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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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APR 20 1964

What the agencies think of next season's TV. p27

FCC asks: Should TV's own wire systems? p106

Eight new advertisers join TV's top 100. p30

Equipment '64: a special post-convention report. p65

COMPLETE INDEX PAGE 7



© 1964 New York World-Telegram &amp; Sun Co.

Unisphere presented by USS United States Steel

We, and the Stations we represent, salute the opening of the Fair. As members of the Communications Industry, we are proud to join in spreading the theme, "Peace Through Understanding," to audiences everywhere.

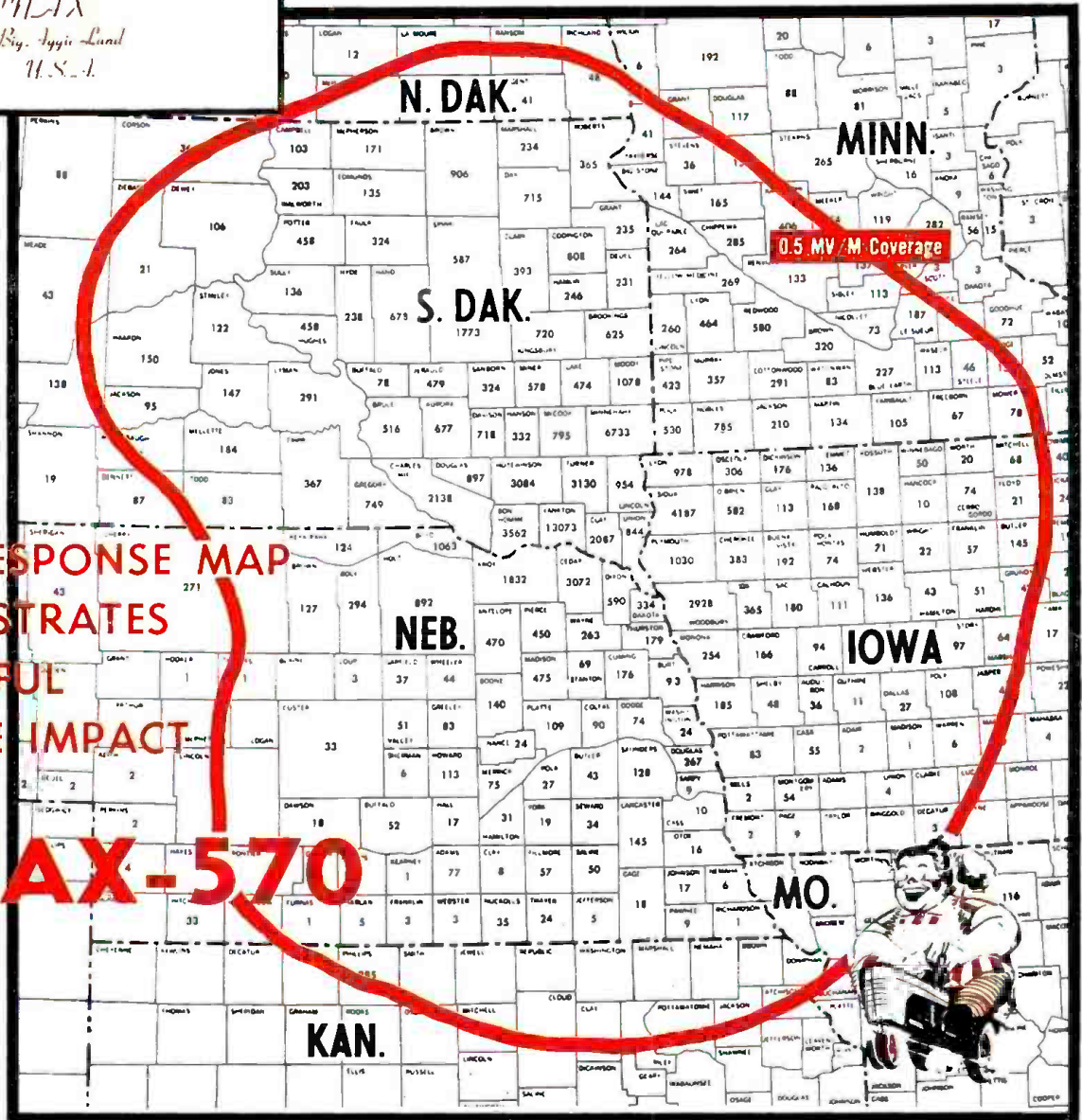
**EDWARD PETRY & CO., INC.**



← **WE GET LETTERS**

**OVER 100,000  
IN 1963**

**MAIL RESPONSE MAP  
DEMONSTRATES  
POWERFUL  
5 STATE IMPACT  
OF  
WNAX-570**

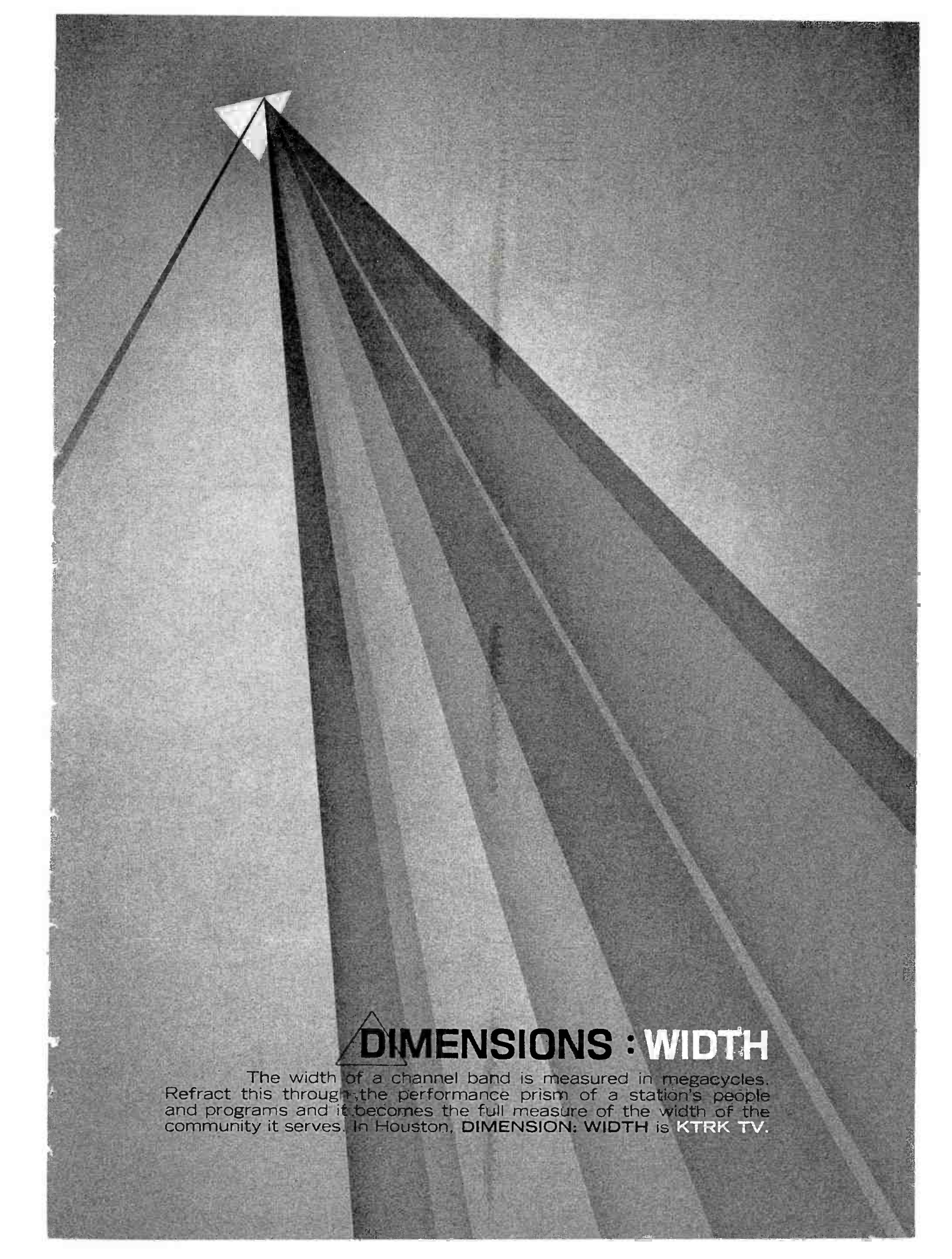


Response . . . that's one measure of effectiveness. And Listener response to WNAX-570 provides a solid guide to the effectiveness of its powerful voice in vast five state Big Aggie Land. In 1963 more that 100,000 people across the breadth of Big Aggie Land took pen in hand to direct a comment to WNAX-570. The mail response map clearly demonstrates both the reach and tremendous impact WNAX-570 has on the lives of folks in great and growing Big Aggie Land. To sell Big Aggie Land and its nearly 4 million people (within 0.5 MV.) buy WNAX-570. See your Katz man.

**THE KATZ AGENCY, INC.**  
National Representatives

**WNAX-570 CBS RADIO**  
SIOUX CITY, IA. - SIOUX FALLS, S. D. - YANKTON, S. D.  
PEOPLES BROADCASTING CORPORATION  
Represented by Katz

**PEOPLES BROADCASTING CORPORATION**  
WNAX, Yankton, S. Dak.  
KTVI, Sioux City, Iowa  
WGAR, Cleveland, Ohio  
WRFD, Columbus, Ohio  
Worthington, Ohio



## **DIMENSIONS : WIDTH**

The width of a channel band is measured in megacycles. Refract this through the performance prism of a station's people and programs and it becomes the full measure of the width of the community it serves. In Houston, **DIMENSION: WIDTH** is **KTRK TV**.

