diazo copying machine, the Super Ozamatic, and a selection of copying materials. The contact-invoicing, traffic and availabilities systems will be demonstrated by means of flow charts and step-by-step procedures.

Personnel: Peter J. McGrath and Jack Reynolds.

PHOTO RESEARCH CORP.

Space W-E

The Spectra TV Optoliner, an optomechanical camera system tester for

proclamation

WHEREAS: You will be automating your radio station in the near future; and

WHEREAS: You will want this changeover to be as smooth and easy as you can make it since mistakes could be costly; and

WHEREAS: Your problems would most likely be caused by a lack of knowledge about the programming and engineering aspects of your new equipment; and

WHEREAS: Proper training of your personnel can assure a smooth transition and continued success; and

WHEREAS: INTERNATIONAL GOOD MUSIC has found the solution to these problems through 4 years of experience in installing and successfully operating automated radio stations; and

WHEREAS: INTERNATIONAL GOOD MUSIC makes its knowledge and experience available to you as a part of the only complete automation service available to broadcasters;

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IGM will: Provide a factory trained engineer to install your automation system; and

IGM will: Conduct a training program, at your station, for your engineering and programming personnel; and

IGM will: Counsel you in programming the system to do your bidding and produce your sound; and

IGM will: Continue, long after your installation is successfully completed, to stand behind its products with continuing engineering and programming assistance from its experienced staff of automation experts.

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SEE US AT THE 1964 NAB CONVENTION — BOOTH 73 WEST

IGM *Simplimation*

color, image orthicon or vidicon cameras will be on display for the first time by Photo Research. A miniaturized TV camera, weighing two-and-three quarters pounds, and the Candlea meter-foot candle also will be shown.

Personnel: Karl Freund and Gideon Fiat.

Q-TV INC.

Space 72W

New horizontal half-inch and five-eighths inch video typewriters and prompting equipment and accessories will be displayed by Q-TV.

Personnel: Alvin Eisenberg, Sam Elgort and Stanley Train.

RCA

Space 5-E, 6-E

A new line of streamlined equipment will be shown, with the emphasis on modern TV facilities.

New live and film TV cameras for color programing will be on display, each using the four-tube technique. The transistorized TK-22 monochrome film camera, with a one and one-half inch vidicon pickup tube, will also be exhibited.

Two of the five RCA TV tape machines to be shown will be TR-22 recorders, one demonstrating color programing from tape and the other featuring a new electronic editing system. A new line of all transistor compact video tape machines will also be shown.

New UHF transmitters on display will include a 30 kw unit with vapor-cooled internal-cavity klystrons, which are pretuned for simplified installation, and a 10 kw air-cooled transmitter needing relatively little floor space.

New FM transmitters, among them a 20 kw unit, will be shown. All feature new styling, new circuitry and a new exciter. RCA will also show two new cartridge tape recorders, one a multicartridge recorder using a stacked arrangement.

Personnel: C. H. Colledge, A. F. Inglis, J. P. Taylor, E. C. Tracy, A. M. Miller, W. E. Morrison, V. E. Trouant, M. A. Trainer, P. Bergquist, G. Bricker, J. C. Cassidy, E. J. Dudley, P. A. Greenmeyer, E. T. Griffith, J. E. Hill, H. H. Klerx, E. N. Luddy, Dana Pratt, W. B. Varum, N. VanderDussen; also field sales representatives.

RCA ELECTRONIC COMPONENTS & DEVICES

Space 10E

A variety of tubes for radio and television will be shown by this RCA division. Included are image orthicon, vidicon, novar and citizen band. Other items on display will include electronic instruments, microphones, batteries, transistors and high fidelity components.

Personnel: G. A. Lucian, W. W.

Winters, J. E. Kelley, H. C. Vance, G. E. Ryan, F. X. Banko, H. S. Stamm, R. Lord, R. M. Cahill, S. J. Martin, H. Kozicki, J. J. Kelley, J. H. Owens, G. G. Carne, E. A. Dymacek, R. A. Bassell, R. G. Neuhauser, M. Petrusek, A. P. Sweet, J. T. Houlihan and R. J. Liska.

RAYTHEON CO.

Space 11E

Products on display include: the new RMI-C heterodyne microwave system; KTR microwave TV relay systems for remote pickups or STL use; TMA program audio channel units; new solid-state clamper amplifiers, and microwave accessories.

Personnel: Hugh Bannon, George Hinckley, Bob Keller, Gene Love, Phil Cass and Tim McInerney.

REEVES SOUND CRAFT DIVISION OF REEVES INDUSTRIES INC.

Space L-E

A heavy-duty, long-life Micro-plate video tape—Reeves' first venture into the field—will be introduced.

Personnel: John S. Kane, Guido Neurotti, George P. Petetin, Thomas J. Dempsey, Edward Schmidt and Robert E. Snare.

RIKER INDUSTRIES INC.

Space 64W

Riker will demonstrate combinations of the company's all-transistor video modules to meet custom requirements for sync generators, test facilities, studio or mobile video switchers, video distribution and signal stabilizing.

Personnel: H. Charles Riker, James A. Leitch, G. Kurt Butenhoff, S. S. Krinsky, Kenneth V. Seelig and Stuart Bains.

ROHN SYSTEMS INC.

Space 57W

AM, FM and TV broadcast and microwave towers will be exhibited. Also on display will be reflectors, lighting equipment, and associated tower equipment and installation information.

Personnel: Dick Kleins, Dwight Rohn, Al Repsmer, Bud Blaksley, Bob Kennedy and Grady Rooker.

RUST CORPORATION OF AMERICA

Space 38W

Two new pieces of equipment will be featured. The AL-10 local Autolog for AM and FM stations will be shown in operation. There is optional equipment such as alarm relays and DC amplifiers for special voltage booster requirements. Also demonstrated will be the Rust TV-132-20 remote control

lighting panel, which provides five preset combinations of 20 or 40 lighting circuits.

Personnel: Sal Fulchino, John L. Wyman, Robert C. Leedham, David A. Shaw, Authur Stambler, Bill L. Dunbar, Richard Burden, Milan Leggett and Den Newman.

SARKES TARZIAN INC.

Space 17E

Sarkes Tarzian will display the following new equipment: all-transistorized image orthicon studio camera; automatic TV program switching and control systems; transistorized microwave transmitting and receiving gear and unmanned one-and-a-half inch vidicon film camera systems.

Personnel: Sarkes Tarzian, Biagio Presti, Russ Ide, Neff Cox Jr., John Guthrie, Dick Swan, Dale Buzan, Bill Tarr, Miles Blazek, Jay Cloud, Chuck Tudor, Morrell Beavers, Nubar Donoyan, Richard Dougherty, Dale Matheny, Jack Roden, Joe Ryan and sales representatives.

SCHAFER ELECTRONICS

Space 56W

The SA-100 automatic spot locator and model 800 stereo program automation system will be exhibited. The SA-100 is a new random selection device for operating an Ampex reel-to-reel tape deck, or a tape deck with similar control circuitry. Also on display at the Schafer booth will be two transmitter remote control systems—models 400-RA and 300—for either AM or FM transmitters, or both.

Personnel: Paul Schafer, Jim Harford and Bob Levinson.

SESAC INC.

Space D-E

A new LP package, *The Big Bands*, containing more than 115 selections on 10 records will be introduced. Bands featured include Duke Ellington, Count Basie, Larry Elgart and Si Zentner.

Personnel: W. F. Meyers, A. H. Prager, Sid Guber, Jim Aylward, John Koshel, George Jellinek, Joe Quinn, Charles Scully, Glen Ramsey, Frank Watkins, Earl Brewer, Hal Fitzgerald, Vic Vickrey, Ray Van Hooser, Ed Cooney, Earl Pollock and Roy Drusky.

SHURE BROTHERS INC.

Space 68W

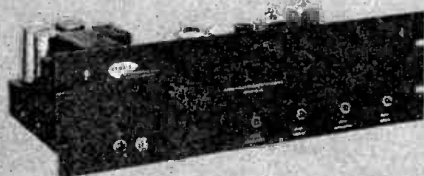
Microphones and accessories for broadcasting will be featured at the Shure display. Also to be shown are phono cartridges, SME pickup arm, SE-1 stereo broadcast preamplifier and M66 stereo equalizer.

Personnel: R. W. Carr, R. W. Ward, H. T. Harwood, M. B. Lorig, V. F. Machin and G. Reese.

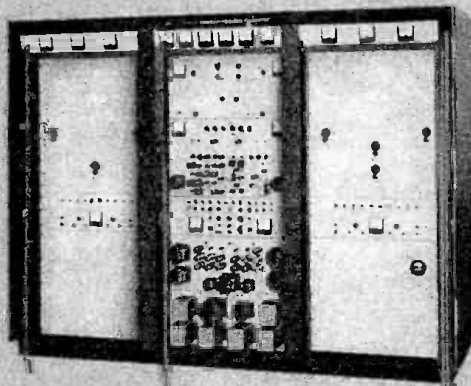
See us at the NAB Convention, Booth 47W

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the leading manufacturer of
accessory equipment*

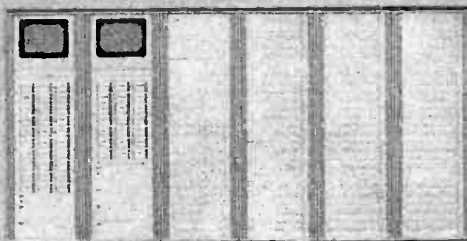
DYNAIR TX-1B
CLOSED-CIRCUIT
TELEVISION TRANSMITTER



DYNAIR TX-5000L
BROADCAST
TELEVISION TRANSMITTER



DYNAIR SOLID-STATE
VIDEO SWITCHING SYSTEM
(49 INPUTS—113 OUTPUTS)



DYNAIR ST-1010A
MODULAR SOLID-STATE
STABILIZING AMPLIFIER



DYNAIR LDA-1070A
MODULAR SOLID-STATE 12-MC
LINE-DRIVING AMPLIFIER



DYNAIR DA-1060B
MODULAR SOLID-STATE
DISTRIBUTION AMPLIFIERS



R-F TRANSMISSION EQUIPMENT—

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- Wideband Modulators and Demodulators

BROADCAST TELEVISION TRANSMITTERS—

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- Broadcast Switcher-Faders

TELEVISION SIGNAL PROCESSING EQUIPMENT—

- Stabilizing Amplifiers
- Clampers
- AGC Amplifiers

VIDEO TRANSMISSION EQUIPMENT—

- Line-Driving Amplifiers
- Line-Terminating Equipment

DISTRIBUTION AMPLIFIERS—

- Video Amplifiers
- Pulse Amplifiers

Our skilled staff of video engineers will be glad to provide assistance in determining your equipment needs. Write or call today and give us your specific requirements.

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DYNAIR

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TELEPHONE 582-9211 CODE 714

SONY CORP.

Space G-E

Sony is showing the PV-100 video tape recorder (broadcast and nonbroadcast versions), cameras, monitors and accessory equipment.

Personnel: H. McAdams, L. Costello, J. Sims, L. Darrigo, K. Tsunoda, B. Birchard, T. Morita, H. Bowmaster, H. Berlin, C. Lange, J. Nutting, H. Johnson, D. Robinson, H. Young, H. Hermes, F. Kono, M. Morizono, J. Baker.

SPARTA ELECTRONIC CORP.

Space 53W

Five new products will be on display, including four machines that have been added to Sparta's line of tape cartridge equipment.

The A-10 stereo console is completely transistorized with plug-in modules and has four stereo inputs, one microphone, two turntables and an auxiliary stereo input. Basically designed for studio use by stations broadcasting in stereo, the unit is lightweight and can be used for remotes. It has plug-in program amplifiers, microphone preamps and line-balancing input transformers for all channels.

The model 400 tape cartridge system is also completely transistorized and designed for table-top use. It can be changed into a record/playback or playback only by changing the front panel assembly. The BP-11, battery-operated portable tape cartridge playback, has its own built-in charging circuit.

Also new is the CP-6 portable program delayer, which can delay five seconds or longer for editing live shows. It is suitable for both studio and remote use. Another addition to the tape cartridge line, the model 300 double-deck timecaster, uses two tape cartridge transport decks and permits playing of a time jingle any time.

Personnel: William J. Overhauser, Jack J. Lawson, Jess Swicegood, Herbert L. Arms, Charles A. Sprague, Glenn E. Webster and Eugene D. Bradley.

STANDARD ELECTRONICS CORP.

Space 60W

Highlight of the display will be Standard's new television transmitter. Its 25 kw TV aural and visual amplifiers and 250 w, 1 kw, 5 kw and 10 kw FM transmitters also will be shown.

The new TV transmitter is a 2 kw facility in a single standard electronics cabinet. It is solid state until the last few stages, then using five tubes, three visual and two aural. The new model is designed for use if the FCC approves the proposal to reduce the aural to visual power ratio to 10%. It is also available with the standard ratio.

The company's FM transmitters are

without rectifier tubes, and all power levels use solid state supplies.

Personnel: William H. Zillger, Arno Zillger, Joseph Ewansky, Erwin Taper, John Klindworth, James Heaton, Glenn Webster and Betty Zillger.

SYLVANIA ELECTRIC PRODUCTS INC., HOME & COMMERCIAL PRODUCTS DIVISION

Space 74W

Television - origination, production and display will be featured by Sylvania.

Personnel: Nicholas Rabecki Jr., Frederick T. Henry and William T. Blackwell.

TEKTRONICS INC.

Space 37W

The Tektronics display will include video waveform monitors, vectorscope for color TV phase measurement, TV and BC test equipment, oscilloscope trace recording camera and auxiliary test equipment.

Personnel: Keith Williams, Charles Rhodes, Larry Biggs, Deral Countryman, Don Hofmann, Jerry Coomber, Ralph Ebert, Don Clifford, Cliff Briesenick, Don Gantner, Joe Gardner, Bill Lewis, George Lodge, Tom Long, Bob Meehan, Paul Whitlock, Ed Yore, Stan Kouba, Art Baumgarth, Dean Hill, Wendell Larmore, Dick Urban, Grace Berryhill, Hazel Brown, Ruth Christiansen, Barbara Farrell, Jan Michela and Hildegard Richardson.

TELEMET CO.

Space 2E

Telemet will show its new fully transistorized effects/fader generator, a sync lock, an all-transistor vertical test signal keyer, a transistorized color standard and color flying spot scanner. In addition to the new equipment there will be shown a special effects generator/joystick positioner, video transmission test signal generator, EIA sync generator, video distribution and pulse distribution amplifiers, mid-frequency phase correctors, multiburst generator, staircase generator, $\sin^2$ pulse and window generator and dot grating generator. Further exhibits will show a flying spot scanner, TV monitor, encoder bar generator and standard, all color, and a special effects generator/fader and differential phase and gain receiver.

Personnel: J. Horowitz, D. J. Dudley, W. T. Curdts, Sidney C. Gunston, Eric King and Alex Kwartiroff.

TELEPRO INDUSTRIES INC.

Space 55W

New equipment exhibited will be the Telefader, a dual douser system capable of fading, dissolving, wiping and flashing; a prompting unit that is readable at 15 feet and can be mounted on any camera, and a random access unit,

RA-100, capable of sequential or random selection of 100 two inch by two inch slides.

Personnel: George Andros, Hubert Schlafly, H. S. Newhall, H. Nettleton, J. Munisteri and W. Mulcahy.

TELEQUIP CORP.

Space 3E

Telequip's display will include: PYE four-and-a-half-inch image orthicon camera, LFR studio lighting line, 16 mm newsreel camera with transistorized mixer amplifier, portable power pack, completely equipped vehicle for on the spot tape and film coverage of remote shows and news events.

Personnel: Howard L. Ryder, John W. Schlageter, Lawrence D. Scheu Jr.

TELESYNC CORP.

Space 32W

A new rear screen projector and a new variable speed 35 mm roller caption scanner will be featured, along with the firm's line of synchronous prompting equipment.

The projector can produce 8000-8500 lumens, 35% more than current models, and is interchangeable with all rear screen projectors now being used by television stations. The scanner has a rotating head for horizontal and vertical tracking.

Personnel: Bob Swanson.

TELEVISION ZOOMAR CO.

Space 8E

Zoomar will exhibit its Angenieux-Zomar lenses with a zoom rod control, the Angenieux-Evershed lens and the vidicon zoom rod controlled lens. The first two lenses have a basic range of 35 mm to 350 mm. The Vidicon, remotely controlled lens has a range of 15 mm to 150 mm.

Personnel: Jack A. Pegler, Bill Pegler and Dr. Frank G. Back.

THOMSON ELECTRIC CO.

Space 69W

The display will center on the TV studio equipment of Thomson's parent company in France, Compagnie Francaise Thomson-Houston. Included will be a line of 4.5 and 3-inch I.O. cameras, vidicon camera, flying spot scanner, synchronizing pulse generator, special effects generator and camera control units.

Personnel: Messrs. Donnay, Salem, Favereau, Goubert and Remy (from Paris); Ernest Stern and Miss L. Fornuto (from U. S.).

U.S. ARMY, TELERADIO BRANCH

Space 76W

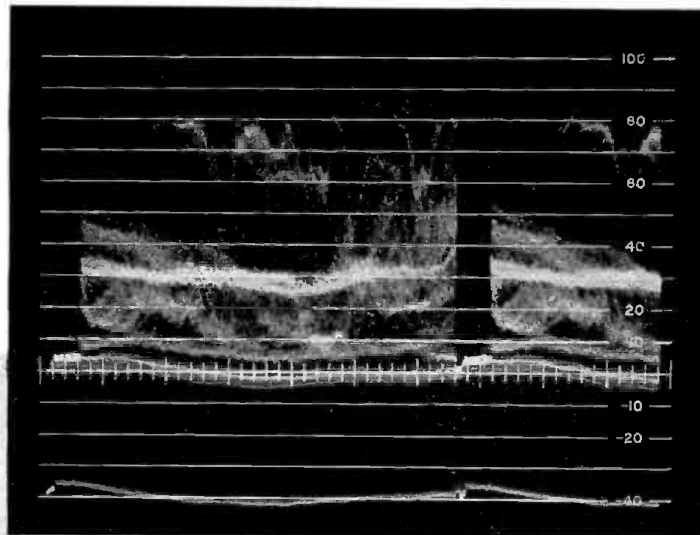
The Army's weekly TV show, *The Big Picture*, and weekly radio series,

new camera

fits all Tektronix Oscilloscopes

Type C-27

pictures full 8-cm x 10-cm graticule
on Polaroid* 3 1/4" x 4 1/4" film



Full-size reproduction of composite video signal—as displayed on Tektronix Type RM527 Waveform Monitor. Note that image is not reversed, right to left.



- BINOCULAR VIEWING
- DIRECT RECORDING
- ACCESSIBLE CONTROLS
- ONE-HAND PORTABILITY
- LIFT-ON MOUNTING
- SWING-AWAY HINGING

Plus

- COMPONENT INTERCHANGEABILITY . . . with C-27 Camera able to accept other lenses, film backs, shutter actuator, 35-mm film attachment, other accessories.

- CALL YOUR TEKTRONIX FIELD ENGINEER FOR A DEMONSTRATION OF THE C-27 CAMERA.

Includes f/1.9 lens with 1:0.85 object-to-image ratio, cable release, direct binocular viewing system with removable viewing tunnel, and Polaroid* Land Pack Film Back, using Type 107 black and white film or Type 108 color film.

One mounting bezel adapts C-27 Camera to Type RM527 Waveform Monitor. Another mounting bezel adapts C-27 Camera to most other oscilloscopes. Bezels available separately \$15.

C-27 CAMERA \$420

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SEE THE TEKTRONIX C-27 CAMERA AT NAB, BOOTH 37W

BROADCASTING, March 30, 1964

The Army Hour, will be exhibited.

Personnel: Lieutenant Colonel William T. Ellington, Major Vincent D'Angelo, Stanley Field and Specialist First Class John Darcy.

U.S. NAVY TELERADIO BRANCH & RECRUITING SERVICE

Space 75W

UTILITY TOWER CO.

Space 46W

In addition to the company's regular line of tower sections, hardware and insulators, Utility Tower will display its new microwave passive reflectors, consisting of a 6 by 8 foot reflector mounted on a type 480 tower section with its own Starmount torque arm guy brackets. The reflectors are available in all sizes.

Personnel: C. E. Nelson, M. N. Sholar, D.D. Giroux and V. G. Duvall.

VISUAL ELECTRONICS CORP.

Space 15E

All solid-state equipment on display will include the new Mark 10 visual zoom orthicon cameras with built-in 10 to 1 zoom lenses. The firm's video and pulse-assignment switching systems will be demonstrated in simulated control room displays, which will also feature a TV program automation system, TV intercom, video and pulse distribution amplifiers and sync pulse generators.

A packaged control room, Spotmaster's new line of tape cartridges and a complete line of AM, FM and TV transmitters will be shown. Also on display: reversible cartridge audio tape systems, a color video tape operation, transistorized wireless microphones and Favag master clock systems.

Personnel: John P. Gallagher, F. Cecil Grace, Jess Rafsky, Charles Spicer, Robert Bollen, George Wagner, Don Quinlan, Richard Koplit, Morris Mayers, Felix Bonvouloir, Shirley Bonvouloir, Janet Kopec, A. W. Greeson, Cruz Rivera, Gerald Bobian, Alfred Menegus, Lewis Radford, Chet Siegrist, Wayne Marcy, Lyle Keys, Al Kallman, Dallas Bernard, Bob Kuhl, Bob Hamilton, Ed Clammer, P. D. Thompson, Tim Lank, Jim Howard, Charles Halle, Duane Hoisington, Lin Hargreaves, George Shotwell, Bob Becker and Dick Witkovski.

VITAL INDUSTRIES

Space 43W

Vital will display solid-state video distribution amplifiers, pulse distribution amplifiers, sync, adding amplifiers, clamp amplifiers and various types of video processing transistorized equipment. All units utilize solid-state electronics and such features as direct cur-

rent remote gain controls on video distribution.

Personnel: William Boehme, Marvin Moss and Robert Bevell.

VITRO ELECTRONICS

Space 25W

Vitro Electronics, a division of Vitro Corporation of America, will display its complete line of Nems-Clarke broadcast equipment, including the SDM-520 spectrum display monitor, field intensity meters, phase monitors, FM and TV rebroadcast receivers, and video jack panels and plugs. In addition, Nems-Clarke will introduce the PPM-101 pre-

cision phase monitor, newly designed for use with critical directional rays where a high degree of resolution and stability is required.

Personnel: V. Setterholm, K. Boothe, J. Andre, R. Ellenberger and J. K. Birch.

WESTINGHOUSE ELECTRIC CORP., LAMP DEPARTMENT

Space 3E

An all-glass integrated reflector flood-lamp suitable for color studio and TV use will be on display.

Personnel: A. A. Bottone and G. G. Paragiamian.

Program producers and syndicators

ABC FILMS

Conrad Hilton, Suite 2316-19

(see page 66)

ALLIED ARTISTS TELEVISION CORP.

Pick-Congress, Suite 485-87

(see page 66)

AMERICAN INTERNATIONAL TELEVISION

Pick-Congress, Suite 461-63

(see page 66)

BUENA VISTA (WALT DISNEY)

Conrad Hilton, Suite 1224

Personnel: Card Walker, Donn Tatum, Vic Victoria, Phil Sammeth, Irving Ludwig, Barr Sheets, Vince Jefferts and Tom di Stasio.

CBS FILMS INC.

Conrad Hilton, Suite 2200

(see page 66)

DESILU SALES INC.

Pick-Congress, Suite 481-83

(see page 67)

EMBASSY PICTURES CORP.

Continental, Suite 500-04

(see page 67)

FOUR STAR DISTRIBUTION CORP.

Pick-Congress, Suite 477-77A

(see page 67)

HOLLYWOOD TELEVISION SERVICE

Pick-Congress, Suite 467-71

(see page 67)

JAYARK FILMS CORP.

Pick-Congress, Suite 427-29

(see page 70)

KING FEATURES SYNDICATE

Pick-Congress, Suite 447-51

(see page 70)

LANG-WORTH FEATURE PROGRAMS

Conrad Hilton, Suite 1218

Personnel: John D. Langlois, C. O. Langlois Jr., Robert O. Boehmer and Robert Bechir.

M&A ALEXANDER PRODUCTIONS INC.

Pick-Congress, Suite 101-01A, 103

Personnel: Burton Alexander, Arthur Greenfield and Chuck Whipple.

MARK CENTURY CORP.

Conrad Hilton, Suite 918A

Personnel: Milt Herson, F. C. Beck, June Griffin, Marv Kempner, Ellis Agee, Fred Winton, Herb Berman and Steve Frohock.

MARS BROADCASTING

Conrad Hilton, Suite 700

Personnel: William B. Tanner, Bob Whitney, Phil Nolan, Bob Bruce, Chuck James, John Pace, Harry Sanger, Wilson Northcross and Dick Morrison.

MCA-TV

Conrad Hilton, Suite 2400

(see page 70)

MEDALLION TV ENTERPRISES

Conrad Hilton, Suite 1618

(see page 70)

MGM-TV

Conrad Hilton, Suite 1905A

(see page 70)

CHARLES MICHELSON INC.

Conrad Hilton, Suite 534A

Personnel: Charles Michelson and Albert A. Altmark.

NANA RADIO

Suite unassigned

Personnel: William H. Shriver Jr.

**NATIONAL TELEFILM ASSOCIATES
INC.**

Pick-Congress, Suite 450-55
(see page 74)

NBC FILMS

Drake
(see page 74)

OFFICIAL FILMS INC.

Pick-Congress, Suite 435-37
(see page 74)

PAMS PRODUCTIONS

Conrad Hilton, Suite 1033A
Personnel: Jim West.

PEPPER SOUND STUDIOS INC.

Conrad Hilton, Suite 700
Personnel: William B. Tanner, Wil-
son Northcross, Mike Alger, Ralph
Stachon, Manny Lits, Norman Azoon,
Grady Sanders, Lee Hartman, Ben
Purvis, Frank Ragsdale, Jim Collins,
Charlie Grood, Henry Tanner, Bill
House, Ron Tuten and Zack Hernandez.

PROGRAMATIC (Muzak)

Conrad Hilton, Suite 1206
Personnel: Robert E. Sender, John
Esau.

DON PURCELL PRODUCTIONS

Suite unassigned
Personnel: Don Purcell.

WALTER READE-STERLING

Conrad Hilton, Suite 819
(see page 74)

SCREEN GEMS INC.

Pick-Congress, Suite 457-57A, 459
(see page 74)

SEVEN ARTS ASSOCIATED CORP.

Pick-Congress, Suite 439-45
(see page 78)

SPORTS NETWORK

Conrad Hilton, Suite 2239A.
Personnel: Richard E. Bailey, Roy-
lance H. Sharp, William Hyland, An-
thony Trowbridge, Richard E. Bailey
Jr., Ralph MacFarland, Charles A.
Voso, Victor H. Griner, Philip C.
Valastro and Louis E. MacDonald.

STORER PROGRAMS INC.

Executive House, Suite 3812
(see page 78)

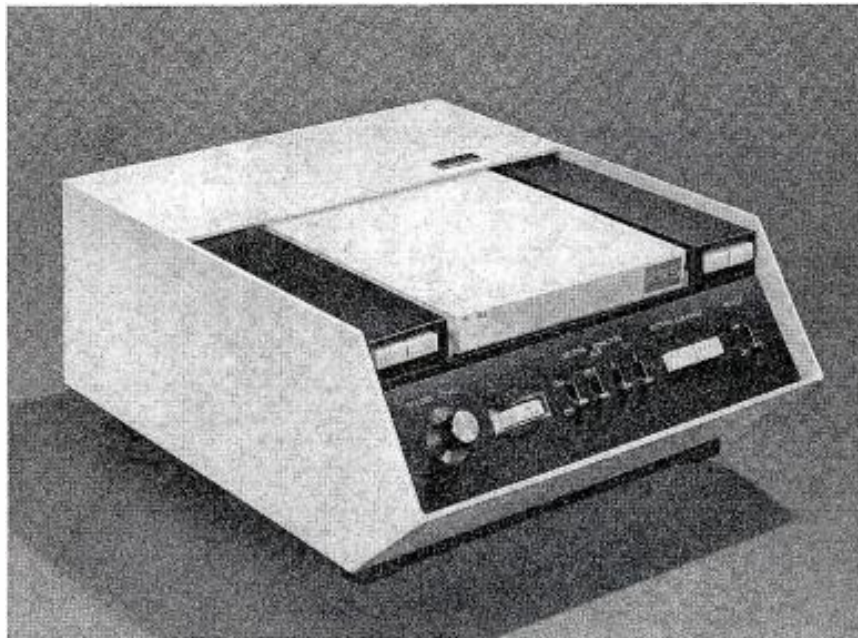
**TELESYND, DIVISION OF
WRATHER CORP.**

Pick-Congress, Suite 423-25
(see page 78)

TELEVISION AFFILIATES CORP.

Conrad Hilton, Suite 834A
Personnel: Robert Weisberg, Leo
BROADCASTING, March 30, 1964

Professional reel-to-reel quality
with tape cartridge convenience



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TRANS-LUX TELEVISION CORP.

Pick-Congress, Suite 403-07

(see page 78)

**TWENTIETH CENTURY-FOX
TELEVISION**

Pick-Congress, Suite 431-33

(see page 80)

RICHARD H. ULLMAN ASSOCIATES

Conrad Hilton, Suite 2000

Personnel: Morton J. Wagner,
Dwight Case, Dan Davison, Mel Ryan
and Herb Eiseman.

UNITED ARTISTS CORP.

Pick-Congress, Suite 411-15-19

(see page 80)

WARNER BROS. TELEVISION

Pick-Congress, Suite 405-09

(see page 80)

Networks

ABC RADIO

Conrad Hilton, Suite 1804-06, 1809

Personnel: Robert R. Pauley, Ed-
ward Bishoff, Theodore M. Douglas Jr.,
Jack Mann, Earl Mullin, Robert Holm-

gren, Thomas O'Brien, Don Schlosser,
Warren Somerville, Arthur Sulzburgh,
John A. Thayer Jr., Frank Atkinson,
William Cochran, Paul Pearson, Gary
Seslar, Richard Brahm, Irwin Brodsky,
Richard Game, Tom Casey, Frank
Maguire and Jack Mahoney.

ABC RADIO STATIONS

Suite unassigned

Personnel: Harold L. Neal Jr., Wal-
ter A. Schwartz, John D. Gibbs, Ralph
W. Beaudin, Charles D. Fritz, Don B.
Curran, Ben G. Hoberman, Fred Zell-
ner, Ronald L. Sack and Charles A.
DeBare.

ABC-TV

Conrad Hilton, Suite 2320-25

Personnel: Leonard H. Goldenson,
Simon B. Siegel, Everett H. Erlick,
James C. Hagerty, Herbert Hahn, Al-
fred R. Schneider, Thomas W. Moore,
Elmer W. Lower, Julius Barnathan, Al-
fred R. Beckman, Michael P. Boland,
Robert L. Coe, Douglas Cramer, James
E. Duffy, Theodore H. Fetter, Don
Foley, Michael J. Foster, Armand
Grant, Edgar J. Scherick, John T.
Curry, Joseph Giaquinto, Leonard
Maskin, Sidney R. Mesibov, Marvin
Schlenker, Frederick Schuhmann, Don-
ald S. Shaw, Paul Sonkin, Stephen
Strassberg, David E. Eschelbacher,
Henry W. Levinson, James Levy, Jack
Singer, Jerome Zucker, George Corrin,
George Hoover and Sheldon Jacobs.

ABC-TV SPORTS PROGRAMS INC.

Conrad Hilton, Suite 2320-25

Personnel: Chester Simmons, Jack
Fitzgerald, Elliott Ames and Jim Mc-
Kay.

ABC-TV STATIONS

Executive House, Suite unassigned

Personnel: Theodore F. Shaker,
Robert T. Goldman, Edward A. War-
ren, Walter M. Stein, Symon B. Cowles,
Charles A. DeBare, John O. Gilbert,
Richard Beesemyer, John F. Pival,
Donald Keck, D. Thomas Miller, John
Campbell, David M. Sacks and Russ
Coughlan.

ABC WESTERN DIVISION

Conrad Hilton, Suite 2320-25

Personnel: James G. Riddell, Ben
Hoberman, Vincent A. Francis, Elton
H. Rule, Jerome Bredouw, Rowe
Giesen, Elliott W. Henry Jr., Adrian
Samish, Jerry Zigmond, Harvey Bennett,
Courtney McLeod, Richard O'Leary,
Theodore Grenier, Richard Loeb and
William W. Edwards.

CBS RADIO

Conrad Hilton, Suite 2306

Personnel: Arthur Hull Hayes, James
M. Seward, George Arkedis, W. Thom-
as Dawson, George Perkins, Fred

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**ZOOM ROD CONTROL
SERVO CONTROL**

The Angenieux-Zoomar lens effectively doubles the size of TV studios because of its 35mm. wide angle view and 3 foot minimum focusing distance. With cameras operating closer to the talent or in confined sets, you zoom from a cover shot of three people to an area of 3 x 4 inches. Contrast and resolution equivalent to fixed focus lenses. See these lenses in use at the NAB CONVENTION Booth 8E

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CBS RADIO STATIONS

Conrad Hilton, Suite 2306

Personnel: Donald J. Trageser, Dominic Quinn, E. H. Shomo, Leon Schlosser, Robert P. Sutton, Harfield Weedon, Ralph Goshen, Joseph Cook, John O. Downey, Michael Grant, Robert F. Hyland, Jules Dundes and Henry Basayne.

CBS-TV

Conrad Hilton, Suite 2305A

Personnel: James T. Aubrey Jr., Richard Forsling, John P. Cowden, Michael H. Dann, William B. Lodge, Joseph H. Ream, Edward L. Saxe, Carl S. Ward, Gordon Hayes, Charles S. Steinberg, James J. Kane, Harry J. Feeney, Robert F. Jamieson, Drew Brinkckerhoff, Richard O'Brien, Joseph A. Flaherty, Robert Wood, David R. Williams, Edward E. Scovill, Donald Clancy and Leonard De Nooyer.

KEYSTONE BROADCASTING CO.

Conrad Hilton, Suite 806

Personnel: Sidney J. Wolf, Edward R. Peterson, John Hartigan and Chriss Fahy.

MUTUAL

Conrad Hilton, Suite 1604A-06A

Personnel: Robert F. Hurleigh, Charles W. Godwin, Herbert J. Cutting, Richard M. Brescia, Raymond M. Smith, Harold M. Wagner, Leslie Learned, Francis X. Zuzulo, Joseph F. Keating, Stephen J. McCormick, Charles A. King and Frank Miller.

NBC RADIO, NBC-TV

Sheraton-Blackstone

Personnel: Robert W. Sarnoff, Robert E. Kintner, David C. Adams, Peter Affe, Harry Bannister, Joseph Berhalter, Hugh Beville, Anthony Cervini, Charles Corcoran, Don Durgin, William Duttera, Syd Eiges, Steve Flynn, George Fuchs, Joseph Goodfellow, Julian Goodman, George Graham, Louis Hausman, Sheldon Hickox, Robert Hitchens, Sherman Hildreth, George Hooper, Lee Jahncke, Arthur Johnson, Michael Joseph, Bob Kasmire, William Kelley, John Kennedy, Peter Kenney, John Keys, Joseph Klein, John Knight, Malcolm Laing, Robert Lemon, George Lenfest, Carl Lindemann, Bill McAndrew, Tom McCray, Bill McDaniel, Don Mercer, Raymond O'Connell, Wilfred Prather, Theodore Reinhard, Paul Rittenhouse, Stephen Rooney, William Rubens, Aaron Rubin, Bud Rukeyser, Al Rylander, Tom Sarnoff, Walter Scott, Ludwig

NEW IMPROVED ATC 55

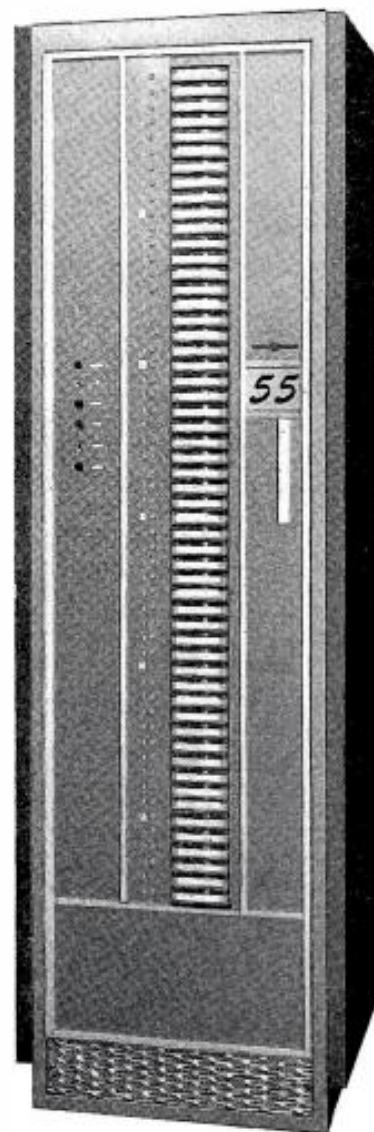
FROM AUTOMATIC TAPE CONTROL

See this newly engineered multiple cartridge handler at the NAB show, April 5-8. Built into a standard Cabtron rack cabinet, the improved ATC-55 may be made a part of your existing automatic broadcasting equipment or may be used as a cartridge library for live broadcasting.

Check these features:

- ☐ New positive indexing direct current braking system.
- ☐ New gravity lock cartridge loading stops.
- ☐ New element guided floating cartridge storage rack.
- ☐ New quieter operation.
- ☐ New ease of maintenance.
- ☐ Adaptable to existing automatic systems.
- ☐ Can be used with ATC Automatic Program Logging.
- ☐ Automatic Electric dual contact relays used throughout.
- ☐ Available in stereo.

Make it a point to stop in and see this new and improved cartridge handler at Booth 24-W at the 1964 NAB. Or, write ATC for literature and more information.



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1107 E. Croxton Ave. Bloomington, Illinois

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QXR NETWORK

Sheraton-Blackstone, Suite unassigned

Personnel: James Sondheim.

Station brokers

BLACKBURN & CO.

Essex Inn, Suite unassigned

Personnel: James W. Blackburn, Jack V. Harvey, Joseph M. Sitrick, Clifford B. Marshall, William B. Ryan, Hub Jackson, H. W. (Dutch) Cassill, Bennett Larson and Colin M. Selph.

R. C. CRISLER & CO.

Conrad Hilton, Suite 1319-20A

Personnel: Paul Wagner, Alex Howard and R. C. Crisler.

DANIELS & ASSOCIATES INC.

Conrad Hilton, Suite unassigned

Personnel: Bill Daniels.

WILT GUNZENDORFER & ASSOCIATES

Conrad Hilton, Suite unassigned

Personnel: Wilton Gunzendorfer.

HAMILTON-LANDIS & ASSOCIATES INC.

Conrad Hilton, Suite 729A

Personnel: Ray V. Hamilton, H.

DeWitt Landis, John F. Hardesty, Richard A. Shaheen, John D. Stebbins, John H. Hicks Jr., Barry Winton and Boyd Kelley.

NORMAN & NORMAN

Conrad Hilton, Suite 35-36A

Personnel: Hugh R. Norman, George B. Norman and Nadine Lounsberry.

HOWARD E. STARK

Conrad Hilton, Suite 1207A

Personnel: Howard E. Stark.

JACK L. STOLL & ASSOCIATES

Conrad Hilton, Suite unassigned

Personnel: Jack Stoll.

EDWIN TORNBURG & CO.

Essex Inn, Suite 1501

Personnel: Edwin Tornberg, Edward Wetter and Douglas Kahle.

ALBERT ZUGSMITH COMMUNICATIONS

Executive House, Suite 904

Personnel: Art Hogan and Jack Feldman.

Station reps

ABC TELEVISION SPOT SALES

Executive House, Suite Unassigned

Personnel: James E. Conley, Fred L. Nettore, Arthur J. DeCoster, Robert Sullivan, James Osborn and Charles Barrickman.

ADVERTISING TIME SALES INC.

Conrad Hilton, Suite 600

Personnel: Thomas B. Campbell, James A. McManus, John A. Thomp-

son, W. B. Taylor Eldon, William Davidson, Monroe H. Long Jr., Alan J. Bell, George Harding, Marshall Keeling, John Murphy, Robert Hetherington and Robert Brockman.

AM RADIO SALES

Sheraton-Chicago, Suite 2646

Personnel: Wilmot Losse, John Barry and Jerry Glynn.

EVERY-KNODEL

Sheraton-Blackstone, Suite 1108

Personnel: J. W. Knodel, Robert J. Kizer, John S. Stewart, Donald F. McCarty, Roger O'Sullivan, F. Robert Kalthoff, M. William Harms Jr., James M. McGreevy, Shawn McGreevy, Gale Blocki, Arthur O'Connor.

MORT BASSETT & CO.

Ascot House, Suite unassigned

Personnel: Mort Bassett and Shaun Murphy.

ELISABETH M. BECKJORDAN

Suite unassigned

Personnel: Elisabeth M. Beckjordan.

CHARLES BERNARD CO. (Country Music Network)

Pick-Congress, Suite unassigned

Personnel: Charles Bernard.

JOHN BLAIR & CO.

BLAIR TELEVISION BLAIR RADIO

Sheraton-Blackstone, Suite 608-09

Personnel: John Blair, David Lundy, Arthur H. McCoy, Frank Martin, James Theis, Louis Faust, Harry Smart, Tom Harrison, Art Stringer and Stuart W. Cochran Jr.

THE BOLLING CO.

Executive House, Suite 2004

Personnel: George W. Bolling, Ralph Kelley, Robert Cronin and Frank Bolling.

BROADCAST TIME SALES

Executive House, Suite unassigned

Personnel: Carl Schuele, Bill Buschgen.

CBS RADIO SPOT SALES

Conrad Hilton, Suite 1218A

Personnel: Maurie Webster, Ron Gilbert and Charles Burge.

CBS-TV NATIONAL SALES

Drake

Personnel: Bruce Bryant, Richard Loftus, Ted O'Connell, Bill Miller, Craig Lawrence and Merle S. Jones.

HENRY I. CHRISTAL CO.

Conrad Hilton, Suite 1306

Personnel: Henry I. Christal, Irvin Gross, Philbin Flanagan, Vance Harrison, John Fouts, Richard Charlton,

NAB plans massive staff at Conrad Hilton

Washington headquarters of the National Association of Broadcasters will be practically deserted during the NAB convention in Chicago, April 5-8. President LeRoy Collins will lead a group of nearly four dozen NAB executives, near executives and secretaries to Chicago for the four days of meetings. William Walker, NAB assistant treasurer, has been in Chicago for the past 10 days making final plans with the hotel.

The association's executive offices for the convention will be located on the third floor of the Conrad Hilton hotel (see directory, page 122).

NAB staffers in attendance will include Executive Vice President Vincent Wasilewski, Jim Hulbert, Betty Dalzell, Mary Lee Schiffer, Sherril Taylor, Harold Niven, Flor-

ence Mitchell, Paul Comstock, Hollis Seavey, Lor Frank, Howard Bell, Ed Bronson, Harry Ward, Charles Stone, Frank Morris, Stockton Helffrich, Robert Benwitt.

Also, Peg Ahearn, John Couric, Milton Magruder, Bill Mansfield, Robert Hallahan, Mary Belle Williams, Douglas Anello, William Carlisle, Tish Duve, James McKnight, Hamilton Woodle, Spencer Denison, Charles Drew, Oliver Henry, Ernest Sanders, Paul Fry, Everett Revercomb, William Walker, Ella Nelson, Clara Ross, Bud Courson, George Bartlett, Shirley Ostmann, Alvin M. King, Melvin A. Goldberg, George Gayou, Edward Gayou, David Doughty, Jonah Gitlitz.

Staff attorney Robert Cahill will keep the offices open in Washington.

Mark Day, Harry Simmons and John Finley.

ROBERT E. EASTMAN & CO.

Executive House, Suite 2711

Personnel: Robert E. Eastman, Frank Boyle, Joseph Cuff, Richard Leader, Dale Stevens, Don Dalton, Bruce Houston, Anthony Cuttone, Mike Disney, Richard Walker and Bill Burton.

FM GROUP SALES

Suite unassigned

Personnel: Arthur Sakelson, James H. Morrow, Charles Kline.

GILL-PERNA INC.

Executive House, Suite 3011

Personnel: John J. Perna Jr., Helen Gill, Walter Beadell, Marshall Black and Dan Bowen.

HARRINGTON, RIGHTER & PARSONS

Sheraton-Blackstone, Suite 808

Personnel: John E. Harrington Jr., Volney Righter, James O. Parsons Jr., John Dickinson, Arthur Elliot, Chris Rashbaum, Robert L. Gilbertson, Peter T. Childs, Lon E. Nelles, Don K. Stewart, Edward R. Theobald, Frank B. Rice, Byington S. Colbig, Richard M. Gardner, Carter S. Knight and Frank Dougherty.

GEORGE P. HOLLINGBERY CO.

Conrad Hilton, Suite 1600

Personnel: George P. Hollingbery, Edward Spencer, Fred Hague, Harry Wise, Phil Corper, Roy Edwards, Warren Nelson, Robert Pierce, Richard Hunter and George Hemmerle.

HAL HOLMAN CO.

Conrad Hilton, Suite 2422A

Personnel: Hal Holman.

BERNARD HOWARD & CO.

Pick-Congress, Suite unassigned

Personnel: Bernard Howard, Jack Davis, Robert Bell, Norman Berk and Bernard Ochs.

H-R REPRESENTATIVES

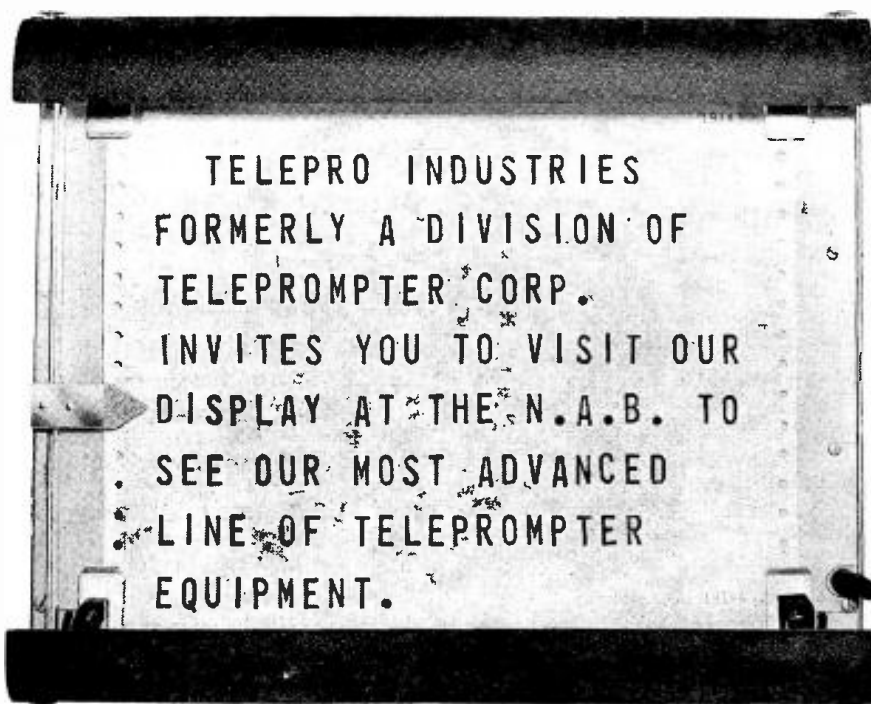
Continental, Suite 1500

Personnel: Frank M. Headley, Frank F. Pellegrin, Dwight S. Reed, James M. Alspaugh, Edward P. Shurick, Miss Avery Gibson, Jack White, Grant Smith, Bill McRae, John Buzby, Charles W. Ferguson, Vernon Heeren, Jack Shaver, James Fox, Rex Lathen and Bernard Slavin.

THE KATZ AGENCY

Executive House, Suite 3803

Personnel: Charles Abbott, Martin Beck, Ollie Blackwell, Edward Codel, Daniel Denenholz, Scott Donahue, James Greenwald, Eugene Katz, M. S. Kellner, Frank McCann, Michael Mem-



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JACK MASLA & CO.

Park East, Suite 601

Personnel: Jack Masla, Allan Klammer, Bob Wencil, Bud Pearce, Gene Gray and Clarke Brown.

McGAVREN-GUILD

Executive House, Suite unassigned

Personnel: Daren McGavren, Ralph Guild, Ed Argow, Ray Watson, Paul Lagasse, Robert Mahlman, Pete Labruzzo and Theodore Chambon.

THE MEEKER CO.

Conrad Hilton, Suite 1700

Personnel: Robert Meeker, Robert Dudley, Charles Standard, Jack Hardingham, Martin Mills, Carl Jewett, Don Palmer, Harold Soderlund, Herb Hahn and James Monroe.

METRO RADIO SALES

Sheraton-Chicago, Suite 1841

Personnel: H. D. Neuwirth, Robert Williamson and William Lauer.

METRO TV SALES

Suite unassigned

Personnel: John Syas and Alfred T. Parenty.

NBC SPOT SALES

Ambassador East

Personnel: Richard Close and Raymond Welpott.

PETERS, GRIFFIN, WOODWARD INC.

Sheraton-Blackstone, Suite 704-06

Personnel: H. Preston Peters, Lloyd Griffin, Jones Scovern, Ray M. Stanfield, Lon A. King, Arthur E. Muth, William G. Walters, John C. Butler, William W. Bryan, James R. Sefert, M. C. Via Jr., Allen V. Hundley, Arnold K. Knippenburg, John T. Cameron, John M. Brigham, John A. Cory, William J. Tynan, W. Donald Roberts Jr., Louis J. Hummel Jr., James D. Devlin, John E. McGowan, James R. Parker, Bill J. Scharton, Kenneth L. Brown, John D. King, Robert E. Swanson, Arthur W. Bagge, Sidney Carter and John K. Markey.

ROGER O'CONNOR INC.

Conrad Hilton, Suite 1519

Personnel: Gary Eckhard, John Griffin and Jack Liddy.

EDWARD PETRY & CO.

Conrad Hilton, Suite 1400

Personnel: Edward Petry, Edward Voynow, Martin Nierman, Ted Page, Ben Holmes, Bill Cartwright, Dick Hughes, Lloyd McGovern, Junius Zolp, Bob Schuessler, Sam Hall and Bruce Mayer.

PAUL H. RAYMER CO.

Executive House, Suite unassigned

Personnel: Paul H. Raymer, Frank A. Browne, Robert Richmond and Jeff Parker.

RKO GENERAL NATIONAL SALES

Continental, Presidential Suite

Personnel: Donald Quinn, Edwin Metcalfe and George Jeneson.

SAVALLI/GATES

Executive House, Suite 11

Personnel: Joseph Savalli, Bill Wilson, Robert Flanigan and Kenneth Schefer.

SELECT STATION REPRESENTATIVES INC.

Sheraton-Chicago, Suite unassigned

Personnel: Al Shepard, Irv Unger, Tom Petree and Jack Hetherington.

SPOT TIME SALES

Executive House, Suite unassigned

Personnel: Carl Loucks, John Erickson, John Papas and John Cook.

STONE REPRESENTATIVES

Conrad Hilton, Suite 800

Personnel: Peggy Stone, Saul Frischling and Sy Thomas.

STORER TELEVISION SALES

Executive House, Suite 3812

Personnel: Peter Storer, Frank Barron, Jack Kelly, Stan Schloeder, Bud Mertens and Julian Kanter.

TELEVISION ADVERTISING REPRESENTATIVES

Continental, Suite unassigned

Personnel: Robert M. McGredy, Lamont L. Thompson, Marvin L. Shapiro and Benjamin Margolis.

VENARD, TORBET & McCONNELL INC.

Conrad Hilton, Suite 2100

Personnel: Lloyd Venard, James V. McConnell, Alan Torbet, Steven Rintoul, Howard Meyers, Tray Tomberlin, Dan Ruffo and Robert R. Allen.

WEED RADIO & TELEVISION CORP.

Suite unassigned

Personnel: E. J. Fitzsimmons and William Moyer.

ADAM YOUNG INC.

Conrad Hilton, Suite 1100

Personnel: Adam Young, James F. O'Grady, David L. O'Shea, R. John Stella, Earl W. Steil, Richard L. Freeman, Thomas M. Dolan, Robert J. Somerville and Clyde B. Melville.

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**CONVENTION
HOSPITALITY SUITE**

706A

CONRAD HILTON



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Free to first 2,000

The Southern Baptist Convention has taped special radio month messages by Art Linkletter and the Reverend Billy Graham that will be sent free to the first 2,000 members of the National Association of Broadcasters who request them.

The convention's Radio and TV Commission recorded four messages, each approximately three minutes, using the 1964 radio month theme jingle "Radio . . . Your Constant Companion" as background music. The tapes were made in cooperation with the NAB's public relations service for radio month in May.

The NAB sent out radio month kits two weeks ago (BROADCASTING, March 23) to all radio members. Feature of the kit is the "Broadcaster's March," recorded by the U. S. Army Band.

NAB members may receive copies of the Southern Baptist salutes from John Cobb Smith, Special Programming Section, Southern Baptist Convention, 6248 Camp Bowie Boulevard, Fort Worth 16.

Research firms

AMERICAN RESEARCH BUREAU

Conrad Hilton, Suite 605

Personnel: J. W. Seiler, Ralph Crutchfield, Jim Rupp, Bill Shafer, Clay Braun, C. A. Kellner, Bill Sudbrook, Phil Mazur, Al Petgen, John Sovocool, John Thayer, Jack Gross, Herb Kaufman, Harvey Barad, Dick Lane and Alain Tessier.

A. C. NIELSEN CO.

Conrad Hilton, Suite 605A

Personnel: George Blechta, John Churchill, Jim Shoemaker, Bill Wyatt, Joe Matthews, Roy Anderson, Gene McClure, Nat Rubin, Bill Ryan, Don Waterbury, John Workmeister, Ben Wilson and Gene Woolpert.

THE PULSE INC.

Conrad Hilton, Suite 1800

Personnel: George Sternberg, Allan Klein, Sterling Beeson and Dr. Sydney Roslow.

Other exhibitors

AT&T

Suite unassigned

Personnel: Richard L. Hake, John C. Mazzei and Sheldon C. Jenkins.

JOHNSON ELECTRONICS INC.

Suite unassigned

Personnel: E. C. Johnson, Ralph L. Weber.

RADIO ADVERTISING BUREAU

Conrad Hilton, Suite 1206A

Personnel: Edmund C. Bunker, Miles David, Robert Alter, Lewis P. Birchfield, Keith Trantow, Harry Haslett, Norman Gittleson, John Ackerman and Ron Manders.

SOFTNESS GROUP

Executive House, Suite unassigned

Personnel: Don Softness.

STANDARD RATE & DATA SERVICE

Conrad Hilton, Suite 1706A

Personnel: Phillip Wenig, Bruce Bortner, Marshall Dickman and Joe Slattery.

TELEVISION BUREAU OF ADVERTISING

Conrad Hilton, Suite 1606

Personnel: Norman Cash, George Huntington, Bill MacRae and William B. Colvin.

TELEVISION INFORMATION OFFICE

Conrad Hilton, Suite 706

Personnel: Roy Danish, Lawrence Creshkoff, Ben Wickham and Carl Burkland.

TV STATIONS INC.

Conrad Hilton, Suite 1924A

Personnel: Herb Jacobs, Grace Jacobs, Don Menchel, Ron Krueger, Gary Ferlisi and Doris Bennett.

UNITED PRESS INTERNATIONAL

Conrad Hilton, Suite 1122A

Personnel: Thomas E. Cunningham, LeRoy Keller, Frank Tremaine, Dale M. Johns, Richard A. Litfin, Burton Reinhardt, Dean C. Miller, Peter S. Willett, Philip M. Keohane, Willis Evans, Robert E. Page, George M. Seabee and John E. Young.

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BROADCAST EQUIPMENT DIVISION • BLOOMINGTON, INDIANA



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 25 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

AKG of America Division
of North American Philips Co.Space R-E, U-E
Albion Optical Co.Space 29W
Alford Manufacturing Co.Space 22W
Altec Lansing Corp.Space 34W
Alto Fonic Tape ServiceSpace 23W
Amperex Electronic Corp.Space U-E
Ampex Corp.Space 28W
Andrew Corp.Space 61W
Arriflex Corporation of AmericaSpace H-E
Automatic Tape Control Inc.Space 24W
Ball BrothersSpace 30W
Bauer Electronics Corp.Space 52W
Boston Insulated Wire & CableSpace 65W
Broadcast ElectronicsSpace 15E
Charles Bruning Co.Space 39W
CBS LaboratoriesSpace 62W
CCA Electronics Corp.Space 66W
Century Lighting Inc.Space S-E
Chrono-Log Corp.Space 50W
Cleveland Electronics Inc.Space F-E
Collins Radio Co.Space 20W, 27W
Colortran IndustriesSpace J-E

Commercial Recording Corp.Space A-E, B-E
Conrac Division, GianinniSpace 7E
Cummins Engine Co.Space 36W
Dresser-Ideco Co.Space E-E
Dynair Electronics Inc.Space 47W
Dynatronics Inc.Space 63W
Electra Megadyne Inc.Space 4E
Electronics, Missiles & Communications
Inc.Space 54W
Fairchild Recording EquipmentSpace M-E
Filmline Corp.Space T-E
Fort Worth Tower Co.Space P-E
Gamma Scientific Inc.Space Q-E
Gates Radio Co.Space 40W
General ElectricSpace 19E
Gotham Audio Corp.Space 59W
Harwald Co.Space V-E, Y-E
Hevi-Duty Electric Co.Space 35W
Indiana General Corp.Space N-E, Q-E
International Good Music Inc.Space 73W
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DivisionSpace 3E

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
Harold Niven, assistant to the executive vice
president
Engineering ConferenceRoom 1
George W. 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, vice president of public
relations
NewsroomAstoria Room

NAB STAFF OFFICES

Executive vice presidentRoom 4
Vincent T. Wasilewski
RadioRoom 2
Sherril Taylor, vice president
Station servicesRoom 2
William Carlisle, vice president
Station relationsLower Lobby
James McKnight, Spencer Denison, Charles
Drew, Paul R. Fry, Oliver W. Henry, Ernest
C. Sanders, Hamilton Woodle, field repre-
sentatives
Broadcast managementRoom 4
David Doughty, assistant manager
Government affairsRoom 2
Paul Comstock, vice president
LegalRoom 2
Douglas A. Anello, general counsel
ResearchRoom 2
Melvin A. Goldberg, vice president
Code AuthorityRoom 4
Howard H. Bell, director
Edward H. Bronson, manager for television
Charles M. Stone, manager for radio

EQUIPMENT HOSPITALITY SUITES

(See also Equipment Exhibitors)

Adonis Radio Corp.935A

We'll cover Chicago like the dew

BROADCASTING and TELEVISION Magazines will have a full complement of 18 representatives in Chicago April 4-8 to cover developments at the NAB convention. The Broadcasting Publications Inc. editorial and advertising representatives again will hold open house throughout the convention in Suite 706A of the Conrad Hilton hotel. A separate newsroom will be opened Saturday, April 4, to cover convention activities as well as the related

meetings not on the formal agenda.

Representing BROADCASTING will be Sol Taishoff, Maury Long, Edwin H. James, Win Levi, Lawrence B. Taishoff, Art King, Rufus Crater, Lawrence Christopher, Ed Sellers, Warren Middleton, Bob Fennimore, Dawson (Tack) Nail, Leonard Zeidenberg, Sherm Brodey and Rose Adragna.

TELEVISION will be represented by Ken Cowan, Donald V. West and Frank Chizzini.

AKG of America Division, North American
 Phillips823
 Albion Optical Co.823A
 Alford Manufacturing Co.Unassigned
 Altec Lansing Corp.Unassigned
 Alto Fonic Tape Service Inc.2234A
 American Telephone & Telegraph
 Co.Unassigned
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 MGM TelestudiosUnassigned
 3M Co.Unassigned
 Miratel Electronics Inc.Unassigned
 Mitchell Vinten Inc.1135A
 Moseley Associates Inc.Unassigned
 Moulic Specialties Co.Unassigned
 Nippon Electric New York Inc.Unassigned
 Ozalid Repro Products, General Aniline
 & Film Corp.Unassigned
 Photo Research Corp.Unassigned
 Q-TV Inc.Unassigned
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 Raytheon Co.Unassigned
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 Reeves Industries Inc.Unassigned
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 Tektronics Inc.Unassigned
 Telemet Co.Unassigned
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 Tequip Corp.Unassigned
 Telescreen Advertising Inc.1319
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 Television Zoomar Co.Unassigned
 Thomson Electric Co.1234A
 Utility Tower Co.Unassigned
 Visual Electronics Corp.1200
 Vital IndustriesUnassigned
 Vitro ElectronicsUnassigned
 Westinghouse Electric Corp.Unassigned

STATION BROKERS

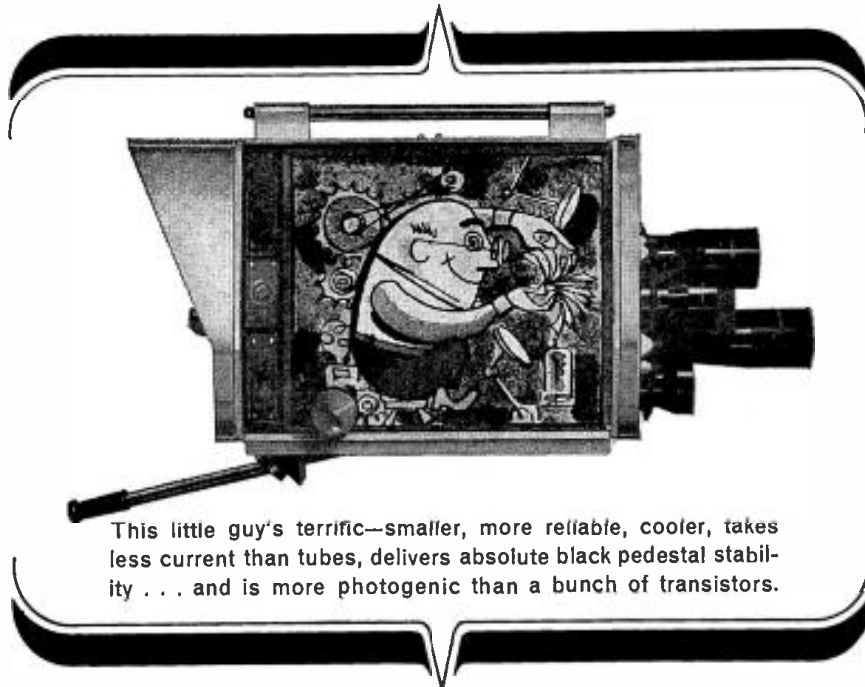
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 R. C. Crisler & Co.1319A-20A
 Daniels & AssociatesUnassigned
 Wilt C. Gunzendorfer & AssociatesUnassigned
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 Norman & Norman35-36A
 Howard Stark1207A
 Jack N. Stoll & AssociatesUnassigned
 Edwin Tornberg & Co.Essex Inn 1501
 Albert Zugsmith Communications
 Executive House 904

STATION REPRESENTATIVES

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 Advertising Time Sales Inc.600
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 Morf Bassett & Co.Ascot House

Elisabeth BeckjordenUnassigned
 Charles Bernard Co. (Country Music
 Network)Pick-Congress
 John Blair & Co., Blair TV and Blair Radio
 Sh-B 608-09
 The Bolling Co.Executive House 2004
 Broadcast Times SalesExecutive House
 CBS Radio Spot Sales1218A
 CBS-TV National SalesDrake
 Henry I. Christal Co.1306
 Robert E. Eastman & Co.Executive House 2711
 FM Group SalesUnassigned
 Gill-Perna Inc.Executive House 3011
 Harrington, Righter & ParsonsSh-B 808
 George P. Hollingbery Co.1600
 Hal Holman Co.2422A
 Bernard Howard & Co.Pick-Congress
 H-R RepresentativesContinental 1500
 The Katz AgencyExecutive House 3803
 Jack Masla Co.Park East 601
 McGavren-Guild Co.Executive House
 The Meeker Co.1700
 Metro Radio SalesSheraton-Chicago 1841
 Metro TV SalesUnassigned
 NBC Spot SalesAmbassador East
 Roger O'Connor Inc.1519
 Peters, Griffin, WoodwardSh-B 704-06
 Edward Petry & Co.1400
 Paul H. Raymer Co.Executive House
 RKO General National
 SalesContinental, Presidential Suite
 Savalli/GatesExecutive House II
 Select Stations Representatives
 Inc.Sheraton-Chicago
 Spot Time SalesExecutive House
 Stone Representatives Inc.800
 Storer Television SalesExecutive House 3812
 Television Advertising Representatives
 Continental
 Venard, Torbet & McConnell2100
 Weed Radio & Television Corp.Unassigned
 Adam Young Co.1100

INSIDE-



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NETWORKS, GROUPS

ABC Radio	1804-06, 1809
ABC Radio Stations	Unassigned
ABC-TV	2320-25
ABC-TV Sports Programs Inc.	2320-25
ABC-TV Stations	Executive House
ABC Western Division	2320-25
CBS Radio	2306
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Commercial Recording Corp.	1500
Desilu Sales Inc.	Pick-Congress 481-83
Embassy Pictures Corp.	Continental 500-04
Four Star Distribution Corp.	Pick-Congress 477-77A
Hollywood TV Service	Pick-Congress 467-71
Jayark Films Corp.	Pick-Congress 427-29
King Features Syndicate	Pick-Congress 447-51
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Mark Century Corp.	918A
Mars Broadcasting	700

MCA-TV	2400
Medallion TV Enterprises Inc.	1618
MGM-TV	1905A
Charles Michelson Inc.	534A
NANA Radio	Unassigned
National Telefilm Associates	Pick-Congress 450-55

NBC Films Inc.	Drake
Officials Films Inc.	Pick-Congress 435-37
Pams Productions	1033A
Pepper Sound Studios Inc.	700
Programatic (Muzak)	1206
Don Purcell Productions	Unassigned
RCA Recorded Program Services	500
Recorded Publications Labs.	Unassigned
Walter Reade-Sterling	819
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Seven Arts Associated Corp.	Pick-Congress 439-45

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Storer Programs Inc.	1005A & Executive House 3812

Telesynd, Division of Wrather Corp.	Pick-Congress 423-25
Television Affiliates Corp.	834A
Trans-Lux TV Corp.	Pick-Congress 403-07
20th Century-Fox Television	Pick-Congress 431-33

Richard H. Ullman Associates Inc.	2000
United Artists Corp.	Pick-Congress 411-15-19
Warner Bros. TV	Pick-Congress 405-09
World Broadcasting System	1300

MISCELLANEOUS

Advertising Age	1306A
Advertising News of New York	Unassigned
Associated Press	Unassigned
Billboard	723
Broadcast Engineering	1435A
Broadcasting Magazine	706A

Federal Communications

Commission	Unassigned
Film Daily	Unassigned
Georgia Association of Broadcasters	Unassigned
Institute of Broadcast Engineers	1134A
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Printer's Ink	Unassigned
Radio Advertising Bureau	1206A
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TV Guide	Unassigned
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ABC-owned TV stations plan Chicago meeting

General managers and general sales managers from the five ABC-owned TV stations are scheduled to meet Saturday-Sunday (April 4-5) in Chicago with executives of ABC Television Spot Sales. The meeting will include discussions on management and sales.

Heading the list of station executives at the meeting will be John O. Gilbert, vice president and general manager of WABC-TV New York. The other stations to be represented are: KGO-TV San Francisco, WXYZ-TV Detroit, WBKB(TV) Chicago and KABC-TV Los Angeles.

Also attending will be: James E. Conley, president of ABC Television Spot Sales; Fred L. Nettere, vice president and general sales manager of ABC Television Spot Sales; Theodore F. Shaker, president of ABC-owned television stations; and Robert T. Goldman, assistant to the president of ABC-owned television stations.

The Chicago conference will include an April 5 meeting between Mr. Shaker and Mr. Riddell and Leonard H. Goldenson, president, and Simon B. Siegel, executive vice president, of American Broadcasting-Paramount Theaters.

CBS-owned stations meet

Executives of CBS Radio and the seven CBS-owned radio stations will be meeting Saturday-Sunday (April 4-5) in Chicago for a series of discussions, which are expected to focus on prospects for more talk programming.

The meeting, timed to precede the NAB convention, will be held in studios of WBBM Chicago. Representing the network will be Fred Ruegg, vice president in charge of station administration, and Richard Hess, Mr. Ruegg's assistant.

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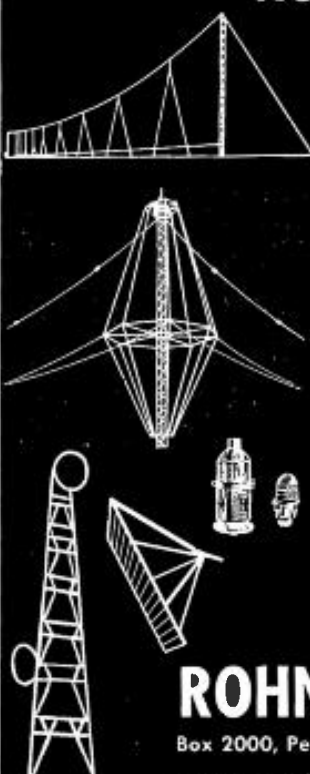
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AB-PT gross up, earnings down

Company sees increase in earnings this quarter against first quarter last year; stock trading is heavy

American Broadcasting-Paramount Theaters Inc. last week reported annual operating earnings down \$3.3 million from its 1962 level in spite of a record year in gross income. Both income from broadcast operations and total income reached record highs.

AB-PT forecast that earnings for the first quarter of 1964 will show a 20% improvement over the 52 cents per share earned for the first quarter of 1963.

The market value for the company's common stock climbed to 39¼ at the close of the week's trading (March 26). The market was closed Good Friday. An unusually high volume of shares changed hands during the week.

Wall Street analysts credited the

stock's rise to speculation about the possibility of changes in policy which a recent investment in the company by industrialist Norton Simon could portend (BROADCASTING, March 23). They pointed to the improved first quarter business as another important factor.

Leonard Goldenson, AB-PT president, attributed lower operating earnings in 1963 principally to "results of the 1962-63 television season during the first nine months of the year." A decrease in fourth quarter earnings was chiefly caused by expenses involved in the four-day coverage of the assassination of President Kennedy, it was said.

Prospects Better ■ In the preliminary statement, Mr. Goldenson reported the company expects "progressive improvement during 1964 and that the overall results for the year will be much better than they were in 1963."

It was noted that the six ABC-owned

radio stations had their finest year in the past decade and that ABC Radio showed sales increases, more national advertisers and new affiliations.

Sales of ABC films were also reported up during 1963. Income from theater operations was up \$253,000 for the year. AB-PT said that in the past year it had continued its policy of disposing of marginal theaters and replacing them with modern movie houses in shopping centers and expanding suburban areas.

Preliminary report for year ended Dec. 31:

	1963	1962
Earned per share	\$1.65	\$2.41*
Gross income	386,729,000	379,741,000
Net income**	7,385,000	10,757,000
Income from broadcasting	280,572,000	274,523,000

*Adjusted for stock dividend
**Excluding nonrecurring gains

Broadcast revenues up 10%

Substantial gains in 1963 revenues for both the broadcast and the publishing divisions have been reported by the Macfadden-Bartell Corp.

Lee B. Bartell, president, noted that total broadcasting revenues amounted

Tax court backs IRS, rules against Finks

Two taxpayers who dropped almost \$12,000 in an unsuccessful bid for a TV channel seven years ago and who tried to deduct the loss as ordinary income-loss have received bad news from the U. S. Tax Court.

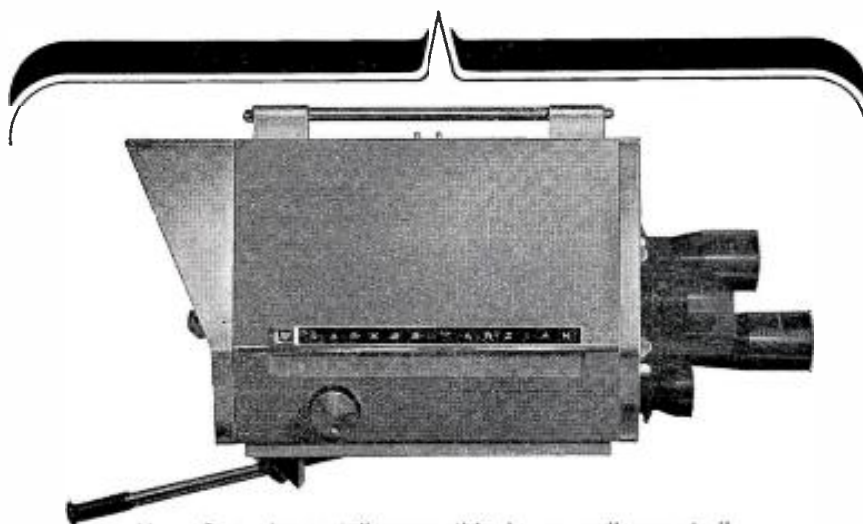
The court, agreeing with the position of the Internal Revenue Service, said that the loss is a capital loss, not an ordinary business loss.

The taxpayers are Scott and Lera Mae Fink who were among the principals of the Wespen Corp., formed to apply for channel 4 in Irwin, Pa. After an FCC hearing involving five applicants, when it became obvious that Wespen was not in the running, the company accepted an offer of \$50,000 reimbursement for out-of-pocket expenses from the two leading contenders who had agreed to merge.

The Finks, who had put in almost \$30,500 in stock purchases, assessments and advances, received only \$18,611 as repayment on the dissolution of the corporation. They claimed that the loss of \$11,848 was ordinary loss in their 1957 federal income tax return.

Under the tax laws, ordinary losses can be used to reduce the amount of income liable to taxation. Capital losses can only be used over a five-year period, and there is a limit on the total amount allowed.

OUTSIDE-



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to \$2,486,000, an increase of 10% over 1962, while gross magazine advertising income also rose by 10% to \$7,023,000. Other company income was derived from circulation revenues of its magazines and distribution of outside publications, totaling about \$16 million.

	1963	1962
Earned per share	\$0.83	\$0.10
Gross sales	25,696,176	22,245,738
Net profit	1,382,728	162,738

Earning dip in '63 for Scripps-Howard

Working capital in excess of \$7.9 million, ratio of current assets to current liabilities of 3.8 and cash, government securities and a negotiable certificate of deposit amounting to \$7.8 million were reported by Jack R. Howard, president of Scripps-Howard Broadcasting Co., in an end-of-year report last week.