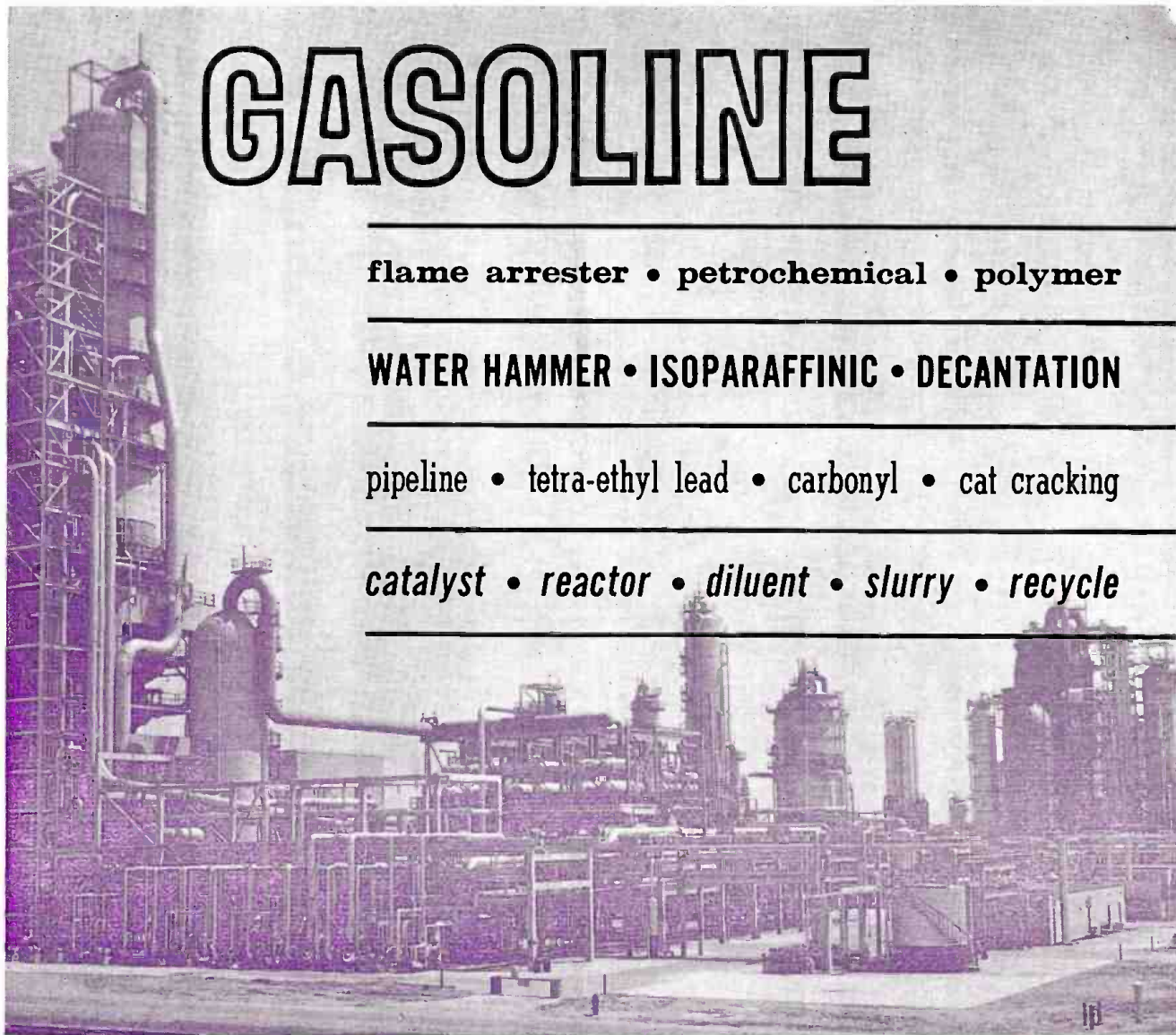
# GASOLINE

flame arrester • petrochemical • polymer

WATER HAMMER • ISOPARAFFINIC • DECANTATION

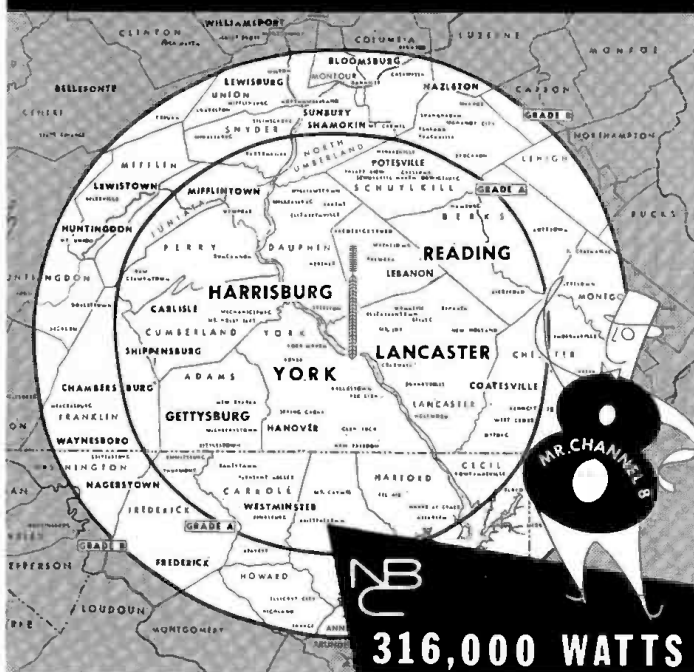
pipeline • tetra-ethyl lead • carbonyl • cat cracking

catalyst • reactor • diluent • slurry • recycle



Tidewater Oil Company

## MULTI-CITY TV MARKET



**Whatever your business language, WGAL-TV translates it into sales**

Channel 8 speaks the language of the people in its widespread multi-city market. Viewers listen, understand, and respond. To prove it, Channel 8 telecasts sales messages for practically any product you can name.

**WGAL-TV**  
**Channel 8**  
**Lancaster, Pa.**

STEINMAN STATION • Clair McCollough, Pres.

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

BROADCASTING, April 20, 1964

Despite tumult over Johnson family ownership of KTBC-AM-FM-TV Austin and minorities in other Texas properties, there is no present intention of changing status or of having trustees sell properties. Although it's understood several inquiries have been made about possible acquisition of stations nothing has happened that would indicate broadcast properties will be disposed of.

*Immediately after Mr. Johnson assumed Presidency, majority stock held by Mrs. Johnson and two daughters was placed in trust with A. W. Mour-sand and J. W. Bullion of Johnson City. Publication of detailed stories on Johnson family holdings in Wall Street Journal and other papers have made broadcast holdings national issue but President has refused repeatedly to involve himself in discussions.*

## Ford's nonchalance

Just about most relaxed member of FCC these days is Fred Ford, whose term expires June 30. Whether this is because he doesn't want to remain on FCC, as is flatly stated by GOP leadership on Capitol Hill (see page 102), or because he has been assured of re-appointment if he wants it remains secret he's keeping to himself. He has strong reappointment support in both Democratic and his own Republican ranks.

*One thought is that Mr. Ford has made up his mind to practice law rather than (1) stay with FCC, (2) accept presidency of National Community Television Association (CLOSED CIRCUIT, Jan. 13). If he does hang out shingle there would be nothing to preclude his representing CATV interests or any other groups or individuals in specialized communications field since so-called two-year rule of abstaining from practice wouldn't apply in case of commissioner who had completed his term although it does to one who resigns. Credence to this speculation was given at last Wednesday's FCC meeting when Mr. Ford did not participate in action authorizing study of joint TV station-CATV ownership in same market (see page 106).*

## War on Weaver

It hasn't been announced, but National Association of Broadcasters' Future of Television in America Committee has voted to actively oppose establishment of pay TV in Los Angeles and San Francisco by Subscrip-

tion Television Inc. Although tactics and strategy are not firmed up, committee resolved—at secret meeting during NAB convention two weeks ago—that broadcasters ought to throw their weight against Pat Weaver's project. One point on which committee agreed: It won't join forces with theater owners who are leading anti-STV campaign.

## Delicate decision

On behalf of manufacturer of new type of contraceptive, well-known St. Louis agency has been quietly sounding out reps and major-market stations on acceptability of birth-control spots. What's contemplated is commercial theme offering family-planning booklet to members of audience who write in—not straight sell for product itself. If some stations are rejecting proposal, many others reportedly have asked for more information before making up their minds. Agency is Frank Block Associates.

## Paper probe

One broadcaster's plea that FCC is snowing him under with forms, forms and more forms has won sympathetic ear on Capitol Hill. When FCC goes up this week to justify its request for \$16.6 million budget (\$1 million more than it has now), Chairman E. William Henry will be expected to be able to explain all reporting forms commission throws at broadcasters. High-placed senator wants to know why FCC burdens broadcasters with so much detail.

## U's to go pay?

Mounting controversy over pay TV and continuing concern over UHF's future are being teamed up by some pay-TV advocates in hope of tandem solution to both problems. Result is apt to be new pressures on FCC for lowering pay-TV barriers to permit UHF stations to operate pay TV for substantial part but not all—say 40 to 50%—of their total programming time.

*Sol Sagall, president of Teleglobe, whose pay-TV system has been franchised to MacFadden-Bartell for tests in Denver, has been pushing this plan in talks with FCC members—and with number of UHF operators. He says he's talked with UHF broadcasters or grantees in five leading cities and found interest high. It's his conten-*

*tion that part-time pay-TV operation with 15,000 to 25,000 subscribers could mean difference between UHF profit and loss in any market.*

## Filtered out

Proposed cigarette campaign that based copy line on series of questions about its filter was turned down by NAB code boards at meetings in Chicago, but not without heated discussions. Code authority officials maintained presentation left audience with impression filter must make cigarette safer than others. Some board members disagreed, but code boss Howard Bell and staff prevailed. In copy, rhetorical questions like this were asked: Why is scientific world excited about . . . filters?

## Who succeeds Geller?

With Henry Geller's appointment as FCC general counsel (CLOSED CIRCUIT, April 13, also see WEEK'S HEADLINERS, page 10) there will be scramble for his former slot as deputy general counsel. If FCC elects to go LBJ's woman route, appointee could well be Sylvia Kessler, chief, Opinions and Review. Others in running are John Cushman, administrative assistant to Chairman Henry; Daniel Ohlbaum, litigation chief; Joel Rosenbloom, special assistant to Chairman Henry; Hilbert Slosberg, associate general counsel, and Ashbrook Bryant, chief of network study group.

## Out and up

John A. Sidebotham, Young & Rubicam vice president and director of TV art and production department, will leave agency effective May 15 to become partner and senior vice president in charge of art department for TV and print production at C. J. Laroche & Co., New York.

## Summit talks

Early May looks like best bet for meeting of FCC with heads of three TV networks on proposals for making network programming available for UHF stations (BROADCASTING, March 23). Commission plans to set aside two days for separate talks with CBS's Frank Stanton, AB-PT's Leonard Goldenson and NBC's Robert Sarnoff. Alternate dates commission is reportedly suggesting to network heads are April 30-May 1, May 4-5, May 7-8.



Fifth Avenue, New York

*The Sound of  
Radio in Business  
Establishments  
In  
NEW YORK*



50,000 WATTS

*...leader in reaching  
the people who buy  
and sell your products!*

WHN is proud that it is first in the 1964 Hooper Business Establishment Survey (Feb.-64) in New York . . . further proof that its "Sound of Beautiful Music" programming has become a dominant force in the nation's #1 market.

For detailed information call your KATZ or WHN representative.

(All figures are estimated and limited as shown in report)

|                     |                      |                     |                    |                   |                    |               |
|---------------------|----------------------|---------------------|--------------------|-------------------|--------------------|---------------|
| LOS ANGELES<br>KGBS | PHILADELPHIA<br>WIBG | CLEVELAND<br>WJW    | MIAMI<br>WGBS      | TOLEDO<br>WSPD    | DETROIT<br>WJBK    | <b>STORER</b> |
| NEW YORK<br>WHN     | MILWAUKEE<br>WITI-TV | CLEVELAND<br>WJW-TV | ATLANTA<br>WAGA-TV | TOLEDO<br>WSPD-TV | DETROIT<br>WJBK-TV |               |

# WEEK IN BRIEF

Agencymen are happy about trend to comedy-family type programs on next season's TV. Believe it's good antidote to serious world affairs. Innovation and experimentation to be minimal. See . . .

## HAPPY KICK AT TV NETWORKS . . . 27

There were eight new advertisers who placed in the top 100 list of TV users. TvB listing identifies added companies that make first hundred on basis of gross billings. See . . .

## EIGHT JOIN TV'S TOP 100 . . . 30

Church group asks FCC to deny license renewals of two Mississippi TV stations. Claims Jackson telecasters have discriminated against Negroes in news and public affairs programs. See . . .

## CHURCH AIMS AT TV'S IN SOUTH . . . 44

ASCAP submits new proposals for radio music licensing. Increased of 22% seen in blanket fees suggested. Per-program arrangement for networks tied to spot rates of affiliates. See . . .

## NEW FORMULA FOR MUSIC FEES . . . 48

Engineers talk about color systems at SMPTE meeting. Question is raised whether Europe will adopt U. S. standards. French, German and Mexican polychrome proposals are presented and discussed. See . . .

## COLOR TV ON SMPTE AGENDA . . . 62

Broadcast equipment shows more sophistication and greater use of solid state circuits. Convention exhibits stress more automation and miniaturization. Sales and leads are on upswing. See . . .

## THEY LOOK, LISTEN AND BUY . . . 65

Federal court tells FCC to consider effect of Choate's death on 1957 Boston grant. Seven-year-old case is back in commission's lap for third time with comparative hearing also commencing today. See . . .

## BOSTON CHANNEL 5 BACK TO FCC . . . 90

Commission opens inquiry into question of whether telecasters should own CATV's. Invites answers to series of queries, all concerned with impact of ownership on multiple ownership rules. See . . .

## SHOULD TV'S OWN CATV'S? . . . 106

AB-PT schedules stockholders action on cumulative voting. Purpose is to delete procedure which could benefit "special groups." Meeting May 19 may involve board bid by Simon group. See . . .

## CUMULATIVE VOTE ISSUE AT AB-PT . . . 111

Closed circuit TV system serving hotels and public places in New York plans expansion to carry RCA color originations from World's Fair. Installs color camera at City Hall. See . . .

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## Broadcasting

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The spot for spot

If plenty of spending money sends you, *Charlotte's WSOC-TV is a hot spot for your spot buying. Charlotte's Consumer Spendable Income per Household highest of any metro area in the South. Tops cities like Dallas, Miami, Nashville, Houston. Nearly three million consumers are served by WSOC-TV. Ask us or H-R to tell you more—show you how you can get more for your spot dollar on* **Charlotte's WSOC-TV**

## \$1.8 million per NFL title game

**CBS-TV negotiates 2-year contract with theater TV provision in blackout area**

CBS-TV wrapped up last plum of 1964 pro football contracts Friday (April 17) when it signed negotiated pact with National Football League to carry championship games for 1964-65 season for \$1.8 million each game, said to be highest price ever paid for one-day sports event.

Rights nearly doubled \$926,000 paid by NBC-TV for each of 1962-63 championship games, and continued recent skyrocketing of sports telecasts costs which included CBS-TV's \$28.2 million buy of regular NFL games for 1964-65 (BROADCASTING, Jan. 27, 1964).

In contrast to opening its regular season games to competitive bidding by networks, NFL negotiated championship game with CBS-TV because it noted that ABC-TV will carry American Football League games this year and NBC-TV next year, which NFL said might create "conflict of interest."

NFL again reserved right to negotiate for theater telecasts of game in city and surrounding area where home TV will be blacked out, similar to pact worked out last year in championship game at Chicago.

## FCC turns down renewal for WGMA

FCC Friday (April 17) denied license renewal application of WGMA Hollywood, Fla., station owned by Jack Barry and Daniel Enright, who figured in TV quiz-show scandals of late 1950's.

Vote was 5-1, with Commissioner Robert E. Lee dissenting. Commissioner Kenneth A. Cox didn't participate.

Commission decision, citing character qualification as reason for denial, was based on involvement of Messrs. Barry and Enright with *Twenty-One* and *Tic Tac Dough*, now defunct quiz shows.

Decision reversed recommendation of

Hearing Examiner Elizabeth C. Smith. She had said participation of Messrs. Barry and Enright in quiz-show scandals need not constitute absolute disqualification as licensees (BROADCASTING, May 6, 1963).

Commission noted that WGMA had offered, as mitigating factor, observation that quiz-show rigging was prevalent and that conduct of Messrs. Barry and Enright "was merely symptomatic of climate which then prevailed."

But, commission said, misconduct which constitutes fraud on public is no less serious because "the particular kind of fraud has become widespread."

Station was ordered off air by June 20, unless appeal is taken.

## Quality will save free TV, says Collins

One way that free television can beat pay TV is by improving quality of programs on air, LeRoy Collins, president of National Association of Broadcasters, told Mississippi-Louisiana broadcasters at combined state association meeting in Biloxi, Miss., April 17-18.

If commercials are irritating, correct them; if programs are in bad taste, unimaginative, timid, not responsive, do something about it, Mr. Collins said.

He added: "Pay television is certain to appear to the public in direct relation to any disadvantages they find in our free system."

**Boom for Radio** ■ Mr. Collins foresaw bright future for radio ("undervalued and undersold," he said). After relating significant impact radio had in pre-TV days, he urged that broadcasters use sound "more imaginatively. . ."

Among other speakers were Charles

M. Stone, radio manager of NAB code authority, Harry J. Daly, Washington communications attorney, Representative Walter Rogers (D-Tex.) and Robert T. Mason, chairman of All-Industry Radio Music License Committee.

## NAB-NCTA argue over FCC regulation

National Community Television Association and National Association of Broadcasters differed sharply in comment prepared for filing today (Monday) on FCC's proposal to regulate community antenna television systems served by microwaves.

NCTA, which submitted voluminous pleading to support contention that CATV's economic impact on television stations is minimal, said rulemaking should be terminated. NCTA said commission should use case-by-case approach to provide protection for TV stations, not adopt general rule.

NAB, however, said adoption of proposed rulemaking is only first step needed. Association asked for policy requiring CATV systems to demonstrate how public interest would be served by extending service area of stations. In addition, NAB called for general legislative fact-finding inquiry into entire subject of auxiliary services and their relation to telecommunications policy.

Proposed rules would require CATV's to carry signals of local TV station if requested. They would also require CATV's to refrain from carrying programs for 15 days before and after they are broadcast by local stations.

**No Evidence** ■ NCTA said no evi-

## Washington shows interest in Tanner unit

House rating subcommittee member Friday (April 17) asked Representative Oren Harris (D-Ark.), chairman, to give panel chance to talk to inventors of mobile set counting system that caused major stir fortnight ago at National Association of Broadcasters convention (BROADCASTING, April 13).

In letter to chairman, Representative Paul G. Rogers (D-Fla.) forwarded clipping from BROADCASTING,

and said he thought Tanner Engineering Co., Wilmington, Calif., would have information of considerable interest to subcommittee.

Meanwhile, in newsletter to constituents, Representative Harris is saying (Monday) that despite broadcasters' cult of "ratingism," it was apparent in Chicago that "a gnawing hunger exists for something more satisfying (if not more satisfactory) than existing systems."

## WEEK'S HEADLINERS



Mr. Dorso

day (April 20). Mr. Dorso had been associated with United Artists Television and its predecessor companies for past 10 years. His successor at UA-TV has not been announced.

**Henry Geller**, deputy general counsel of FCC, appointed general counsel, subject to Civil Service Commission approval. Mr. Geller succeeds **Max Paglin**, who is leaving FCC May 1 to enter private law practice (BROADCASTING, April 6). Mr. Geller joined FCC in 1949, following his graduation from Northwestern University School of Law, and left year later to become trial attorney for National Labor Relations Board. In 1951 Mr. Geller became law



Mr. Geller

clerk to Illinois Supreme Court Justice Walter V. Schaffer. He rejoined FCC in 1952 as attorney for Broadcast Bureau and in 1955 became trial attorney for general counsel's office. Mr. Geller again left FCC in 1957 to join antitrust division of Justice Department, but returned in 1961 as associate general counsel and was made deputy general counsel in 1962. He is 40 years old.

**Manuel Yellen**, VP in charge of advertising and sales at P. Lorillard Co., New York, named executive VP-advertising and sales. His duties will include overseeing activities of firm's advertising agencies, internal sales and advertising departments and coordination of international sales and advertising.



Mr. Yellen

**Robert B. Irons Jr.**, marketing manager of American International Oil, elected president and chief operating officer of Fletcher Richards Co., New York, an independent agency within Interpublic Group of Companies. Mr. Irons succeeds **Bryan Houston**, who has been named board chairman. **Fletcher Richards**, chairman of executive committee, has been elected honorary board chairman of agency.

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

dence exists that CATV's have "eliminated or crippled or even had a substantial adverse impact" on local TV service.

NCTA said its research indicates that of 129 stations that have left air in history of TV licensing, only three claimed CATV as factor in their decision. NCTA said in none of these cases was there proof of CATV's responsibility and in last five years no TV station that left air claimed CATV was factor in its decision.

NCTA said that rather than having adverse effect on growth of television stations, CATV's have been helpful.

## ASCAP contract terms set for court hearing

First court hearing on central issues in radio broadcasters' current efforts to get new contract terms for use of music of American Society of Composers, Authors and Publishers was set Friday

(April 17) for May 20.

Judge Sylvester J. Ryan of U. S. Southern District Court in New York said at Friday's session that networks and stations seeking reductions in ASCAP radio rates would have until May 1 to detail their grounds for reduction. He gave ASCAP till May 15 to answer these claims and said hearing would be held five days later.

All-Industry Radio Station Music License Committee, representing 1,155 stations, is seeking 22% reduction in ASCAP's local radio rates and has submitted its arguments in considerable detail (BROADCASTING, March 2). Others separately involved in current proceedings include Metromedia, RKO General and four radio networks.

Friday's session was intended to isolate issues common to various radio cases. Judge Ryan set May 20 hearing after all-industry committee argued that issues could not be clarified until ASCAP presents grounds for new contract terms it is proposing. These pro-

posals, including unofficially estimated increase of 22% in local-station blanket-license rates, were revealed by ASCAP early last week but without explanation of their basis (see page 48).

## Five seeking KRLA want interim group

Five of 20 applicants for frequency of KRLA Pasadena-Los Angeles have banded into group that filed application with FCC Friday (April 17) for authority to operate facility until permanent licensee is chosen. KRLA, whose license renewal was denied by commission, is scheduled to go off air May 1 (BROADCASTING, April 6).

Proposed interim group is called Radio 1110 Inc. (after 1110 kc frequency being sought). President is Horace Heidt, radio-TV personality and band leader, who is 100% owner of Radio Southern California Inc., one of five applicants in group.

Spokesmen for group said all remaining 15 applicants are eligible to join corporation. However, proposed plan is expected to be opposed by number of other hopefuls. Oak Knoll Broadcasting Corp., educational group, and California Regional Broadcasting Corp. have filed competing applications for interim application.

California Regional has also filed second application, that one for permanent operation.

In addition, some applicants who propose moving station from Pasadena to Los Angeles are said to have threatened to go to court to block interim operation in Pasadena by anyone. They feel such continued operation would prejudice their case.

## Capital Cities reports good first quarter

Capital Cities Broadcasting, New York, reports first-quarter net profit increase of 42% over 1963 period. Frank M. Smith, Capital Cities president, said fastest growing billing sector for company's stations continues to be local advertising, while national business is also gaining. Purchase of five Goodwill Stations properties by Capital Cities for price in excess of \$21 million pends FCC approval (BROADCASTING, March 2).

Mr. Smith said April business suggests continuing business improvement through current fiscal year.