Although net operating revenues were up slightly, net income slid back somewhat, due primarily to the cancellation of all commercials during the four days of President Kennedy's assassination and funeral. Mr. Howard estimated that the excising of advertising during the

four days amounted to about \$170,000.

Earned surplus at the end of 1963 amounted to \$9,380,489, up more than \$1 million from the earned surplus at the end of 1962.

The annual meeting of the Scripps-Howard Broadcasting Co. will be held May 7 at the First National Bank of Cincinnati.

12 months ended Dec. 31, 1963:

	1963	1962
Earned per share*	\$1.17	\$1.20
Net operating revenues	14,194,808	14,119,960
Income from operations	6,124,125	6,357,038
Other credits	135,707	109,314
Income before federal income tax	6,259,832	6,466,352
Net income	3,030,835	3,111,037

*Based on 2,588,750 shares outstanding.

Motorola has a record year in '63.

Motorola Inc., Chicago, had record sales of more than \$377.8 million last year and fourth quarter sales of over \$107.5 million also set a new record, according to Robert W. Galvin, president. He said delay in production of the firm's new 23 inch rectangular color TV tube is over and sets using the tube now are in distribution.

Motorola's year-end summary:

	1963	1962
Earnings per share*	\$ 3.21	\$ 3.03†
Sales and other revenues	377,852,809	346,881,779
Net income before taxes	27,126,526	26,514,514
Federal income tax	14,200,000	13,308,000
Net income	12,926,526	13,206,514
Capital shares	4,026,872	4,026,872

*Earnings per share are based on the number of shares outstanding at the end of the respective years, adjusted for subsequent share distribution.

†Earnings per share shown for 1962 do not include 25 cents of nonrecurring capital gain from sale of finance subsidiary.

Columbia's net up

Columbia Pictures Corp., New York, parent of Screen Gems, TV program producer-distributor, has reported six-month net earnings are up \$279,000 over the comparable period of 1962, although income before taxes fell \$96,000.

Columbia said future prospects of the company are promising and reported "continued progress" of Screen Gems. The report, prepared by Columbia, is subject to final audit.

Six months ended Dec. 28, 1963.

	1963	1962
Earned per share	\$0.60	\$0.43
Income before taxes	2,659,000	2,755,000
Federal, state and foreign taxes	1,563,000	1,938,000
Income	1,096,000	817,000

Magnavox head predicts \$250 million in 1964

Consumer sales for 1964 by Magnavox Co. are projected to \$250 million, the company's annual report to stockholders states. This is based on expanded lines, including color TV, Frank Freimann, president, says.

The report also shows that Magnavox is making private brand consumer products, including radio and TV, for Montgomery Ward, with shipments due to start in the second quarter of 1964. Magnavox also plans to introduce a group of lightweight, "personal" 12-inch TV receivers this summer.

12 months ended Dec. 1, 1963:

	1963	1962
Earned per share*	\$ 1.54	\$ 1.73
Net sales	174,464,163	201,922,006
Income from operations	23,295,079	27,223,787
Income before federal income tax	22,143,826	26,027,663
Net income	11,323,826	12,655,663

*Based on 7,364,165 shares outstanding as of Dec. 31, 1963.

Plough Inc. reports increased profits

Increases in sales and earnings in 1963 were reported by Plough Inc., manufacturer of drugs and household products, which also owns radio stations.

An upturn in profits, which continued throughout the year, occurred early in 1963 for the company's radio subsidiary, it was announced.

The company recently purchased the National Pencil Co., Shelbyville, Tenn. Ratification of the acquisition is scheduled to be taken up by the Plough board at its meeting today, March 30.

12 months ended Dec. 31, 1963:

	1963	1962
Earned per share*	\$ 1.48	\$ 1.31
Net sales	54,921,000	50,097,000
Net income before taxes	8,099,000	7,335,000
Net income after taxes	4,049,000	3,525,000

*Based on 2,738,016 shares outstanding at end of year, compared with 2,695,034 at end of 1962. Per share data and shares outstanding adjusted for two-for-one stock split July 2, 1962.

Sylvania's earnings sales rise in 1963

Record sales and greatly improved earnings were achieved in 1963 by Sylvania Electric Products Inc., a subsidiary of General Telephone & Electronics Corp., New York, it has been reported in the parent company's yearend report.

Response to Sylvania's 2 in 1 high



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resolution TV camera has been exceptional, the report said. It also noted that Sylvania resumed production of color TV picture tubes in 1963 and expects to increase its output substantially in 1964.

12 months ended Dec. 31, 1963:

	1963	1962
Earned per share*	\$1.38	\$1.15
Total revenues and sales	1,443,437,000	1,327,925,000
Consolidated net income	105,086,000	86,269,000

*Based on average of 76,079,000 shares outstanding during 1963 and 74,611,000 in 1962.

Gross stockholders defer stock conversion

Stockholders of Gross Telecasting Inc. voted to defer conversion of Class B common stock into common stock until March 31, 1967. The move was accomplished by amending the articles of incorporation which provided that such conversion could be made March 31 of this year.

Directors were all re-elected at the

meeting March 24, and they voted to pay the regular quarterly dividend of 40 cents a share on May 11 to stockholders of record April 24. The regular quarterly dividend of 7½ cents a share on Class B shares was also continued.

Harold F. Gross, president of the company which owns WJIM-AM-FM-TV Lansing, Mich., advised shareholders that operations indicate that the first quarter this year will compare satisfactorily with operations during the same period last year.

THE MEDIA

NBC-Philco reargue for channel 3

Philco is termed a disinclined applicant by network but

Broadcast Bureau says NBC is guilty of "pressure" coup

"You can't let a reluctant dragon who equated the public interest with a half million dollars go out of this hearing with a license in the fourth largest market," said the attorney for NBC.

The FCC, came the reply from the counsel for Philco Broadcasting Co., will be watched closely to determine whether it means what it says about holding licensees to their promises, or if it feels that "if a licensee is big enough he can get a license renewal," regardless of his performance.

These were among the final points hammered home in the oral argument held before the commission Thursday in the drawn-out battle between NBC and Philco over channel 3, on which the network operates WRCV-TV Philadelphia.

Another argument was that of the commission's Broadcast Bureau, which held that NBC should not go unpunished for allegedly using its power as a network to obtain the station in the first place. This issue remains as one of the most critical in the proceeding.

Many-Sided fight ■ The complicated hearing involves NBC's application for renewal of WRCV-AM-TV, a proposed swap of those stations for RKO General's WNAC-AM-TV and WRKO-FM Boston, WNAC's renewal application, and Philco's competing application for a station on channel 3.

Complicating the case further is a court order directing NBC to divest itself of the Philadelphia stations by June 30. This stems from an action brought by the Justice Department in 1956. The department accused the network of violating the antitrust laws by pressuring Westinghouse Broadcasting into exchanging the Philadelphia stations, which it then owned, for the network's Cleveland stations, in 1956.

Chief Hearing Examiner James D. Cunningham has recommended that the commission renew the NBC and RKO licenses and approve the swap, and deny Philco's application (BROADCASTING, Nov. 25, 1963).

However, Philco has been given a boost by the commission's Broadcast

Bureau. In a statement filed following the close of the comparative hearing, the bureau said the commission should not renew the network's licenses because of the "pressure" that was used by NBC in obtaining the station.

And last week, the bureau went further. Thomas Fitzpatrick, bureau attorney, said that, on a comparative basis, Philco was entitled to the grant of its application.

Withdrawal Attempt ■ NBC attorney Irving Segal's description of Philco as a "reluctant dragon" was a reference to the proposed agreement last year under which Philco would pull out of the

FRONTSIDE-



That rugged, universally adaptable lens turret takes a full complement of lenses—zoom, telephoto, 35 mm remote iris, standard 35 mm, and 16 mm.

SARKES TARZIAN 

BROADCAST EQUIPMENT DIVISION • BLOOMINGTON, INDIANA



KXLY stations to move Aug. 15

KXLY-AM-FM-TV Spokane, Wash., a member of the Morgan Murphy group of Superior, Wis., has set Aug. 15 for its move into new \$700,000 studios and offices in the 500 block of West Boone Avenue in downtown Spokane, according to Wayne McNulty, KXLY-AM-FM-TV general manager.

The new building, which was designed by James & Hicks, will be constructed on three levels and be

approximately 15 feet higher than Boone Avenue on a natural rock plateau. Incorporated in the 24,000 square feet of space will be two television studios, TV control areas, film department and library, general offices, conference, luncheon and projection rooms and, in addition to KXLY's news section, the local United Press International offices. New TV and radio broadcasting equipment also is being installed.

hearing in return for up to \$550,000 reimbursement from NBC for expenses in prosecuting the application. When the commission disapproved that agreement, Philco said it would stay in the case (BROADCASTING, March 25, 1963).

Mr. Segal also challenged Philco's motives in its opposition to NBC. He said Philco had filed a protest against the WRCV-TV license renewal in 1957 "to help" Philco Corp. in its then pending \$150 million patent suit against RCA, NBC's parent corporation.

Then, he said, after NBC entered into the consent decree and was faced with the necessity of getting rid of the Philadelphia properties, Philco filed for the channel in 1961.

"It's a matter of public policy not to let Philco or Ford [Philco's new parent corporation is the Ford Motor Co.] go out of this case, and say, 'look how I got a license.'"

Henry Weaver, Philco's attorney, stressed what he considered was WRCV-TV's poor programing record, particularly in the area of local live. For an 18-month period between 1958 and 1960, he said, no more than one hour a day of local live programs was broadcast between 9 a.m. and 1 a.m. Under the network's ownership, he said, the percentage of the broadcast day devoted to these programs declined from 23% to 6.3%. But after Philco filed its application, he said, the percentage increased to 14%. NBC, he said, shouldn't win renewal on the basis of that programing record.

Numbers Game ■ Mr. Segal called

Mr. Weaver's presentation a "numbers game" and denied the station attempted to upgrade its programs simply to meet the challenge from Philco.

Throughout the oral argument, the commissioners returned to the question of NBC's activities in obtaining the Philadelphia properties. Examiner Cunningham, in his initial decision, held that the commission, in 1955, had passed on this question with the full knowledge of the facts involved, "including the reluctant role of Westinghouse" and had approved the Cleveland-Philadelphia exchange. As a result, he said, it would be improper to pin a "misconduct label" on NBC "at this time."

At issue was WBC's stated need in 1954 for a commitment from NBC that it would affiliate with KDKA-TV Pittsburgh, for which WBC was then negotiating with the DuMont television network.

Mr. Fitzpatrick said that, at the time, Brigadier General David Sarnoff, NBC chairman, was dissatisfied with the pace of the Philadelphia-Cleveland negotiations, and refused to give the commitment until WBC gave assurances the trade would be completed. "NBC," Mr. Fitzpatrick said, "shouldn't use its affiliation powers in Pittsburgh to effect the acquisition of a station in another city."

Commissioner Frederick W. Ford seemed skeptical of the view that NBC had coerced WBC. He said he never regarded Westinghouse Electric Co. [the WBC parent] "as a puny little com-

pany." I always thought Westinghouse could take care of itself."

At another point, he said, "It doesn't make sense," that NBC could pressure WBC in Pittsburgh, which had only one station. He said NBC would want the affiliation. (The Pittsburgh station is now affiliated with CBS).

Chairman E. William Henry asked Mr. Segal whether the commission "shouldn't go into this?"

Mr. Segal said the FCC should not deny renewal now because of an activity the commission approved in 1955.

Easter, civil rights slow legislation

Senate debate on the civil rights bill and a 10-day Easter recess of the House combined last week to slow the legislative process in Washington to a halt.

Pending business likely to be delayed until at least after Easter in the House and indefinitely (because of prolonged debate on civil rights) in the Senate:

- A Senate Communications Subcommittee hearing on a bill against liquor advertising on radio and television (see page 50).

- A Senate Juvenile Delinquency Subcommittee hearing on violence and sex in television programing (CLOSED CIRCUIT, March 23).

- A Senate-House conference on HJ Res 247, to suspend Section 315 equal-time requirements for candidates for the presidency and vice presidency.

- Nomination hearing by the Senate Foreign Relations Committee on nominations of CBS President Dr. Frank Stanton and Mrs. Norman Chandler to the Advisory Commission on Information.

- Action on appropriations hearings for federal agencies relating to communications and advertising, such as the FCC and the Federal Trade Commission.

- House Communications Subcommittee action on legislation affecting FCC license application fees.

Senator Wayne Morse (D-Ore.) said last week that he would oppose any Senate committee activity while the Senate is in session on civil rights. With sessions beginning early mornings and one senator having the power to obstruct hearings, hope for committee work to proceed was dim.

Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Independent Offices Subcommittee, has scheduled hearings for the FCC April 22 and the FTC April 24, both to begin at 8:30 a.m.

BAR re-united with TV code authority

A two-year separation was ended last week when the code authority of the National Association of Broadcasters announced that Broadcast Advertisers Reports Inc., New York, would again monitor TV subscribers for the code (CLOSED CIRCUIT, March 23).

The one-year pact becomes effective Wednesday (April 1) and "is part of our effort to make the code enforcement program much tighter and we will be exploring other avenues in the year ahead," according to Howard H. Bell, code authority director. He said BAR will monitor approximately 200 TV subscribers in the 75 top markets and the three networks.

BAR served as the chief monitoring arm for TV code enforcement for five years prior to April 1962. At that time, the association was terminated with a charge by BAR that the NAB really was not interested in enforcing the code. BAR said then that it would "not continue to be privy to a farce." Two weeks after dropping the code authority as a client, BAR announced plans to provide advertising agencies with reports on stations that violate the code standards, both subscribers and nonsubscribers (BROADCASTING, April 2, 1962).

Since becoming code director last December, Mr. Bell has said many times that enforcement would be strengthened. In the past, the code authority has never announced resignations by subscribers or sanctions administered by the code but such a plan now is in the works according to Mr. Bell (BROADCASTING, Feb. 17).

The new BAR monitoring will be concentrated in the major markets, leaving the Washington code staff free to do more off-the-air monitoring in the field of smaller-market stations.

Phil Edwards, chairman of BAR, said BAR will produce 350,000 hours of TV monitoring in 1964 in the top 75 markets.

The code authority will continue to use Air Check Services Corp., Chicago, for the basic monitoring of radio stations as well as supplementary television code monitoring, Mr. Bell said.

Chamber asks ETV funds be cut from budget

Educational television facilities should be financed at state and local levels, the U. S. Chamber of Commerce told Congress last week in asking that a requested \$15.3 million for ETV be

deleted from the fiscal 1965 budget.

In a letter to the House Committee on Appropriations, the chamber said that "significant progress" already is being made by the individual states in this area with many having already established statewide ETV networks. In 1962, Congress established a program of matching grants for the construction or improvement of ETV stations to be administered by the Secretary of Health, Education & Welfare.

HEW estimated that it would make 96 such grants during the fiscal year beginning July 1 and has asked Congress to appropriate \$15.3 million for this purpose. The first such federal grants were made last summer and several dozen applications now are pending for additional funds.

One-year renewal for WMLP

The FCC last week gave WMLP Milton, Pa., a one-year, short term license renewal for "certain violations in the station's operations under Victor A. Michael, president and general manager and one-third owner."

The commission didn't give any details as to the alleged operational violations committed by WMLP, a daytime only station with 1 kw power.

KRLA's successor can use present gear

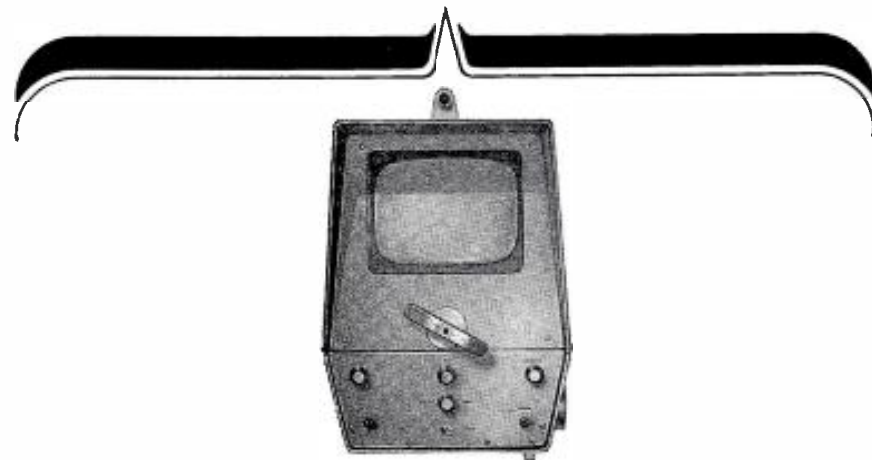
The Broadcast Equipment Corp., which leases the equipment and site of KRLA Pasadena-Los Angeles to Donald R. Cooke, for \$90,000 a year, has informed the FCC that the company will make these facilities available to any applicant for the soon-to-be silent frequency.

Mr. Cooke, who lost his license due to an FCC nonrenewal decision, is to shut KRLA down by May 1. Applications for the 1110 kc facility have been invited by the commission, they must be filed by the close of business tomorrow (March 31).

Broadcast Equipment, which is owned by Donald R. Cooke's brother, Jack Cooke, is asking that each applicant make a \$10,000 agreement with the company. The deposit would be returned should the applicant not receive a grant. The same conditions would be offered to an interim operation, the company said.

As of last week there had been only one application filed. This was by the Illinois-California Broadcasting Inc., licensee of KFOX-AM-FM Long Beach, Calif.

BACKSIDE-



Operators admire this large 8" switchable viewfinder—allows mixing of camera output with outputs from external sources to achieve perfect matched dissolve.

SARKES  **TARZIAN** 

BROADCAST EQUIPMENT DIVISION • BLOOMINGTON, INDIANA

Answers are filed in Miami ch. 10 case

SOUTH FLORIDA CHARGES 'CHARACTER ASSASSINATION'

South Florida Television Corp. last week accused its opponents in the Miami channel 10 case of attempted "character assassination" in their petitions to reopen the record of the comparative hearing.

The three opponents had asked that the record be reopened to consider the character and financial qualifications of South Florida. They based their requests on press accounts of William B. MacDonald's activities as promoter of the Cassius Clay-Sonny Liston heavyweight championship fight in Miami Beach last month (BROADCASTING, March 10).

But South Florida said the "evidence" concerning one of its principals is "hearsay," "scandalous," and "impertinent" and "constitutes sham, frivolous and vexatious pleading." It said the news stories which were attached to the petition should be stricken from the record, and it urged the commission to deny the requests to reopen the record. The Broadcast Bureau also recommended denial of the opponents' request.

A hearing examiner, in an initial decision supported by the Broadcast Bu-

reau, recommended that South Florida be awarded the grant (BROADCASTING, Dec. 30, 1963). The opposing applicants are WLBW-TV Miami, which has been operating on the channel on a short-term license since 1961 and is seeking renewal, Civic Television Inc. and Miami Television Inc.

News Stories Cited ■ In their petition, they quoted news stories reporting that Mr. MacDonald had bet \$5,000 on Clay at 6-1 odds. They said the reports, if true, would indicate a violation of state and possibly federal anti-gambling laws.

They also noted that the press had reported that Mr. MacDonald lost \$400,000 on the fight. They said that since Mr. MacDonald is South Florida's principal source of financing, the alleged loss might impair the company's financial position.

They also said that one news account reported that Mr. MacDonald had spent \$165,000 on legal fees in prosecuting the channel 10 case, whereas South Florida had budgeted only \$100,000 for this cost.

In its reply, South Florida not only questioned the accuracy and objectivity of sports writers but criticized the tactic of reproducing the press reports about Mr. MacDonald and making them part of the petition. South Florida said the commission in the past has refused to reopen hearings on the basis of unsubstantiated newspaper stories.

As a result, South Florida added, its opponents' "manifest purpose was to use the pleadings as a vehicle for extra-record character assassination in a manner which would not be permitted if attempted on the record."

Bureau's Position ■ The Broadcast Bureau said the petitioners have not presented any new evidence that warrants reopening of the record. "Nor do we believe the petitioners' arguments are sound, nor that the matters raised are of decisional significance even if the newspaper accounts were properly substantiated with evidentiary material, which is not the case here," the bureau added.

Mr. MacDonald's principal business interest is in mortgage banking, land development and insurance, the answer said. He also has subsidiary interests, including a 45% ownership of Tropical Park race track in Miami.

Mr. MacDonald, in an affidavit accompanying South Florida's reply, denied the report he bet \$5,000 on Clay. And South Florida submitted a copy of a letter from the Associated Press, that supported Mr. MacDonald's denial. The letter was signed by Will

Grimely, who said his notes refer to "a couple of small wagers but there is nothing about a \$5,000 bet." He added that he didn't know how the figure got into the AP report.

Loss Won't Hurt ■ In discussing the allegations concerning Mr. MacDonald's loss on the fight, South Florida said that he could absorb \$400,000 without endangering his ability to meet his obligations to provide South Florida with financing of up to \$1.9 million. He said his accountants reported that his net loss on the fight, after tax adjustments and refunds, would be about \$221,000. And the William B. MacDonald Jr. Corp., which would provide the principal source of financing for South Florida, had net current assets of more than \$2.8 million as of Dec. 31, 1962, according to the showing made on the record. During 1963, Mr. MacDonald said, the corporation's net worth and surplus increased by \$333,555. The MacDonald corporation has total assets of more than \$40 million.

The petition also said the article reporting South Florida has paid \$165,000 for legal expenses is inaccurate. South Florida said the company has paid a total of \$155,477.99 for expenses, "legal and otherwise," in prosecuting its case, except for certain expenses which are deferrable.

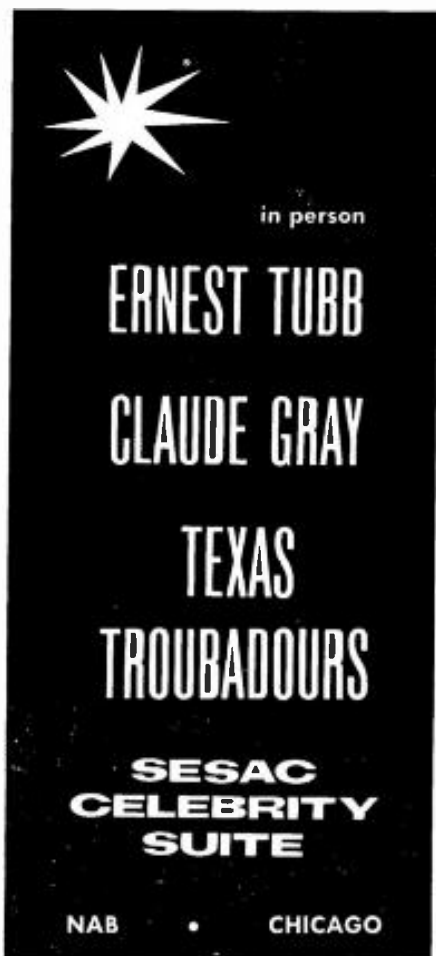
South Florida notes that it budgeted \$100,000 for fees, with \$43,000 set aside to provide a cushion. But in addition, it said, Mr. MacDonald made another \$35,000 available, bringing the total to \$178,000. Since only \$155,477.99 was spent, South Florida said, it still has a "cushion" of \$23,000 for other contingencies.

Bureau says nothing new in Estes's petition

The FCC's Broadcast Bureau has asked the commission to deny Edwin H. Estes's petition for reconsideration of the nonrenewal and revocation actions against his licenses for WMOZ Mobile, Ala., and WPFA Pensacola, Fla., on the ground that Mr. Estes is merely making a further attempt "to foist the blame for his own misconduct on his employees. . . ."

The bureau, which has steadily opposed any leniency for Mr. Estes, told the commission that his petition for reconsideration brought up no new points or arguments. The bureau said the central theme of the brief was a continuation of Mr. Estes' old argument—"he blames and accuses his Negro disc jockeys and announcers in order to escape the consequences of his own falsehoods and deceptions."

Mr. Estes's petition for reconsideration charged that the license renewal



hearing for WMOZ failed "to secure a 'full and true disclosure of facts'" and that the revocation of the license of WPFA was an unprecedented, arbitrary act by the commission (BROADCASTING, March 16).

The two sanctions against Mr. Estes's licenses were based, the commission said, on a gross record of "fraud and deception." The commission found that Mr. Estes had submitted false programming logs in his WMOZ composite week of the renewal application.

The bureau took a strong exception to Mr. Estes's charge that the revocation of WPFA was an unjust punishment. The bureau said the action against the license was not a punishment as "punishment, penalty, penal sanctions are not matters which enter into this determination." According to the bureau the FCC has only made a determination that Mr. Estes is "unfit, because of his misconduct with reference to this commission, to be extended the privilege of being a broadcast licensee."

The bureau also discounted Mr. Estes's claim that the commission has not given enough weight to his contention that he has been the victim of a conspiracy against the WMOZ licensee by WGOK Mobile, which is owned by the OK Group. Mr. Estes had produced an affidavit from Lester Foster, a former WMOZ employe, which stated that such a conspiracy had taken place.

Johnson broadcast holding hit by GOP

Republican congressmen leaned hard on the throttle last week as they sought to drive the Bobby Baker case into the White House by routing it through President Johnson's broadcast holdings.

But the Senate Rules and Administration Committee all but closed the door as it voted 6-3 not to pursue any of more than a dozen Republican-proposed witnesses, including Walter E. Jenkins, President Johnson's top aide and a stockholder in the family stations. A committee witness has sworn Mr. Jenkins "persuaded" him to buy \$1,200 of unneeded advertising time on a Johnson family television station in 1957 after he sold Mr. Johnson, then Senate Democratic Majority Leader, \$100,000 in life insurance. Mr. Jenkins has denied the allegation, although he has not appeared before the committee (BROADCASTING, March 23).

Call to Arms — Meanwhile, House Republicans took up the attack. Representative John M. Ashbrook (R-Ohio) said, "The President's refusal to clarify the facts involving this case cannot be considered as anything less than a coverup. It would be very interest-

ing to know just who advertised on this television station [KTBC-TV Austin, Tex.] and how much. We have already seen one political kickback which was routed through the television station. Were there more?" he continued.

Then the congressman published in the *Congressional Record* the texts of two *Wall Street Journal* articles that traced the Johnson family career in broadcasting from 1943, when it bought KTBC Austin for \$17,500, to the present and an estimated value of "around \$7 million" for all the Johnson broadcast holdings, now in trust under the name Texas Broadcasting Co. "How much did influence have to do with the station's commercial success?" Representative Ashbrook inquired. "Can anybody honestly believe that if this involved anybody except the President of the United States they wouldn't be hounded out of office?"

Another Republican, Representative J. Arthur Younger (R-Calif.), senior Republican on the House Communications Subcommittee, said in an interview that the Baker case was sure to be an issue and that from a political standpoint, the President has made a mistake.

Representative Steven B. Derounian (R-N.Y.) termed the Senate commit-

tee's failure not to look further into the advertising issue and other facets of the Baker case as "absolutely disgraceful." And in the Senate, the three Republican members of the investigating panel, who had lost a series of 6-3 party line votes on calling new witnesses to the investigation, attacked the manner in which the probe had been turned into a "whitewash," as they put it.

'Chronicle' buys out 'Press'

The *Houston Chronicle*, owner of KTRH-AM-FM that city, has bought the assets of the *Houston Press* for an estimated \$4 million, and the *Press*, a Scripps-Howard newspaper founded in 1911, has ceased publication. It had a circulation of 90,000 daily. The *Chronicle*, owned by Jesse H. Jones interests, has an average daily circulation of 226,000.

The death of the *Press* leaves Houston with two newspapers; in addition to the evening *Chronicle*, the city has the morning *Post*, owned by former governor W. P. Hobby, which is the owner of KPRC-AM-TV there, and which has a 29.5% interest in KFDM-TV Beaumont, Tex. The *Post* also owns the *Galveston News and Tribune* and the *Texas City Sun*.

Anyway You Look at It...

Economies of Tarzian solid state cameras show up on the profit side of your station operation.

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Anyway you look at it, there's a Tarzian fully transistorized camera to best suit your programming needs—including Image Orthicon (see it—try it at NAB), 1" vidicon, or 1.5" image pick-up. Call or write for more information.

SARKES TARZIAN

BROADCAST EQUIPMENT DIVISION • BLOOMINGTON, INDIANA

KFWB faces a CORE 'sing-in'

Station denies accusation of discrimination; says standards are 'so high'

KFWB Los Angeles has been selected by the Congress of Racial Equality as the target for a public demonstration of protest against employment practices which CORE believes to be discriminatory against Negroes. A CORE spokesman said last week that planning for the demonstration began after negotiations with KFWB broke down on March 13. The plans have not been completed, nor has a date for the protest been set.

Although CORE declined to divulge any of its tactics at this time, among the actions being considered is a "sing-in," an adaptation of the familiar sit-ins, with demonstrators thronging the corridors of the station and singing loudly and continuously. Hopefully the sing-in would be heard on the air, over the station's regular programming.

Another proposal that CORE may adopt is to encourage teen-agers, who constitute a sizable part of KFWB's audience, to collect on the sidewalk in front of the main studio entrance (on Hollywood Boulevard) blocking traffic, perhaps attracting police attention and giving the CORE campaign against KFWB desirable publicity.

The CORE charge of discrimination

was denied by J. J. Bernard, KFWB general manager. He said that KFWB has a Negro receptionist and was the first station in Southern California to have a Negro secretary to the program director. (She left KFWB to become an air personality on KDAY Santa Monica, Calif., Negro-programed station.) All Crowell-Collier broadcasting stations (KEWB Oakland-San Francisco and KDWB Minneapolis St. Paul, as well as KFWB) follow a policy of nondiscrimination in hiring employees, he said. Another Crowell-Collier station, he said, has had a Negro engineer as a fulltime employee for the past five years.

Pick of the Crop "It is my belief," Mr. Bernard stated, "that KFWB is being made the focus of the CORE attack not because of any anti-Negro policies of either the station or of Crowell-Collier Broadcasting Co. The real reason we were singled out, to my mind, is that we are the number one station in Los Angeles. We have the highest ratings and our pay scale is also the highest in the city. . . . I don't think I'm being immodest when I say that we can have our pick of the best disk jockeys in the country. . . . No Negro who has applied for on-air work at our station has come up to our qualifications, which are admittedly so high that very few announcers, regardless of race, creed or color, can meet them.

"As the number one station in town, we're the most attractive target for CORE, or any other group seeking to gain recognition in radio."

According to statistics compiled by the National Association of Radio Announcers, whose membership is predominantly Negro, the more than 50 radio stations in the Los Angeles area

have more than 1,000 employees above the level of janitorial or office help, but only 20 of that number are Negroes. "And these 20 are all employed at five stations," Charles Johnson, of the NARA, stated. He listed the stations with Negro executives and/or announcers as KDAY, KGFJ (also Negro-programed), KBCA(FM) (a jazz station), KNX (CBS-owned), all Los Angeles, and KTYM Inglewood (devoting much of its time to programing aimed at various minority groups).

Same All Over Nationally, Mr. Johnson said, the Negro radio employment picture is no brighter than it is in Los Angeles. More than 5,000 stations with more than 90,000 employees have only 531 Negroes as talent or in executive positions, and most of these are employed by Negro-oriented stations. "In the entire country," he said, "there are only about 50 stations with integrated staffs."

Mr. Johnson reported that last month, on behalf of NARA, he had written to the FCC, asking for help in correcting a situation in which Negroes are "automatically excluded from management and staff positions in the broadcasting industry," chiefly because they are Negroes. A similar letter was sent to the White House, Mr. Johnson said. FCC Chairman E. William Henry replied to both letters (the White House letter having been referred to the FCC), promising an investigation of the charges, the NARA official said. (The chairman's office said that the commission is not looking into charges against any specific station however. The commission staff has been considering for several months the general problems of discrimination in employment by licensees see box this page). Mr. Johnson said NARA has also asked for an investigation from California Department of Industrial Relations.

Mr. Johnson, in a letter to the commission, complained that KFWB refused to discuss its hiring practices with him. KFWB, according to a commission official, wired the agency that Mr. Johnson had "represented himself" as an FCC representative. The commission official said that since impersonating a federal official is a federal offense, the matter was referred to the Justice Department.

Ruby Harvey, executive secretary of NARA, said that almost the only way a Negro can work in Los Angeles radio, apart from the Negro-programed stations, "with the lowest pay scale in the city," is by brokering time, that is, buying a block of time from a station and retailing it bit by bit to local advertisers. Several Los Angeles stations have arrangements of this kind, Mr. Harvey said.

FCC wouldn't be loner on racial decisions

If the FCC ever moves against discrimination in the hiring practices of broadcasters, it probably will be acting as part of a concerted program including all government agencies having licensing authority.

This is the view of commission staff members who have been considering the matter since last summer (BROADCASTING, July 1, 1963). At that time, it was disclosed that the staff was studying the feasibility of commission action to prohibit discrimination by licensees.

Since then, a commission official said, talks have been held with Justice Department "on what, if anything, the commission should do to

implement the national policy against discrimination."

No conclusions have been reached yet, he said. He added, however, that the commission staff feels that the FCC "shouldn't go it alone," but that it should act only in concert with other government agencies having licensing responsibilities.

He stressed that the commission is not "at the moment" investigating charges of discrimination involving any specific station. "We are only looking into the general problem of whether nondiscrimination should be linked to licensing." The decision on this matter, he said, shouldn't be made by the FCC alone.

Waiting and watching in Connecticut

PUC ISSUES RULES ON CATV OPERATIONS IN STATE

The Connecticut Public Utilities Commission, first state agency to regulate community antenna television systems, has issued rules governing CATV operations.

CATV systems owners there have adopted a "wait and see" attitude and have voiced little objection to the regulations. They were satisfied that the PUC did not classify them as common carriers.

The PUC chose not to adopt a blanket policy to protect local television stations but will consider "such contentions at the time that hearings are held on pending applications." The PUC also bowed to the FCC's jurisdiction in regulating CATV's served through microwave systems. The state commission also implied that it is not getting into regulation of pay TV because "this commission has no

jurisdiction to authorize a CATV certificate holder to provide any service other than that prescribed by statute, namely, antenna television service."

Under state rules operators must file detailed annual reports of their financial condition and their books must be made available to the PUC. In addition, applications for permits to establish CATV systems must include proposed initial rates. Rate changes are subject to PUC approval. These two points have not pleased Connecticut CATV operators.

Under these regulations the PUC will grant exclusive franchises, and as in the regulation of other public utilities, has held that "in return for the privilege of having a legal monopoly, a utility must be subjected to rate regulation."

Unlike common carriers, CATV's won't be required to serve unprofitable areas or to obtain state permission to discontinue service.

In other CATV developments:

- The Pennsylvania Public Utilities Commission ruled Monday (March 23) that it would assume jurisdiction over CATV as a public utility as proposed by a state senator last month (BROADCASTING, Feb. 17).

- In Panama City, Fla., a pleading of the Herald Publishing Co., licensee of WJHG-TV there, that operation of a CATV system would create unfair competition unless it were guaranteed certain nonduplication agreements, was thrown out of Florida circuit court for failure to show cause of action.

Cable TV to extend lines beyond city limits

Cable TV of Santa Barbara Inc. last week received permission from the Santa Barbara county supervisors to extend its lines to adjacent communities on the East and West of the city. The system, now running 140 miles within the city limits of Santa Barbara, Calif., is principally owned by Harry C. Butcher, former broadcast executive. Golden West Broadcasters, a broadcast group whose principal stockholder is Gene Autry, is buying control of the CATV operation (BROADCASTING, Feb. 24).

When completed, the Santa Barbara cable company will run East to include the communities of Montecito, Summerland, Carpinteria, with 90 miles of cable project, and West to include Hope Ranch and Goleta Valley, with 135 miles of cable planned. The cost of the entire extension will be \$1.2 million, Mr. Butcher said last week, and will add about 20,000 homes to the CATV potential. The Santa Barbara system now serves 3,000 subscribers with 10 stations—eight from Los Angeles, one from Santa Maria, and the local TV station. It is planning to add the Los Angeles educational station when that station begins operating.

The county supervisors chose the Santa Barbara CATV over two other applicants. Cable TV of Santa Barbara proposed a \$10 attachment fee, plus \$6.50 a month. After the number of subscribers reaches 5,000, it proposes to reduce the fees by 10%.

Ottumwa voters reject KTVO (TV)'s CATV bid

The petition of KTVO(TV) Kirksville, Mo.-Ottumwa, Iowa, for permission to install a community antenna system in Ottumwa was defeated by a narrow margin in a special referendum Tuesday (March 24). KTVO's proposal lost by 390 votes out of a total of 4,500 ballots cast.

Earlier petitions for CATV in Ottumwa, however, had lost by very heavy margins and total votes of up to 12,000 had been cast.

Tuesday, though, wasn't fit for man or beast let alone voters, KTVO said. That day there was a heavy mix of snow, sleet and rain. KTVO feels it could have carried the proposition if the usual turnout had been realized. If post-election sentiment so indicates, KTVO may renew the bid.

Another CATV bid in Ottumwa by Ottumwa Cable TV Co. lost in Febru-

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and New Cabinet Styling.
Exclusively offered as a
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1 KW FM TRANSMITTER

Featuring Automatic
Power Control and the
lowest tube investment in
the industry.

5 KW AM TRANSMITTER

Offering *Increased Reliability* with a new twelve-phase high voltage Power Supply.