Thirteen weeks ended March 31:

|                         | 1964      | 1963      |
|-------------------------|-----------|-----------|
| Earned per share        | \$ 0.44   | \$ 0.31   |
| Net broadcasting income | 4,416,265 | 3,982,987 |
| Income before taxes     | 1,241,623 | 893,883   |
| Net income              | 603,363   | 424,063   |

BROADCASTING, April 20, 1964

# WWDC <sup>radio</sup> salutes Washington's finest

35 years ago, the Cherner Motor Company started as a neighborhood garage. Today, it's one of the world's largest Ford dealerships, and its incredible success has been a model for automobile people all over the country. Leon Cherner credits radio with a major role in the company's great success. "We started on WWDC 20 years ago," says Mr. Cherner, "and we've never been off for a single day!" WWDC thanks the Cherner Motor Company and its agency, Kal, Ehrlich & Merrick, for the vote of confidence given by one of our oldest consecutive advertisers to "the station that keeps people in mind."

*Represented nationally by Blair Radio*



Photograph by Schonbrunn

WWDC RADIO WASHINGTON, D.C.



# CRAIG STEVENS

TV'S "PETER GUNN,"

star of the Broadway smash musical,

"HERE'S LOVE"

and the upcoming CBS-TV

network series, "MR. BROADWAY,"

stars in



# MAN of the World



BRAND-NEW SERIES

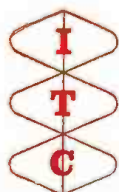
OF

ONE-HOUR ADVENTURES

FOR MARKET-BY-MARKET SALE



**FIRST RUN!**



**INDEPENDENT TELEVISION CORPORATION** 555 Madison Ave., N.Y. 22, 17 Gt. Cumberland Place, London W1.

Original music by

# HENRY MANCINI

award-winning composer of "Peter Gunn" score,

winner of three Oscars . . .

1962 Best Score Breakfast at Tiffany's

1962 Best Song Moon River

1963 Best Song Days of Wine and Roses

and just nominated for his fourth Oscar . . .

1964 Best Song Charade

## Intriguing stories

as varied as the locales in which  
they take place . . .

OAS adventures in North Africa •

International intrigue in Vietnam •

Plastic bombings in Paris •

CIA drama in Berlin •

a kidnapping plot in Greece •

. . . and more of this kind of action!

## Exciting hero

Michael Strait, free lance photographer-  
correspondent, whose assignments take him  
to the news and action centers of the world.

## Authentic production

that captures the drama and excitement of the  
places and the people . . . with backgrounds  
actually filmed on the scene of the action.



**OOH! OOH!  
OOH!...**

For Robert Blosser,  
General Manager of KRCG-TV  
Columbia, Missouri, who  
now has Toody and Muldoon  
selling for him.  
Use CAR 54's sixty  
comedy-filled half hours  
to capture audiences  
and advertisers.



**CALL CAR 54/NBC FILMS**

**MINNEAPOLIS**  
is the 30th U.S. city,\* but—

**WHO** RADIO  
**DES MOINES**  
gives you America's  
**23rd RADIO  
MARKET!**

Radio stations in only 22 U. S.  
markets give you a larger audience  
than WHO Radio, Des Moines.  
354,050 homes reached weekly  
— 42% of all homes in 117 coun-  
ties. (Authority: NCS '61.) Thus  
WHO Radio belongs on every list  
of "the top 25" markets in America.  
Ask PGW for the proof.

\*Sales Management, June 10, 1963

**WHO, DES MOINES**  
50,000 WATTS • CLEAR CHANNEL  
NBC  
Peters, Griffin, Woodward, Inc.  
National Representatives

## DATEBOOK

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

■Indicates first or revised listing.

### APRIL

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—Fourteenth annual **Inside Advertising Week** for college seniors in marketing and advertising, sponsored by the Advertising Club of New York and the Advertising Women of New York Foundation Inc. Speakers include R. W. Young of Colgate-Palmolive Co., and Frank Blair of NBC's *Today* show. Biltmore hotel, New York.

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

April 20 — **Hollywood Advertising Club. ABC-TV Day.** Thomas W. Moore, president of ABC-TV, will speak. James C. Riddell, vice president of ABC-TV Western Division, is chairman of the day. 12 noon. Hollywood Roosevelt hotel.

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—Forty-sixth annual meeting of the **American Association of Advertising Agencies**. Speakers include Charles P. Bowen Jr., Booz, Allen & Hamilton, New York, "Managing a Creative Business;" Robert Ross, Leo Burnett Co., Chicago, "Developing Future Management;" Dr. Morris I. Stein, New York University, "Types and the Creativity of Copywriters;" Albert Brown, advisor to Best Foods division of Corn Products Co., New York, "Is There a Solution to the Product Conflict Problem?" The Greenbrier, White Sulphur Springs, W. Va.

April 23-26—**Western States Advertis-**

**ing 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 23-24—**Pennsylvania AP Broadcasters Association** meeting, Boiling Springs.

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

April 24—Annual stockholders meeting of **Wrather Corp.**, Disneyland hotel, Anaheim, Calif.

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

April 26-May 2—**Affiliated Advertising Agencies Network** conference, Andrew Johnson hotel, Knoxville, Tenn.

April 26-27—**Texas Association of Broadcasters**, Galves hotel, Galveston.

April 26-27—Board of directors meeting of the **American Women in Radio & Television**, Mayo hotel, Tulsa, Okla.

April 27—Annual stockholders meeting of **Wometco Enterprises Inc.**, Forest Hills theater, Forest Hills, N. Y.

■April 27-29—Forty-ninth annual convention of the **Association of Canadian Advertisers**. Guest speaker will be J. Alphonse Ouimet, president of Canadian Broadcasting Corp. Royal York hotel, Toronto.

April 28—Annual stockholders meeting of **Reeves Industries Inc.**, Roosevelt hotel, New York.

April 28—**Board of Broadcast Governors**, public hearings at 425 Sparks Street, Ottawa.

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

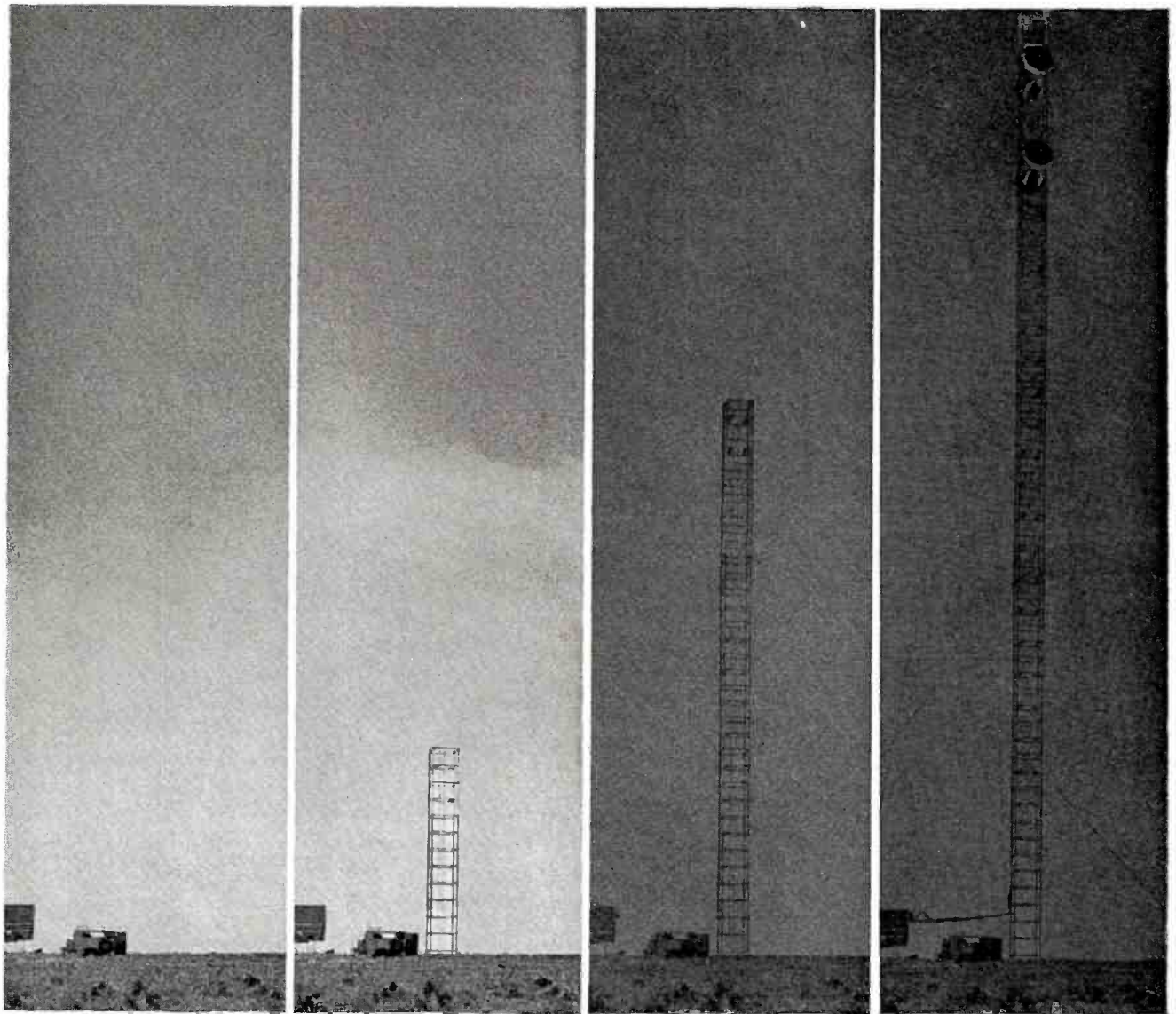
■April 29—The **George Foster Peabody awards** luncheon. Grand Ballroom, Hotel Pierre, 12 noon, New York.

■April 29-30—**Mutual Affiliates Advisory Committee** meeting. Executive committee meets on April 27-28. Dunes hotel, Las Vegas, Nev.

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 desig-

BROADCASTING, April 20, 1964



JULY 12—10:02 AM

2:00 PM

8:17 PM

JULY 13—1:57 AM

**UP AND OPERATING IN LESS THAN A DAY.** Within 21 hours and 55 minutes from the time of the alert, a new microwave tower was up and operating. That was the result of a recent restoration drill by the Bell System, when an announcement at 4:02 AM triggered a realistic test of a "Condition Red" emergency.

The existing tower and buildings at Lenape, Kansas, were reported destroyed. Knocked out were circuits along the whole Kansas City-Wichita microwave route.

As men and equipment rushed to the site, the thousands of circuits

were rerouted according to a prearranged plan. In less than an hour service was restored, and within 18 hours after work began, the entire 300-foot tower and all replacement equipment were in operation.

Capable of withstanding 100-mile-an-hour winds, the portable relay tower assembles quickly in sections. And uniquely packaged in weather-proof aluminum cabinets, the electronic equipment comes completely wired for simple installation, and ease of operation.

Each restoration unit has power capacity to relay 6000 telephone con-

versations simultaneously, or 24 one-way television programs, or combination of calls and TV programs.

The emergency restoration packages were designed by Long Lines Department of A.T.&T. and produced by Western Electric. Located at strategic points across the United States, they can be rushed into service whenever installations are damaged by disasters such as hurricanes and tornadoes, or by warfare or sabotage.

In serving people and the nation with reliable communications, drills such as this pay off in speedier restoration abilities.



**BELL TELEPHONE SYSTEM**

Serving you



# NOW THAT WE'VE HAD A GOOD YEAR...



1963 was a year of innovation. The "new ABC" was a success. Seven of its new shows will be back this fall. That's half the new shows we programmed. (Not even Ty Cobb hit .500.)

Almost all of our returning shows are having their best years ever. And that includes such long-time favorites as Donna Reed and Ozzie & Harriet.

Current ratings show ABC in its best competitive position of the season—with 20 half hours delivering 10 million or more Average Audience homes—and half again as many programs in the Nielsen Top Forty as another network competitor.

Our new shows are playing a large part in this gain. The Fugitive has joined the ranks of television's all-time greats. Patty Duke has run off with a remarkable share of the young audience. Outer Limits and Burke's Law have become popular viewing habits. So have Farmer's Daughter, Jimmy Dean and Hollywood Palace. All of these new shows will be back next year—an amazing 50 per cent of the shows that made ABC "new" this season.

ABC made news in news this year, too. Howard K. Smith and Edward P. Morgan, paired for the New Hampshire primary, were hailed by critics as the hot new news team.

Former President Dwight D. Eisenhower, Senators Hubert H. Humphrey and Sam J. Ervin, Jr., were signed to augment ABC's political convention coverage.

In sports, ABC's Winter Olympics coverage reached 35 million different homes—more than two-thirds of all U. S. television homes in a two-week period. ABC will continue its Olympic coverage during the trials this summer.

Now, ABC is on the move—with a stable base of proven entertainment on which next fall's schedule is built.

Sources: NTI Feb.-Mar. 1964 Average Audience, regular programs. Winter Olympics Nielsen special analysis, 2 weeks ending Feb. 11, 1964

# WHAT WILL WE DO FOR AN ENCORE?



1964 will be a year of opportunity. This fall's ABC schedule has real roots. Our ratio of new shows is decreasing while that of the other networks is increasing.

We've got momentum. Every single one of this year's situation comedies will be back next season. So will long-run favorites like Ben Casey, Wagon Train and Lawrence Welk.

We've got a schedule full of new ideas. Peyton Place will be the first serialized drama ever to appear in prime time. Jonny Quest will introduce a new kind of animated adventure. The Addams Family will bring Charles Addams' famous cartoon characters to life. Bing Crosby will appear in his first continuing series. Bewitched, one of the most sought after properties of the new season, will be treating viewers to contemporary Witchcraft on ABC.

There will be seven Dinah Shore specials—both nighttime and daytime. Walter Brennan will be back with a new show. Broadside and No Time for Sergeants are two sure-fire new comedies. There will be exciting adventure in a unique setting on Voyage to the Bottom of the Sea. Suspenseful drama on 12 O'clock High. Mickey Rooney will star in a new family situation comedy. And George Burns and his cigar return to television in Wendy and Me.

We're not alone in sensing an exciting year for ABC.

We've got an unprecedented list of new and returning sponsors with us, with names representing the entire alphabet of top American advertisers. And the list continues to grow.

To sum up. We have stability—based on proven entertainment and momentum—prodded on by exciting new ideas.

We can't wait until you see our encore!



ABC Television Network 

Want an  
Adult  
Audience  
that—

Listens?

Nobody dances (or hums or whistles) to our programming. We planned it that way with an all-conversation format. Our tested blend of interesting conversation, news-in-depth and radio drama *has* to be listened to — not just heard. As a result, we provide our advertisers with just about the most important group of adult *listener*-customers in Los Angeles. If you'd like to put your commercials where Los Angeles' ears are — call the Katz Agency for full details.

**KABC**  
**RADIO 79**

*The Conversation Station  
of Los Angeles*

AN ABC OWNED RADIO STATION

nated 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. Speakers and panel participants include Richard S. Salant, vice president and special assistant to president of CBS Inc.; Fred W. Friendly, president of CBS News; LeRoy Collins, NAB president; FCC Commissioner Frederick W. Ford; Leonard S. Matthews, executive vice president of Leo Burnett Co., Chicago, and Edmund Bunker, RAB president. Mayo hotel, Tulsa, Okla.

#### MAY

May 1—Maine Association of Broadcasters, Lewiston.

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—Distinguished Service in Journalism Awards banquet of Sigma Delta Chi, region 11 conference and spring meeting of the national board of directors, Westward Ho hotel, Phoenix.

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 3—Board of directors meeting of the American Women in Radio and Television, Mayo hotel, Tulsa, Okla.

May 3-5—Eighth annual meeting of the Television Programming Conference, an association of southwestern programming executives. Speaker will be FCC Commissioner Lee Loevinger. For additional information, contact John Renshaw of KSLA-TV Shreveport, La., or Jay Watson of WFAA-TV Dallas-Fort Worth. Holiday Inn Central, Dallas.

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

\*Indicates first or revised listing.

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BROADCASTING, April 20, 1964

# Are you important to your representative?

Are you getting the concentrated interest and effort  
you deserve?

When more and more large group operators begin to bolt the established national representatives to set up at great cost their own national sales organizations, there must be a reason.

There is! And a good one!

They were tired of being tail end (or even front end) of a long, long list. They wanted, and needed more time, interest and effort for their own stations . . . and they wanted to be very, very important to the men doing their national selling.

What holds true for the groups holds even truer for the independent operator. Think for a minute—how important are you to your representative? Is he stimulated with interest for your station and its welfare? Are his salesmen inspired

every day to get up and go with an urge to sell something for you?

Perhaps the answer is yes. But if you are one of a long list of 25 . . . 35 . . . 45 or more stations, the odds are stacked against you and you may not be getting the attention you deserve. No matter how conscientious your representative, the more stations he must sell, the less time he has for you.

You *could* have the maximum amount of time, interest and attention with us . . . because we, like the groups, will never represent more than 15 stations.

Therefore, the welfare of each of our stations must mean a great deal to us—and our salesmen on the street. Each of our stations is important to us and you could be too.



**PAUL H. RAYMER COMPANY, INC.**

*Station Representatives Since 1932*

NEW YORK   CHICAGO   DETROIT   ATLANTA   DALLAS   SAN FRANCISCO   HOLLYWOOD



**...NOT THE OPENER FOR OUR SHOWS...**

LIVE ADULT PROGRAMS—and plenty of them star packed with our own talent—are originated by WLW Radio and Television every day. Good LIVE vibrant interesting shows are an important part of our WLW schedules. And our sparkling LIVE adult TV programs in Color brighten up the whole Midwest. Just another reason why WLW Radio and Television are the liveliest Stations in town for audiences and advertisers! 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

Some Negroes have money-  
Others don't.  
Some are well educated-  
Others are not.  
Some like sports-  
Others can live  
Without it.

Simply put:  
People are people.  
And most people  
Buy from people  
Who understand them  
Best.

That's the real reason  
To buy Negro radio.

Negroes are closer  
To Negroes.  
So- they communicate  
Better with Negroes.  
They trust them more.  
It's as elementary  
As that.

One station in the  
Greater New York  
Negro Community  
That everybody trusts  
is  
WLIB.

This symbol of faith  
Is its measure  
Of strength.  
It's the true power  
Of any station:  
Better than wattage-  
Better than numbers-  
Better than anything.

Think about it.  
One doesn't buy time  
Just to reach  
An audience, but  
To persuade them, too.  
And for that-  
You need people  
Who speak best  
To the people  
You hope to sell.

**WLIB**

*Harlem Radio Center*  
310 LENOX AVENUE, AT 125th ST. NEW YORK 27,

PROGRAMMING TO THE NEGRO COMMUNITY  
7 DAYS A WEEK - 365 DAYS A YEAR.

mittee. Louisville Sheraton hotel.

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

May 5-6—**Missouri Broadcasters Association**. Speaker will be LeRoy Collins, NAB president. University of Missouri, Columbia.

■ May 6—Annual shareholders meeting of **The Goodwill Stations Inc.**, to vote on dissolving corporation by selling all stock to Capital Cities Broadcasting Corp. (BROADCASTING, March 2). 2800 Fisher Building, Detroit.

■ Indicates first or revised listing

## OPEN MIKE

### FM's bulging biceps

EDITOR: The FM report at the April 3 luncheon of the National Association of FM Broadcasters in Chicago certainly proves that FM separately programmed stations not only are growing in number but also in stature.

According to Hooper, 35 separately programmed FM stations made Hooper reports in 21 markets in 1960. In 1963, according to Hooper, 165 separately programmed FM stations made Hooper reports in 83 markets.—*Chris J. Stofa, station director, KMBC-FM Kansas City.*

### Transcontinent's thinking

EDITORS: The "No Room for Speculators" editorial in your April 6 issue presents such an unfair picture of Transcontinent Television Corp. and its "Buffalo principals" that we feel you should be apprised of the actual facts.

All except one of Transcontinent's Buffalo principals were in the broadcasting business for three years before Transcontinent was organized. They formed WGR Corp. in 1953, soon after the freeze of TV channels was lifted. They owned 30% of WGR Corp., which in March 1954 received the original grant of license for WGR-TV (Buffalo). This became the largest station in the Transcontinent group. Your statement that "not one of Transcontinent's stations had been acquired by original grant" is, therefore, quite misleading in the light of the fact that substantially the same Buffalo principals were the founders of both WGR and Transcontinent.

Transcontinent was organized in 1956 by the Buffalo principals because they wanted to be in the broadcasting industry, had confidence in its future, and believed that, by having more than one station, they would have the financial strength to avoid a recurrence of WGR's 1955 experience when, as a single station operator, it lost its valuable NBC affiliation.

The Buffalo principals, in organizing Transcontinent, had no plan, immediate or ultimate, "to sell out at a handsome capital gain." In fact, they had opposed the sale of any of Transcontinent's stations, except its Rochester sta-

tion, which grew to overlap commercially its Buffalo station, and its half interest in the Harrisonburg, Va., station, which was sold in upgrading Transcontinent's properties and was replaced by the Kansas City (WDAF) stations.

The Buffalo principals, through their holdings of Transcontinent Class A stock, elected a majority of its directors, but together they owned less than 24% of the equity in Transcontinent. In 1962 Transcontinent's B stock was traded over-the-counter at from 8¼ to 10½ per share. The Buffalo principals did not solicit or want an offer for Transcontinent's properties. In fact, they were actively pursuing further expansion of Transcontinent's broadcast properties. But when, without encouragement or solicitation on their part, an offer was received which would give Transcontinent stockholders approximately \$22 per share for their stock, and the holders of the vast majority of the equity in Transcontinent strongly urged the acceptance of that offer, the Buffalo principals, despite their personal strong preference to remain in the broadcasting business, felt that it would be unfair not to approve a course of action that was desired by and appeared to be in the interest of the stockholders generally.

We think Transcontinent's Buffalo principals should be commended rather than criticized for their conduct in the matter.—*Paul A. Schoellkopf Jr., J. Fred Schoellkopf IV, David G. Forman, Seymour H. Knox III.*

### Another FM stereo network

EDITOR: Your March 30 issue states that the QXR Network [now Market 1 Network] is "the only FM stereo network" in the country. This comes as a surprise to the members of the Mid-State FM Network in Michigan. This stereo network began in the spring of 1962 with WSWM(FM) East Lansing and WQDC(FM) Midland. WABX(FM) Detroit and WGMZ(FM) Flint, have been members for 18 months. All broadcast in stereo with off-the-air feeds from the East Lansing station. WXTO (FM) Grand Rapids is planning to join the network soon.—*Dusty Rhodes, vice president, Mid-State Broadcasting Corp., East Lansing, Mich.*

UNITED  
ARTISTS

SHOWCASE 2

BURT LANCASTER GARY COOPER

DENISE DARCEL • CESAR ROMERO

# VERA CRUZ

Two raucous, rowdy soldiers-of-fortune  
battle for Gold, Girls and Glory,  
in Old Mexico—and give the viewers every  
bit of the action-excitement they love . . .  
VC's real promotable!