"LOG ALARM"

New . . . simple method
to log transmitter readings
with complete "remote
control" features.

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ary by a vote of 4,184 against and 661 for, while a similar bid by Iowa Cable Television Co. in January was turned down 7-to-1 (BROADCASTING, Feb. 24, Jan. 13). Three years ago a bid by Jerrold Electronics Corp. lost by a 10-to-1 margin.

New rules on ex parte cases?

Proposal would cover only proceedings on hearings;
April 30 comment deadline

The FCC has asked for comments on a proposed rulemaking that delineates and provides for the punishment of ex parte contacts during commission hearing cases. The proposal, the commission said, "is intended to deter the making of improper communications and to maintain public confidence in the commission's proceedings."

The proposed rules, which the commission said are based for the most part "upon existing statutory provisions" and a recommendation made in the final

report, Dec. 15, 1962, of the Administrative Conference of the U. S., would apply only to "adjudicatory and record rulemaking proceedings which have been designated for hearing." The rules would apply both to persons outside the commission and to FCC employees, with the aim of assuring "minimum standards of conduct," the commission said. But, it noted, "the proposed rules are directed only to communications involving decision-making commission personnel," and not such persons as the Broadcast Bureau counsel or the executive director, "who do not participate in the decision making process."

The FCC suggested other proceedings that interested parties feel should be added to the proposed rules, be included in their comments. Comments are due April 30 and reply comments May 11.

Adjudicatory proceedings include "the issuance, renewal, modification, or assignment" of licenses, as well as transfers of control and revocation or cease and desist order hearings. The commission designated the following persons as decision makers in the above cases: commissioners and their staffs, chief of the Office of Opinions and Review and staff, the Review Board and staff, hearing examiners and staffs, the general counsel and staff and the chief engineer and staff."

Record, or restricted, proceedings in-

clude those involving "the establishment of 'charges, classifications, practices, regulations and other terms and conditions,' or the allocation of facilities and stations among users." The personnel involved is the same as for adjudicatory proceedings, with the addition of the chief of the Common Carrier Bureau and his staff.

What and When ■ The commission described an ex parte contact as any communication, either written or oral, "between decision-making commission personnel and persons not in this category" when a copy is not given to other parties in the proceeding, at least by the time the FCC receives it, or when other parties are not given an advanced notice so they may be present, in the case of an oral contact. The rules also provide that no decision-making commission personnel make contact, "directly or indirectly," with persons outside the commission.

The rules further provide that no person with a "direct or indirect interest in the outcome of restricted proceeding . . . shall solicit or encourage other persons to communicate ex parte concerning that proceeding with decision-making commission personnel." This rule also applies to the FCC's decision making staff. The rules further would require that anyone having knowledge of a solicited, attempted or made ex parte contact "should promptly advise the [FCC] executive director in writing of all the facts and circumstances concerning that communication. . . ."

The rules provide that all unauthorized written ex parte communications will be forwarded to the executive director, and if it raises any question he will serve all the parties in the proceeding with copies. If an oral contact is made with a decision-making employee of the FCC, the person is to be immediately advised that the FCC is prohibited and the discussion ended.

A person, outside the commission, "who directly or indirectly makes any ex parte communication . . . may be disqualified from further participation in that proceeding," under the punitive sanctions proposed by the rules. The rules provide that any attorney or other person acting as a representative for a party before the FCC "may be censured, suspended, or barred from representing others before the commission," if he is found to have been involved in ex parte contacts.

An FCC employee who is found to have made ex parte communications would be governed by current rules. He could receive a written reprimand, an "official censure," or he could be suspended, which is a "nonpay status," or lastly he could be fired from the agency. The proposed rule only gave a blanket reference to these intra-agency rules of conduct.

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Changing hands

ANNOUNCED ■ *The following sales of station interests were reported last week subject to FCC approval:*

■ **Wwok** Charlotte, N. C.: Sold by Sherwood J. Tarlow and associates to Morris Bergreen and group for \$400,000. Mr. Bergreen owns or has major interests in KCMJ Palm Springs, Calif.; WTBO Cumberland, Md., and WRAN Dover, N. J. The Tarlow group owns WHIL-AM-FM Medford-Boston, Mass.; WARE Ware, Mass., and KUTY Palm-dale, Calif. Wwok operates fulltime on 1480 kc with 5 kw. Broker was Blackburn & Co.

■ **KMBY** Monterey, Calif.: Sold by John L. and Muriel L. Burroughs to Stoddard J. Johnston for \$325,000. Mr. Johnston is former owner and general manager of KRGV-AM-TV Weslaco, Tex. KMBY is a fulltime station on 1240 kc with 1 kw day and 250 w night. Broker was Blackburn & Co.

■ **Kbow** Butte, Mont.: Sold by Richard R. Miller and associates to George Hatch and group for \$140,000. The Hatch group, which owns KOPR in Butte and KGHL in Billings, both Montana, intends to ask the FCC to delete the Kbow frequency (1490 kc with 1 kw day and 250 w night). Mr. Hatch is also board chairman of the Intermountain Network. Broker was Edwin Tornberg & Co.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 149).*

■ **KLBK-AM-TV** Lubbock and **KWAB-TV** Big Springs, both Texas: 55% interest sold by Sidney A. Grayson and group to Theodore Shanbaum, Dr. Ellis Carp and Lee Optical and Associated Companies Retirement Pension Plan Trust (already 45% owners) for \$900,882. KLBK is 250 w fulltime on 1340 kc. KLBK-TV, founded in 1952, operates on channel 13. KWAB-TV, started in 1956, is on channel 4. Both TV stations are affiliated with CBS and ABC.

■ **KTOP-AM-FM** Topeka, Kan.: Sold by Charles B. Axton and J. A. Dickinson to Publishing Enterprises Inc. for \$250,000. Publishing Enterprises is principally owned by John P. Harris and associates, who also own KIUL Garden City, Kan.; KBUR Burlington and KMCD Fairfield, both Iowa, and have a minor interest in KTVH-TV Hutchinson, Kan. The group also owns newspapers in Kansas and Iowa. Chairman E. William Henry and Commissioner Kenneth A. Cox dissented. KTOP is on 1490 kc fulltime with 250 w. KTOP-FM

is on 100.3 mc with 3.3 kw.

■ **KKIS** Pittsburg, Calif.: Sold by Sherry B. Pace, James H. Shear and others to W. Ernst Minor for \$200,000. Mr. Minor is a Cincinnati businessman now residing in California. KKIS operates fulltime on 990 kc with 5 kw. Broker was R. C. Crisler & Co.

Schedumatic formed; negotiating for stations

The formation of Schedumatic Corp., New York, which plans to acquire radio and television stations and program services, was announced last week by John Esau, president.

Mr. Esau said Schedumatic, with headquarters at 229 Park Avenue South, New York, is negotiating for several broadcast properties.

For the past five years Mr. Esau has been director of broadcast operations for Muzak, where he managed the Programmatic Division and station WBFM (FM) New York. He has been active in the broadcast and related fields for almost 30 years and from 1935 to 1952 was associated in various executive capacities with the Griffin-owned stations (KTUL-AM-TV Tulsa, Okla.; KOMA Okla-

homa City; KPFW Fort Smith, and KATV (TV) Little Rock, both Arkansas). He was president of KTVQ (TV) Oklahoma City from 1952-55 and was a broadcast consultant from 1955 to 1958 before joining Muzak.

Associated with Mr. Esau in Schedumatic are Wendell B. Barnes, in investment banker, who will serve as treasurer and R. E. Fender, formerly sales manager of Programmatic, who will be vice president in charge of sales. Mr. Fender will be operating out of Dallas for the new company. Another branch office will be established in St. Louis.

Media reports...

More time ■ The FCC, which wants to allow FM stations short-spaced by the mileage separation rules adopted last summer to increase their power, last week extended the deadline for comments on the proposed rulemaking from March 27 to May 11.

New CBS station ■ WZIP Cincinnati, currently an affiliate of MBS, announced last week that it will join CBS Radio on April 5. MBS said it has a contract with WZIP that runs through June. The station, which operates on 1050 kc with 1 kw daytime, is owned by Greater Cincinnati Radio Inc.

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A code for coverage of arrests and trials

CBS offers to finance all-media policy study that it hopes might open doors now closed to TV

CBS Inc. last week proposed a voluntary, inter-media code of fair practices that would guide coverage of legislative and judicial proceedings as well as the pre-trial and detention periods.

The proposal was made March 26 by Dr. Frank Stanton, CBS president, in a lecture at the Annenberg School of Communications of the University of Pennsylvania in Philadelphia.

Dr. Stanton said that CBS was asking the Brookings Institution, independent research and education organization in the social sciences, to undertake the composition of a task force of leaders in law, journalism and government to study and report on such a policy. CBS, he said, has offered to finance the project.

CBS, Dr. Stanton said, has suggested to Brookings that a "gifted American widely experienced in both the law and

communications be made chairman of the [study] group." He said, "such a name as Newton N. Minow, a member of the bar and former chairman of the FCC, comes immediately to mind." (Mr. Minow is now executive vice president of Encyclopaedia Britannica Inc., Chicago.)

Interest Seen ■ Dr. Stanton said the Brookings Institution appeared interested in the project and would consider working on it with such other organizations as the American Bar Association, American Society of Newspaper Editors, Magazine Editors Association, Radio and Television News Directors Association and the Sigma Delta Chi professional journalism society.

Although the study group might not come up with all the answers, Dr. Stanton said, CBS is willing to finance the project to get it "out of an arena of



Dr. Stanton

contention that only drives us further away from a solution and into an atmosphere of affirmative discussion and common purpose."

In this "age of electronic communications," he said, there exists a need to overhaul the rules governing the press in its relations in the judicial process. Dr. Stanton referred to a recent Elmo

Now is the time to get convention credentials

Newsmen planning to cover the Democratic and Republican conventions this summer must file their requests for credentials before April 15, they were reminded last week.

Bill Henry, chairman of the 1964 political conventions committee of the House Radio-TV Gallery, said, "seat and space limitations restrict all credentials to active newsmen. Personnel not directly concerned with convention news coverage are not eligible." Applications should be addressed to Mr. Henry, Room H-323, The Capitol, Washington, D. C.

Housing: Edmund C. Converse, chairman, subcommittee on housing, Republican National Convention, Apartment K, St. Francis hotel, San Francisco, and Sam Brightman, deputy chairman for public affairs, Democratic National Committee, 1730 K Street, N.W., Washington, D.C. 20006.

Independent television and radio sta-

tions planning coverage should address requests for pool services to:

■ Republican Convention TV Pool, Room 291, NBC, 30 Rockefeller Plaza, New York 10020.

■ Democratic Convention TV Pool, Election Unit—Attention: Vern Diamond, CBS, 518 West 57th Street, New York 10022.

■ Republican and Democratic conventions—Audio Pool, Attention: Les Learned, MBS, 135 West 50th Street, New York 10019.

The Republican convention is scheduled for the week of July 13 in San Francisco. The Democrats meet the week of Aug. 23 in Atlantic City.

Heffner sees TV as educational aid

Historian Richard D. Heffner, former vice president and general manager for educational station WNDT(TV) Newark-New York, blames "intellectual snobbery and lethargy" for what he charged has been a limited use of television as a

tool to promote education and culture in American life.

In an article "Television: Friend or Foe?" for the 1964 issue of *Teaching and Learning*, the annual publication of the Ethical Culture Schools of New York City, Mr. Heffner described television as a "combination of school and library that can supplement (not supplant) classroom instruction with the living image of our time, make the pages of history come alive, and stretch a child's experience back to the world's dawn!"

He reprimanded the large body of educated people in the U. S. who sneer at television and do not make an effort to improve it. "What is more disturbing," he said, "is that through their influence as parents and teachers our children are being denied the full benefit of one of the most important educational resources of our era."

Mr. Heffner states that in a typical week's program listings, New York's commercial stations present 85½ hours of programs "that by exacting standards must be credited with valuable in-

Roper & Associates survey that showed 55% of the American public got most of its news information from television, compared to only 52% from newspapers, nearly the reverse of figures obtained in 1961 (BROADCASTING, Jan. 27).

Despite this, he said, legislative bodies at the local, state and federal levels are closed to the microphone and camera "in the vast majority of cases." The same holds true of judicial proceedings, he added.

Yet, Dr. Stanton noted, radio and television always have been treated on an equal basis with other news media "as full fledged, indispensable adjuncts of reporting" of all events at the United Nations. He indicated that he thought TV's acceptance by the UN, with no consequent loss of dignity, should prove that television can handle such activities in a responsible manner.

Technical Problems ■ He admitted, however, that TV occasionally has hurt its own case when it attempted live coverage of legislative events because of "hastily assembled equipment, the harassment of unnecessarily glaring lights, the clamor of inadequately coordinated crews, the thoughtlessness of overzealous or inconsiderate personnel." Such a study as CBS has proposed, he said, should be able to set guidelines to eliminate or greatly reduce such hazards.

Dr. Stanton also had some suggestions on beginning the introduction of television into the courtrooms. The first step, he said, would be to permit live television coverage of U. S. Supreme Court proceedings, including sig-

nificant arguments and decisions. A second step would be to allow similar coverage of federal and state appellate courts. TV coverage there could not be considered sensational, he said, because there are no witnesses or defendants whose conduct could be affected by cameras and microphones.

Dr. Stanton admitted that trial courts and adversary hearings "present wholly different problems, some of which strike at the very basis of justice in a free society—the assumption of innocence and the protection of the rights of the individual."

He also noted the separate problems that exist due to the behavior of the press, the police and the prosecutors in what statements are made prior to defendants going on trial. These are situations that should be corrected, Dr. Stanton said. Although the study that CBS proposes may not provide all the answers, he added, "there will be a beginning, based on a consensus of informed and concerned individuals representing a variety of all points of view."

Price Tag ■ Dr. Stanton did not mention the amount of money CBS was prepared to commit to the Brookings study, but a CBS spokesman indicated it would run to \$75,000 at a minimum.

Mr. Minow, whom Dr. Stanton mentioned as a possible chairman of the study group, was appointed to the FCC by President Kennedy. He served as its chairman for 27 months, resigning on June 1, 1963, to join Encyclopaedia Britannica as its executive vice president and general counsel.

formational, cultural or educational content." This programing, he points out, is in addition to the 72 hours of presentations by educational station WNDT(TV).

Mr. Heffner has lectured in history and political science at several colleges and universities and written for television, newspapers and magazines. In this article, he says that parents have a responsibility to encourage television program selectivity by their children similar to the way their reading habits are formed.

Court finds for Jackson in JFK record album

New York State Supreme Court Justice Abraham N. Geller has granted a summary judgement in favor of CBS and CBS News reporter Allan Jackson against Documentaries Unlimited Inc., which had made unauthorized use of a CBS Radio report by Mr. Jackson concerning the assassination of President

Kennedy last Nov. 22.

The company had used the excerpt, without CBS's permission, in a memorial album dedicated to President Kennedy.

In granting CBS an injunction to halt sale of the album, Justice Geller affirmed its demands for an accounting of the defendant's profits and actual and exemplary damages, which will be determined later.

Justice Geller noted that the significant element was that Mr. Jackson's "voice and style of talking, which in his profession is the foundation and source of employment and income, were appropriated by defendant without his consent. A broadcaster's voice and style of talking is, to all intents and purposes, his personality, a form of art expression, and his distinctive and valuable property."

Because Mr. Jackson's performance was a "significant element" in the album, Justice Geller said, the defendant had committed a "clear case of appropriation for commercial profit of another's property right."

STV foes gain a week's delay

Minor triumph won at PUC hearing in Los Angeles on PT&T pay TV contract

The opponents of pay TV last week won a minor victory in their campaign to block the entry of a closed circuit system of subscription television into Southern California.

Appearing Wednesday (March 25) at a hearing of the California Public Utilities Commission in Los Angeles on a petition of Pacific Telephone & Telegraph Co. for approval of a contract to provide transmission facilities in Los Angeles for programs of Subscription Television Inc. (BROADCASTING, Feb. 24), the foes of pay TV asked PUC to reject the proposal or to defer decision until after Nov. 3. That is the date of the general election, when the question of pay TV in California is expected to be included on the ballot.

Instead of the six-month delay they asked for, the pay-TV antagonists got a one-week hold-up in the STV-PT&T contract consideration and a chance to present their views all over again next Wednesday (April 1). The 90-minute hearing by William M. Bennett, PUC president, and Thomas E. Daley, examiner, was adjourned with an announcement by Mr. Bennett that it would be resumed one week later in San Francisco.

The hearing opened with the telephone company asserting that the proposed contract with STV offered service at a reasonable rate, that it contains a provision for an 8% profit for PT&T and that in no way would it adversely affect any user of PT&T's regular telephone service. Mr. Bennett made clear that it is a matter of major concern to PUC that PT&T should not undertake any obligation that would interfere with its primary responsibility to provide telephone service to the public.

Two Questions ■ This, Mr. Bennett stated, was one of two questions that PUC wanted answered. The other, he said, is whether STV is itself a public utility that should be subject to PUC regulation. It is not up to PUC, its chairman declared, to say whether pay TV is good or bad for the people of California.

That view was echoed by William K. Coblenz, attorney representing STV, who told the commission that "the requirements of the public utilities

laws of California have been fully met . . . through the deposit with PT&T of a termination allowance of sufficient magnitude to reimburse the telephone company and thereby protect the telephone users against any of the cost of providing contract services to STV." The service to be provided for STV by PT&T is so engineered as to offer "no interference of any sort with the existing telephone service," he said.

The details of the contract between STV and PT&T were spelled out by Horace E. Corey Jr., transmission and radio engineer, and Charles R. Gondak, general tariff engineer, both employed by PT&T in San Francisco. The charges proposed in the contract, they said, are based on PT&T's past experience in providing similar service to TV stations and networks. The STV contract is the company's first with a pay TV firm, they said, noting that the agreement for a full deposit of the material costs in advance protects PT&T against any loss in the event that STV should be unsuccessful in establishing a profitable business operation in Los Angeles.

Elmer Schuster, PUC staff counsel, recommended that PT&T supply the commission with a yearly review of this new operation and that a tariff for this service be filed as soon as feasible. He also asked that if the service area

'Post-'48's' in top 50

With a sale completed last week to KHOU(TV) Houston, Screen Gems said it has sold its 210-title Post-'48 group of Columbia Picture features in each of the top 50 TV markets in the country. The package now has been sold in a total of 153 markets, according to Robert Seidelman, SG vice president in charge of syndication. Other recent sales on the group were made to WBZ-TV Boston; WJZ-TV Baltimore; KATV(TV) Little Rock, Ark.; KMVT(TV) Twin Falls, Idaho; WSBT-TV South Bend, Ind.; WAVE-TV Louisville, Ky.; KCHU (TV) San Bernardino, Calif.; KBES-TV Medford, Ore., and WCAX-TV Burlington, Vt.

covered by the contract (about three square miles in southwestern Los Angeles) is expanded, new rates be submitted for PUC approval.

Free TV Advocates ■ The anti-pay-TV forces were headed by Frederick C. Dockweiler, an attorney who is Southern California chairman of the Citizens' Committee for Free TV, which is cir-

culating initiative petitions to outlaw pay TV in California. He charged that the STV-PT&T contract is contrary to the public interest, since "pay TV will force the public to pay for television programming it is now receiving free." Mr. Dockweiler also stated that since the wires and cables to be used by PT&T for transmitting STV programs will pass over both private and public property, approval of the contract would, in effect, "be granting a pay television monopoly the right to use for immense profit easements which originally were obtained for strictly public communication via telephone lines."

The California Federation of Women's Clubs was represented by Mrs. Edwin F. Bryant, president-elect, and Mrs. Fred S. Teasley, state radio-TV chairman. Mrs. Bryant said that the federation, representing 70,000 women in the state, first became interested in pay TV in 1954 and, after two years study, in 1956 voted to oppose it. In 1961 the women's organization, after further study, reaffirmed its opposition to pay TV and that is its position today, she stated. Citing the contributions of the present advertising-supported system of television to education of the general public, to entertainment of the underprivileged and to the benefit of business through commercials which she said are "often enjoyable," Mrs. Bryant urged that approval of the STV-PT&T contract be denied as contrary to the public interest.

Mrs. Teasley asserted that "ability to pay should not determine what we see on television." California "is the test state in this fight," she declared, urging that PUC withhold action on the contract until after election day. "The people should be heard," she stated. "The people have the right to vote."

Representatives of the Projectionists Union, IATSE Local 150, and Local 399 of the Service and Maintenance Unions also voiced opposition to pay TV, as did several private citizens representing only themselves.

Photographers to fete LBJ

The annual black-tie dinner of the White House News Photographers Association will be held to honor President Johnson Thursday (April 2).

More than 1,100 cameramen and guests, representing the Cabinet, Supreme Court, Congress and top officials of federal and local governments will attend. Highlight of the evening will be the presentation by the President of plaques and trophies to winners of the association's annual photo contest.

Charles E. Shutt, Hearst Metrotone News, and Henry L. G. Piffin, Associated Press, are co-chairmen.

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AP manager cites news from radio-TV

The Associated Press, which gained 727 broadcasting station and newspaper subscribers around the world last



Mr. Gallagher

year, last week underscored a "continuing rise" of contributions to its news report by AP broadcast members.

In his annual report, Wes Gallagher, general manager of the AP, cited such increases in the supply to state and national news reports in 1963 as the 3,427 news items from Indiana broadcasters. This total, he said, represented a 200% gain by the stations over the previous year. He also noted special broadcaster activity in Kentucky, Maryland, Colorado and Connecticut.

Mr. Gallagher said it was news media's "finest hour" in coverage of President Kennedy's assassination. He took note of criticism of the "relatively quick designation" of Lee Harvey Oswald as the accused assassin but said the quick identification and the presentation of Oswald's background "shut off rumors which could have fueled ideological hatreds to the point of possible violence."

He said news media ought not be asked to share the blame of the Oswald killing "when lax police work made it possible for an outsider to kill Oswald." But, he added, "mass reporting of some major news events is becoming so unruly that it puts all media in a bad light. The profession badly needs a solution and is groping for one."

Mr. Gallagher credited studies of the AP Radio and Television Association with giving "impetus and direction" to AP's program of providing an increased "tempo" in regional news to keep pace with "increasing emphasis on the programming [by stations] of regional news."

APRTA studies, he said, indicated increased use of sports features and a slight decline in the use of farm and market features.

AFTRA and KLAC agree

A three-year contract between the Los Angeles local of the American Federation of Television and Radio Artists and KLAC Los Angeles was signed March 22, averting a strike which had been imminent (BROADCASTING, March 23). The breakthrough came when

KLAC agreed to allow staff announcers to respect the picket lines of other unions in the case of sanctioned labor disputes, Claude McCue, executive secretary of the AFTRA local, reported.

The agreement, retroactive to May 1, 1963, gives the staff announcers at KLAC a basic wage increase of \$10 a week for the first year and \$7.50 a week for both the second and third years, raising the current weekly wage of \$170 to \$210 by the end of the third year, Mr. McCue said.

More program switching as NBC drops 'Grindl'

NBC-TV has made a belated switch in its fall evening programming schedule, inserting *The Bill Dana Show* in the Sunday, 8:30-9 p.m. slot, and dropping *Grindl*.

Procter & Gamble, through Leo Burnett, Chicago, has purchased sponsorship of the Dana program, which this season is on NBC-TV Sundays, 7-7:30 p.m.

NBC-TV also announced that *Parade*, a series of variety shows now being telecast by the Canadian Broadcasting Corp., will be carried as a summer replacement for *That Was the Week That Was* (Friday 9:30-10 p.m.). *Meet Me at the Fair*, a planned live series of summer programs originating from the New York's World Fair, reportedly will be dropped by NBC-TV.

CBS-TV has signed Allen Funt, originator of *Candid Camera*, to a long-term contract which also gives the network exclusive rights to daytime reruns of the program. *Candid Camera* will begin its fifth year on CBS-TV next fall (Sunday, 10-10:30 p.m.).

CBS-TV also announced it has reversed its position and will not acquire the TV rights to a Tarzan series that is planned for production by Sy Weintraub.

Embassy adds color package

A group of 26 adventure-epic motion pictures, all in color and filmed in Europe, were placed into TV distribution last week by Embassy Pictures Corp.

Titled *Adventure 26*, the package includes "Joseph and His Brethren," "The Trojan War" and "Mongols." Among the personalities in the films are Claudia Cardinale, Steve Reeves, John Drew Barrymore, Anita Ekberg, Jack Palance and Jill Haworth. E. Jonny Graff, vice president in charge of television for Embassy, said the new group augments the initial Embassy release of 40 feature films, 30 of which are in color.

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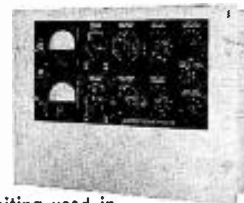
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Simpler program form offered to commission

Industry committee eliminates most-criticized portions of plan offered by FCC last December

FCC members are studying a suggested program reporting form for television stations that its authors say would be easier to understand and complete than the form proposed by the commission in December (BROADCASTING, Dec. 23, 1963).

The suggested form is the work of a special committee created two months ago and composed of members of the Federal Communications Bar Association, the National Association of Broadcasters and the FCC staff.

The form submitted to the FCC last week has not yet been made public, but discussions with sources familiar with it indicate the committee has sought to eliminate those aspects of the commission's proposal that have aroused the sharpest opposition among licensees and their attorneys. It's understood the commission staffers who served on the committee did not endorse all suggested changes.

The committee was to discuss its work Friday (March 27) with the committee of Commissioners largely responsible for the FCC's proposal—Commissioners Robert T. Bartley, Frederick W. Ford and Kenneth A. Cox.

As prepared, the form would be limited to use by broadcasters seeking renewal of their licenses. After getting commission views, the committee will modify it to make it usable for those applying for major changes in existing facilities, for new stations or for transfers or assignments of licenses.

No Survey ■ As indicated earlier (BROADCASTING, March 23), the suggested new form would not require broadcasters to make a survey evaluation of their community's programming needs. The section in the commission's form that makes this requirement has drawn the most broadcaster criticism.

In addition, the form would be filed only in connection with the applicant's renewal application, every three years—not every year, as would be required by the commission's proposal. Committee members regard the annual filing requirement as unduly burdensome.

The committee form would not require detailed accounting of programming plans. Instead, the licensee would simply be asked to indicate what, if any, change

he proposes in his present programming.

In reporting on past programming, the licensee would be required to fill out a composite week for each of the three years covered in the license period. A statistical evaluation would not be required, as at present. Instead, the licensee would be asked to identify the programs by title, time slot, frequency and source, and to break down the programming according to eight major categories. (The commission form asks for a breakdown according to the 14 categories listed in its 1960 programming statement as being generally necessary to meet local needs. However, the committee has consolidated some categories and eliminated some others.)

Restrict Information ■ The committee would restrict the information being requested largely to local programs and those obtained through exchanges. Network or recorded entertainment programs would have to be mentioned only if they were of interest to children. Other types of network programs on which information would be sought in-

clude news and public affairs shows.

At one point the committee considered a question asking licensees to relate the reasons for their past programming choices. This was intended as a substitute for the commission's requirement that licensees survey and evaluate needs and list programs designed to satisfy those needs. But the committee dropped the question in the final drafting of the form.

However, the committee form does ask the licensee to list the significant issues in his community and to enumerate the programs he carried to enlighten the public on them. The commission form has a similar question.

Simple Form ■ The committee form is simpler than the commission's in the area of commercial practices and programming interruptions. The committee document would not require a licensee to describe his future plans in detail, as would be required by the commission document. The committee form simply asks that the licensee state his policy in terms of "the outside limits," as one committee member put it.

However, the committee document reportedly follows the commission's with regard to past advertising practices and program interruptions. Past commercial continuity would have to be reported, in terms of composite weeks, on the basis of hours and percentage of total broadcast time. Its distribution throughout the day on the basis of 60-minute segments would also have to be reported. Past practices regarding programming interruptions would also be subject to report.

Two duPont winners praise free enterprise

BUT THIRD IS CRITICAL OF COMMERCIAL OPERATIONS

Two recipients of the duPont Awards for excellence in public service programming during 1963 attributed the success of their stations' programming to the free enterprise system, but the third—winner of the commentator award—attacked commercial operations and the FCC for granting channel 5 Boston to the *Herald-Traveler* (WHDH-TV).

Herbert B. Cahan, general manager of Westinghouse-owned WJZ-TV Baltimore, in accepting the \$1,000 large station award and citation at the foundation dinner in Washington last Monday (March 23), paid tribute to the "advertisers who support our efforts."

Eldon Campbell, vice president and general manager of Time-Life Broadcast Inc.'s WFBM-AM-FM-TV Indianapolis, who accepted the \$1,000 smaller station award and citation, applauded the free enterprise system and the enlightened corporate ownership and man-

agement that made the public service projects possible.

Louis M. Lyons, Nieman Foundation head and news commentator for Boston educational stations WGBH-FM-TV, in accepting his \$1,000 award lamented the shrinking of competition in communications in metropolitan markets. He described television as "our last diversity." His pointed mention of WHDH-TV caused lifting of eyebrows by some in the audience, which included six members of the FCC (Commissioner Rosel Hyde is on assignment in Japan). The Boston channel 5 case is one of the still-pending ex parte cases before the FCC.

Principal speaker at the 22d annual duPont dinner was former FCC Chairman Newton N. Minow, now executive vice president and general counsel of Encyclopaedia Britannica Inc., Chicago, who plumped once again for the magazine concept of advertising in broadcasting (BROADCASTING, March 23).

Metromedia and CBS chip away at ASCAP

Judge Ryan's two cases: Stations big on news may get a break, per-program fee schedule looms

The possibility that stations with extensive news operations may gain financial benefits under their music performance-rights licenses was intimated in a U. S. court last week.

Judge Sylvester J. Ryan of the U. S. Southern District Court in New York suggested this possibility in a hearing Wednesday (March 25) on a contempt motion directed by Metromedia radio stations against the American Society of Composers, Authors and Publishers.

Metromedia had asked ASCAP for a music license in which fees to be paid by the company's radio stations would be based on their gross rather than net revenues.

The net, computed according to deduction specified in ASCAP contracts, is normally used by radio and TV broadcasters. But Metromedia claimed this is discriminatory in its case because, for example, Metromedia's WNEW New York has veered away from a basic music format and is now spending \$500,000 a year on a 35-man news department—and yet, under the ASCAP

contract, can still deduct only the cost of its "ticker service" in arriving at a net figure on which to base its ASCAP payments.

More for Less ■ Robert A. Dreyer, vice president and general counsel of Metromedia, suggested that the net basis may be all right for "rip-and-read" stations but that it is causing Metromedia to pay more money for the use of less music. He said Metromedia's 10 AM and FM radio stations paid approximately \$200,000 to ASCAP in 1963, and he offered, on the spot, to pay \$1 million for ASCAP licenses for the same stations over the next five years.

Mr. Dreyer argued that ASCAP's refusal to respond to Metromedia's request for a license based on gross revenues violated the consent decree governing ASCAP's operations and that ASCAP should be cited for contempt.

Judge Ryan denied the contempt motion on the ground that under the ASCAP consent decree Metromedia should ask ASCAP for a license and

then—if it failed to get an acceptable response—ask the court to fix reasonable terms.

But he also noted that radio and television are "fast-moving" and that both sides should be prepared to adjust to changes. He told ASCAP that it shouldn't "arbitrarily shut the door in the face of such an obliging customer," and perhaps should review its formula to see whether special allowances shouldn't be made for "on-the-spot reporting." Judge Ryan suggested Metromedia and ASCAP review the question together.

Presumably if ASCAP agrees to give Metromedia greater allowances for the cost of its news operations, the same allowances will also be available to other stations.

Simon H. Rifkind, an ASCAP attorney, said his firm refused to respond to Metromedia's gross-revenue request because ASCAP was not obligated to grant licenses on every kind of basis that licensees might seek. "We might prefer to take a percentage of the gross," he said, "but we don't know what kind of Pandora's box the Metromedia request might open."

Judge Ryan agreed that most broadcasters would not want licenses based on a percentage of their gross.

Justice for CBS ■ In another case, Judge Ryan indicated he would deny—and the Justice Department then withdrew—a Justice motion for a contempt citation against ASCAP in a fee-setting suit brought by CBS on behalf of its radio network.

CBS Radio had asked ASCAP for a per-program license and ASCAP offered terms that included a \$12,500 monthly charge in addition to fees for each performance containing ASCAP music. The Justice Department contended the \$12,500 flat fee violated the ASCAP consent decree (BROADCASTING, March 16).

In last Wednesday's hearing CBS moved to amend its application, ASCAP said it had withdrawn the offer that had been challenged by the Justice Department and Judge Ryan said he would deny the Justice motion because it was no longer an issue. John L. Wilson, Justice Department attorney, then said, in response to a question by Judge Ryan, that he would withdraw the motion.

ASCAP President Stanley Adams announced shortly afterwards that the society would soon issue a per-program formula that he hoped would meet with general approval.

Same but Sharper ■ CBS Radio sources later described their amended application as essentially the same as their original request but with the issues pinpointed more precisely. The new application asked ASCAP for a per-program license in which payments



Receiving their scrolls and \$1,000 checks as 1963 winners of duPont Awards are (l-r) Herbert B. Cahan, general manager, WJZ-TV Baltimore (large station); Washington and Lee

University President Fred Cole; Eldon Campbell, vice president-general manager, WFBM Indianapolis (smaller station) and Louis M. Lyons, commentator, WGBH-FM-TV Boston.

to ASCAP would be a straight dollar amount for each program using ASCAP music or would be based on a percentage of time sales, but in either case without a required minimum payment.

Richard Green, attorney for CBS Radio, said the network would not be interested in a per-program license that contained "any kind of fixed fee."

Judge Ryan meanwhile said it was his understanding that a per-program license anticipates that licensees will notify ASCAP in advance as to when they plan to use ASCAP music. He suggested that ASCAP might be entitled to a "policing or monitoring fee" if CBS did not give such notice.

Mr. Green contended that the question of notice was not pertinent. In the ASCAP consent decree, he said, it is implicit that advance notice of music use is not required.

Over ASCAP's objections, Judge Ryan delayed further proceedings in the CBS Radio case at least until ASCAP has replied to the network's new application. ASCAP was given 15 days in which to prepare and file the reply.

Film sales . . .

Planet Patrol (M&A Alexander): Sold to WPIX(TV) New York.

Fireside Theater (M&A Alexander): Sold to KING-TV Seattle.

Leave it to Beaver (MCA-TV): Sold to WTIC-TV Hartford, Conn.; KFVS-TV Cape Girardeau, Mo.; KTTS-TV Springfield, Mo.; WAAY-TV Huntsville, Ala.; WMTV(TV) Madison, Wis., and WSAU-TV Wausau, Wis.

Bachelor Father (MCA-TV): Sold to KFVS-TV Cape Girardeau, Mo.; KRCC(TV) Jefferson City, Mo., and WAAY-TV Huntsville, Ala.

SA-7 (MCA-TV): Sold to KING-TV Seattle and WRBL-TV Columbus, Ga.

Johnny Staccato (MCA-TV): Sold to KTSM-TV El Paso.

Dragnet (MCA-TV): Sold to WAAY-TV Huntsville, Ala., and WINR-TV Birmingham, N. Y.

Famous Playhouse (MCA-TV): Sold to KTNT(TV) Tacoma-Seattle, Wash.

Debbie Drake (Banner Films): Sold to KTSM-TV El Paso.

Tarzan Features (Banner Films): Sold to KDKA-TV Pittsburgh; KPFX(TV) San Francisco; KTNT-TV Tacoma-Seattle; WREX-TV Rockford, Ill., and WALA-TV Mobile, Ala.

Dick Powell Theatre (Four Star): Sold to KOB-TV Albuquerque, N. M.; WVUE(TV) New Orleans; KVKM-TV

Monahans-Odessa, Tex.; KELP-TV El Paso, and KPTV(TV) Portland, Ore.

Rifleman (Four Star): Sold to KXTV(TV) Sacramento, Calif.

The Detectives (Four Star): Sold to KELO-TV Sioux Falls, S. D.; WATE-TV Knoxville, Tenn.; KPTV(TV) Portland, Ore., and WGN-TV Chicago.

Target: The Corruptors (Four Star): Sold to KVOA-TV Tucson, Ariz.

The Law and Mr. Jones (Four Star): Sold to WTHI-TV Terre Haute, Ind.

Post-'50 Columbia Features (Screen Gems): Sold to WBZ-TV Boston; KDKA-TV Pittsburgh; KETV(TV) Omaha, Neb.; WAGA-TV Atlanta; WMAR-TV Baltimore; KID-TV Idaho Falls, Idaho; KCPX-TV Salt Lake City; WKYT(TV) Lexington, Ky.; KTUL-TV Tulsa, Okla.; KROC-TV Rochester, Minn.; KATV(TV) Little Rock, Ark.; KVIQ-TV Eureka, Calif.; KCHU(TV) San Bernardino, Calif.; WRBL-TV Columbus, Ga.; WWTW(TV) Cadillac-Traverse City, Mich.; KATC(TV) Lafayette, Ind.; KHOL-TV Kearney-Holdridge, Neb.; WCOV-TV Montgomery, Ala.; WWLP(TV) Springfield, Mass.; WFIE-TV Evansville, Ind.; WEAU-TV Eau Claire, Wis.; KXJB-TV Valley City, N. D.; KENI-TV Anchorage, and KFAR-TV Fairbanks, both Alaska. Now in 99 markets.