Running time: 94 MINUTES



WRITE, WIRE OR PHONE

**U.C.I.C. UNITED ARTISTS  
ASSOCIATED**

a division of UNITED ARTISTS TELEVISION, INC.  
555 Madison Avenue, New York 22, N.Y. • Area Code 212 • 688-4700

## Cut down clutter, but don't bite the hand that feeds you

One of today's most written about yet least understood subjects is the NAB "action" concerning two-product commercials or, in the common vernacular, piggybacks. Everywhere you hear a different interpretation of what the National Association of Broadcasters did recommend on this subject. (I use the term "recommend" because the NAB does not have the power to "legislate" to its members.)

Let's set the record straight. The NAB did not outlaw piggyback commercials. Actually the association's recommendations on two-product commercials can best be summed up in three points.

1. They defined the difference between a piggyback commercial and an integrated commercial.

2. They recommended that television stations count piggyback commercials as two messages.

3. They recommended that no more than three messages be placed in any one commercial break within a program.

Where does this leave the advertiser who relies heavily on the piggyback commercial? The following points sum it up.

We can run all the piggybacks we want *provided*:

- a. Stations do not run piggybacks back to back with piggybacks.

- b. Stations do not schedule two other commercials in the same position as our piggyback. (This was considered "naughty, naughty" even before the piggyback controversy.)

The only new thing here—the only deterrent to continued wide-spread use of piggybacks, is that in spot TV the number available will be reduced if stations accept the NAB "recommendation" that two piggyback commercials cannot run in the same position. This is all that happened. If you don't believe it, ask Howard Bell or any member of the NAB's TV code review board.

**The Deluge of Opinion** ■ Now since the preceding recommendation for mild curtailment of piggybacks was made by the NAB, the advertising world and even the general public have been deluged with words authored by an uninformed vocal minority "mis-describing" the "drastic action" of the NAB. My fear is that these irresponsible utterances will have the effect of stampeding television stations into taking action against piggyback commercials far beyond the recommendations of their association to their own detriment, and that of the lower budget advertiser.

Why would elimination of piggybacks work to the detriment of stations, networks and low-budget advertisers? Well, there are one helluva lot of manufacturers of products in today's market that could not afford to pay current prices to hawk their wares on TV if it were not for the piggyback. How, for example, could a nationally distributed product with a budget of, say, \$800,000 get any kind of frequency in this medium without piggybacks? The answer is clear. It couldn't.

The only alternative is another medium or mediums where the tab is lower. In effect, this is \$800,000 TV wouldn't get if you deny the piggyback. Just for an exercise, multiply the number of national products with budgets under a million dollars now using the medium by their average budget and find out the kind of billing TV could jeopardize by banning the piggyback.

Let's look at the rationale given by the protagonists of the piggyback commercial: Clutter—too much superfluous material surrounding entertainment. Eliminate this, that's the lofty cause.

Okay, we're against clutter. But let's start whacking away at clutter *per se*, not just piggybacks. One network recently proudly announced that their affiliates had aired over 100,000 promotional announcements in less than a month. This didn't add to clutter?

Watch the seemingly endless credits roll at the end of a network show sometime—I question that the public is interested that Mervin Twinkletoes was hairdresser on the X TV show and that it was "produced in cooperation with Y Network." Yet the charge is leveled at advertisers who have resorted to piggyback commercials: "You're to blame! You're the culprit in clutter."

**What The Viewer Thinks** ■ Why not listen to the public? One prominent

and respected telecaster I discussed this with at the NAB convention told me he had received only one letter of complaint from his hundreds of thousands of viewers in the last six month (yes, he carries piggybacks) and this requesting removal of a television commercial on brassieres.

"Doubtless," opined the telecaster "the work of a flat-chested and unhappy-about-it woman."

We don't think the public resents piggybacks. Advertisers in this country spend a couple of billion dollars a year providing free entertainment to the public. I don't think they mind giving us three minutes per half hour to tell them about our products—even if we include two of them in some positions. John Q. Public is no dope—no matter what any self-styled expert claims. If our piggyback commercials irritated the viewer he wouldn't continue to buy our products.

An alternative to the piggyback has been proposed—the "integrated commercial." Here apparently the employment of two products in a 60-second position becomes kosher providing "the same talent is employed to sell both products," "the commercial has the appearance of one entity," etc., etc., etc. It doesn't work! After 46 Alberto-Culver commercials of the "integrated" type were made and tested by our time honored technique we could only come to the conclusion that our efforts at building this type of message had resulted in confusing the viewer. They wouldn't sell products.

Alberto-Culver does not believe that telecasters will be misled by phony publicity-mad agitators who call for the end of piggybacks.

Cut down on clutter, yes, but don't bite the hand that feeds you and entertains the public.



Charles A. Pratt, since June 1963 vice president and director of advertising for Alberto-Culver Co., has been described by his friends and business associates as one of the most astute and tough, yet fair negotiators in TV today. He was graduated from Amherst College, Amherst, Mass., in 1949. Before joining Alberto-Culver in 1960, Mr. Pratt, 41 years old, served in sales capacities with NBC-TV, Edward Petry & Co., WOR-TV New York and WAAF Chicago.

Quality by any measurement is on the record  
at WELI.

The station with the adult purchasing power  
audience in New Haven.

The station that makes New Haven  
a better buy.

5000 Watts; 960 KC.

**WELI**

NATIONAL: H-R REPRESENTATIVES, INC.; BOSTON: ECKELS & COMPANY





**CG can get things cooking in Indiana. If you want a steady diet of hot appliance sales, bring things to a boil through ATS.**

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



*John F. Dille, Jr., President*



# The happy kick at TV networks

A consensus of agency appraisals: next season may tickle mom, pop and the kids—but will there be some substance beneath the froth?

The 1964-65 network television season will be heavy on fun and family entertainment, but light on innovation and experimentation.

That's the verdict of top programing and media executives at leading advertising agencies, who helped shape the new schedule by buying its programs for their clients.

Based on pilots they had seen and scripts they had read, agency executives queried by BROADCASTING felt for the most part that the new schedule's accent on comedy in various forms will have added appeal for all-family viewing. At the same time they felt that balance will be lacking in the schedules.

Opinion varied widely on the effect of the accent on comedy. Some advertising officials called the trend healthy, on the theory it's an antidote to the serious events of our times. Others

feared the possibility of excessive imitation that could result in a tedious diet that may disenchant viewers.

The assessments come at a time when CBS-TV reportedly has sold 83% of its nighttime schedule, NBC-TV over 80% and ABC-TV's pace is said to be "ahead of last year." In March 1963 ABC-TV's 1963-64 sales level was put at 40% to possibly over 60%; CBS-TV's, 85%; NBC-TV's, 67%.

CBS-TV was nominated overwhelmingly once again as the powerhouse network. Agency executives often stressed that the strong programs returning to CBS-TV would provide momentum and advantageous lead-ins.

**Closer Race** ■ On the other hand, an overriding feeling among program buyers was that CBS-TV's in-the-driver's seat lead may be narrowed. Many pointed out that CBS-TV enters

the 1964-65 season with fewer returning shows and a larger number of untried programs than in the past, thus magnifying the risk element.

CBS-TV was, in fact, criticized by some agency officials for accelerating the comedy movement. They claimed that if any network could afford to experiment with other program forms, it was CBS-TV. The implication persisted that CBS-TV was not consolidating its leadership position.

It was a virtual toss-up between ABC-TV and NBC-TV for second spot in the forecasts. Several agency sources commented along these lines: "There's no third place. Both ABC-TV and NBC-TV will be in second place."

The observations of many program buyers tended to be more favorably disposed toward ABC-TV than either NBC-TV or CBS-TV. Many volun-

## A gloomy reading on recent seasons

A veteran programing executive said last week that television creativity had declined as television technology progressed.

William Dozier, now president of Greenway Productions, former production chief of Screen Gems and one-time CBS and motion picture executive, said that in the 14 years of his association with TV he had seen "unbelievable strides" on the technical front. But creativity in programing, which markedly improved at first, has markedly declined in recent years. He spoke at



Mr. Dozier

the semiannual technical conference of the Society of Motion Picture and Television Engineers (see story page 62).

Mr. Dozier ascribed present programing which he said was "almost totally dominated by superficial comedy and variety shows" to a number of debilitating factors: "the rising costs of television production, causing everyone to be more acutely aware of the commercial end result; declining economy, causing most advertisers to be more interested in the size of their audience than the content of the entertainment provided for that audience; three-network competition, causing a corresponding scramble for the advertising dollar and hence a greater emphasis on circulation than on program content; chaotic world conditions, causing audiences possibly to be more

eager for total-escapism on the home screen."

But Mr. Dozier said the ratings systems were also responsible. The raters, he said, claim that the public is happy with what is available. "But what public?" Mr. Dozier asked. "Is it the public that happens to be honored by those 1,200 fancy little meters Mr. Nielsen has carefully spotted around the country, with a big chunk of them disproportionately placed in rural areas when it is an established fact that 66% of the nation's television viewers reside in large cities?"

To the engineers Mr. Dozier issued a challenge to devise "some system which will accurately reflect the tastes of television viewers and provide a more comprehensive and trustworthy sample than do the present overlords of the rating services."

## THE HAPPY KICK AT TV NETWORKS continued

teered that ABC-TV had done an excellent job with its pilot films and presentations and that, although its programming record this season did not come up to their original expectations, it has a stronger base from which to build than it had last spring.

**Head to Head** ■ One of the most formidable problems facing ABC-TV, several agency men felt, is that it has been obliged to schedule some of its strongest programs in highly competitive time periods to attract advertisers sales. This enforced strategy, they thought, will tend to dissipate the rating strength of some of ABC-TV's potentially strong properties.

The appraisal of NBC-TV was somewhat less clear-cut than for the other two networks. Comments from agency men indicated they felt that NBC-TV was adopting a virtually stand-pat position and electing to eschew experimentation and new program series.

Several agency men wondered about NBC's decision to schedule more than four hours of feature films per week. One executive remarked that NBC-TV is carrying "far too many movies," and added, "How long can movies last?"

NBC's scheduling of two feature film periods plus a large number of hour shows and a 90-minute program (90 *Bristol Court*) was challenged by some respondents. They felt that a substantial reliance on longer programs is a risk equivalent to "putting all your eggs in one basket," and that a more realistic balance is struck by a more equitable division of half-hour and hour programs.

**Some Improvements** ■ Agency men applauded the trend away from the western and thriller formats and although not universally endorsing the accent on comedy, the majority attitude was that this type of programming is conducive at least to a pleasant, friendly programming environment.

Program buyers cautioned that predicting the fate of a specific show is a risky proposition.

There was sometimes wide variation among agency men on estimates of a specific program's prospects.

Among the programs mentioned most frequently in the promising category were ABC-TV's *No Time for Sergeants*, *Bing Crosby Show*, *Peyton Place*, *Bewitched*, *12 O'Clock High*, *Voyage to the Bottom of the Sea* and *Broadside*; CBS-TV's *Munsters*, *Gomer Pyle*, *Mr. Broadway*, *The Entertainers* and *Many Happy Returns*, and NBC-TV's *The Rogues*, *Flipper*, *Mr. Magoo* and *Kentucky*.

Agency executives pointed out that NBC-TV is introducing a relatively smaller number of strictly "new" shows than the two other networks, thus re-

ducing its opportunity in the "best" prospect list. (NBC-TV has only seven newcomers in its '64-65 schedule, while CBS-TV and ABC-TV have 13 and 12 respectively.) They eliminated from consideration such staple programs as Alfred Hitchcock and Jack Benny, both previously on CBS-TV, which they regard highly.

NBC-TV's new *Solo* received voting that ranged across the spectrum from "very good" to "doubtful." Others falling in that area were *Wendy and Me*, *The Addams Family* and *Walter Brennan* on ABC-TV, and the *Cara Williams Show* on CBS-TV.

The programs classified most often by agency men in the "doubtful" class were NBC-TV's *90 Bristol Court*; ABC-TV's *Mickey* and CBS-TV's *The Reporter* and *Gilligan's Island*.

## What's to be new next fall on network TV

These are the new evening programs scheduled to begin in the fall on ABC-TV, CBS-TV and NBC-TV. They are listed alphabetically by program title.

*The Addams Family* (Fri. 8:30-9, ABC-TV): the seven cartoon characters created by Charles Addams and featured in the *New Yorker* magazine for the past 30 years. Stars are Carolyn Jones and John Astin.

*Baileys of Balboa* (Thurs. 9:30-10, CBS-TV): situation comedy starring Paul Ford as Sam Bailey, a salty character who owns an island in the yachting community of Balboa and gets involved in problems with his sophisticated neighbors.

*Bewitched* (Thurs. 9-9:30, ABC-TV): comedy about an advertising man whose wife, Elizabeth Montgomery, leads a double life as a witch in their Connecticut home. Other stars Dick Yorke and Agnes Moorehead.

*Bill and Martha* (Sun. 9:30, CBS-TV): William Bendix and Martha Raye as a butler and maid who inherit a palatial home and maintain it on a transient rental basis.

*Bing Crosby Show* (Mon. 9:30-10, ABC-TV): situation comedy in which Mr. Crosby plays the father of two boisterous teen-age daughters.

*Broadside* (Sun. 8:30-9, ABC-TV): World War II comedy series with Navy Waves on a South Pacific island.

*Cara Williams Show* (Wed. 9:30-10, CBS-TV): Miss Williams stars as the wife of Frank Aletter in a comedy series where they work for a company that forbids employment of a husband and wife.

A noncommittal response most frequently included these shows (usually on the basis that not enough was known about them or that they could go "either way"): NBC-TV's *Daniel Boone*; CBS-TV's *Baileys of Balboa*, *Living Doll*, *Bill and Martha*.

**Range of Comments** ■ Agency men generally relished their roles of pre-season prophets. They peppered their observations with personal comments ("George Burns is a good friend of mine but . . ." and "I love Mickey Rooney, he's such a great talent, but his show is going to bomb").

Bruce Dodge, executive vice president of Gumbinner-North Advertising, said that 1964-65 "looks just like the present season." He said he had noticed no new concepts in pilots this year. He predicted that ABC-TV particularly will show added strength.

On the other hand, George Polk, BBDO vice president in charge of ra-

*Daniel Boone* (Thurs. 7:30-8:30, NBC-TV): starring Fess Parker in adventures of the famed pioneer and frontiersman.

*The Entertainers* (Fri. 8:30-9:30, CBS-TV): variety program, starring Carol Burnett in three programs out of four and Bob Newhart, among others, still to be named in the fourth.

*Flipper* (Sat. 7:30-8, NBC-TV): family entertainment series built around a friendly dolphin and the two young sons of a park ranger on the Coral Key park and marine preserve.

*Gilligan's Island* (Sat. 8:30-9, CBS-TV): comedy series about a shipwrecked group who establish homes on a Pacific island. Stars are Jim Backus, Alan Hale and Bob Denver.

*Gomer Pyle—USMC* (Fri. 9:30-10, CBS-TV): Jim Nabors, formerly the gas station attendant on *The Andy Griffith Show*, gets his own series and joins the Marines.

*Johnny Quest* (Fri. 7:30-8, ABC-TV): animated action-adventure cartoon series about an 11-year-old boy and his father, who is a scientist being protected by the Secret Service.

*Kentucky* (Sat. 8:30-9, NBC-TV): stars Dennis Weaver as a veterinarian and former racehorse trainer still connected with the sport who reluctantly takes a 9-year old Chinese orphan into his home.

*Living Doll* (Sun. 9-9:30, CBS-TV): Julie Newmar stars in a comedy series as a scientifically created robot left by the inventor in the care of an eligible bachelor.

*Many Happy Returns* (Mon. 9:30-

dio-TV programing and planning, felt there was "something new and different" upcoming in the fall. He named the programs as exemplifying the novel approach: *Living Doll*, *Wendy and Me*, *Peyton Place*, *Bewitched*, *Munsters*, *Adams Family*, and *Voyage to the Bottom of the Sea*. Though CBS-TV appears to be the dominant network, Mr. Polk remarked, the outlook is that both NBC-TV and ABC-TV will provide stern opposition and "the networks will draw closer to one another."

The view that the overall picture next season will be improved was voiced by Nicholas E. Keesely, senior vice president and radio-TV director of Lennen & Newell. He said there seems to be "greater variety" of programing that accentuates entertainment "on the light side," which Mr. Keesely believes is the key to attracting and holding the family audience.

"You will notice there is no domina-

tion or concentration of westerns or thrillers," he pointed out. "I think it's the 'healthiest' schedule we've had in years and I am glad to see the emphasis on comedy."

**Another View** ■ But the programing vice president of another large agency said that there are "just too many comedies" and "people can take only so much of a good thing." He was particularly optimistic about ABC-TV's chances of moving up to the number two slot (behind CBS-TV) and added that, on the whole, he did not rate the new CBS entries highly.

Art Durham, senior vice president for TV and radio, Fuller & Smith & Ross, contended there are "very few innovations this year," and added: "The season in a word? It's awful giggly. There are too many situation comedies one right after another. There's no balance at all between the networks."

The vice president and media direc-

tor of a large agency was one of the few executives who, though still rating CBS-TV on top, felt it would "take a beating" this year. He claimed that the network's hour shows will perform "poorly" and will not be satisfactory substitutes for the programs they replaced. He estimated that ABC-TV will show strong improvement, pointing out it has conducted vigorous program development.

John Hoagland, vice president in charge of broadcasting for Ogilvy, Benson & Mather, described the new season as "more of the same old thing." He said he had not seen any pilots he could call "great," and he deplored the strong emphasis on comedy shows for 1964-65, stating: "there just can't be that many good ones."

A similar note was sounded by Thomas H. Calhoun, vice president in charge of TV programing for N. W. Ayer & Son. He felt the new season will be "imitative" and cited "an increasing need for the industry to develop more program sources." He voiced the opinion that CBS-TV predominance stems directly from "terrific momentum" and not necessarily from program superiority.

**Some Variety** ■ A media executive at a top-billing agency deplored the paucity of dramatic offerings on the networks next fall but said there will be variety in the schedules, traceable to new situation comedies and novel presentations.

William Overmyer, media director of Reach, McClinton & Co., said the 1964-65 schedule will represent a "slight improvement" over the current one but would not comment on individual programs. He praised what he called a trend toward more news and public informational programing.

Carl Rigrod, vice president in charge of radio-TV for West, Weir & Bartel, thinks the situation comedy syndrome in 1964-65 will result in "program sameness that may prove harmful toward satisfying the varied tastes of the viewing audience."

Richard K. Manoff, board chairman of Richard K. Manoff Inc., calls network programing for next year "totally indistinguishable" from this past year. He claimed it is virtually the "same package," exemplified by the "same old bologna in a new casing."

Sam Vitt, vice president and media director of Doherty, Clifford, Steers & Shenfield, acknowledged there's "nothing fantastic in the new season, but it will be a pleasant season to look forward to." He had the feeling that the stress on comedy shows may be "more than just a matter of following the leader," and he ventured: "It could be thought of as an escape from the cold war."

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10, CBS-TV): John McGiver in a comedy series plays the head of the complaint department in a department store and lives with his married daughter and her family.

*Mickey* (Fri. 9-9:30, ABC-TV): Mickey Rooney inherits a luxury resort hotel in California. The series revolves around his problems with his guests.

*Mr. Broadway* (Sat. 9-10, CBS-TV): an adventure series starring Craig Stevens as a public relations man in New York City.

*Mr. Magoo* (Sat. 8-8:30, NBC-TV): the animated cartoon character, using the voice of Jim Backus, in a re-creation of traditional favorite stories.

*The Munsters* (Thurs. 7:30-8, CBS-TV): stars Fred Gwynne and Al Lewis of *Car 54, Where Are You?* fame in a new situation comedy series where a "normal" American family has physical characteristics reminiscent of those seen in Frankenstein movies.

*90 Bristol Court* (Mon. 7:30-9, NBC-TV): three half-hour family situation comedy programs tied together by their common locale at a Southern California apartment motel.

*No Time for Sergeants* (Mon. 8:30-9, ABC-TV): Sammy Jackson stars as the backwoods hillbilly in the U. S. Army.

*Peyton Place* (Tues. and Thurs. 9:30-10, ABC-TV): Dorothy Malone, Ed Nelson and Warner Anderson play the characters in a small New England town created by the best-selling novel.

*The Reporter* (Fri. 10-11, CBS-TV): dramatic series about a city newspaperman, starring Gary Merrill and

Harry Guardino.

*The Rogues* (Sun. 10-11, NBC-TV): Charles Boyer, David Niven and Gig Young star in a suspense series of an international clan of Raffles-type thieves who specialize in stealing from the rich.

*Slattery's People* (Mon. 10-11, CBS-TV): drama series starring Richard Crenna as the house minority leader in a state legislature.

*Solo* (Tues. 8:30-9:30, NBC-TV): adventure-suspense series in the super-government agent tradition. Robert Vaughn plays Napoleon Solo, the undercover agent fighting international crime.

*12 O'Clock High* (Fri. 9:30-10:30, ABC-TV): World War II drama series based on the movie about the U. S. Army Air Force.

*Voyage to the Bottom of the Sea* (Mon. 7:30-8:30, ABC-TV): Richard Basehart and David Hedison star in the action-adventure series suggested by the recent movie about scientists on an atomic submarine.

*Walter Brennan* (Tues. 9-9:30, ABC-TV): Mr. Brennan portrays a cantankerous, individualistic business tycoon of a far-flung business operation.

*Wendy and Me* (Mon. 9-9:30, ABC-TV): comedy series starring George Burns as an apartment house owner and Connie Stevens as a wacky ex-airline stewardess who lives in one of the apartments with her pilot husband.

*World War I* (Tues. 8-8:30, CBS-TV): television's first full-scale study in series form of the first World War.

# Eight new advertisers join TV's top 100

## 22 PRODUCT CATEGORIES INCREASED EXPENDITURES IN 1963

Eight new advertisers last year made TV's top 100 list of national users in the medium. They were, American Cyanamid, Shulton Inc., American Motors, Sunbeam Corp., General Cigar, Chrysler dealers, Royal Crown Cola bottlers and Green Giant Co.