America! (CBS Films): Sold to KAUZ-TV Wichita Falls, Tex., and WALB-TV Albany, Ga.

Amos 'n' Andy (CBS Films): Sold to WLBT(TV) Jackson, Miss.

December Bride (CBS Films): Sold to KOA-TV Denver.

Deputy Dawg (CBS Films): Sold to KPLC-TV Lake Charles, La.

Have Gun, Will Travel (CBS Films): Sold to KOOL-TV Phoenix, and KOLD-TV Tucson, both Arizona.

Heckle and Jeckle (CBS Films): Sold to WNBO(TV) Chicago, and WLWI(TV) Indianapolis.

Wanted Dead or Alive (CBS Films): Sold to KTBC-TV Austin, Tex.

40/64's (MGM-TV): Sold to WEWS(TV) Cleveland; KATU(TV) Portland, Ore.; KCMO-TV Kansas City, Mo.; KABC-TV Los Angeles; WFBM-TV Indianapolis; KIRO-TV Seattle; WNEP-TV Scranton-Wilkes-Barre, Pa.; WMTW-TV Poland Springs, Me.; WXYZ-TV Detroit; KTVK(TV) Phoenix, Ariz., and WBEN-TV Buffalo.

30/63's (MGM-TV): Sold to KOAT-TV Albuquerque, N. M.; KMED-TV Medford, Ore.; WJW-TV Cleveland; KTBC-TV Austin, Tex.; WHCC-TV Rochester, N. Y., and KTVH(TV) Hutchinson-Wichita, Kan.

30/62's (MGM-TV): Sold to WMCT(TV) Memphis; KMED-TV Medford, Ore., and KDAL-TV Duluth, Minn.

30/61's (MGM-TV): Sold to KTWOTV Casper, Wyo.; KCOY-TV Santa Maria, Calif.; KMED-TV Medford, Ore., and KXGN-TV Glendive, Mont.

Pre-'48's (MGM-TV): Sold to KABC-TV Los Angeles; WGTW(TV) Athens, Ga.; WKAB-TV Montgomery, Ala.; KGO-TV San Francisco; KRCC-TV Redding, Calif.; KTVK(TV) Phoenix, Ariz.; WKZO-TV Kalamazoo, Mich.; WGN-TV Chicago; WBKB(TV) Chicago, and KCOY-TV Santa Maria, Calif.

NET reveals program plans for 1964-65

The world as it is and may become is the central theme of National Educational Television's programming plans for the 1964-65 season.

NET's 81 affiliated stations next season may select from such public affairs programs as: *America's Crises*, one-hour documentaries shot on locations around the country and dealing with such issues as national values, teen-agers and their direction, poverty and the gradual erosion of our natural resources, and *Changing World*, a one-hour series concerning problems in underdeveloped nations.

Other new programs include *Western Man*, filmed essays on the development of western civilization and culture from its European origins; *Pathfinders*, biographies of past and contemporary painters, writers and public figures; *Festival of the Arts*, symphony concerts; *New Orleans/Jazz*, the history and evolution of jazz, and *Glory Trail*, a documentary series on how the West really was won.

3 off-network series sold prior to release

The television division of Warner Bros. Pictures last week reported pre-release sales of \$1.6 million for three off-network series—77 *Sunset Strip*, *Room for One More* and *The Dakotas*. Episodes released in the three packages total: 77 *Sunset Strip*, 149 hours; *Room for One More*, 26-half-hours; and *The Dakotas*, 19 hours.

77 *Sunset Strip* has been sold in four markets, while the other two series are in three markets each. Joseph Kotler, vice president in charge of Warner's TV division, said the sales "more than cover total residual costs for two runs of each episode in the three series."

Athletics finally sign; 2-year pact with KCMO

Broadcast rights for the Kansas City Athletics have been acquired under a new two-year agreement signed by KCMO-AM-TV Kansas City, Mo., and the baseball club's owner, Charles O. Finley. The games previously had been carried by WDAF-AM-TV there. Although financial terms were not disclosed, it is estimated that the yearly price is around \$325,000.

The Athletics were the last team in the major leagues to sign for 1964 radio-TV coverage (BROADCASTING, Feb. 24).

KCMO also will feed a radio network of about two dozen stations for the games this season. There will be no TV network. KCMO-TV will air a total of 40 games this season, of which 35 games will be played away. Play-by-play for both radio and TV will be handled by Monte Moore and George Bryson who covered the team previously on WDAF.

Theo. Hamm Brewing through Campbell-Mithun, Minneapolis, has signed for one-third sponsorship of the KCMO and radio network coverage plus KCMO-TV. Mobile Oil Co. through Ted Bates, New York, will sponsor one inning on KCMO-TV and the remainder of the TV coverage is being sold on a spot basis. General Finance Co. through Post-Keyes-Gardner, Chicago, has taken one-third sponsorship on KCMO only and Guy's Foods through Winus-Brandon Co., Kansas City, has signed for one-sixth on KCMO only leaving one-sixth radio still open.

In New York, the Jets of the American Football League signed a five-year radio contract with WABC New York beginning this fall, for an estimated \$250,000. In 1963, the Jets radio broadcasts were carried on WHN New York.

New teaching devices uses FM multiplex

Fordham University plans on April 13 to demonstrate a new teaching system designed to operate with multiplexed FM broadcasts. The system, developed by TuTorTape Educating, New York, will be test programed on Fordham's own station, WFUV(FM) New York, as a part of a New York City drive to alleviate poverty by improving educational reach.

The TuTorTape system to be demonstrated involves broadcasts of educational material on four separate multiplexed FM channels to special student receivers. The student is asked ques-

tions, which he answers by pressing one of four buttons on his receiver. The button switches the receiver to an appropriate channel for reaction to his answer.

The TuTorTape transmissions cannot be picked up on standard FM receivers and the educational experiment will not effect WFUV's regular broadcasts.

New Triangle TV series

Triangle Stations next month will release the first in a series of half-hour TV interviews with prominent Americans in public and private affairs.

The first interview in the *These Are Americans* series will be with Richard M. Nixon, to be followed by a conversation with Stan Musial.

The programs will be telecast by the Triangle stations and syndicated by Triangle Program Sales New York.

10 prerelease sales

Westhampton Films, New York, reported 10 prerelease sales last week for a new 12-feature film package it is making available. Westhampton said the package, made up of 1962-63 films, has been ordered by: WPRO-TV Providence, R. I.; WHEN-TV Syracuse, N. Y.; WABC-TV New York; WXYZ-TV Detroit; KONO-TV San Antonio, Tex.; KABC-TV Los Angeles; KGO-TV San Francisco; WFAA-TV Dallas; WTTV-TV Bloomington-Indianapolis and WTEN-TV Vail Mills-Albany, N. Y.

Program notes . . .

House Party continues ■ CBS-TV and Guedel-Linkletter Productions have renewed contract for "long-term" continuation of network's *Art Linkletter's House Party* (Monday-Friday, 2:30-3 p.m. EST). The program has run continuously on CBS-TV since 1952. It

was first produced for radio by Mr. Linkletter and partner, John Guedel, in 1945.

Flair for VOA ■ The Voice of America has begun carrying ABC Radio's daily *Flair Reports* on its broadcasts to both sides of the Iron Curtain. The five-minute features are broadcast six times each weekday and five times a day on weekends.

In syndication ■ Teledynamics Corp. is syndicating 156 half-hour color *Adventure* programs to TV stations. The programs were produced by Bill Burud.

For the motorist ■ *Exercise in Your Car, Wherever You Are* is a new one-minute dynamic tension program aired throughout the day and evening on WHEW West Palm Beach, Fla., and sponsored by the Pepsi-Cola Bottling Co. of West Palm Beach for its Patio Diet Cola. A variety of exercises is delivered by Wes Hardin, a champion weight lifter.

New York office ■ Heydey Productions, Hollywood-based producer of TV programs (*I'm Dickens . . . He's Fenster*), has opened a New York office at 16 West 61st Street and announced plans to enter into production of stage plays.

Olympics warmup ■ International Productions Inc. will film at least 13 half-hour programs dealing with the current and past Olympics hopefuls and heroes from various countries. Bob Mathias, who twice won the Olympics decathlon title for the U. S., will interview athletes and officials during the programs, which are planned for release prior to the Summer Olympics in Tokyo.

Dynamic Seven ■ Teledynamics Corp., New York, has announced its acquisition of seven post-1948 feature films for syndication to TV stations. Group title for the package is *Dynamic Seven*. Among the features are "The Alfred Nobel Story," "Walls of Hell," "Raid-

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ers of Leyte Gulf," "The Barbarians" and "Queen of Sheba."

New name ■ Independent Transcribed Service, New York, has changed its name to Orr Production Services. The firm, which produces the radio series *Good Living* and *Welcome Mat*, has also expanded its operations to include new film production, custom recordings and feature presentations.

Expansion move ■ SIB Productions, Hollywood-based producer of TV commercials and industrial films, is expanding its activities into program production. SIB is representing the National Football League in the production of a half-hour video-tape series, *Rookie Quarterback*. Four theatrical motion pictures are being readied for production.

State information ■ The Tennessee Association of Broadcasters and the University of Tennessee have joined hands to produce *Report to the People*, a public information program which will be distributed to 68 state radio stations. First guest was Governor Frank G. Clement, and later shows will feature other high-ranking Tennessee officials.

Seeker of audio ■ The Hollywood Museum is asking stations to donate audio tapes of interviews with entertainment stars. Stations that wish to cooperate should write the museum, 7046 Hollywood Boulevard, Hollywood. Tapes will be made of the interviews.

Fair features ■ Radio New York Worldwide will produce a group of radio features on location at the 1964-1965 World's Fair for distribution by Richard H. Ullman Associates. The package includes one-minute featur-

ettes, as well as five-minute and 15-minute visits to various exhibits and other points of interest at the fair. The service starts three weeks before the opening of the fair in mid-April each year and concludes when the fair closes in mid-October.

Menotti on CBS ■ CBS-TV has announced plans for presentation during the 1964-65 season of "Martin's Lie," a new opera by Gian Carlo Menotti. A taped version of the opera, which was commissioned by CBS in 1962, will receive its American premiere in a one-hour special program.

Fair tapes ■ Sterling Movies U.S.A. Inc. will tape 13 half-hour programs in color on the New York World's Fair for distribution as a national public service. Sterling will use the RCA color TV facilities at the fair to tape the programs and Bob Considine and Fran Allison will host the programs.

Four more for TAC ■ Television Affiliates Corp., New York, has announced the signing of four new stations, bringing total subscribers to 69. The new subscribers are WRCB-TV Chattanooga; KMVT(TV) Twin Falls, Idaho; WLTV (TV) Bowling Green, Ky., and (educational) WMSB(TV) Onondaga-East Lansing, Mich.

Reynolds on radio ■ Film star Debbie Reynolds is doing a five-minute radio show, *Date with Debbie*, devoted to answers to questions from teen-agers, that will be syndicated by Debco, a new company formed to produce and distribute the program. Debco's headquarters are 120 East Camino Drive, Beverly Hills, Calif. Series is being prepared for an April 1 starting date.

Ike on 'CBS Reports'

CBS will present a special 90-minute telecast June 5 (8:30-10 p.m. EDT) on *CBS Reports* on the 20th anniversary of the invasion of Europe during World War II.

"D-Day Plus 20 Years: Eisenhower Returns to Normandy," will feature a revisit made last year by former President Eisenhower to many of the battlefields of the Normandy invasion.

Travelers Insurance Companies, Hartford, Conn., through Young & Rubicam, New York, will be sponsor.

Indoor football on ABC-TV

ABC-TV will telecast the first major post-season football bowl game to be played indoors when it carries the Liberty Bowl game from Atlantic City's Convention Hall next Dec. 24.

The network last week signed a one-year contract, with options, for a reported \$90,000 to telecast the game.

The five previous Liberty Bowl games have been played in Philadelphia, often before sparse crowds because of inclement weather.

Race to be syndicated

Triangle Stations, which has exclusive worldwide broadcasting rights to the annual Sebring championship auto race, will syndicate a half-hour color telecast of the race for release after April 1. Triangle also is syndicating an abridged radio version of the 12-hour race. Eighty-six eastern and southern radio stations carried Triangle's live feed of the race March 21.

FATES & FORTUNES

BROADCAST ADVERTISING

Robert McElwaine joins Maxon Inc., New York, as director of product promotion. He was formerly executive VP of Paul Bradley Inc., New York PR firm.

Richard Ferber joins Guild, Bascom & Bonfigli, San Francisco, in newly created post of creative administrator. He was formerly copy chief at Richard N. Meltzer Adv., that city.

Stuart M. Ganon, formerly copy group supervisor at Norman, Craig & Kummel, New York, elected VP in charge of creative production facilities at Smith & Dorian Inc., that city.

Howard Gray, since 1957 advertising manager of R. J. Reynolds Tobacco

Co., Winston-Salem, N. C., promoted to marketing manager. He is succeeded by **Robert A. Rechholtz**, member of Reynolds advertising department since 1961.

Mary Jane Rohn, creative director of Page/Schwessinger Adv. Agency, elected president of Milwaukee chapter of American Women in Radio & Television.

Larry Coy, formerly sales manager of KSAY San Francisco, joins KFRC, that city, as account executive.

David W. Toll, previously with Pickering Adv. Agency, Oakland, Calif., appointed advertising and promotion manager of KGO San Francisco.

Maxwell Silverstein elected VP and creative director for packaging and

printed media of Glamorene Inc., Clifton, N. J. Mr. Silverstein was formerly advertising manager.

Jane Heil, formerly copywriter at Macy's department store, joins creative services department of Mogul Williams & Saylor, New York.

Richard L. Scherzer joins Grey Adv., New York, as director of personnel planning and development, newly created position.

William Grisham, in charge of special creative projects in New York office of Young & Rubicam, joins Campbell-Mithun, Chicago, as copy group head.

Robert D. Henklein, formerly resident manager of National Brewing Co.

of Michigan, Detroit, joins The Nestlé Co. (food processor and distributor), White Plains, N. Y., as advertising manager. He succeeds **Charles F. Fleischmann**, who had been named director of advertising and sales promotion.



Mr. Sanno

Alfred R. Sanno, director of media planning at McCann-Erickson, New York, elected VP in charge of media department, responsible for media planning and operations for all home office accounts. Mr.

Sanno joined M-E in 1953 from BBDO, that city.

Ernie Turner, VP and creative director of Hixson & Jorgensen, Los Angeles, has resigned to pursue personal business interests, but will continue to serve agency as creative consultant. There are no immediate plans to replace Mr. Turner.



Mr. Carlson



Mr. Furst

Frank J. Carlson and **Lionel Furst** appointed national sales executives for radio and TV, respectively, of RKO General Broadcasting, New York. Prior to joining RKO General, Mr. Carlson was salesman with Avery-Knodel Inc. and assistant sales manager of Forjoe & Co., New York. Mr. Furst formerly was with WOR-TV New York, an RKO General station.

E. G. (Jack) Frost, director and manager of Dayton, Ohio, office of Geyer, Morey, Ballard, New York, has announced retirement, effective May 15, after 38 years with agency. **Vincent C. Koepnick**, account executive at GMB-Dayton, elected VP and appointed to succeed Mr. Frost as manager. **Norman M. Schaefer**, also account executive in Dayton office, elected VP. Mr. Frost joined GMB in 1926 as writer and account executive. Mr. Koepnick joined GMB in 1945 in client service capacity. Mr. Schaefer became account executive soon after joining agency in 1948.

W. Robert Wilson, formerly of Guild, Bascom & Bonfigli, San Francisco, joins Campbell-Ewald Co., that city, as manager of media department.

William F. Allison, VP of Ketchum, MacLeod & Grove, Pittsburgh, transfers to agency's Houston office to supervise KMG's new Texas National

Bank of Commerce account.

Frank M. Headley, chairman of H-R Representatives and H-R Television, New York, is convalescing at his Scarsdale home following surgery for chronic intestinal ailment. He expects to return to his office within two weeks.

Gould B. Flagg Jr. joins Ford Motor Co.'s Lincoln-Mercury division at Dearborn, Mich., as manager of advertising department. He was formerly associate brand promotion manager for The Procter & Gamble Co.'s Duncan Hines mixes in Cincinnati.

Peg LeFever, former media estimator at The Rumrill Co., Rochester, N. Y., named assistant production manager in Rochester office of Storm Adv., St. Louis.

Ed O'Berst, account executive with New York office of CBS Radio Spot Sales, named sales manager of Chicago office.

John B. Wright, formerly with L. W. Frohlich & Co., joins Doherty, Clifford, Steers & Shenfield, New York, as account executive.

John R. Wallace, for two years director of creative services for San Francisco office of McCann-Erickson, on April 15 joins MacFarland, Aveyard & Co., Chicago, as senior VP and creative director.

John B. Rogers, for 11 years sales representative at WJAC-TV Johnstown, Pa., promoted to sales manager for station. He succeeds **John H. Hepburn**, who has resigned.



Mr. Rogers

Hovey Larrison, radio-TV director of Conklin, Labs & Bebee Inc., Syracuse, N. Y., promoted to creative director. **Jay J. Garbutt** and **Matthew Ricciardi** appointed art department manager and media-research director, respectively.

Thomas O'Connell joins PR department of J. M. Mathes Inc., New York. He was with Cunningham & Walsh, that city, in similar capacity.

Stan Anderson appointed assistant manager and director of sales for KHVH-AM-TV Honolulu.

Chester Nygren and **Jerome Kempfer** appointed to newly created posts of production supervisor and traffic-forwarding supervisor, respectively, at Kudner Agency, New York.



Mr. Wettstein



Mr. Trustman

Jack Trustman, promotion manager of KOLD-TV Tucson, Ariz., and **Earl Wettstein**, formerly of Tatham-Laird, Houston, and Knox Reeves Adv., Minneapolis, have formed their own advertising agency in Tucson, Wettstein/Trustman/Adv., at Redondo Tower, 8 Paseo Redondo. Telephone: 792-1538. New agency begins with total of eight accounts and \$150,000 in billings.

Mary Lee Allen joins H-R Television, New York, as assistant to research director. She was formerly with Curtis Publishing Print Research, that city.

Berton Helfner also joins H-R Television as creative sales analyst. Mr. Helfner was formerly account executive at Wood Grand Rapids, Mich.

John L. McCormick, formerly with Ted Bates & Co., joins copy staff of Sudler & Hennessey, New York.

Kenneth B. Lange, formerly general sales manager of KTLN Denver, elected VP in charge of sales for Radio Denver Inc., parent company of KTLN.

Kenneth M. LeForge, formerly market research analyst of Upjohn Co.,



Kalamazoo, Mich., named director of market research for Dr. Pepper Co., Dallas. **Homer L. Babbitt** appointed assistant traffic manager for Dr. Pepper, replacing **R. O. Ford**, who resigned.

John O. Burke, VP and manager of creative department of Compton Adv., New York, elected senior VP. He joined agency in 1956.

William K. Burton elected to board of directors and named VP of Robert Eastman Co., New York. He is manager of firm's Detroit office.

Robert L. Dudley, VP in charge of station relations for The Meeker Co., New York, elected executive VP of station representative firm. He joined Meeker in 1957 as account executive.

John E. Devine, formerly VP-account supervisor at Fletcher Richards, Calkins & Holden, New York, joins Fuller & Smith & Ross, that city, as account executive.

Garth K. Hintz, for past nine years with Campbell-Ewald Co., Detroit, most recently as executive on Chevrolet account, joins McHugh & Hoffman Inc., TV and advertising consultants, Birmingham, Mich., as account executive in client services, effective April 1.

Walter A. Spiro, since 1958 executive VP of Lavenson Bureau of Advertising, Philadelphia, elected president and chief executive officer. He succeeds **James H. Lavenson**, whose new association will be announced shortly. Mr. Lavenson will continue, however, as director of agency. **Jay Lavenson Sr.** continues as board chairman. **Mira Berman** and **Harry A. Egbert**, LBA VP's, elected to board of directors.

Sanford H. Margalith, formerly creative director of Zimmer, Keller & Calvert, appointed VP-creative director of



Mr. Spiro

Garfield Adv. Associates, with headquarters in New York.

Ronald Woods, assistant merchandising manager of KTTV(TV) Los Angeles, appointed merchandising manager, replacing **Mike Volpe**, who was promoted to account executive.

Robert M. Zalko, formerly promotion manager in Boston for Decca Records, named local sales manager of WCSH-TV Portland, Me. **Willis R. Sawyer Jr.** and **Sidney M. Zimmerman Jr.** join station as sales representatives.

John T. Lawlor, former media director-account executive in Boston office of McCann-Erickson, named media director of Daniel F. Sullivan Co., that city.

Robert M. Capeloto joins Seattle office of Doyle Dane Bernbach as account executive.



Mr. Vanden-Handel

Lee M. Vanden-Handel, account executive, promoted to national sales manager of WABC-AM-FM New York, effective April 12.

John Heron Jr., account executive, elected VP of Gann Adv., Scranton, Pa., agency.

J. Larre Barrett named sales service manager for central division of NBC, Chicago.

Peter Kadetsky, formerly regional radio-TV representative for Harry Wheeler Co., named to sales staff of WBZ Boston.

Henry H. Hunter, formerly marketing services director in charge of advertising, PR and market research for Olin Mathieson Chemical Corp., New York, elected staff VP in charge of marketing services, newly created position.

T. Bill Townsend appointed eastern U. S. operations manager for All-Canada Radio & Television Ltd., station

representative, Toronto. With headquarters in New York at 10 Rockefeller Plaza, Mr. Townsend will be responsible for Boston, Philadelphia, Chicago, Atlanta and Dallas territories.

THE MEDIA



Mr. Strickler



Mr. Halstead

The Whitehall Stations Inc., Flint, Mich., through President **Gene Milner**, announced four executive appointments: **Tim Elliot** and **Charles E. Speights** have been elected VP's. Mr. Elliot becomes general



Mr. Milner



Mr. Speights



Mr. Elliot

manager of KSO Des Moines, Iowa, when ownership of station transfers from BFR Stations to Whitehall on April 1. Mr. Speights becomes general manager of company's WTAC Flint. **George W. Strickler**, WTAC account executive, has been appointed manager of station's new office in Saginaw-Bay City-Midland, Mich. **Robert Halstead** becomes local sales manager of WTAC.

Lawrence H. Rogers II, president of Taft Broadcasting Co., Cincinnati, joins Television Affiliates Corp.'s broadcasters' advisory committee. Mr. Rogers succeeds **David C. Moore**, president of Transcontinent Television Corp., whose sale of stations was approved by FCC last month (BROADCASTING, Feb. 24).



Mr. Rogers

Bob Richter appointed general manager of WSLT, new 1 kw daytimer on 1520 kc at Ocean City-Somers Point, N. J. Station is licensed to Salt-Tee Radio Inc.

G. Richard Swift, formerly president of TV division of The Bolling Co., New York, joins Trigg-Vaughn-owned KROD El Paso as general manager. Item re-

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garding Mr. Swift's appointment in BROADCASTING, March 23, misstated his new post. **Larry Daniels** is VP and general manager of KROD-TV.



Mr. Kawakami



Mr. Serrao

John A. Serrao, formerly general manager of KHVH-AM-TV Honolulu, joins WKBD(TV) Detroit (ch. 50, currently under construction) in same capacity. Stations are owned by Kaiser Broadcasting Corp. **Daniel T. Kawakami**, program and operations manager at KHVH-AM-TV, succeeds Mr. Serrao as general manager.

George B. Storer Sr., chairman and chief executive officer of Storer Broadcasting Co., Miami, elected president and chairman of executive committee of Miami Heart Institute, nonprofit hospital devoted to cardiovascular care.

NEWS



Mr. Hart

John Hart joins CBS-owned TV stations' Washington news bureau as manager - correspondent. He was formerly on news staff of KNXT (TV) Los Angeles.

Ivan Scott joins Washington bureau as correspondent. He had been at ABC News in New York.

Stan Scott, assistant news editor at WSTV-TV Wheeling, W. Va.-Steubenville, Ohio, promoted to news director.

Mel Knox, of WABQ Cleveland, joins news staff of KDIA Oakland, Calif.

Robert W. Sevey appointed news manager of KHVH-AM-TV Honolulu.

FANFARE

Milton Bellis and **Leslie Waller** elected VP's of Harshe-Rotman & Druck, PR organization, with headquarters in New York.

Charles (Skip) Webster, for past three years director of TV publicity for Rogers & Cowan, Los Angeles, joins Westinghouse Broadcasting Co., New

York, as press relations manager, effective April 1.

J. Stanford Smith, VP of General Electric Co., named chairman of PR advisory committee of National Association of Manufacturers, New York.

Conrad Kaminski, assistant promotion manager, promoted to promotion manager of WITI-TV Milwaukee.

PROGRAMING

Ken Drake, formerly VP in charge of production at Zapel Studios, Chicago, named VP in charge of sales for live action and animated commercial divisions of Hanna-Barbera Productions, Hollywood. Mr. Drake will have headquarters in Chicago.

Larry Keene appointed program director of WSLT, new 1 kw daytimer on 1520 kc at Ocean City-Somers Point, N. J. Station is licensed to Salt-Tee Radio Inc.



Mr. Waldrep

Jack Waldrep, since March 1962 manager of Atlanta office of CBS Films Inc., New York, promoted to newly created position of southeastern division manager. He will continue to be in Atlanta.

Hugh Benson joins Warner Brothers, New York, as assistant to William T. Orr, VP and head of studio's TV division. **Richard Bluel** and **Dick Linkroum** join Warner's TV division to plan and develop new projects.

Pamela Mason, whose *Pamela Mason Show* is on KABC-TV Los Angeles, has formed Pamela Enterprises to place program into syndication. Headquarters are at 1018 Pamela Drive, Beverly Hills, Calif.



Mr. Cohen

Aaron Cohen joins NBC as manager, program services, sales development and merchandising, participating program sales, New York. He was at WCBS-TV, that city, as director of research and sales development.

Greg Click, associate farm director of KHQ-TV Spokane, Wash., joins KOMO-TV Seattle as farm and garden director.

Leonard Freeman joins MGM-TV, New York, as producer of *Mr. Novak* series on NBC-TV. **E. Jack Neuman**, co-creator with Boris Sagal of series, continues as executive producer.

Walter C. Pinto, former program director of WBBX Portsmouth, N. H., ap-

pointed program coordinator at WNLC New London, Conn.

Lee Sellars named producer of *Program PM* on KDKA Pittsburgh, succeeding **James Sieger**, who moves to public affairs department of KYW-TV Cleveland. Both are Westinghouse stations.



Mr. Smith

Perry Smith, since September 1963 manager of sports for NBC, New York, promoted to director of sports for network.

Ruth Hendler joins MPO Videotronics, New York, as administrative coordinator and manager of office operations and personnel. She was formerly with Fletcher Richards, Calkins & Holden, that city.

Walter (Dan) Davison appointed to newly created position of assistant to Morton J. Wagner, president of Morton J. Wagner Cos., Hollywood, creators, producers and distributors of audio services to broadcasters.

Sol Saks, creator of number of TV series including *The Eve Arden Show*, *My Favorite Husband*, *Mr. Adams and Eve* and, for 1964-65 season, *Bewitched*, signed by CBS-TV as executive producer of comedy programs, Hollywood,

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- Short Term Loans
- Discounting Notes
- Financing of New Equipment

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Circle 5-2870

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grams with or without D.J. Write today
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SERVICE
1408 6th Ave., Seattle 1, Wash.

responsible for supervision of all network's comedy programs originating from Hollywood. Additionally, Mr. Saks is under contract to create one pilot a year for 10 years.

Don S. Flinders, senior announcer at KXLY-TV Spokane, Wash., promoted to operations and production manager.

Gerald S. Corwin and **Jerome Lee** join Westhampton Films Inc., New York, as sales representatives. Mr. Corwin will be responsible for sales in Midwest and make his headquarters at Minneapolis. Mr. Lee becomes West Coast representative, operating from Los Angeles.

Joe Cramer, formerly of CBS-TV, New York, joins UPA Pictures Inc., Cleveland, as director of business affairs.

INTERNATIONAL



Mr. Cole

Donald H. Cole Jr., manager of Montreal office of BBDO, elected VP. Mr. Cole joined BBDO-Montreal in 1961 from Kenyon & Eckhardt, New York, where he was supervisor in marketing department.

F. N. Sutherland, deputy chairman and managing director of The Marconi Co., Chelmsford, Essex, England, elected president of Electronic Engineering Association there, succeeding **O. W. Humphreys**.

Sig Kusiel joins Seven Arts Productions International as manager and supervisor for theatrical and TV activities in Latin America. He was formerly with Columbia Pictures International as VP in charge of Latin-American activities.

Bobb Chaney, VP of BBDO, New York, elected VP and managing director of Young & Rubicam Ltd., Toronto.



Mr. Inch

James T. Inch named VP and general manager, sales at NBC-Canada Ltd., Toronto. He had been VP, sales, since joining unit in 1960.

Louis Defresne, formerly of CKTR Three Rivers, Que., named program director of CJLR Quebec City, Que.

Peter V. Emerson named marketing manager of food products division of The Borden Co. Ltd., Toronto.

George Spracklin, formerly of CHCH-TV Hamilton, Ont., has formed George Spracklin Associates, Toronto, representing film companies in TV commer-

cial, industrial and institutional fields as well as musical jingles for radio-TV.

James M. Simpson elected president and general manager of Walsh Advertising Co. Ltd., Toronto, succeeding **Kenneth G. Anderson**, who becomes board chairman.

EQUIPMENT & ENGINEERING



Mr. Allen

Hugh S. Allen Jr., sales director at Gotham Audio Corp., New York, elected VP, responsible for advertising, sales, engineering and administration. Mr. Allen joined Gotham in January 1963 after serving as VP-sales for Langworth Feature Programs, New York.

Eugene O. Edwards appointed broadcast sales manager of Gates Radio Co., subsidiary of Harris-Intertype Corp., Quincy, Ill. Also announced: **Edward S. Gagnon** named manager of product marketing at Gates, and **George Yazell** named manager of customer services, responsible for administration of customer contracts and service functions.

Homer T. Meaders, former PR representative for Varian Associates, Palo Alto, Calif., named to newly created position of corporate PR representative for Eitel-McCullough, San Carlos, Calif.



Mr. Skeen

Clyde Skeen, executive VP of Ling-Temco-Vought, Dallas, elected to new position of executive VP-chief financial officer and chairman of company's newly formed finance and controls committee.

In new position, Mr. Skeen will assume duties and responsibilities of LTV's president in that officer's absence. Serving on committee with Mr. Skeen will be **James Ling**, board chairman; **Gifford Johnson**, president; **Robert McCullough**, executive committee chairman, and **W. Paul Thayer**, senior VP-aerospace.

Edgar S. Hill, VP-controller of Fairchild Camera & Instrument Corp., Syosset, L. I., N. Y., elected to board of directors.

John R. O'Brien, formerly corporate VP of Hoffman Electronics, joins Victory Electronics, Syosset, L. I., N. Y., as VP in charge of Washington office.

J. E. Hastings, sales manager for communication systems division of Jerrold Electronics Corp., Philadelphia, appointed special projects manager of Jerrold's community systems division there. Mr. Hastings assumes responsi-

bility of supplying electronic equipment for educational TV, industrial closed circuit TV and pay TV (BROADCASTING, March 9).

William D. Terrell, former chief of FCC's field engineering bureau, has been awarded Marconi Memorial Gold Medal of Achievement by Veteran Wireless Operators Association. Mr. Terrell, 93, retired from FCC in 1943, was first radio inspector in federal service, assuming this position with Department of Commerce in 1911.

Dallas N. Barnard, formerly national sales service manager of Schafer Electronics, Burbank, Calif., joins Visual Electronics Corp., New York, as West Coast sales representative. He will assist Alfred Kallman, Visual's western division manager, with headquarters in Hollywood.



Mr. Barnard

Dr. John Madigan, formerly with Borg-Warner Corp., joins Zenith Radio Corp., Chicago, as head of company's research group activities in areas of ultrasonic amplifiers and thin film devices and circuits.

DEATHS

Vincent F. X. Callahan Sr., 61, former broadcaster, died March 27 in Washington. Mr. Callahan was sales manager and PR director of NBC, Washington, 1927-37; general manager of WWL New Orleans, 1937-41, and general manager of WBZ Boston, 1941. He was with Defense Savings staff of U. S. Treasury Department, 1942-44 and was director of War Assets Administration from 1946-47.

Fred F. Ferrera, 56, owner of XEMO Tijuana, Mexico, died March 23 at his home after brief illness.

F. Melville (Mel) Greene, 61, former network sales service manager for NBC, New York, died March 23 in West Palm Beach, Fla. Mr. Greene worked at NBC from 1927 to 1949 when he moved to St. Augustine, Fla., where he operated tourist court. He was later salesman, WPTV(TV) West Palm Beach.

William G. Palmer, 79, retired VP and director of J. Walter Thompson Co., New York, died March 19 at his home in Scarsdale, N. Y., after lengthy illness. Before joining Thompson in 1924, Mr. Palmer was VP in charge of New York office of W. S. Hill Co., Pittsburgh advertising agency. He retired in 1949.

Mary Dee, 47, hostess of *Songs of Faith* program on WHAT Philadelphia, died March 17 at Hahnemann Hospital in that city.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 19 through March 25, 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 and 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

APPLICATIONS

Gadsden, Ala.—Chapman Radio and Television Co. UHF channel 37 (608-614 mc); ERP 20.23 kw vis., 12.19 kw aur. Ant. height above average terrain 129 feet, above ground 225 feet. P. O. address c/o W. A. Chapman, Box 3297, Birmingham, Ala. Estimated construction cost \$24,700; first year operating cost \$25,000; revenue \$50,000. Studio and trans. locations both Gadsden. Geographic coordinates 36° 00' 50" north latitude, 86°

00' 33" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-24-DM. Principals: William A. and George K. Chapman (each 50%). Applicant is licensee of WCRT-AM-FM Birmingham. Ann. March 19.
Henderson, Nev.—Charles Vanda. VHF channel 4 (66-72 mc); ERP 13.5 kw vis., 7 kw aur. Ant. height above average terrain 1,133 feet, above ground 74 feet. P. O. address 9100 Sunset Boulevard, Los Angeles. Estimated construction cost \$288,070; first year operating cost \$280,000; revenue \$375,000. Studio and trans. locations both Henderson. Geographic coordinates 36° 00' 28" north latitude, 115° 00' 23" west longitude. Type trans. RCA TT-2BL, type ant. Co-El CO-9MD. Legal counsel Samuel Miller, Washington; consulting engineer Serge Bergen, Fairfax, Va. Mr. Vanda, sole owner, is majority owner of TV production firm. Ann. March 17.

Existing TV stations

CALL LETTERS ASSIGNED

■ KIXE-TV Redding, Calif.—Northern California Educational Television Association Inc. Changed from KIXE(TV).
■ WGO-TV Chicago—Television Chicago. Changed from WCAD-TV.
■ WMED-TV Calais, Me.—University of Maine.
■ WCMC-TV Wildwood, N. J.—Francis J. Matrangola.
■ KFDW-TV Clovis, N. M.—Texas State Network Inc. Changed from KICA-TV.
■ WWSUP-TV Clearfield, Pa.—Pennsylvania State University.
■ WTSJ(TV) San Juan, P. R.—Antilles Broadcasting Corp. Changed from WRST(TV).

Existing AM stations

CALL LETTERS ASSIGNED

■ KTOT Big Bear Lake, Calif.—Big Bear Broadcasting Co.
■ WAIA College Park, Ga.—Metro Atlanta Broadcasting Inc. Changed from WEAD.
■ KLSI Salina, Kan.—Salina Radio Inc. Changed from KQTY.
■ WAOP Otsego, Mich.—Allegan County Broadcasters. Changed from WDMC.
■ WSLT Ocean City-Somers Point, N. J.—Bi-States Broadcasters. Changed from WYKP.
■ WELV Ellenville, N. Y.—Catskills Broadcasting Co.
■ KWRC Woodburn, Ore.—O. L. Withers.
■ WHZN Hazelton, Pa.—Radio 13 Inc. Changed from WHTT.
■ WAUK Waukesha, Wis.—Midwest Broadcasting Co. Changed from WAUX.

APPLICATIONS

■ WKVW Jeffersonville, Ind.—CP to increase daytime power from 250 w to 1 kw, install new trans. and make changes in ant. system. Ann. March 20.
■ WKLA Ludington, Mich.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. March 19.
■ WNYC New York—CP to change hours of operation from daytime to SH, increase power from 1 kw to 50 kw, change from DA-1 to DA-2, change ant.-trans. location, make change in ant. system and install new trans. Ann. March 19.

New FM stations

ACTIONS BY FCC

Fort Smith, Ark.—Little Chief Broadcasting Co. Granted CP for new FM on 99.9

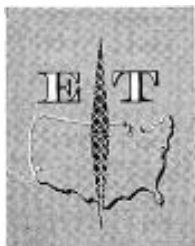
1501

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DOUG KAHLE

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 25

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	3,865		77	102	295
FM	1,117		40	151	279
TV	521 ¹		61	80	130

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, March 25

	VHF	UHF	TV
Commercial	477	95 ²	572 ¹
Noncommercial	53	29	82

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 29

	AM	FM	TV
Licensed (all on air)	3,866	1,119	521 ¹
CP's on air (new stations)	77	40	61
CP's not on air (new stations)	102	127	79
Total authorized stations	4,045	1,286	661
Applications for new stations (not in hearing)	189	240	58
Applications for new stations (in hearing)	100	21	66
Total applications for new stations	289	261	124
Applications for major changes (not in hearing)	201	55	48
Applications for major changes (in hearing)	43	1	6
Total applications for major changes	244	56	54
Licenses deleted	1	0	0
CP's deleted	0	0	0

¹ Does not include six licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

mc, channel 250, 25 kw. Ant. height above average terrain 81 feet. P. O. address 4120 Towson Avenue, Fort Smith. Estimated construction cost \$19,440; first year operating cost \$11,000; revenue \$19,000. Little Chief is licensee KTCS Fort Smith. Action March 20.

Hot Springs, Ark.—Tim Timothy Inc. Granted CP for new FM on 96.7 mc, channel 244, 2.511 kw. Ant. height above average terrain 197 feet. P. O. address 113 Third Street, Hot Springs. Estimated construction cost \$10,784; first year operating cost \$6,000; revenue \$12,000. Grantee is also licensee of KBSh Hot Springs. Action March 20.

La Salle, Ill.—La Salle County Broadcasting Corp. Granted CP for new FM on 99.3 mc, channel 257, 3 kw. Ant. height above average terrain 300 feet. P. O. address c/o William Dahlsten, Box 215, La Salle. Estimated construction cost \$27,484; first year operating cost and revenue combined with AM operation. La Salle County Broadcasting is licensee of WLPO La Salle. Action March 23.

Lafayette, Ind.—WAZY Radio Inc. Granted CP for new FM on 96.7 mc, channel 244A, 3 kw. Ant. height above average terrain 138 feet. P. O. address c/o J. E. Willis, 420 Columbia Street, Lafayette. Estimated construction cost \$13,406; first year operating cost \$8,000; revenue \$8,000. WAZY Radio is licensee of WAZY Lafayette. Action March 20.

Las Vegas—B.L.T. Inc. Granted CP for new FM on 93.1 mc, channel 226, 27 kw.

Ant. height above average terrain minus 80 feet. P. O. address c/o Thompson Magowan, Suite 1, 1030 South Third Street, Las Vegas. Estimated construction cost \$22,377; first year operating cost \$16,800; revenue \$28,000. Principals: William N. Willard (51%) and Thompson Magowan (49%). Mr. Willard owns public relations agency; Mr. Magowan is account executive at Mr. Willard's agency. Action March 17.

Oklahoma City—Bonebrake & Co. Granted CP for new FM on 96.1 mc, channel 241, 37 kw. Ant. height above average terrain 270 feet; conditions. P. O. address c/o H. H. Bonebrake, 101 N. E. 28th Street, Oklahoma City. Estimated construction cost \$15,000; first year operating cost \$1,800; revenue \$1,000. Bonebrake is licensee of KOCY Oklahoma City. Action March 18.

Florence, S. C.—Atlantic Broadcasting Inc. Granted CP for new FM on 103.1 mc, channel 276A, 3 kw. Ant. height above average terrain 300 feet. P. O. address c/o Paul H. Benson Jr., Box 1211, Florence. Estimated construction cost \$19,000; first year operating cost \$12,000; revenue \$12,000. Atlantic is licensee of WJMX Florence. Action March 20.

Henderson, Tex.—Henderson Broadcasting Corp. Granted CP for new FM on 100.1 mc, channel 261A, 3 kw. Ant. height above average terrain 200 feet. P. O. address c/o James T. Reeves, Box 128, Madison, Tenn. Estimated construction cost \$13,000; first year operating cost \$48,000 (AM and FM); revenue \$50,000 (AM and FM). Henderson

Broadcasting is licensee of KGRI Henderson, Tex. Action March 20.

Lamesa, Tex.—The Cobra Corp. Granted CP for new FM on 100.3 mc, channel 262, 25.5 kw. Ant. height above average terrain 258 feet. Estimated construction cost \$21,270; first year operating cost \$16,000; revenue \$16,000. Cobra is licensee of KPET Lamesa. Action March 20.

Neillsville, Wis.—Central Wisconsin Broadcasting Inc. Granted CP for new FM on 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 235 feet. P. O. address 140 West 5th Street, Neillsville. Estimated construction cost \$11,943; first year operating cost \$5,000; revenue \$5,000. Central Wisconsin is licensee of WCCN Neillsville. Action March 20.

APPLICATIONS

Show Low, Ariz.—Peak Broadcasting Co. 93.5 mc, channel 228, 3 kw. Ant. height above average terrain 147 feet. P. O. address c/o KVWM Show Low. Estimated construction cost \$11,500; first year operating cost \$5,000 (in excess of AM); revenue \$5,000 (in excess of AM). Applicant is licensee of KVWM Show Low. Ann. March 19.

Glen Ellyn, Ill.—West Suburban Broadcasting Co. 107.1 mc, channel 296, 1 kw. Ant. height above average terrain 117 feet. P. O. address 425 South Seventh Avenue, LaGrange, Ill. Estimated construction cost \$12,496; first year operating cost \$36,000; revenue \$45,000. Requests facilities of former WELF(FM). Principals: William H. Wardle and Robert A. Jones (each 50%). Messrs. Wardle and Jones are each 1/2 owners of applications for new AM and FM stations in Valparaiso, Ind.; Mr. Jones also has minority holdings in applications for new AM in Kankakee, Ill., and FM in Woodstock, Ill.; Mr. Wardle is employee of WTAQ LaGrange; Mr. Jones is consulting engineer. Ann. March 19.

Hartford City, Ind.—Three J Radio Corp. 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 300 feet. P. O. address 211 West Main Street, Rural Loan Building, Hartford City. Estimated construction cost \$19,942; first year operating cost \$48,000; revenue \$60,000. Principals: John R. and James B. Maddox and John V. Russell (each 33 1/3%). Messrs. Maddox own savings and loan firms; Mr. Russell is attorney. Ann. March 19.

Vincennes, Ind.—Vincennes Sun Co. 96.7 mc, channel 244, 2.89 kw. Ant. height above average terrain 110 feet. P. O. address c/o Howard N. Greenlee, 619 American Bank Building, 302 Main Street, Vincennes. Estimated construction cost \$13,506; first year operating cost \$4,750; revenue \$5,800. Applicant is licensee of WAOV Vincennes. Ann. March 19.

Louisville, Ky.—Producers Inc. 97.5 mc, channel 248, 11.5 kw. Ant. height above average terrain 900 feet. P. O. address c/o Richard F. Shively, 405 Carpenter Street, Evansville, Ind. Estimated construction cost \$42,069; first year operating cost \$60,000; revenue \$60,000. Applicant is licensee of WKYV Louisville. Ann. March 19.

Cambridge, Minn.—Cambridge Broadcasting Co. 107.9 mc, channel 300, 46 kw. Ant. height above average terrain 363 feet. P. O. address Court House, Carlton, Minn. Estimated construction cost \$43,766; first year operating cost \$35,000; revenue \$40,000. Harry Newby, sole owner, surrendered CP for new AM at Cambridge, is majority stockholder of WKLK Cloquet, Minn. Ann. March 19.

Cleveland, Miss.—Lowry Tims Co. 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 222 feet. P. O. address Box 869, Cleveland. Estimated construction cost \$15,125; first year operating cost \$5,000; revenue \$8,000. Applicant is licensee of WDSK Cleveland. Ann. March 19.

St. Louis—Christian Fundamental Church. 102.5 mc, channel 273, 62.3 kw. Ant. height above average terrain 382 feet. P. O. address 1640 South Compton Avenue, St. Louis. Estimated construction cost \$33,731; first year operating cost \$24,000; revenue \$35,000. Church is nonprofit organization with no stock issued. Ann. March 19.

Burgaw, N. C.—Pender Broadcasting Inc. 99.9 mc, channel 260, 28.4 kw. Ant. height above average terrain 149 feet. P. O. address c/o Raymond W. Fields, Box 246, Burgaw. Estimated construction cost \$18,671; first year operating cost \$7,000; revenue \$8,000. Applicant is licensee of WPGF Burgaw. Ann. March 20.

Fargo, N. D.—WDAY Inc. 93.7 mc, channel 229, 42 kw. Ant. height above average terrain 1,150 feet. P. O. address 207 North Fifth Street, Fargo. Estimated construction cost \$36,750; first year operating cost \$12,000;

ETV fund grants, applications

Following grants for matching federal funds for educational television have been announced by secretary of Department of Health, Education and Welfare:

■ Clearfield, Pa.—Pennsylvania State University; \$200,000 for establishment of new TV station on channel 3. Action Feb. 24.

■ Orlando, Fla.—Florida Central East Coast Educational Television Inc.; \$239,375 for new TV station on channel 24. Action Feb. 24.

■ Washington — Greater Washington Educational Television Association Inc.; \$323,077 to expand *WETA(TV) (ch. 26). Action March 11.

Following applications for matching funds have been received at HEW:

■ *KPEC-TV (ch. 56), Lakewood Center, Wash.—Clover Park School District #400; to improve facilities; total estimated project cost \$133,108. Ann. March 29.

■ Bloomington, Ind.—Indiana University; for new TV station on channel 30; total estimated project cost \$495,842. Ann. March 29.

■ Grand Forks, N. D.—State Board of Higher Education; for new TV station on channel 2; total estimated project cost \$919,874. Ann. March 29.

PROFESSIONAL CARDS

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1339 Wisconsin Ave., N.W.
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JAMES C. McNARY
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National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member AFCEE

—Established 1926—
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revenue \$12,000. Applicant is licensee of WDAY Fargo. Ann. March 25.

Bellwood, Pa.—John R. Powley. 96.7 mc, channel 244, 225 w. Ant. height above average terrain 918 feet. P. O. address 1012 Third Street, Juniata, Altoona, Pa. Estimated construction cost \$5,245; first year operating cost \$12,000; revenue \$15,000. Mr. Powley, sole owner, is part owner of KTXN(TV) Austin, Tex. Ann. March 23.

Greenwood, S. C.—Grenco Inc. 96.7 mc, channel 244, 1.25 kw. Ant. height above average terrain 439 feet. P. O. address c/o Dan Crosland, Box 1194, Greenwood. Estimated construction cost \$12,935; first year operating cost and revenue estimates not given. Applicant is licensee of WCRS Greenwood. Ann. March 19.

*Fort Worth—Texas Christian University. 88.9 mc, channel 205, 33.3 w. P. O. address c/o Leonard C. White, Box 29010A, Fort Worth. Estimated construction cost \$2,234; first year operating cost \$3,060. Ann. March 19.

Hoquiam, Wash.—Twin Cities Broadcasting Co. 103.9 mc, channel 280, 2.6 kw. Ant. height above average terrain 40 feet. P. O. address Box 345, Forest Grove, Ore. Estimated construction cost \$10,532; first year operating cost \$12,000; revenue \$18,000. Principals: Irving V. and Eleanor M. Schmidtke (each 50%). Schmidtkes own KHOK Hoquiam. Ann. March 18.

Shawano, Wis.—Shawano County Leader Publishing Co. 100.3 mc, channel 262, 26.4 kw. Ant. height above average terrain 164 feet. P. O. address c/o Jeanne Donald, 107 East Green Bay Street, Shawano. Estimated construction cost \$25,100; first year operating cost \$8,000; revenue \$6,500. Applicant is licensee of WTCH Shawano. Ann. March 19.

Existing FM stations

CALL LETTERS ASSIGNED

■ KHEP-FM Phoenix, Ariz.—Grand Canyon Broadcasters Inc.

■ KSDO-FM San Diego—Gordon Broadcasting Co. of San Diego Inc. Changed from KTSD(FM).

■ KBPI(FM) Denver—Signal Broadcast Productions Inc.

■ WXBW-FM Milton, Fla.—Mapoles Broadcasting Co.

■ WMAI-FM Panama City, Fla.—Mus-Air Inc. Changed from WDJJ(FM).

■ WJAZ-FM Albany, Ga.—James S. Rivers Inc.

■ WDEC-FM Americus, Ga.—Americus Broadcasting Co.

■ WOLI(FM) Ottawa, Ill.—Thomas R. Hill.

■ WJMK(FM) Plainfield, Ind.—James T. Barlow.

■ WLOC-FM Munfordville, Ky.—South Central Kentucky Broadcasting Inc.

■ WTCW-FM Whitesburg, Ky.—Folkways Broadcasting Inc.

■ KCLU-FM Rolla, Mo.—Rolla Broadcasters.

■ WVOS-FM Liberty, N. Y.—Sullivan County Broadcasting Corp.

■ WCDL-FM Carbondale, Pa.—Carbondale Broadcasting Inc.

■ KMSC(FM) Alvin, Tex.—Alvin Broadcasting Co. Changed from KAJC(FM).

■ KNOK-FM Fort Worth—KNOK Broadcasting Inc.

■ WAUK-FM Waukesha, Wis.—Midwest Broadcasting Co. Changed from WAUX.

APPLICATIONS

WNYC-FM New York—CP to decrease ERP to 4.8 kw, decrease TPO to 6.5 kw, increase ant. height above average terrain to 1,264 feet, change ant.-trans. location and install new ant. and trans. Ann. March 25.

KWHP(FM) Edmond, Okla.—CP to change frequency from 97.7 mc, channel 249, to 92.5 mc, channel 223, increase ERP to 28 kw, increase ant. height above average terrain to 303 feet, change type ant. and trans. and change site. Ann. March 19.

Ownership changes

ACTIONS BY FCC

WELB Elba, Ala.—Granted assignment of license from James Dowdy and James Wilson (each 50%), d/b as Elba Broadcasting Company, to Ivy Jackson King Jr. and Francis D. King (each 50%), d/b as company of same name. Consideration \$30,000. Kings are Opp, Ala., businessmen. Action March 20.

KKIS Pittsburg, Calif.—Granted assignment of license from Pace-Shear Radio Inc., owned by Sherry B. Pace, Dr. Bedford F. Pace, James H. and Julia Selina Shear (each 25%) to Major-Minor Corporation, owned by W. Ernst Minor (100%). Consideration \$200,000. Mr. Minor is Cincinnati businessman. Action March 23.

KDGO Durango, Colo.—Granted transfer of control of licensee corporation, Basin Broadcasting Co., from Robert W. Tobey, Edwin E. Merriman and Jimmie D. Gober (each 33⅓%) to Jerry and Marcie Fitch (each 50%). Consideration \$32,000 plus cost of 1 kw trans. Mr. Fitch is 50% owner of KGLN Glenwood Springs, Colo., and president of Colorado Broadcasters Association. Action March 23.

WPAP Fernandina Beach, Fla.—Granted assignment of license from Denver T. Brannen (100%) to Northeast Florida Radio Inc., owned by Harold J. Mann (79.3%), William E. Alexander (19.3%), Inez Mann and Violet M. Alexander (each 7%). Consideration \$50,000. Mrs. Mann and Mrs. Alexander are housewives; Mr. Alexander is employee of WPAP; Mr. Mann is Jacksonville, Fla., businessman. Action March 18.

WNSM Valparaiso-Niceville, Fla.—Granted assignment of license from Bay County Broadcasting Inc. to wholly owned subsidiary, Okaloosa Broadcasting Co. No financial consideration involved. Action March 18.

WGSR Millen, Ga.—Granted transfer of control of licensee corporation, Jenkins Broadcasting Inc., from W. Herbert Brannen Sr. (2/3) to Jack V. LoPresti (100% after transfer, ⅓ before). Consideration \$8,000. Action March 23.

WHOW Clinton, Ill.—Granted acquisition of positive control of licensee corp., Cornbelt Broadcasting Co., by J. R. Livesay (33.72% before purchase, 65.23% after) through purchase of stock from Rolland O. Looper (49.78% before). Consideration \$33,-

282. Mr. Looper is selling all of his stock; remaining 18.27% involved in transaction will go to Mrs. Livesay (16.5% before, 28.83% after), Shirley L. Herrington (2.97%) and Jim R. Livesay II (2.97%). Action March 20.

WLOB-AM-FM Portland, Me.—Granted transfer of control of licensee corporation, Casco Broadcasters Corp., from Sherwood J. Tarlow (75% before) to Melvin L. Stone (100% after, 25% before). Consideration \$103,412. Mr. Stone is executive vice president and general manager of WLOB, has interest in WGHM Skowhegan, WGUY Bangor, WRUM Rumford, and WSME Sanford, all Maine. Action March 19.

KWBA Baytown, Tex.—Granted acquisition of positive control of licensee corporation, Bayshore Broadcasting Co., by David R. Worley (50% before purchase, 100% after) through purchase of stock from Hugh DeWitt Landis (50% before). Consideration \$95,000. Action March 19.

APPLICATIONS

KJKJ Flagstaff, Ariz.—Seeks transfer of control of licensee corporation, Dateline Broadcasters Inc., from Joseph A. Brandt and Joseph L. Patrick (each 50%) to Charles L. and Rosemary Foster (each 50%). Consideration \$44,500. Fosters own oil production firm. Ann. March 19.

KOKY Little Rock, Ark.—Seeks assignment of license from McLendon Little Rock Broadcasting Inc., owned by John M. McLendon and others, to KOKY Inc., owned by SAB Inc. (90%) and Charles R. Daly (10%); SAB Inc. is owned by Seymour Schneidman, Harvey J. Martin and Arnold Schneidman (each 33⅓%). Consideration \$225,000. Messrs. Schneidman and Mr. Martin have interests in WAAA Winston-Salem, N. C.; Mr. Daly is VP of WAAA. Ann. March 19.

KACL Santa Barbara, Calif.—Seeks transfer of control of licensee corporation, Riviera Broadcasting Inc., from Roy P. Dolley (100%) to John S. Minor (100%). Consideration \$84,050. Mr. Minor is 25% owner of lemon ranch. Ann. March 19.

KHER Santa Maria, Calif.—Seeks assignment of license from Willis R. Harpel (100%), tr/as Artistry in Radio Co., to Ramon C. Curry (100%). Consideration \$55,000. Mr. Curry has interest in electronics firm. Ann. March 19.

KAPI Pueblo, Colo.—Seeks transfer of control of licensee corporation, Centennial Radio Corp., from Ray J. Williams (78.8%) to Rose Martino (78.8%), trustee. No financial consideration involved. Ann. March 20.

WFSG Boca Raton, Fla.—Seeks assignment of CP from Fred S. Grunwald (100%), tr/as Boca Broadcasters, to Boca Broadcasters Inc., wholly owned by Dr. Grunwald. No financial consideration involved. Ann. March 20.

WKWB Plymouth, Ind.—Seeks assignment of CP from Van Wert Broadcasting Co., owned by Kenneth E. Kunze, G. Dale Wilson, Raymond M. Waldron (each 25%), Merl Knittle and Stephen S. Beard (each 12.5%), to Mr. Kunze (100%), tr/as Community Service Broadcasters. Consideration \$12,000. Ann. March 18.

KWEB Rochester, Minn.—Seeks assignment of license from Northland Broadcasting Corp., owned by Kingley H. Murphy and Carroll E. Crawford (each 50%), to North Central Video Inc., owned by Joseph C. Poire (22%), Richard H. Plunkett (19.5%) and others. Consideration \$275,000. Applicant is licensee of WELY Ely, Minn. Ann. March 19.

WXXX Hattiesburg, Miss.—Seeks assignment of license from WXXX Inc., owned by George P. Mooney, D. F. Prince, Abe D. Waldauer (each 26%) and estate of J. C. Walker (22%), deceased, to Echo Broadcasting Corp., owned by Bille F. Cornelius, William W. Smith, Ben J. Allison and Charles L. Hendrix (each 25%). Consideration \$80,000. Mr. Cornelius most recently was sales manager for WAAY-TV Huntsville, Ala.; other principals are Huntsville businessmen. Ann. March 19.

KOPR Butte, Mont.—Seeks assignment of license from Copper Broadcasting Co., owned by George C. and Wilda G. Hatch (each 50%), to KBOW Inc., licensee of KBOW Butte. Consideration \$140,000. KBOW proposes to surrender license and merge stations. Ann. March 25.

KHIP Albuquerque, N. M.—Seeks assignment of CP from James T. Reeves and Faron Young (each 50%), d/b as KMF Broadcasters, to Donald Horton (100%). Consideration \$10,000. Mr. Horton is part owner of paint company. Ann. March 19.

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WWOK Charlotte, N. C.—Seeks assignment of license and CP's from Radio Charlotte Inc., owned by Sherwood J. Tarlow (75.5%) and Joseph Kruger (24.5%), to WWOK Inc. owned by W. J. German Inc. (100%), which in turn is owned by estate of W. J. German (60%), Estel E. German (20%), M. B. Reilly (10%), Arthur W. and Frederick A. German (each 5%). Consideration \$400,000. German Inc. is film distribution firm; A. W. German is majority stockholder in WTBO-AM-FM Cumberland, Md. Ann. March 19.

KEYD Oakes, N. D.—Seeks assignment of license from Interstate Broadcasting Corp., owned by Robert E. Ingstad and others, to Farm States Radio Co., owned by Quil P. Coleman (72.5%), Richard J. Herring (25%) and Nadine M. Coleman (2.5%). Consideration \$52,500. Mr. Coleman is part owner of KOLY Moorridge, S. D.; Mrs. Coleman is housewife; Mr. Herring is salesman for KOLY. Ann. March 23.

KVLH Pauls Valley, Okla.—Seeks assignment of license from E. J. Ballard (100%) to Joe L. and Edwin A. Anderson (each 50%), d/b as Anderson Broadcasting Service. Consideration \$70,000. E. A. Anderson is chief engineer of KSEO-AM-FM Durant, Okla.; J. L. Anderson is Boswell, Okla., businessman. Ann. March 19.

KCCR Pierre, S. D.—Seeks assignment of license from Great Plains Broadcasting Corp., owned by Warren W. May and others, to Capitol Broadcasting Inc., owned by Neal P. Edwards, Comet W. Haraldson (each 40%), May E. Edwards and Olive Haraldson (each 10%). Consideration \$70,000. Mr. Edwards is vice president and general manager of KXAB-TV Aberdeen, S. D.; Mr. Haraldson is chief engineer of KXAB-TV. Ann. March 19.

KIXL-AM-FM Dallas—Seeks assignment of license from Variety Broadcasting Inc., owned by Lee Segall and others, to Strauss Broadcasting Co., owned by Robert S. and Theodore H. Strauss (each 50%). Consideration \$800,000. Messrs. Strauss are now minority stockholders; Mr. Segall will continue on board of directors. Ann. March 19.

KLEN-AM-FM Killeen, Tex.—Seeks acquisition of positive control of licensee corporation, Highlite Broadcasting Co., by A. W. (98%) and Lizzie Dae (2%) Stewart through sale of stock by Frank T. (49%) and Margaret G. (1%) Wilson to licensee corporation. Consideration \$110,000. Ann. March 19.

WRIS Roanoke, Va.—Seeks assignment of license from Roanoke Independent Broadcasters Inc., owned by Cy N. Bahakel (100%), to Lloyd and Margaret H. Gochenour (each 50%), joint tenants with rights of survivorship. Consideration \$112,000. Mr. Gochenour is majority owner of WAFB, WSGM-FM Staunton, Va.; Mrs. Gochenour is housewife. Ann. March 19.

WHLF-AM-FM South Boston, Va.—Seeks assignment of license from John L. Cole Jr. (100%), tr/as Halifax Broadcasting Co., to Halifax Broadcasting Inc., wholly owned by Mr. Cole. No financial consideration involved. Ann. March 23.

KPUG Bellingham, Wash.—Seeks assignment of license from KPUG Inc., owned by Jessica L. Longston and others, to R. E. Pollock (100%). Consideration \$232,500. Mr. Pollock is general manager of KPUG. Ann. March 20.

KARY Prosser, Wash.—Seeks transfer of control of licensee corporation, Prosser-Grandview Broadcasters Inc., from Jack L. Quinn (51.22%) and Robert D. Wilson (46.06%) to Sidney Roach, Judith Rae Roach and Naomi M. Burghardt (each approximately 33%). Consideration \$62,500. Mr. Roach is engineer at KGON Oregon City, Ore.; Mrs. Roach is housewife; Mrs. Burghardt is engineer technician. Ann. March 25.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Isadore A. Honig issued supplemental initial decision looking toward affirming ordering clause in Dec. 19, 1962, initial decision insofar as it would grant application of Seaport Broadcasting Corp. for new AM on 1300 kc, 1 kw, DA, D, in Lancaster, N. Y., condition, and deny competing applications of De-Lan Inc. (for default) and WEXC Inc., seeking the same facilities in Depew, N. Y. Action March 23.

OTHER ACTION

■ By order, commission supplemented third further notice of proposed rulemaking concerning FM allocation and technical

standards to incorporate proposal by Kear and Kennedy, consulting radio engineers, to include means for accommodating site changes of close-spaced FM stations and alternate commission proposal for high ant. heights, and extended time from March 27 to May 11 to file comments and from April 10 to May 26 for replies. Commissioner Bartley dissented. Action March 24.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted motion by Integrated Communications Systems Inc. of Massachusetts to extent of extending to April 3 time to file responses to pleadings by WGBH Educational Foundation to enlarge issues and to delete issue, and by United Artists Broadcasting Inc. to enlarge issues in Boston TV channel 44 proceeding. Action March 25.

■ Denied untimely filed petition by Hudson Valley Broadcasting Corp. (WEOK), Poughkeepsie, N. Y., to accept corrections to transcript of Feb. 4 oral argument in proceeding on AM application in Docket 14733; on own motion, corrected transcript. Member Nelson not participating. Action March 25.

■ Granted petition by Broadcast Bureau to extend time to April 10 to file exceptions to initial decision in proceeding on AM application of James S. Rivers Inc. (WJAZ), Albany, Ga., in Docket 15080. Action March 25.

■ By memorandum opinion and order, denied petition by Superior Broadcasting Corp. to delete issues 5 and 6, only as to application, which would inquire into location of main studio and minimum mileage separation between stations, respectively, in the Cleveland TV channel 65 proceedings. Action March 23.

■ Granted petition by Broadcast Bureau to extend time to April 3 to file exceptions to initial decision in proceeding on AM applications of Ponce Broadcasting Corp., Cayey, and Abacoa Radio Corp. (WMA), Arecibo, both Puerto Rico. Action March 23.

■ Granted petition by Broadcast Bureau to extend time to April 3 to file exceptions to initial decision in proceeding on AM application of Northland Broadcasting Corp.

(KWEB), Rochester, Minn. Member Nelson not participating. Action March 23.

■ By memorandum opinion and order, denied late filed petition by Greater Minnesota Broadcasting Corp. (KVBR), Brainerd, Minn., for leave to intervene, and all relief requested therein, in proceeding on AM application of Brainerd Broadcasting Co. (KLIZ), Brainerd, in Docket 14958. Member Nelson not participating. Action March 20.

■ Granted petition by Albert John Williams (KTYM), Inglewood, Calif., reopened record and accepted amendment to application to change name to Trans-American Broadcasting Corp., and amend Sect. II and III of the application to reflect legal and financial qualifications of new company, and closed record in Docket 15119. Action March 20.

■ Granted petition by Bay Shore Broadcasting Co. to extend time to March 27 to file appeal from examiner's March 13 memorandum opinion and order in proceeding on Bay Shore's application for new AM in Hayward, Calif. Member Nelson abstained from voting. Action March 20.

■ Scheduled oral argument for April 20 in following proceedings: AM applications of Valparaiso Broadcasting Co. and Porter County Broadcasting Co., Valparaiso, Ind.; and AM application of Muncie Broadcasting Corp., Muncie, Ind. Action March 19.

■ By memorandum opinion and order, dismissed motion by William Howard Cole (WHOC), Philadelphia, Miss., to enlarge issues with respect to application of Meredith Colon Johnston (WECP), Carthage, Miss., in Dockets 15269-70. Action March 19.

■ By memorandum opinion and order, denied petition by Peachbowl Broadcasters Inc. (KUBA), Yuba City, Calif., for reconsideration of Dec. 10, 1963, decision which granted application of International Radio Inc. to increase power of KGST Fresno, Calif., from 1 kw to 5 kw, continued operation on 1600 kc, D; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Docket 14418. Action March 18.

■ By memorandum opinion and order, denied motion by Ultravision Broadcasting Co. to delete Issue 1 with respect to its



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financial qualifications in Buffalo TV channel 29 proceeding in Dockets 15254-5. Action March 18.

ACTIONS ON MOTIONS

By Chairman E. William Henry

■ Granted petition by Elyria-Lorain Broadcasting Co. (WEOL-AM-FM), Elyria, Ohio, respondent, to correct transcript of Dec. 2, 1963, oral argument and made certain other corrections in consolidated proceeding involving applications of Sanford A. Schaftz with respect to WWIZ Lorain, Ohio, and WFAR Farrell, Pa., and WXTV (TV) Youngstown, Ohio. Action March 16.

By Office of Opinions and Review

■ Granted petition by Broadcast Bureau to extend time to April 3 to file responses to petition for reconsideration and grant without hearing in proceeding on application of Spartan Radiocasting Co., for new TV translator in Asheville, N. C. Action March 23.

By Chief Hearing Examiner

James D. Cunningham

■ Designated Examiner Basil P. Cooper to preside at hearing in proceeding on AM applications of Berkshire Broadcasting Corp. (WLAD), Danbury, Conn., et al; scheduled prehearing conference for April 24 and hearing for May 26. Action March 23.

■ Designated Examiner Forest L. McClenning to preside at hearing in proceeding on AM application of Sundial Broadcasting Corp. (KIBE), Palo Alto, Calif.; scheduled prehearing conference for April 24 and hearing for May 26. Action March 23.

By Hearing Examiner Thomas H. Donahue

■ In Miami TV channel 7 proceeding, granted motion by Community Broadcasting Corp. to extend time from March 25 to April 1 to file proposed findings and from April 6 to April 16 for replies. Action March 23.

■ In proceeding on application of Franklin Broadcasting Co. to transfer control of WLOD Inc. (WLOD), Pompano Beach, Fla., to William F. Johns Sr. and William F. Johns Jr., granted applicants' request to extend time from March 23 to April 20 to

submit direct written evidence, and from April 13 to May 4 for hearing. Action March 23.

By Hearing Examiner Charles J. Frederick

■ In the Cleveland TV channel 19 proceeding, denied petition by Community Telecasters of Cleveland Inc. for leave to amend and granted motion to strike reply filed by Cleveland Broadcasting Inc. Action March 18.

By Hearing Examiner Millard F. French

■ Granted request by Saul M. Miller to continue March 17 hearing to April 1 in proceeding on his application and that of Bi-States Broadcasters for new AM's in Kutztown and Annville-Cleona, respectively, both Pennsylvania. Action March 17.

By Hearing Examiner Walther W. Guenther

■ Granted motion by Rome Broadcasting Corp. to cancel March 23 date for exchange of exhibits and April 6 date for notification of witnesses, if any, desired for cross-examination, and to continue April 13 hearing to June 22 in proceeding on application and that of Coosa Valley Radio Co., for new FM stations in Rome, Ga. Action March 20.

■ Granted motion by Abaco Radio Corp. (WRAI), Rio Piedras (San Juan), P. R., to extent of making various corrections to transcript and, on own motion, made certain other corrections in proceeding on Abaco's AM application and that of Mid-Ocean Broadcasting Corp., San Juan, P. R. Action March 18.

By Hearing Examiner H. Gifford Irlon

■ Granted request by American Colonial Broadcasting Corp. to continue April 21 hearing to June 23 in proceeding on its application to change trans. site and ant. height of WSUR-TV (ch. 9) Ponce, P. R. Action March 18.

By Hearing Examiner Jay A. Kyle

■ In proceeding on applications of KTIV Television Co. (KTIV) and Peoples Broadcasting Corp. (KVTV), both Sioux City, and Central Broadcasting Co. (WHO-TV), Des Moines, both Iowa, granted applicants' request to continue April 6 prehearing conference to April 10. Action March 23.

■ Pursuant to March 23 prehearing conference in proceeding on applications of Chronicle Publishing Co. (KRON-TV) and American Broadcasting-Paramount Theaters Inc. (KGO-TV), San Francisco, cancelled May 6 hearing and scheduled further prehearing conference for April 13. Action March 23.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ By memorandum opinion and order in proceeding on applications of Greylock Broadcasting Co. and WBEC Inc. for new FM stations in Pittsfield, Mass., denied petition by Greylock for leave to make engineering amendment to application; action renders moot WBEC's motion to strike Greylock's reply to opposition. Action March 20.

By Hearing Examiner Sol Schildhouse

■ Scheduled further prehearing conference for April 2 in proceeding on applications of Integrated Communication Systems Inc. of Massachusetts, United Artists Broadcasting Inc. and WGBH Educational Foundation for new TV stations on channel 44 in Boston. Action March 24.

■ In proceeding on applications of Integrated Communication Systems Inc. of Massachusetts, United Artists Broadcasting Inc. and WGBH Educational Foundation for new TV stations on channel 44 in Boston, in Dockets 15323-5, granted request by Integrated to further extend time from March 23 to April 7 to file oppositions to WGBH motion to enlarge issues; by separate order, granted Integrated's petition for further prehearing conference on March 24, and cancelled April 20 hearing. Action March 20.

■ In Cleveland TV channel 65 proceeding, cancelled May 25 hearing and continued proceeding to date to be fixed by subsequent order. Action March 20.

■ Granted petition by Ottawa Broadcasting Corp. (WJBL), Holland, Mich., to reschedule certain procedural dates and continue April 14 hearing to June 16 in proceeding on its AM application. Action March 12.

By Hearing Examiner Herbert Sharfman

■ Scheduled further prehearing conference for March 31 in Boston TV channel 5 proceeding. Action March 24.

■ Granted request by Broadcast Bureau to extend time from March 23 to April 29

to file initial proposed findings and from April 20 to May 18 for replies in proceeding on application of Beamon Advertising Inc. for new AM in Daingerfield, Tex. Action March 17.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of March 24

KBLE-FM Seattle—Granted SCA on sub-carrier frequency of 67 kc.

■ Granted renewal of licenses for following: **WAKE** Atlanta; **WBIE** Marietta; **WCEH** Hawkinsville; **WCLB** Camilla; **WGAC** Augusta; **WGSR** Millen, all Georgia; **WHOS-AM-FM** Decatur, Ala.; **WKRW** Cartersville; **WLAG** LaGrange; **WRCD** Dalton; **WRIX** Griffin, all Georgia; **WTCB** Flomaton, Ala.; **WVNA** Tusculum, Ala.; **WVOP** Vidalia, Ga.; **WYAM** Bessemer, Ala.; ***WGTV** (TV) Athens, Ga.; **WAIL-TV** Atlanta; ***WCIQ** (TV) Mt. Cheaha State Park, Ala.; **WSAV-TV** Savannah, Ga.; **WTVM** (TV) Columbus, Ga.; **WKRQ-TV** Mobile, Ala.; **WSFA-TV** Montgomery, Ala.; **WAUG-FM** Augusta; **WBBQ** Augusta; **WBML** Macon, Ga.; **WDNG** Anniston, Ala.; **WGKA-FM** Atlanta; **WHIE** Griffin, Ga.; **WKLF** Clanton, Ala.; **WKTG** Thomasville, Ga.; **WLAY** Muscle Shoals, Ala.; **WRFS-AM-FM** Alexander City, Ala.; **WSB-AM-FM-TV** Atlanta; **WAGA-TV** Atlanta; **WALA-TV** Mobile, Ala.; **WALB-TV** Albany; ***WETV** (TV) Atlanta; **WMAZ-TV** Macon; **WTOC-TV** Savannah, all Georgia; **WTVY** (TV) Dothan, Ala.; **WXGA-TV** Waycross, Ga.; **WRBL-TV** Columbus, Ga.

KBRG(FM) San Francisco—Granted mod. of license to change studio location; remote control permitted.

WBAP-TV Fort Worth—Granted CP to change aur. ERP to 50 kw, trans. location to Cedar Hill, Tex., type trans., ant. height to 1680 feet, modify and install new ant. system and make changes in equipment.

KRLD-TV Dallas—Granted CP to install new ant. and make changes in ant. system (main trans. and ant.).

K10DY Blue Mountain, Rangely Rural area, Rangely and Artesia, all Colorado—Granted CP to replace expired permit for new VHF TV translator.

WVOR(FM) Rochester, N. Y.—Granted mod. of SCA to add subcarrier frequency of 42 kc.

WRIZ Coral Gables, Fla.—Granted extension of completion date to June 20.

■ Granted licenses covering changes for following VHF TV translator stations: **K08DZ**, **K12BV**, **Keyes Television Association**, **Keyes and Keyes Helium Plant**, **Sturgis area** and **Southwest Elkhart area**, all Oklahoma; **K13BE**, **K10AX**, **Harlowton T. V. Association**, **Harlowton**, **Mont.**

Action of March 23

K09FW Willits, Calif.—Granted license for VHF TV translator.

WHBQ Memphis—Granted CP to make changes in nighttime pattern, in DA system (relocate two towers) and in ground system; condition.

K08CW, **K10DK**, **K12CW**, **Wakefield and Jackass Butte area**, both Washington—Waived Sect. 1.534 of rules and granted CP's to replace expired permits for new VHF TV translators.

K09AN Valler, Mont.—Granted CP to replace expired permit for new VHF TV translator.

WSTR-FM Sturgis, Mich.—Approved engineering technical data submitted, pursuant to commission's Aug. 1, 1963, supplemental order in Docket 14185, to modify license and specify operation on 99.3 mc, ERP 1 kw, ant. height 190 feet.

■ Following stations were granted extensions of completion dates as shown: **K70CW**, **K72BV**, **K81AM**, **K83AW**, **Frontier Broadcasting Co.**, **Borie** and **Lagrange**, both Wyoming, to Sept. 23; **K02DO**, **K06DN**, **Frontier Broadcasting Co.** **Scottsbluff**, **Gering**, **Terrytown** and **rural areas**, **Nebraska** and **Montana**, to Sept. 23.

Actions of March 20

KQV-AM-FM Pittsburgh—Granted renewal of licenses without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report of Network Study Staff; and (2) with respect to related studies and inquiries now being considered or conducted by commission.

■ Granted renewal of licenses for following: **WAGL** Lancaster, S. C.; **WBLT** Bedford, Va.; **WDCJ** Arlington, Fla.; **WSTU**

NORMAN & NORMAN Inc.

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... we hope to see you at
NAB convention, rooms 35-
36-A at the ...

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Recent Sales

WMAY, Springfield,
Illinois\$795,000.
WJOL, Joliet, Ill.\$800,000.
WIRL, Peoria, Ill.\$800,000.

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Stuart, Fla.; WBCI Williamsburg, Va.; WNCC Barnesboro, Pa.; WEUC Ponce, P. R.; KLGW Logan, Utah; *WBJC(FM) Baltimore; WBQO-FM Boyertown, Pa.; *WHPS (FM) High Point, N. C.; WYNN Florence, S. C.; WCFV Clifton Forge, Va.; WUWU Gainesville, Fla.; *WPRK(FM) Winter Park, Fla.; WVOT-FM Wilson, N. C.

WXLI Dublin, Ga.—Granted assignment of license from Raymond C. Palmer and C. Theodore Kirby to remaining partner Kirby, tr/as company of same name; consideration \$7,500.

KHEY El Paso—Granted CP to install auxiliary trans. at main trans. site.

KRYS Corpus Christi, Tex.—Granted CP to change auxiliary trans. location to main trans. site, without remote control.

WNBF Binghamton, N. Y.—Granted CP to install auxiliary trans. at main trans. site.

KEYZ Williston, N. D.—Granted CP to install auxiliary trans. at main trans. site, using DA-N.

*WKAR-FM East Lansing, Mich.—Granted CP to increase ERP to 125 kw and install new trans.

WMBC Macon, Miss.—Granted authority to operate with sign-off at 8 p.m., daily, for period ending June 15.

WOWE Allegan, Mich.—Granted request to cancel license; delete call letters.

KUTE(FM) Glendale, Calif.—Granted request to cancel license covering auxiliary trans. operation.

Actions of March 19

■ Granted renewal of licenses for the following: WBOY Clarksburg, W. Va.; WHHL Holly Hill, S. C.; WTAL Tallahassee, Fla.; WTYS Marianna, Fla.; WCCF Punta Gorda, Fla.; WISA Isabela, P. R.; WTTB Vero Beach, Fla.; WIBF(FM) Jenkintown, Pa.; WFLO-AM-FM, Farmville, Va.

WGVA Geneva, N. Y.—Granted license covering use of old main trans. as alternate main nighttime and auxiliary daytime trans. at main trans. site; remote control permitted.

WHIH Portsmouth, Va.—Granted mod. of license to change name to WHIH Inc.

WPAL Charleston, S. C.—Granted mod. of license to change name to WPAL Inc.

WOIC, Columbia, S. C. and WKET-FM, Kettering, Ohio—Granted mod. of licenses to change name to WOIC Inc.

KMVT(TV) Twin Falls, Idaho—Granted CP to change ERP to 316 kw vis., and 158 kw aur., and type trans.

KNDO(TV) Yakima, Wash.—Granted CP to reduce aur. ERP to 32 kw.

WRAL-TV Raleigh, N. C.—Granted CP to change type of vis. and aur. trans.

WCAU-TV Philadelphia—Granted CP to install additional exciter unit in main aur. trans. for auxiliary purposes only; conditions.

KETO Seattle—Granted CP to change daytime ant.-trans. location (same as KTW, Seattle) and install new trans.; remote control permitted; condition.

KPEN(FM) San Francisco—Granted CP to install new vertical ant. and change type trans. (main trans.); remote control permitted.

WPFB-FM Middletown, Ohio—Granted CP to install new trans. and new vertical polarized ant.; conditions.

K04DM Wray, Colo.—Granted CP to change frequency to channel for VHF-TV translator.

KOIN-TV Portland, Ore.—Granted mod. of CP to change type ant., relocate tower, make changes in ant. system, and change ant. height to 1760 feet (main trans. and ant.); condition.

WXRI(FM) Norfolk, Va.—Granted mod. of CP to increase ant. height to 340 feet, and make changes in ant. system (increase height).

WKBT(TV) La Crosse, Wis.—Granted extension of completion date to Sept. 1.

Actions of March 18

■ Granted renewal of licenses for following: WAEZ(FM) and SCA, Miami Beach, Fla.; WFTW Fort Walton Beach, Fla.; WKIS Orlando, Fla.; WMOP-FM Ocala, Fla.; WPFL-FM Montrose, Pa.; KSJO-FM and

SCA, San Jose, Calif.; WBLA Elizabethtown, N. C.; WHYE Roanoke, Va.; WRVC (FM) Norfolk, Va.; WVOT Wilson, N. C.; WZEP DeFuniak Springs, Fla.; WBGC Chipley, Fla.; WISA-FM Isabela, P. R.; WMMH Marshall, N. C.; WOKC Okeechobee, Fla.; WQMR Silver Spring, Md.; WBAB-FM Babylon, N. Y.; WDON Wheaton, Md.; WKSC Kershaw, S. C.; WTXI W. Springfield, Mass.

KETX Livingston, Tex.—Granted CP to install present driver unit as auxiliary trans. at main trans. site.

Actions of March 17

■ Pursuant to U. S. Court of Appeals denial for stay filed by Sounds Along Hawk Inc., terminated commission's stay and made effective Jan. 31 actions which granted renewal of license and assignment of license of WAFS Amsterdam, N. Y., from Valley Information Programs Inc. to Tele-Measurements Inc.

Wauneta Junior Chamber of Commerce Wauneta, Neb.—Granted CP for new VHF-TV translator on channel 4 to rebroadcast programs of KOMO(TV) (ch. 8), McCook, Neb.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ Conneaut, Ohio—Louis W. Skelly. Requests amendment of rules to amend FM table of assignments as follows: Conneaut: add channel 288A, delete 285A; Erie, Pa.: delete channel 288A. Received March 10.

■ WMIN St. Paul—WMIN Inc. Requests institution of rulemaking proceeding to reassign existing channel 271 from Minneapolis to St. Paul. Received March 16.

■ Dubuque, Ohio—Dubuque Broadcasting Co. Requests institution of rulemaking proceeding to change FM table of assignments as follows: Charles City, Iowa: add channel 221A, delete 224A; Dubuque: add channel 225; Muscatine, Iowa: add channel 221A, delete 225. Received March 17.

■ Washington — Representative Alvin E. O'Konski. Requests following changes in TV table of assignments: Ironwood, Mich.: delete channel 12; Rhinelander, Wis.: add channel 12. Received March 17.

Processing line

■ In accordance with commission's action of March 18, 1964, granting waiver of Sect. 1.571(c) allowing below-described application to be placed at top of processing line, notice is hereby given that on April 28, 1964, following application: New, Saratoga Springs, N. Y.; Community Radio of Saratoga Springs, N. Y., Inc.; for 90 0kc, 1 kw-D, class II, will be considered as ready and available for processing, and that pursuant to Sect. 1.227(b)(1) and Sect. 1.591(c) of commission's rules, application, in order to be considered with this application or with any other application on file by close of business on April 27, 1964, which involves conflict necessitating hearing with this application, must be substantially complete and tendered for filing at offices of commission in Washington by whichever date is earlier: (a) close of business on April 27, 1964, or (b) earlier effective cut-off date which this application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Commission hereby waives provisions of the interim criteria to govern acceptance of standard broadcast applications adopted May 10, 1962, (see note to Sect. 1.571 of commission's rules) to extent necessary to permit acceptance of other applications specifying substantially same facilities requested by Community Radio of Saratoga Springs, N. Y., Inc. Attention of any party in interest desiring to file pleadings concerning above application pursuant to Sect. 309 (d) (1) of Communications Act of 1934, as amended, is directed to Sect. 1.580(i) of commission's rules for provisions governing time of filing and other requirements relating to such pleadings. Adopted March 18, 1964.

■ By order of March 4, 1964, commission waived interim criteria to govern acceptance of standard broadcast applications adopted May 10, 1962 (see note to Sect. 1.571 of rules) in order that application listed below might be accepted for filing. Accordingly, notice is hereby given that on April 28, 1964, following application: New, Loiza, P. R.; Luis Prado Martorell; for 1030 kc, 10 kw-D, class III, will be considered as ready and available for processing. Adopted March 18, 1964.



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DESIGNED BY CCA'S EXPERIENCED FM ENGINEERS
INCORPORATING UNEQUALLED MODERN CIRCUITRY.
EXCEEDS ALL FCC REQUIREMENTS AND GUARANTEES
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- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.

- All other classifications, 30¢ per word—\$4.00 minimum.

- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C. 20036.

AFFILIATES: 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

Management opportunity for hard-hitting hustler, well oriented in sales, with management background or qualifications. Work with me in sales, prove you've "got it," and complete management will be turned over in six months or less. Rocky Mountain area. Strictly confidential. Box C-315, *BROADCASTING*.

Sales manager wanted for Western Massachusetts station. Write Box C-349, *BROADCASTING*.

Radio station consultants seeking admin. asst. for East Coast office. Small town radio time sales and real cost conscious-profit minded nature a must. Salary commensurate with experience. Send complete resume, snapshot, etc., to Box C-409, *BROADCASTING*.

Medium market. Willing and able to invest in minority ownership. Box C-435, *BROADCASTING*.

We are looking for top-notch radio sales manager. Present man being promoted. Salary plus incentive. Must have experience. Opportunity for advancement. Midwest top fifty. Outstanding news operation. Send pic, details Box C-452, *BROADCASTING*.

Multi-station owners want young aggressive assistant to group sales manager, N.Y. office. Requirements: minimum 5 yrs. radio background, at least 3 yrs. of them in time sales to retailers in small markets, age 25-35 yrs., expense conscious and a "tight man with a dollar." The man we want is probably now sales manager of a small market station seeking bright horizon. Our chain in markets too small to attract national spot, thus Rep. or nat'l spot experience of no value to us. Salary \$7-9M, unlimited future. Resume, photo, recent earnings to Box C-457, *BROADCASTING*.

Manager—Must have successful background of sales, sales training, sales supervision. Same ownership 18 yrs. Expanding group operation. Complete details and requirements first letter. Unique opportunity. WEAU, Evanston, Illinois.

Sales

Large East Coast market. Chain operation. Intelligence, hard work at adult programed station will provide decent living. Apply in confidence. Box P-292, *BROADCASTING*.

Los Angeles . . . Strong salesman, proven management abilities. Top opportunity. Salary plus top station, multiple group. Box C-5, *BROADCASTING*.

Excellent permanent sales opportunity. Reside Salt Lake City. All replies held in strictest confidence. Box C-236, *BROADCASTING*.

If you're a good sales-announcer combo, there's a great opportunity for you at a progressive, middle of the road. Send resume and tape. Box C-272, *BROADCASTING*.

Aggressive salesman needed for growing FM in New York metropolitan area. Base and good commission rate. Only those interested in hard work and working into sales manager position need apply. Send resume and photo to Box C-346, *BROADCASTING*.

Long-established Georgia fulltime station, market about 22,000, looking for young salesman, with some announcing and copy ability. Base salary plus commission. Box C-400, *BROADCASTING*.

Sales—(Cont'd)

Guarantee plus commission for producer in two station market of 100,000 in Great Lakes area. Sell starter with good habits and at least two years experience. Box C-430, *BROADCASTING*.

Opening for announcer salesman. Mid Atlantic states. Prove you have sales ability and complete management will be turned over in 6 months. Send complete resume, strictly confidential. Box C-448, *BROADCASTING*.

5000 watt fulltime Florida station has opening for experienced salesman. Good account list. Excellent opportunity to grow into management with 4 station group. Send photo resume to Box C-450, *BROADCASTING*.

Experienced combo salesman-news announcer for Western Pennsylvania medium market. Guaranteed earnings. Immediate opening. Box C-465, *BROADCASTING*.

Work and play in colorful Colorado, vacationland of the booming Rocky Mountain empire. Opportunity for salesman-announcer with production experience. Write KCOL, Fort Collins, Colorado.

Salesmen needed for fastest growing country radio in market of 512,000. Number of sponsors has tripled in last six months. Will give experienced man capable of producing, \$500 per month guarantee on a 20% commission basis, plus good base of on the air accounts. Write all details to the nation's 73rd market. KWNT Country Radio, 1019 Mound St., Davenport, Iowa.

Salesmen wanted: Have room for live-wire men who love money. WWOW, Conneaut, Ohio.

Experienced salesman. Limited board work. Must be devout Evangelical. Box 13535, Orlando, Fla.

Good salesman? Try our professional placement service. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

Announcers

Have you worked for a top 40 station without top 40 music? It will be the most challenging and stimulating experience of your life if you are truly talented and are prepared to pay the price of success. Midwestern kilowatt. Box C-209, *BROADCASTING*.

Experienced announcer with first phone and production know-how. If you'll work hard, you will have a steady, good paying position with a growing group of Texas stations. Need tape, resume and picture. Box C-245, *BROADCASTING*.

Intelligent beginner wanting to learn? Here's that job you've wanted. Continuity, production, traffic, news. Also need newsmen. Lower Midwest, small market. Box C-313, *BROADCASTING*.

Morning man for adult sound indie in top 5 Eastern market. Personality, smooth, good music knowledge, tight production. Tape, resume, picture to Box C-362, *BROADCASTING*.

What would you do with a daytime air shift on an adult music station in one of the top 30 markets? Send tape, photo and resume to Box C-371, *BROADCASTING*.

West Coast—top fifty market . . . if you are a top-man ready for the top, rush tape and resume to Box C-373, *BROADCASTING*.

Announcers—(Cont'd)

Have job especially for the beginner. 44 hours announcing, copy writing, production and some service calls. Earn liveable salary on top station in fine area. No gravy train. Hard work. You'll build yourself for the future. Must have good delivery, and know copy writing. Send tape, picture, resume Box C-392, *BROADCASTING*.

Announcer with morning show experience and good news background needed immediately for opening at Pennsylvania radio station. Excellent opportunity for good man. Send tape, references, background and salary expected first letter. Box C-403, *BROADCASTING*.

1st phone announcer—minimum two years solid experience, for small market downstate Illinois station. Good music, strong on local news. Prefer married man 23-30 from central states area. Start \$125.00. Send details, experience 1st letter, airmail. Box C-406, *BROADCASTING*.

Versatile announcer for broadcasting plus outside shows, news, South-southwest. Box C-415, *BROADCASTING*.

Upstate New York fulltime station needs experienced morning man with personality, selling voice and know how. Salary good. Write Box C-426, *BROADCASTING*.

Immediate opening for experienced announcer with station of bright happy modern sound. Send tape resume and references to Box C-449, *BROADCASTING*.

Do you have at least 1½ years experience? Are you anxious to advance into programming, production, play-by-play, traffic, etc? Our expanding Eastern group has announcer opportunity that will lead to advancement in these fields when you learn our adult format and policies. You must have a car and a good reputation. Salary start at \$100 week. Send air check and history to Box C-463, *BROADCASTING*.

KBUD Athens, Texas, seeking experienced, mature announcer. Adult programming.

Opportunity for married staff announcer. Outline experience. KFRO, Longview, Texas.

Immediate opening—first phone announcer with news gathering and writing abilities for middle of road daytimer on the grow—send tape, resume, references to Fred Moore, Manager, Ken Lipps, Program Director, KGMO, Girardeau, Missouri.

Need first ticket morning announcer that can stand reference check. Call Joe Taylor, Mike Carmichael, BR 6-2367, KNCO Radio, Garden City, Kansas.

Announcer with third class license for morning shift and announcer with first class license for night shift. Morning man must be strong on news and middle-of-road music. Night man must be able to handle news and late night music program. Send tape, personal history, and salary requirements to Paul Rahders, KSDN, Aberdeen South Dakota.

Announcers—Staffing new FM. Send tape, photo, resume. KSIS, Sedalia, Missouri.

Opening for announcer-engineer with 1st ticket. KSMN, Mason City, Iowa.

Announcers—(Cont'd)

Looking for opportunity—security—permanency? 1st phone modified top 40 dj—must be experienced all phases—have big voice—capable becoming p.d.—lots of hard work—medium pay with opportunity for good future in fast growing market—most ideal living conditions in America's climatic wonderland—no drifters. Call or write mgr. Lyle Richardson, KUDE, Oceanside, California 714-722-8294.

Network affiliate, market of 25,000 taking auditions for staff announcing position. No rockers please. Good music sense and pleasant voice, send tapes and background to Chuck Williams, KWNO, Winona, Minnesota.

Announcer with first phone, no maintenance, WAMD, Aberdeen, Md.

Need immediately newsmen-announcer to gather, write and report for quality news operation. Send resume, tape, photo. WASA, Havre de Grace, Md.

Immediate opening for morning man, capable on news, sports and announcing. Send tape and resume. WDDY, Gloucester, Virginia.

Radio WGKV, Charleston, West Virginia. Needs announcer for modern street level display studio. Rush tape.

Immediate opening 5 kw daytimer—traffic, continuity, relief announcing. Start \$85.00 weekly. Send information and copy sample to WGVM, Box 247, Greenville, Miss.

Experienced announcer, 3 years minimum with 1st phone. \$100 per week. WHMC, Gaithersburg, Md.

Announcer. Live, swinging personality, top 40 operation. WHSL, Wilmington, N. C.

Starting FM-stereo soon. Good opportunity for young man or woman to do quality programming. Send voice tape and resume to WLAG-FM, Drawer 189, LaGrange, Georgia.

Have immediate opportunity for announcer with good personable voice. No rock, adult music station. Good opportunity to move up to program director here or at one of our other stations. Send photo resume and tape to: WLAK, Box 827, Lakeland, Fla.

Announcer wanted. 2 years minimum experience. Send tape and references to Barry Medlin, WLCM, Lancaster, S. C.

Announcer needed with 1st phone license. No maintenance. Modern well equipped station playing up tempo big band music. Send tape, and resume to: E. D. Baydush, WLPM, Suffolk, Virginia.

Opening now for strong morning man with news ability for Western Pennsylvania daytimer. Need steady, reliable, mature, broadcaster with checkable references. Audition, resume, photo, recent earnings to Program Director, WPIC, Box 211, Sharon, Pa.

Immediate opening first phone announcer for evening shift pay commensurate with ability adult quality format on fringe of major market. Resume and tape to Gerry Grainger, WWCA Gary, Indiana.

Two top 40 men for progressive, swinging station! Send resume immediately: WWOW, Conneaut, Ohio.

Many openings for announcers in radio or television. Professional service gets better jobs. Write: Broadcast Employment Service, 4825 Tenth Ave. South, Minneapolis, Minnesota. 55417.

Technical

Working first phone with announcing ability . . . Salary open . . . progressive, middle of roader AM-FM operation in fast growing Florida market. Send resume and tape. Box C-287, BROADCASTING.

Chief engineer. Major Ohio market AM-FM operation (non-directional) has excellent opportunity for top engineer with experience in construction AM, FM, Multiplex. Maintenance, but no board work. Send complete application, salary requirements, photo to Box C-304, BROADCASTING.

Are you capable of maintenance? Southeastern FM-AM station has immediate opening for good man. No announcing required. Starting salary better than average. Box C-401, BROADCASTING.

Chief engineer, East Coast major market station has immediate opening. Must be strong on construction and maintenance. Unusual opportunity. Send complete resume Box C-405, BROADCASTING.

First class, competent, young man wanted. No announcing. Eastern Pennsylvania. Box C-467, BROADCASTING.

Washington, D. C. area. Competent, experienced commercial radio 1st class man willing to undertake any assignment. Grow with company. Clean AM, FM news operation. Interview required. Send resume, and photograph to Burgreen, WAVA, Arlington 7, Va.

Chief engineer for 5 kw directional daytimer. Must know all phases maintenance. Announcing a help but not necessary. Growing group operation, WFRL, Freeport, Ill.

Have opening for experienced chief engineer. Good salary and working conditions. Send photo and resume to: WLAK, Box 827, Lakeland, Fla.

Engineer-announcer. First class license transmitter engineer with knowledge of directional antenna needed. Diversity of some newscasts, sports and production engineering also available to right man. Good salary. Joe Kish, WTIG, TE 2-5755, Massillon, Ohio.

Qualified engineers needed in radio and television. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

Production—Programing, Others

Newsman for aggressive midwest metropolitan network affiliate. Good salary. Station adding to local news staff. Box C-268, BROADCASTING.

Creative TV artist—Experienced commercial layouts, hot-press—some freehand and photo experience helpful. Excellent opportunity. Also need good copywriter. Send full resume to Box C-314, BROADCASTING.

Young newsman: Earn a Master's degree and \$3,000 a year. Graduate assistantships in broadcast news open in professional school of journalism at a major university. Graduate study includes work in newsrooms of large commercial stations in the nation's biggest cities. If you have some professional experience, a bachelor's degree, and a "B" average in college, you're eligible. Box C-354, BROADCASTING.

Continuity director, experienced, major market Eastern seaboard. Heavy production, creative, hard, soft sell, some air, no prima donna. Gal OK, samples, resume, tapes, picture to Box C-363, BROADCASTING.

College in upstate New York will have September opening in TV-radio department for an instructor. Advanced degree with experience required. Box C-384, BROADCASTING.

News writer and reporter—full time position—salary plus talent—complete charge of news operation. Write personal data and sample news copy to radio station WVAM, Altoona, Pennsylvania.

RADIO—Situations Wanted

Management

Manager, 17 years, all phases, new construction, heavy sales. Prefer Northeast. Immediate availability. Box C-338, BROADCASTING.

Attention! Successful manager wishes relocation. Proven record, never operated at loss! 21 years in radio, 14 years management. Currently in major market, 50 kw, desire return to smaller market, 1, 5, or 10 kw. Not afraid of competitive market. Desire management for absentee owner who needs man he can depend on. Wife experienced in radio and available as man-wife team. Accent on sales and good production. Box C-357, BROADCASTING.

Say, have you heard the one about the farmer's daughter who saved her money, bought a radio station, hired a 30 year old college grad with 10 years experience and plenty of know how in radio, and became very wealthy? Even if your not a farmer's daughter, write me if your looking for a good manager for your medium or smaller market station. Box C-375, BROADCASTING.

Sales-sales management—desire position in Midwest or on West Coast. Will prove that I'm a billing builder. Also experience in promotion and programing. Box C-388, BROADCASTING.

Let's get together at convention. Top reference from present employer. Radio management, TV sales management. Experience. Box C-412, BROADCASTING.

General management wanted by stable radio man. Completely experienced . . . especially sales. Box C-418, BROADCASTING.

Will manage, sell, announcer, program, maintain equipment and cut costs. License, 36, family, 16 years present position, looking for heavy responsibility and eventual ownership. Box C-437, BROADCASTING.

Professional broadcaster, 39, family. Eighteen years radio. First eight: announcer, P.D., news director, assistant manager. Next ten: manager, corporate officer, partner in ownership. Excellent record each level. Strong administration, local/national sales. Seeking station and/or sales management or executive assistant post, AM or TV. Consider all markets if operation and opportunity substantial and honestly sound. Box C-447, BROADCASTING.

General or sales manager. Major market only. Creative outstanding salesman, ditto administrator. Minimum fifteen thousand plus. Box C-460, BROADCASTING.

Manager, sales, chief engineer. Twenty years chief, new construction, directionals. Ten years management, sales, low-cost operation record thirty percent net profit. Stable family man, civic minded. Desires percentage net profits or lease. Interview NAB Chicago. Manager, Box 6782, Jackson, Mississippi.

Sales

College graduate with 2 years announcing experience, seeking sales trainee position with reputable adult radio-TV station. Box C-389, BROADCASTING.

Sales executive with St. Louis, Washington, New York experience, seeks opportunity with challenge. Box C-396, BROADCASTING.

Experienced successful salesman-announcer desires Midwest locations with good opportunity. Box C-427, BROADCASTING.

RADIO—Situations Wanted

Announcers

Mature 16 year old boy desires summer DJ show on rock 'n roll station. Capable of DJ show and production. Tape and resume available upon request. Box C-183, BROADCASTING.

DJ—wants to swing with top 40. One year middle of road experience. Single. Box C-256, BROADCASTING.

5 year jock desires station that knows the score. Box C-296, BROADCASTING.

Wanted: C/W slot-sales by versatile announcer-musician. CMA member, 18 years broadcasting. Box C-298, BROADCASTING.

First phone. Grantham graduate. Willing to learn announcing. Seeks permanent position in central Virginia. Available April 1st. Box C-299, BROADCASTING.

Solid operation, good market, tell all, major experience, 2nd phone, married. Box C-318, BROADCASTING.

Reliable, experienced announcer: Pleasant voice, effective language, excellent references. Prefer good music station. Box C-319, BROADCASTING.

DJ, good news delivery, tight board, some experience, listens good. Box C-328, BROADCASTING.

Experienced, versatile airman, tight board, strong on news, not a floater. Presently #1 morning man on 50 kw. Box C-333, BROADCASTING.

Versatile, bright-sounding talented DJ/announcer. Presently employed in 150,000 metro Midwest market. Ready for bigger things. Wants to return East permanently in larger market Pennsylvania, New York, New Jersey preferred. No screamer, but polished, mature voice that lends to any type programing. Hard worker. No floater. 27, college graduate, veteran 6 years experience in radio and TV. Reference. How about a chance? Box C-377, BROADCASTING.

Southeastern University broadcasting school junior desires summer replacement work. Good music, top forty experience. Resume and tape on request. Box C-380, BROADCASTING.

7 years experience. Program director, top rated morning man, baseball play by play, top rated night jazz show. Worked classics also. Currently in N. Y. metro area. Desire fulltime in N.Y.C., Philadelphia, Pittsburgh, Washington, D. C., or Boston. No screamer, relaxed baritone. \$150 per week. Box C-387, BROADCASTING.

Personality plus twenty years know-how in all phases of good radio. Emphasis, audience building, rating proved "personality sell" approach. Music specialist of the highest calibre with big station proven success. Available, immediate move, sincere, dependable. Tape, resume, references upon request. Box C-394, BROADCASTING.

Consistently top rated personality, metro market, smiling sound, tremendous audience acceptance. Box C-399, BROADCASTING.

The several years experience of a personable, mature morning man can be yours for the asking—and a good salary. Thorough knowledge of all phases of radio except engineering. Excellent references. Family man. Box C-408, BROADCASTING.

Thorough knowledge good music . . . big bands . . . jazz. 12 years experience. Box C-410, BROADCASTING.

Gal announcer, 21, single, outstanding voice and commercial delivery. Box C-413, BROADCASTING.

First phone-announcer-newsman-good commercial delivery. New Yorker. Available. Box C-416, BROADCASTING.

Announcer-experienced. Wishes to get back after short hiatus. Want opportunity. Box C-417, BROADCASTING.

Married professional announcer, good music, news, sports, \$125 per week, available immediately. Box C-424, BROADCASTING.

Announcers—(Cont'd)

Young announcer—Raised in the business—all types of announcing. 6 yrs. radio, 4 yrs. TV, also have a commercial pilot's license, with a single & multi engine rating—flight instructor's rating and instrument rating. Seeking position using both talents. Box C-425, BROADCASTING.

Women love me for what I am. Humorous friendly personality. Prefer middle of road or good music station in medium-major market. Box C-429, BROADCASTING.

Attention lively top 40's! Experienced 3rd ticket wants to relocate. Box C-431, BROADCASTING.

Major markets—have 1st class will relocate. Experienced top 40 with proven record. Nighttime only. Box C-434, BROADCASTING.

Texas stations: Wish to relocate, first phone announcer, year and half experience, married, mature, reliable. \$95.00-\$100.00. "tempus fugit." Box C-438, BROADCASTING.

Top 40 dj with 1st phone that wants to swing now! Currently employed—but wants to rock—anywhere. Box C-439, BROADCASTING.

First phone, country disc jockey, announcer, salesman available. Experienced, employed. Box C-441, BROADCASTING.

Announcing school grad—22—car—available April 13th—draft o.k. Box C-442, BROADCASTING.

6 years announcing experience—good voice personality—currently employed, married. Box C-443, BROADCASTING.

Female announcer, no salary, exchange for radio or television experience. Box C-444 BROADCASTING.

DJ/announcer, short on experience, long on talent, tight board, personable. Box C-445, BROADCASTING.

Connecticut, New York, New Jersey, Pennsylvania: Ready to hire summer replacements? When you are, I can successfully do the job. Swinging DJ, rock and pop, announcer, authoritative newsmen, some experience. College man. Excellent references. Write today for details. Box C-446, BROADCASTING.

Sports announcer experienced in play by play also general staff work including morning program. Will consider straight sports or combo position. Tape and resume available, currently employed. Box C-454, BROADCASTING.

Major market announcer wants security solid operation, in good market. Box C-455, BROADCASTING.

Announcer DJ combo—4 years experience, cut all shows—good board. Married veteran, reliable and have excellent references—will consider all offers—now available. Box C-464, BROADCASTING.

Ohio, Midwest. Sportscasting, sales—guaranteed high income on sports. Two years at present location, 24, college graduate. Professional delivery, knows sports! Top sales too, seeks larger market. Bob Grimm, 1174 Linwood, Columbus, Ohio, Hickory 4-3021.

Announcer—1st class ticket, some sports, 2½ yrs. experience. Family man, prefer Midwest. 515-236-6372.

Announcer wants job in the panhandle or West Texas area. Available April 1st. Married, 5 years experience. Box 632, Leesville, Louisiana—PH 239-9247 after 3 p.m. Lee Womack.

First phone, dj, engineering, 34, dependable. 1418 Floral, Ft. Myers, Florida, Edison 4-5245.

Personable night-time dj. Currently working small Eastern market. News and play-by-play experience. College 3rd class ticket. Call after 7 p.m. 216-442-3509.

Available, announcer/dj, newswriter, second phone with car, P.A. system, prefer evening show, Fla., Calif., or anywhere. Nick Wagner, 453 Carolina Ave., Winter Park, Fla., 813-647-0694.

Announcers—(Cont'd)

Am a DJ with personality, I can do a top job any sport and like newscasts. I'm looking for a chance to prove it. Limited experience but have desire and talent. Need a break. Single, 25, draft free, steady, will relocate. Nick Carnett, 9 Holly St., Lawrence, Mass. 617-682-3125

Announcer. Live swinging personality for a top 40 operation. Grad. Chicago radio school. Prefer East or Midwest location. Single. Contact George N. Eberhard, 2635 N. Mango, Chicago 60639, Ill.

Technical

High power experienced first class phone seeking position. Chief engineer or assistant. No announcing. \$135 week. Box C-232, BROADCASTING.

South Florida, experience 1st ticket, age 43, car, married, last job 5 kw Gates directional. Box C-325, BROADCASTING.

First phone, no experience. Willing to learn. Presently airline radio operator. Age 27, married. Box C-372, BROADCASTING.

Presently chief engineer, 100 kw FM, 1 kw AM. Desire position in Western U.S. 10 years experience broadcasting, 8 years as chief. Construction, operation, proofs. Combo announcer. Radio amateur. Box C-379, BROADCASTING.

Chief engineer-assistant manager wants small or medium station to manage. Experienced all phases radio, construction, and coordinating staff. Prefer West. Box C-382, BROADCASTING.

Engineer. Have ticket. Seeks experience. Willing to relocate. Will answer all replies. Box C-397, BROADCASTING.

Presently employed chief, desires position, 5 yrs. experience, 29, married. Box C-436, BROADCASTING.

15 years in broadcasting industry. Experienced studio and control room operation with first phone. Familiar all phases technical operation, production and programing. Desire to relocate, prefer East Coast but will consider all opportunities. Married, presently employed, additional information and references on request. Box C-440, BROADCASTING.

Fifteen years experience. Two as chief. Like announcing but voice is poor. McClain GL 9-8243, Kokomo, Ind.

Engineer . . . 1st class license, looking for chief's position in small or medium size market. Prefer intermountain or Midwest but will consider elsewhere. Salary open. 23 years old. Draft 1-Y. Strong in maintenance, can also announce, write copy, and some sales. Experienced AM & FM. Gary L. Overholser. Phone area code 406-378-2591, Big Sandy Montana or write R.R. #1, Loma, Montana.

Production—Programing, Others

News director—TV/AM. Experience all news areas. Writer, reporter, newscaster. Major market background. No personal problems. Start \$700. Box C-374, BROADCASTING.

Fulltime summer job in radio news. Will cover conventions if you pay. Strong with on the scene reporting. Have convention experience. Will consider any summer news job. Salary and all details with first letter, please. Box C-376, BROADCASTING.

Newsman. Announcer-copywriter wants news position. College. Age 28. Minnesota or surrounding states. Box C-378, BROADCASTING.

Newsman: on-air-man, edit, write, gather news. Four years experience, veteran, married. Northwestern University graduate, experience in top ten market—wish to relocate. Box C-390, BROADCASTING.

Production—Programing, Others Continued

Stable young man with proven creative abilities, seeks position as film editor. Background includes production and laboratory. Resume on request. Box C-393, BROADCASTING.

Sports director—top 10 metro-market will relocate for right position. My play-by-play is tops. I dig for and write my shows. I will make your professional or major college sports coverage No. 1. College grad. Vet. Married. Box C-411, BROADCASTING.

Newsman—Young, versatile, college graduate, intensively interested in the gathering, writing and airing of news. Seeks position with station which believes there is more to modern radio news than "ripping and reading." Can also do smooth, lively play-by-play. Have experience as news director in 2-station market, reporter for audio news service and 2 years play-by-play college sports. Just out of Army and available immediately. C-423, BROADCASTING.

TELEVISION—Help Wanted

Sales

Television account executive wanted for local and regional sales. Must be between 28-36 years old, self starting, hard working, creative salesman. Productive account list in one of the Southeast's leading markets is waiting for an experienced radio or television salesman who sincerely wants to make more money and enjoy doing it. This is a rewarding job with very fine CBS-TV affiliate. Send complete resume and photo. All replies confidential. Box C-275, BROADCASTING.

East central Midwest TV station, top 25 market, has current opening for salesman with experience. Young man in smaller market and all others, will be considered for active account list. Reply in full to Box C-292, BROADCASTING.

Southeastern TV station—medium size, fast moving market seeking executive salesman with proven record in radio or TV. Minimum—\$7500.00 guarantee first year, potential unlimited, insurance and profit sharing. Send resume and photograph in complete confidence to sales manager, WBRZ-TV, Box 2906, Baton Rouge, Louisiana.

Announcers

News director—announcer wanted by medium market VHF, Mid-Atlantic region. Mature experienced, stable, family man, able to shoot, edit, 16mm, write and air cast. Send complete resume references, salary requirements, audio tape, late picture and availability. Box C-458, BROADCASTING.

Technical

Chief engineer, UHF, must be good supervisor as well as studio and transmitter technician. Small staff. Box C-312, BROADCASTING.

Experienced engineer, best technical qualifications for Texas station. Box C-420, BROADCASTING.

Wanted: Good engineer. Knowledge to repair audio and video tape recorders. Maintain AM and TV transmitters. KAVE TV AM, Carlsbad, New Mexico.

Immediate opening for experienced studio man with maintenance and video tape background. A permanent position and in a progressive station. Contact immediately. Howard McClure, Chief engineer, KLYD-TV, 2831 Eye St., Bakersfield, Calif.

Stable transmitter supervisor to live at transmitter site. Residence and utilities furnished. Maintenance and partial operating shift. Good opportunity for capable engineer. Send details airmail or call manager, KSWs-TV, 622-6450, Roswell, N. M.

TELEVISION—Help Wanted

Technical—(Cont'd)

Need two first phone engineers immediately. One permanent and one vacation relief. Permanent man must be experienced. Will consider recent technical school graduate for vacation relief job. Send full information first letter. Contact R. Truscott, WITI-TV, 5445 N. 27th St., Milwaukee, Wis.

Midwest UHF has opening for engineer with first class license. Position requires operation of AM-FM-TV control rooms and transmitters. Experience in radio or TV desired but others will be considered. Pat Finnegan, CE, WLBC-AM-FM-TV Muncie, Indiana.

The Institute of Broadcast Engineers has been formed. Plan to attend first general meeting NAB, 2:30 p.m. Williford Room, Hilton Hotel April 5. Engineer's membership information from IBE Box 1841, Annapolis, Md.

Production—Programing, Others

Southeastern VHF city of over 100,000 needs combination booth man and sports director. Base plus talent. Send resume, photo and audio or video tape to Box C-290, BROADCASTING.

Southeastern VHF seeking good beat and on camera newsmen capable of filming, editing, writing, and gathering news. Send resume, photo and audio or video tape to Box C-342.

Director—announcer with dependability and originality. Must be able to handle board with accuracy and judgment. Box C-419, BROADCASTING.

TELEVISION—Situations Wanted

Management

General manager—sales manager. In broadcasting since age 14; radio—17 years; television 8 years. Past decade in nation's 24th market. Nationally known and connected. Producer of ratings, profits and prestige. Box C-4, BROADCASTING.

TV pioneer station operator, 20 years experience, all phases television since 1948, many awards, TV firsts, owned major market radio, available for managerial position. Family man, 39. Personal meeting arranged at convention or otherwise. Your reply held in strictest confidence. Box C-359, BROADCASTING.

Administrative assistant, finance manager, controller, eight years experience in television and radio. Degrees in business administration and law. Would consider investing. Box C-459, BROADCASTING.

Sales

Sales exec. AM-TV, prefers Southern California-Arizona areas. Exceptional record with proven stability covers agency, station and representative successes. Full details and understandable reasons for change await your inquiry. Income requirements moderate. Box C-345, BROADCASTING.

Experienced, young, successful radio salesman desires move to TV sales. Box C-456, BROADCASTING.

Announcers

Children's personality (who likes children) mimic, comic, artist, presently employed. Box C-358, BROADCASTING.

Technical

Aggressive engineer, experienced in TV station design, construction, operation and management, seeks position as chief or assistant. Looking for new station to build and grow with, UHF or VHF. Complete overall background. For resume, write Box C-385, BROADCASTING.

First class engineer desires position in metropolitan East Coast or California area. Experience in all phases of TV. Ten years experience includes installation of radio and TV stations. Will consider summer replacement work. Box C-386, BROADCASTING.

TELEVISION—Situations Wanted

Technical—(Cont'd)

Engineer. Have ticket. Seeks experience. Willing to relocate. Will answer all replies. Box C-398, BROADCASTING.

Engineering have first phone and technical background. Can perform maintenance. Phil Seilheimer 8502 Calmada Ave., Whittier, California. OX 3-5950.

Production—Programing, Others

Triangle stations TV weatherman available soon. 11 years experience. All phases of broadcasting. Highest recommendations. Box C-295, BROADCASTING.

Young versatile engineer-announcer, some college training in TV, seeking position in TV leading to directing. 6 years first ticket, 3 years radio announcing. Competent studio operations and announcing. Available for personal interview East Coast. Box C-391, BROADCASTING.

Editorial writer. Provocative statements written with unusual flair by 12 year broadcasting veteran. Comments guaranteed to set your entire area talking, bring station added prestige, viewer and/or listener identification. Now with major station in top 10 market. Need \$200 weekly. Box C-414, BROADCASTING.

Director seeks larger market. Married and exempt from military. B.A. degree Resume available upon request. Write Box C-421, BROADCASTING.

Creative mature TV director, available to relocate immediately. 6 years directing; local, network, live, VTR, remote and commercials. 10 years experience in radio. Sample VTR and interview at NAB, Chicago April 5-8, C-433, BROADCASTING.

News director—mature, professional broadcast journalist . . . top-rated . . . radio . . . TV . . . local network experience . . . want stable news minded management. Box C-453, BROADCASTING.

TV-Radio promotion manager—15 years experience—time/film sales, movie/theatre exploitation & TV/radio promotion. Jack Winters—phone 305-635-9791—1885 NW 19th St. Miami, Fla. 33125

WANTED TO BUY

Equipment

Wanted: Used 3½ inch transmission line. Reply Box C-234, BROADCASTING.

Wanted: One 200' self supporting tower capable of supporting 10' microwave dish. Also need a complete 2000 mc. 10 watt microwave system in good condition. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

VHF TV transmitters, cameras, all studio equipment, test equipment, relay xmtrs, antennas. Technical Systems Corp., 42 W. 15th St., N.Y. 11, N.Y. CH 2-1949.

Wanted: All equipment for FM station. 1, 3, or 5 kw xmtr. Tower, antenna and monitors. Quote price and condition. Box C-309, BROADCASTING.

Two PT-6 series Magnecord tape recorders in A-1 condition. Box C-422, BROADCASTING.

FOR SALE

Equipment

UHF 1 kw Continental transmitter modified for color, presently tuned for Channel 18. Offering does not include the filter-plexer. Transmitter in excellent condition—\$9,500.00. Contact J. W. Robertson, Chief Engineer, WLEX-TV, Lexington, Kentucky.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

FOR SALE

Equipment—(Cont'd)

Xmission Line; Teflon insulated, 1 1/4" 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, Templebar 2-3527.

Heliac coaxial cable, HJ5-50 type, new, 854 ft. FOB, E.E.E.E., P.O. Box 2025, La Mesa, Calif.

For sale: RCA type TTU1B UHF 1 kilowatt transmitter, excellent condition—\$15,000. Box C-308, BROADCASTING.

For Sale: 2 ea. 343 tubes, Brand end with only 1000 hours service, \$150 ea. Also sockets for same, Contact R. E. Owens, 421-1750, Cincinnati, 1906 Highland Ave.

RCA-BTR-11A remote control system. Original condition and configuration. New cost \$1075, sell for \$575.00. KLBS, 1428 La Sierra Dr., Sacramento 25, Calif.

Ampex—Altec—Langevin—Electrovoice—Bogen—etc. Check our prices on broadcast equipment. PCN 7403 Oakland Station, Pittsburgh, Pa. 15213

1 kw FM transmitter, now in use, available shortly. Come see, in excellent condition. Andrew 6 bay also available. WAEF-FM, Cincinnati 37, Ohio. 513-351-4040.

Wanted to exchange: 5 kw low band television complete with control console, 500 watt visual exciter, 5 kw power supply, 1 kw Aural exciter, 2.5 kw Aural power amplifier. Require high band television transmitter for channel 8. Box C-383, BROADCASTING.

5 channel McKenzie playback with complete McKenzie record unit. Both units excellent shape, also about 100 loaded cartridges. Terrific buy—first check for \$650.00 takes all. Joe Brandt, radio, KXIV, Phoenix, Arizona.

RCA field switcher/fader, Raytheon KTR 1000 A microwave, working 5820 orths at \$25 each, all transmitting and studio TV/radio gear. Box C-407, BROADCASTING or 212 ENDicott 2-5680.

RCA Carfone transmitter and receiver, 450.55 mc, 115 v, spare tubes, 2 yagi, 1 Omni. FCC approved for remote studio link. Range up to 20 mile. Will convert to two-way mobile. Original cost \$2,000. Complete package \$800. Cash. For info. call or write to WSLM, Salem, Ind. area code 812, phone 883-5750.

Dumont, high channel, five kilowatt Oak 8000 television transmitter for sale. Now in use as main transmitter on channel 13, but will be available approximately June 15 after installation of new equipment. Excellent in every respect. \$12,000 complete with tubes. Box C-428, BROADCASTING.

Gates FM 10A 10 kw transmitter with stereo generator operating 98.7 mc, utility type 480 geyed 300 ft. tower complete with 8 Bay Jampro, antenna system and coaxial line, yard console. All equipment less than 3 yrs. old and currently in operation. \$19,500 FOB Detroit area site and subject to prior sale. Box C-432, BROADCASTING.

B-W and Gates, proof of performance package like new—\$450, Bogen 4 channel remote amplifier—very good, \$100, 5 GE antenna rings, \$50 each, GE micro-wave transmitter, 946 mc, \$250, micro-wave dish, 946 mc \$50, 160 ft. 1 5/8 transmission line, make offer. P.O. Box 7, Atlanta, Ga.

Two Blaw-Knox type CK self-supporting tapered, square cross section towers. One 399 feet, one 325 feet. Write Box C-451, BROADCASTING.

7 1/2 & 15 ips. 2 channel Ampex PR 10-2 in-portable case. Used less than 8 hours as demonstrator. Still has warranty card. Net users price \$1255. Goes for 1st \$1000 check. Also demonstrator RCA BK-3B microphone for \$112. Box C-466, BROADCASTING.

Remember us? We are back. Visit our new store located mid Manhattan. TV, AM-FM xmtrs, test equipment, studio equip., tubes, components. The best in used equipment. Communication and short wave a specialty. We like to export. Technical Systems Corp., 42 W. 15th St., N.Y. 11, N.Y. CH 2-1949.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221. Steiner St., San Francisco.

Four Daily 3:30 news shows, with the actual voices of the newsmakers, on top national and international stories. Aired with profitable sponsor and listener reaction, by stations from coast-to-coast. Write Box C-196, BROADCASTING.

Interested in attending announcing school. Will appreciate receiving literature immediately. Box C-404, BROADCASTING.

Wanted: Used correspondence course looking toward obtaining 1st class license. Reply Box C-235, BROADCASTING.

Station breaks—A collection of one-line comedy pauses for breaks, station IDs., dead spots, etc.—\$5.00—Show-Biz Comedy Service, (Dept. SB), 65 Parkway Court, Brooklyn, N. Y. 11235

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC 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, 2803 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

San Francisco's Chris Borden School continues top placement record. Proven 1st phone and "modern" sound. Illustrated brochure, 259 Geary St.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

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 classes starting May 13, July 15 & September 23. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Why waste time and money? Come to beautiful sunny Sarasota and get your FCC 1st class radio-telephone license in 5 weeks. Complete tuition \$285. Your license is guaranteed or a complete refund. Write Dwain Glenn at his new beautiful location, Radio Engineering Institute, Box 3855, 1336 Main St., Sarasota, Fla.

INSTRUCTIONS—(Cont'd)

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin May 18, July 20 and September 21. Lab training and advanced electronics available after first phone course, to those who wish to continue. For free brochure, write: Dept. 4-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif. 90027

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.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P. O. B. 53321, New Orleans 50, Louisiana.

America's pioneer. 1st in broadcasting since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

FCC license in six weeks. Total cost \$285.00. Complete combination course, DJ, newscasting, etc. Total cost \$450.00. Train in fabulous Houston. Houston Institute of Electronics and Broadcasting, 904 M and M Building, Houston, Texas. CA-7-0529.

Train on KWSK: Enroll now, class starts April 6th. Announcing, controls, news, copy, tapes, remotes, logs, traffic, sales, FCC rules, third ticket. We know our business! Placement service, Clem Morgan, KWSK, Pratt, Kansas.

Announcing. Home training. Tape, monographs. (Elementary, advanced coaching.) Free details. Fisher, 678 Medford, BM, Patchogue, New York.

RADIO—Help Wanted

Management

V.P. GEN. MGR.

Absentee group owner of profitable area VHF in a top 100 TV market in south central area seeks manager who can handle all details of management with minimum supervision. Can only consider man with proven management records. Will compensate accordingly. Preferably native of South or Southwest or with compatible environmental experience. Reply in complete confidence. No inquiries made without your approval.

Box C-402, BROADCASTING

Sales

SALES!!! REPS.

Manufacturer of professional broadcast-quality equipment including Tape Cartridge, Audio Console, and related Studio Equipment looking for boosted sales in New England and N. Y., Penna. & Mid Atlantic, Texas & Southwest, Nebraska & Midwest. Primarily broadcast, but commercial adaptation also. Attractive straight commission. Interviews at NAB Chicago, April 5-8, or send references and full resume.

SPARTA ELECTRONIC CORPORATION
6450 Freeport Blvd.
Sacramento, Calif. 95822

Announcers

MORNING MAN

We DON'T want a formula DJ. We do want a performer, a mature entertainer with style & class, who graduated from small markets a few years ago. Who is currently a successful morning man in a major market. Who is a professional, known and liked by client and agency. This is the station he is looking for. One of the top prestige stations in the east. A promotion minded management which likes and respects talent. Salary above \$20,000 good contract, rush tape.

Box C-281, BROADCASTING

Situations Wanted—Management

VETERAN MAJOR MARKET RADIO MANAGER

with previous 12 years background as head of national sales for major entity is available for interviews at the NAB convention. Excellent background. Top references. Widely known among N. Y. and Chicago major agencies. Salary important but secondary to growth opportunity.

Box C-468, BROADCASTING

Situations Wanted—Announcers

Four Years Announcing

including live sports, play-by-play; music and news—writing and editing. All in large metropolitan area. Am Georgetown University graduate, English A.B. 22, single, no dependents. Prefer to locate in New York city area or 100-mile radius, but will go any distance for right opportunity.

Box C-462, BROADCASTING

TELEVISION—Help Wanted—Sales

CAN YOU SELL TV PROGRAMMING

Leading TV film distributor seeks to expand its Account Executive force. Broadcast or print media sales experience helpful. If you are young, aggressive, enthusiastic, have the stamina our industry requires, are free to travel and most important of all, demonstrate growth potential, you may fit our bill. Write sufficient details about yourself to warrant an interview.

Box C-228, BROADCASTING

Production—Programing, Others

WRITER PRODUCER

Top television station in major mid-west market seeks a first-rate writer-producer for its documentary unit. Must have strong working experience in all aspects of the field. If you're the top man in your market and ready to move up, we'd like to hear from you. Please send full details of broadcast experience and productions to:

Box C-197, BROADCASTING

FOR SALE—Equipment

FOR SALE TV STUDIO EQUIPMENT

Used in closed circuit telecasts only limited number of hours.

2 COMPLETE DU MONT IMAGE ORTHICON CAMERA CHAINS (camera head, both friction head and balance head with ball bearing pan, auxiliary pick-up units, low voltage power supply units, portable sync. generators, Du-mittors, and all interconnecting cables).

PLUS: 2 each 50mm, 90mm, and 135mm. lenses. 4 sets telephone headsets with 5' cords. RCA pedestal dolly, tripod and trucking dolly.

STUDIO LIGHTS: 4 Baby Keglites, 1-44N8 TVG Kliegl spots, 3-44N6 Kliegl spots, 2 TV-1155G Scoops, 1 B&M stand with strip-lights.

BOOMS: 2 E. J. Baughman 10' micro booms with sponge rubber hangers and Electrovoice mikes.

Available as complete camera chains or as individual units.

NORTHWEST SCHOOLS

1221 N. W. 21st Avenue
Portland, Oregon
Area Code 503, Capitol 6-4811

WANTED TO BUY—Stations

Radio Station

Wanted direct from owners. Please give complete details first letter. Qualified buyer. Reply in confidence to:

Box B-248, BROADCASTING

TV STATION

Wanted direct from owners. Please give complete details first letter. Reply in confidence to:

Box B-247, BROADCASTING

WANTED TO BUY—Stations Continued

RADIO STATION

Small market station in Mid-west. Iowa-Kansas-Missouri area preferred. Reply in confidence to:

Box C-381, BROADCASTING

"SHOT IN THE DARK"

Two exp. radio men seek small radio station with little or no D. P. Will self operate. Your chance to unload.

Box C-461, BROADCASTING

FOR SALE—Stations

TAMPA, FLORIDA

10,000 Watts—Non-directional day—1550 KC. New equipment—building—studios. Florida's largest industrial city. Ideal opportunity for Country—Western—Religious format. Priced at book value for quick sale. contact: John McLendon—Box 197 Jackson, Miss.—601-948-1617.

C. P. FOR SALE AT COST

5 KW 2-tower daytime, 1280 kc. Spokane, Washington. Construction almost completed. Trade area 350,000 . . . rich market. D. Bertholf, 4104 N. "K" St., Spokane Wash. Phone FA 7-1018.

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

CALIFORNIA CLASS-B FM PERMIT

Assigned to San Jose on 106.5 MC. Signal will cover large metro area from San Francisco south. Available for actual out-of-pocket costs of less than \$10,000. Quick action necessary.

Box C-366, BROADCASTING

Fla.	small	daytime	\$ 30M	SOLD
N. Y.	single	daytime	125M	terms
Fla.	medium	daytime	95M	29%
Ca.	suburb	daytime	55M	SOLD
M. W.	major	fulltime	525M	29%

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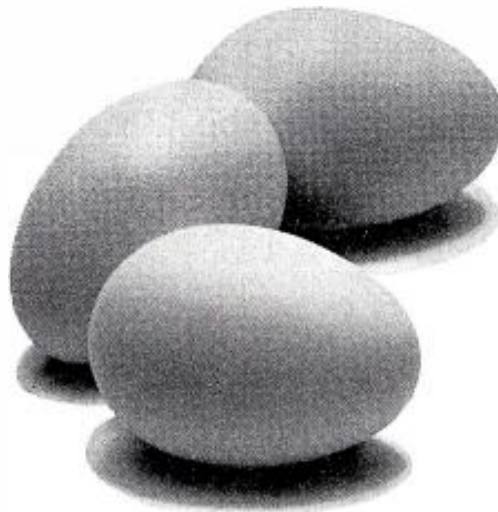
STATIONS FOR SALE

1. WESTERN METROPOLITAN. Daytime. \$150,000. 29% down.
2. EASTERN METROPOLITAN. Daytime. \$20,000 down.
3. SOUTHERN METROPOLITAN. Daytime. \$30,000 down.
4. MIDWESTERN METROPOLITAN. Daytime. \$30,000 down.

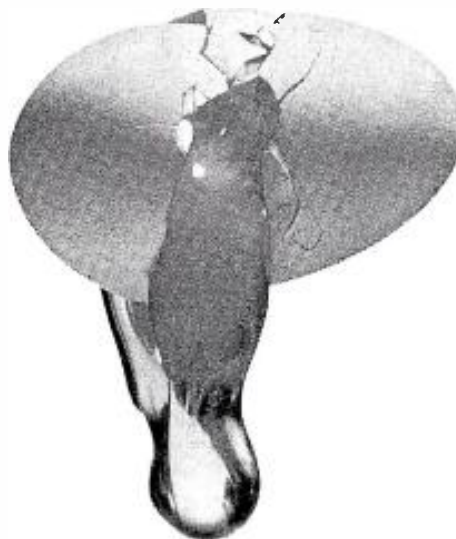
JACK L. STOLL & ASSOCIATES

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Los Angeles 28, California

SIoux FALLS
COLLEGE LIBRARY



HOW TO TELL THE BAD EGGS



...FROM THE GOOD EGGS!

That's the fastest way...crack 'em open. But, in business there's a faster, easier way to spot the bad eggs! Just *look at their advertising*. If it's misleading and packed with bait, we know *these are the bad eggs*: the advertiser, those who prepared his advertising and those who accepted it for publication or broadcast. Yes, we *all* know who the bad eggs are. The problem is how to dispose of them. Member dealers of NADA are actively engaged in a growing campaign to get the

bad eggs out of the retail automobile industry—to eliminate dishonesty in advertising and selling. We invite advertising and other industries to join with us in a drive toward quality. You in media hold one of our most effective weapons: the power to reject dishonest advertising. It is also the power to preserve your own business by preserving believability...which is the essence of the power of advertising. May we hear from you?

Please write for a free copy of "Recommended Standards of Practice for Advertising and Selling Automobiles," published 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 • 2000 "K" Street, N.W., Washington 6, D.C.

Washington attorney Tom Wilson hadn't been president of the Federal Communications Bar Association more than a week when his first crisis arose. This had to do with the proposed new program form for television, the issuance of which aroused a storm among broadcasters.

Acting in concert with other elements of the industry, notably the National Association of Broadcasters, Mr. Wilson and others proposed to the FCC that a joint committee be established to go over the form and to present something to the commission that would be acceptable to both the industry and the government. The FCC liked the idea—so well, in fact, it postponed the date it had scheduled for oral argument to let the lawyers and the industry go to work.

With this approach accepted, Mr. Wilson appointed his committee and after an organization meeting left for Europe.

This series of activities points up two facets of Mr. Wilson's character: He moves swiftly and surely, "with his feet on the ground," as one of his colleagues puts it, and he knows when to leave things to others.

This is true in his daily work. He's the partner in his law firm who is in charge of communications practice. As such he oversees a dozen lawyers who specialize in communications law, primarily broadcasting. The firm is Dow, Lohnes & Albertson, a top Washington administrative law practice.

Mr. Wilson has been a communications lawyer since 1938 after graduating from Georgetown Law School. He's been a close observer of the FCC and its actions relating to broadcasting. Over the years he has come to some definite opinions.

Hopes for Dialogue ■ As president of the FCBA he hopes to impress both the bar and the FCC that it's "better to work together for the benefit of broadcasting and the government," than always to oppose anything and everything that the FCC does.

"Take the TV form," he said the other day. "What we hope to do is to come up with a prescription that will give the FCC the information it needs, but not what it doesn't need. We'll suggest that it get enough data to fulfill its statutory requirements, but no more."

There's one more item on his agenda for the FCBA: He hopes to move the organization into making recommendations to the commission on the appointment of examiners. "Just as the American Bar Association does on federal judges," he said, "we hope to have our bar association take a position on examiners. Hearing examiners are like judges in a way, and the FCC should be happy to receive our recommendations."

He also expresses the hope that the

Success is a slide rule and law books

organization will undertake to pass judgment on the qualifications of those recommended or nominated to be hearing examiners.

Slide Rule First ■ Actually, Mr. Wilson is an engineer; he went through the University of Maryland in College Park and received a degree in civil engineering. He worked at that profession summers and afterward while attending Georgetown at night.

He switched from engineering to law because he found getting jobs in civil engineering tougher than he had expected. A friendly professor suggested

that the young Wilson study law.

While attending Georgetown, Mr. Wilson worked at the U. S. Coast & Geodetic Survey and also with the U. S. Corps of Engineers. Most of this work was in the design sections of these government agencies.

Fraternity Brother ■ While at Georgetown, Mr. Wilson was active in Delta Theta Phi, the legal fraternity. He was at one time head of his local chapter (and later "chancellor" of the Washington region). At this time, the late Horace Lohnes, even then a communications lawyer, was national chancellor of the fraternity. After Mr. Wilson received his law degree, he asked Mr. Lohnes for a recommendation. Mr. Lohnes was most pleased to recommend his young friend and frater. After he wrote the recommendation, he paused, studied it for a while and then decided that this was one young man he wanted in his own firm.

One of Mr. Wilson's first assignments, he recalls, is today tinted with history. He helped both Mr. Lohnes and Fred Albertson in their work on the FCC's 1944-45 radio spectrum allocation review. The Lohnes firm represented Major Edwin H. Armstrong, the inventor of FM. However, they did not prevail; the FCC moved FM from its 42-50 mc home to 88-108 mc in the new allocations of 1945.

Today, Mr. Wilson is one of the 15 partners of the firm and chief of all its communications matters. The firm is also active in other administrative fields, taxation, oil and gas regulation, transportation and general.

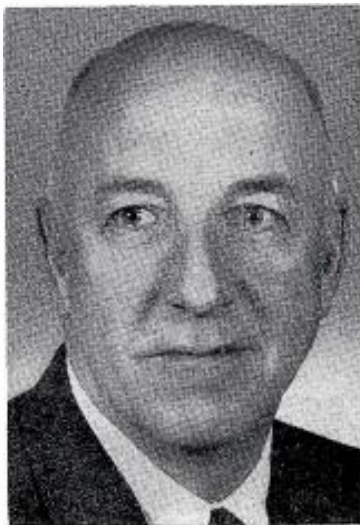
In legal circles, he has served on numerous committees. After the TV freeze was thawed in 1952, he was a member of the FCBA committee that worked out procedures with the FCC to save time and expense in the protracted comparative hearings that obviously would be forthcoming for the channel plums.

D. C. Native ■ Mr. Wilson is one of those rare specimens, a native of Washington, D. C. He was born there, had his schooling in College Park, a suburb, and now lives in Bethesda, Md., another suburb.

He is, he says, "an enthusiastic but lousy" golfer (handicap, 12). He's also a tennis player of some local renown, and a sailing enthusiast. Today he has a new interest: flying. For about a year he's been taking flying lessons and expects to receive his single engine, private plane pilot's license this summer.

Tom Wilson has one claim to fame; he's probably the only man whose children are exactly five years apart and whose birthdays all fall in the same month, November. That's his natal month too. Mrs. Wilson's is Oct. 30, and when the Wilsons celebrate birthdays, it's a real family affair.

WEEK'S PROFILE



Thomas Winfield Wilson—President, Federal Communications Bar Association; b. Washington, Nov. 4, 1911; graduate U. of Maryland, BCE, 1934; Georgetown Law School, LL.B., 1938; joined Dow & Lohnes (now Dow, Lohnes & Albertson), Washington communications law firm, 1939; partner, 1948; Major, U. S. Army Transportation Corps at New York Port of Embarkation, World War II; Delta Theta Phi legal fraternity, president of local chapter; chancellor of district; member finance committee, Republican County Committee, Montgomery county, Md.; board of governors (and past president), Western Bethesda Planning Association; vestryman, St. John's Church, Norwood Parish (Episcopal); member—American Bar Association, District of Columbia Bar Association, Federal Communications Bar Association (publications, practices and procedures, outing committees); National Lawyers Club, Broadcasters Club, Congressional Country Club, Edgemoor Club; m. Nancy Webber 1939; children—Anne 20, Marcia 15, Thomas Jr., 10.

New kind of machine politics

IN THE aftermath of the 1960 elections many thoughtful observers began to wonder about the political effects that might be caused by the broadcasters' use of computers to detect early voting trends. If the outcome of eastern voting could be predicted while polls were still open in the West, would that information influence Westerners who had not yet cast their ballots?

It was an interesting, and indeed a profoundly important question, but it could not very well be answered in 1960. The race between Messrs. Kennedy and Nixon was so close that despite a couple of false alarms early in the eastern evening the word from the East was still indecisive long after Westerners had committed themselves.

In New Hampshire a few weeks ago, however, a Republican primary turned out to be a different kind of race, and computers proved to have reached a stage of disturbing sophistication. Within minutes after the polls had closed, the machines accurately predicted that Mr. Lodge, a write-in entry, had won the nomination.

What will happen next November if the computers that are turned loose on the eastern vote can come to another swift decision? Will Westerners whose candidate is losing concede defeat without going to the polls? Will those whose candidate is winning decide that the race has already been won without the need of their vote? Would those two reactions, if widespread, tend to cancel each other? Nobody knows the answers to those questions or to any number of others that could be raised, but in the interests of the American electoral system the answers need to be known.

The temptation at this stage is to suggest some kind of restraint that would artificially prohibit television and radio from getting access to eastern voting results or from broadcasting the information they do obtain before the western polls are closed. That temptation, we trust, will be resisted.

What is needed is an experience on which to base a sensible judgment. It would be technically possible, although not inexpensive, to set up a research project that could accurately appraise the effects of eastern intelligence on western voters next November. The time to start planning such a project is now.

Since television created the problem, television ought to take the lead in organizing the collection of information that could lead to a solution. But television ought not to be asked to carry the whole financial load. The subject to be explored is of national importance. Surely the aid of large foundations could be enlisted in so significant a cause.

Absent a means of measuring the effects of television coverage on the election outcome, television will expose itself after next November to the risk of regulation that it may not deserve but will be helpless to prevent.

Flying blind

ONE element has been conspicuously missing from all the talk and action to reduce what is now accepted in the trade as the "clutter" in television schedules. The missing element is research.

None of the broadcasting and advertising leaders who have been advocating and, in some instances adopting, measures to weed out the clutter have been acting on anything stronger than assumption. Their assumption is that criticism of commercial practices on television can be quieted if the number of commercials and other nonprogram elements is reduced.

Maybe so, but before they go further than they have

already gone in writing new restrictions into the NAB television code, they would be wise to quit dealing from supposition and start dealing from facts. It is just possible that the whole approach the NAB code apparatus has lately been taking will fail to achieve the public relations purposes for which it is intended, and will at least in some measure waste some of television's values as an advertising medium.

An indication that the code could be on the wrong track is to be seen in the findings that BBDO has made in its continuing study of commercial effectiveness, details of which are presented elsewhere in this issue. BBDO has discovered that piggyback announcements can be as effective as any other kind, a finding that seems at odds with the code's recent amendment to discourage piggybacks. BBDO has also discovered that billboards serve an eminently useful purpose, a conclusion that fails to square with the Association of National Advertisers' recent suggestion that billboards ought to be cut down or cut out.

It is true, of course, that the BBDO research is limited in value as a measurement of general public reaction throughout the United States, but the agency's discoveries are significant enough to justify a halt in the NAB's headlong flight toward a dead-end of code restrictions.

Right now nobody knows whether general dissatisfaction with commercial practices really exists or, if it does, what causes it. The logical procedure would be to diagnose the illness before administering massive therapy.

Films of the future

DEMAND for film programming once more is out in front of supply.

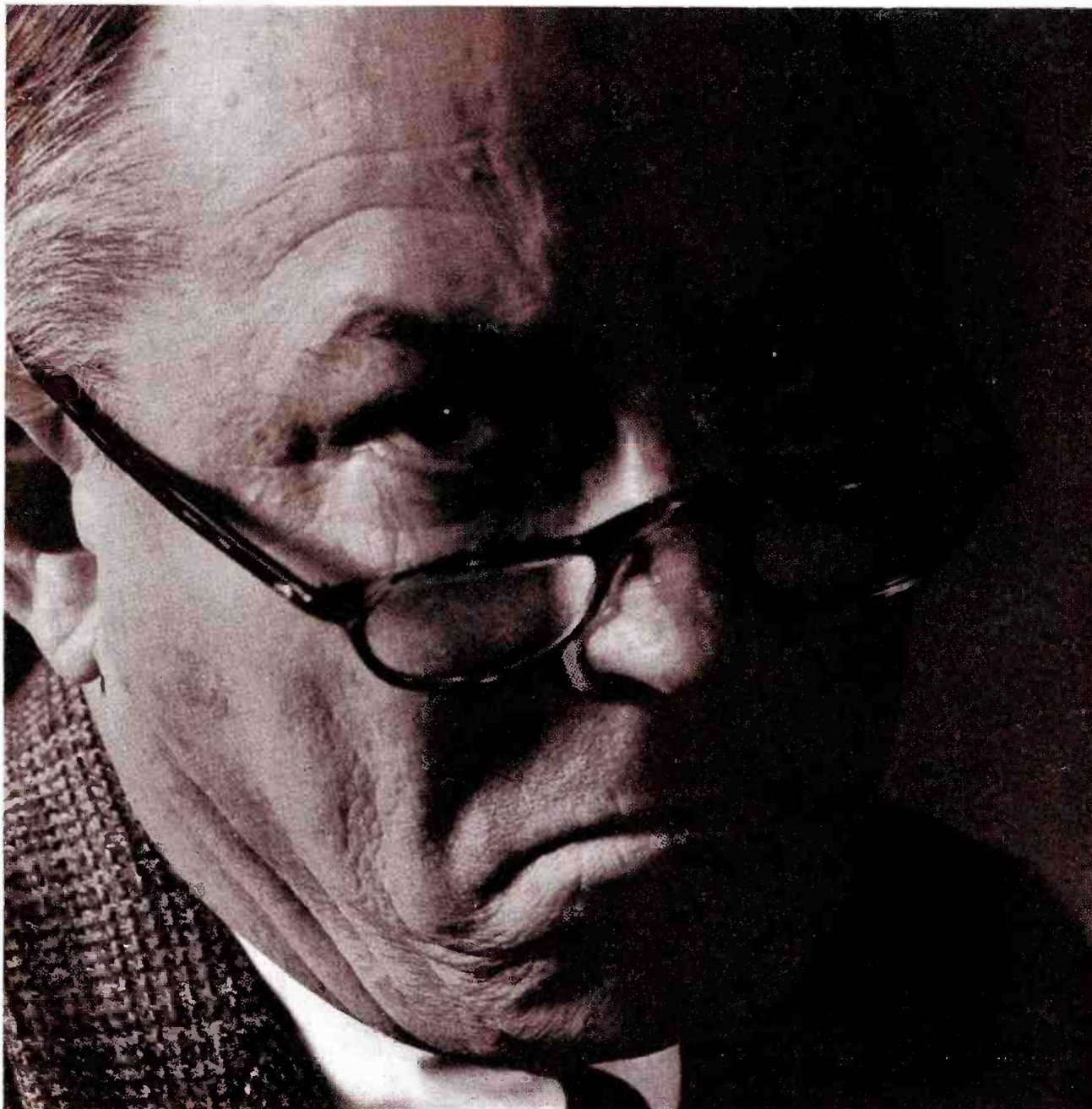
The facts came to light in a BROADCASTING survey which is reported in detail on page 63.

The increasing demand for quality was emphasized. Films that might once have been considered satisfactory are no longer suitable. Many features and series have been run and rerun until they must be given a rest.

Altogether, from any viewpoint, the situation seems much improved over that of a few years ago. Then film suppliers were finding few buyers for their wares and those that bought often demanded sacrifice prices. No profit meant no incentive to produce better programs. But today's revived demand ought to provide the stimulus that syndicators need to produce quality product.



Drawn for BROADCASTING by Sid Hix
"Every time I start to put in a load, that damn thing pops up!"



OK, KPRC...WHAT'S SO SPECIAL ABOUT YOUR TV?

All sorts of things. Mainly, the friendly things that happen on the KPRC-TV screen.

FRIENDLY? And then some! Everybody in the KPRC-TV family knows just how to make television fun for you. Unexpected little pleasures pop up all along the way. Real color at station breaks. Your own personal merchandising. Many other welcome touches.

IS IT FAST? RESULTFUL? Well, KPRC-TV cruises at a little more than 18 hours every day. And every hour produces high-flying sales. Availabilities free, too. And local participation announcements custom-contoured.

WHEN CAN I GO? Anytime. Make reservations now and—Whoosh! Go! On the KPRC-TV Ch. 2. See your Edward Petry man (professionals plan better sales trips) or contact KPRC-TV, Royal Houston, Texas Television.

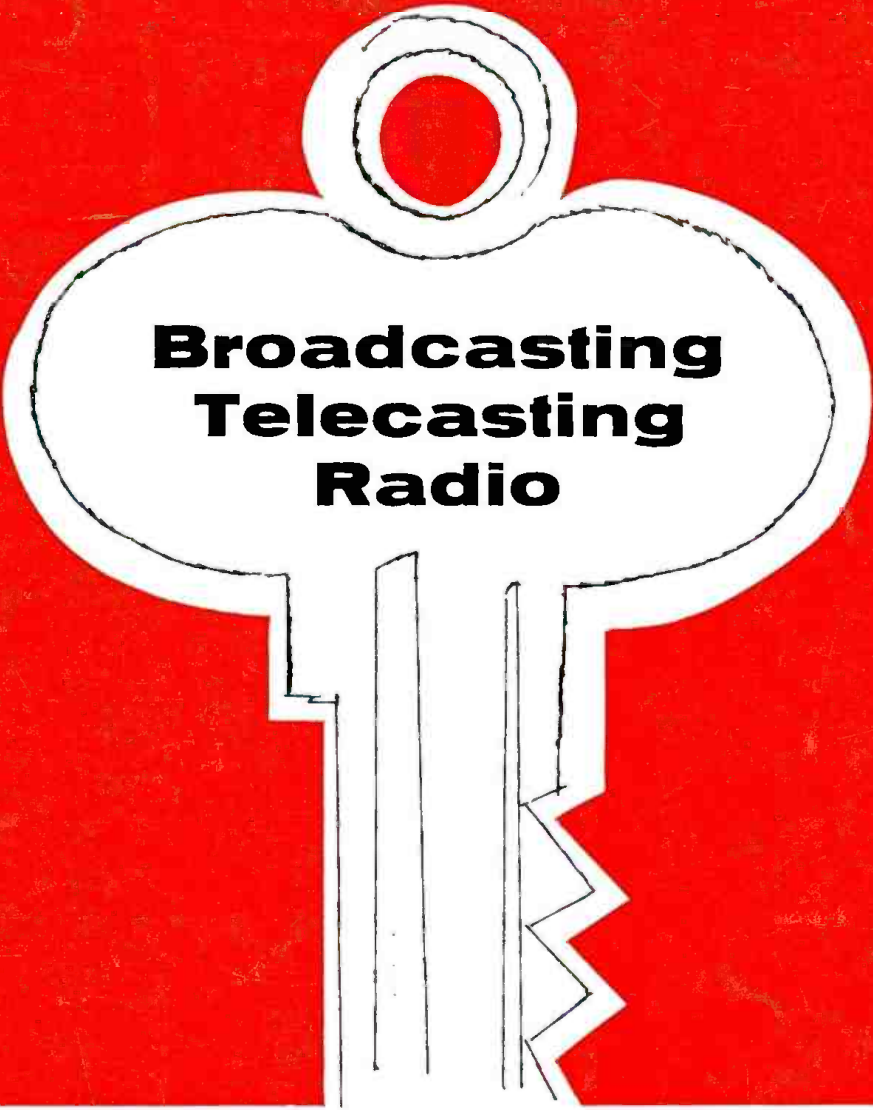


HOUSTON'S
TELEVISION



FAVORITE OF A HALF A MILLION HOMES IN HARRIS, REFUGIO, ARANSAS, MATAGOROA, GALVESTON, CHAMBERS, JEFFERSON, ORANGE, HAROIN, LIBERTY, FORT BENO, WHARTON, JACKSON, VICTORIA, GOLIAD, DE WITT, LAVACA, COLORADO, AUSTIN, WALLER, MONTGOMERY, SAN JACINTO, POLK, ANGELINA, TYLER, JASPER, SABINE, SAN AUGUSTINE, TRINITY, WALKER, GRIMES, WASHINGTON, FAYETTE, BASTROP, LEE, BURLESON, BRAZOS, MAOISON, HOUSTON, NACOGDOCHES, MILAM, ROBERTSON, LEON, ANDERSON AND FREESTONE COUNTIES.

COURTESY OF NEM. ROYAL DUTCH AIRLINES



Broadcasting Telecasting Radio

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The IEEE Professional Technical Groups sponsor technical sessions at the IEEE International Convention and Show in New York and at other major conventions. Again, broadcasting, telecasting and radio are well represented.

As a member of IEEE you enjoy association with others who share your specialized interests; you receive publications containing articles on current developments by top specialists in your field; you have the opportunity to broaden your knowledge in your field of specialty.

The triangle has been replaced with Ben Franklin's kite; IRE with I-Triple-E; but broadcasting, telecasting and radio remain the key parts of the total membership.

The Institute of Electrical and Electronics Engineers

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