The listing was pointed up last week

by Television Bureau of Advertising which has been reporting the top 100 list annually since 1958. They are released in terms of gross time billings for network and spot (national and regional).

The leading TV advertisers were reported in a BROADCASTING compilation

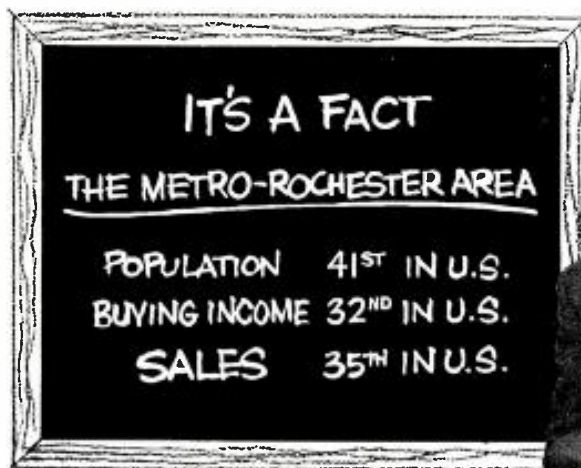
earlier (BROADCASTING, April 13). In that list General Motors was No. 7 because of dealer spot billing. TvB's compilation, however, separates spending by the dealers and the parent corporation, placing General Motors in the No. 10 spot instead of No. 7, as indicated by BROADCASTING's computations.

ESTIMATED EXPENDITURES BY PRODUCT CLASSIFICATIONS—NETWORK AND SPOT TELEVISION JANUARY-DECEMBER 1963 (\$'000)

|                                                           | Spot TV    | Network TV | Total TV;<br>change from<br>'62 |                                         | Spot TV    | Network TV  | Total TV;<br>change from<br>'62 |
|-----------------------------------------------------------|------------|------------|---------------------------------|-----------------------------------------|------------|-------------|---------------------------------|
| <b>Agriculture</b>                                        | \$ 1,180.0 | \$ .....   | \$ 1,180.0<br>(+23.0%)          | <b>COSMETICS &amp; TOILETRIES</b>       | \$90,794.0 | \$128,823.2 | \$219,617.2<br>(+15.8%)         |
| Feeds, meals                                              | 542.0      | .....      | 542.0                           | Cosmetics                               | 11,978.0   | 4,147.4     | 16,125.4                        |
| Misc.                                                     | 638.0      | .....      | 638.0                           | Deodorants                              | 8,292.0    | 10,552.7    | 18,844.7                        |
| <b>ALC. BEER &amp; WINE</b>                               | 70,766.0   | 7,299.2    | 78,065.2<br>(+17.2%)            | Depilatories                            | 321.0      | 734.5       | 1,055.5                         |
| Beer & ale                                                | 61,380.0   | 7,061.8    | 68,441.8                        | Hair tonics & shampoos                  | 27,011.0   | 30,032.3    | 57,043.3                        |
| Wine                                                      | 9,386.0    | 237.4      | 9,623.4                         | Hand & face creams,<br>lotions          | 6,194.0    | 11,918.4    | 18,112.4                        |
| <b>AMUSEMENTS, ENTERTAINMENT</b>                          | 3,143.0    | 1,593.5    | 4,736.5<br>(+56.8%)             | Home permanents & coloring              | 9,129.0    | 22,212.6    | 31,341.6                        |
| <b>AUTOMOTIVE</b>                                         | 32,555.0   | 58,489.9   | 91,044.9<br>(+21.8%)            | Perfumes, toilet waters, etc.           | 4,140.0    | 681.7       | 4,821.7                         |
| Anti-freeze                                               | 1,019.0    | 1,399.2    | 2,418.2                         | Razors, blades                          | 6,915.0    | 14,255.6    | 21,170.6                        |
| Batteries                                                 | 76.0       | 824.9      | 900.9                           | Shaving creams, lotions, etc.           | 3,146.0    | 8,381.5     | 11,527.5                        |
| Cars                                                      | 27,267.0   | 42,980.2   | 70,247.2                        | Toilet soaps                            | 7,410.0    | 19,414.6    | 26,824.6                        |
| Tires & tubes                                             | 1,957.0    | 7,617.3    | 9,574.3                         | Misc.                                   | 6,258.0    | 6,491.9     | 12,749.9                        |
| Trucks & trailers                                         | 348.0      | 2,620.3    | 2,968.3                         | <b>DENTAL PRODUCTS</b>                  | 16,310.0   | 34,908.0    | 51,218.0<br>(- 2.9%)            |
| Misc. accessories & supplies                              | 1,888.0    | 1,569.8    | 3,457.8                         | Dentifrices                             | 12,319.0   | 23,052.7    | 35,371.7                        |
| Automotive institutional                                  | .....      | 1,478.2    | 1,478.2                         | Mouthwashes                             | 3,334.0    | 5,617.9     | 8,951.9                         |
| <b>BUILDING MATERIAL, EQUIPMENT,<br/>FIXTURES, PAINTS</b> | 3,621.0    | 17,418.0   | 21,039.0<br>(+ 9.3%)            | Misc.                                   | 657.0      | 6,237.4     | 6,894.4                         |
| Fixtures, plumbing,<br>supplies                           | 23.0       | .....      | 23.0                            | <b>DRUG PRODUCTS</b>                    | 64,568.0   | 113,369.7   | 177,937.7<br>(+14.7%)           |
| Materials                                                 | 1,519.0    | 8,055.2    | 9,574.2                         | Cold remedies                           | 15,989.0   | 23,795.3    | 39,784.3                        |
| Paints                                                    | 1,552.0    | 3,620.9    | 5,172.9                         | Headache remedies                       | 25,431.0   | 34,997.3    | 60,428.3                        |
| Power tools                                               | 272.0      | 83.0       | 355.0                           | Indigestion remedies                    | 4,302.0    | 13,242.5    | 17,544.5                        |
| Misc.                                                     | 255.0      | 615.4      | 870.4                           | Laxatives                               | 4,095.0    | 7,996.9     | 12,091.9                        |
| Industrial materials,<br>institutional                    | .....      | 5,043.5    | 5,043.5                         | Vitamins                                | 4,476.0    | 11,419.1    | 15,895.1                        |
| <b>CLOTHING, FURNISHINGS,<br/>ACCESSORIES</b>             | 16,267.0   | 5,402.5    | 21,669.5<br>(+52.2%)            | Weight aids                             | 2,879.0    | 3,879.1     | 6,758.1                         |
| Clothing                                                  | 10,032.0   | 3,078.4    | 13,110.4                        | Misc. drug products                     | 6,376.0    | 18,039.5    | 24,415.5                        |
| Footwear                                                  | 2,472.0    | 724.3      | 3,196.3                         | Drug stores                             | 1,020.0    | .....       | 1,020.0                         |
| Hosiery                                                   | 3,475.0    | 371.2      | 3,846.2                         | <b>FOOD &amp; GROCERY PRODUCTS</b>      | 217,899.0  | 132,243.5   | 350,142.5<br>(+10.6%)           |
| Misc.                                                     | 288.0      | 1,228.6    | 1,516.6                         | Baked goods                             | 27,753.0   | 12,051.2    | 39,804.2                        |
| <b>CONFECTIONS &amp; SOFT DRINKS</b>                      | 73,484.0   | 24,922.6   | 98,406.6<br>(+22.7%)            | Cereals                                 | 34,966.0   | 28,127.2    | 63,093.2                        |
| Confections                                               | 39,047.0   | 13,332.1   | 52,379.1                        | Coffee, tea & food drinks               | 36,106.0   | 14,403.5    | 50,509.5                        |
| Soft Drinks                                               | 34,437.0   | 11,590.5   | 46,027.5                        | Condiments, sauces,<br>appetizers       | 17,052.0   | 8,612.2     | 25,664.2                        |
| <b>CONSUMER SERVICES</b>                                  | 25,299.0   | 21,669.7   | 46,968.7<br>(- 5.8%)            | Dairy products                          | 12,333.0   | 11,568.8    | 23,901.8                        |
| Dry cleaner & laundries                                   | .....      | .....      | .....                           | Desserts                                | 3,509.0    | 3,959.4     | 7,468.4                         |
| Financial                                                 | 3,640.0    | 720.3      | 4,360.3                         | Dry foods (flour, mixes,<br>rice, etc.) | 12,874.0   | 12,136.8    | 25,010.8                        |
| Insurance                                                 | 7,346.0    | 16,427.6   | 23,773.6                        | Fruits, vegetables, juices              | 11,282.0   | 15,940.9    | 27,222.9                        |
| Medical & dental                                          | 346.0      | .....      | 346.0                           | Macaroni, noodles,<br>chili, etc.       | 5,820.0    | 3,144.9     | 8,964.9                         |
| Moving, hauling & storage                                 | 656.0      | 68.7       | 724.7                           | Margarine, shortenings                  | 10,579.0   | 4,613.7     | 15,192.7                        |
| Public utilities                                          | 11,098.0   | 2,923.8    | 14,021.8                        | Meat, poultry & fish                    | 11,946.0   | 3,119.2     | 15,065.2                        |
| Religious, political,<br>unions                           | 1,176.0    | .....      | 1,176.0                         | Soups                                   | 5,723.0    | 7,021.0     | 12,744.0                        |
| Schools & colleges                                        | 290.0      | .....      | 290.0                           | Misc. foods                             | 15,773.0   | 6,936.7     | 22,709.7                        |
| Misc. services                                            | 747.0      | 1,529.3    | 2,276.3                         | Misc. frozen foods                      | 2,809.0    | 574.6       | 3,383.6                         |
|                                                           |            |            |                                 | Food stores                             | 9,374.0    | 33.4        | 9,407.4                         |
|                                                           |            |            |                                 | <b>GARDEN SUPPLIES &amp; EQUIPMENT</b>  | 1,845.0    | 524.2       | 2,369.2<br>(+78.4%)             |

Continued on page 32

# THE RICH WROchester \$2 BILLION MARKET



ERVIN F. LYKE  
President and General Manager

## IS BIGGER THAN EVER!

When you buy WROC-TV, Channel 8 in the Metro-Rochester market, your dollars work twice as hard because . . .

- WROC-TV reaches more homes outside the Metro-Rochester area.
- In key viewing time—WROC-TV reaches

more total homes every day from 5 p.m. to 1 a.m. than the other local channels.

- Advertisers who want double their money's worth . . . who want to reach the rich-Rochester spendable audience . . . buy Rochester's *first station*—WROC-TV, Channel 8.

1963 Oct.-Nov. ARB

**ROCHESTER'S FIRST STATION**

ASK YOUR PETRY MAN FOR  
THE WROchester STORY



**TV 8**  
CHANNEL  
NBC



|                                                   | Spot TV    | Network TV | Total TV;<br>change from<br>'62 |                                           | Spot TV  | Network TV | Total TV;<br>change from<br>'62 |
|---------------------------------------------------|------------|------------|---------------------------------|-------------------------------------------|----------|------------|---------------------------------|
| GASOLINE & LUBRICANTS                             | \$33,018.0 | \$ 9,914.6 | \$42,932.6<br>(- 1.4%)          | HOUSEHOLD LAUNDRY PRODUCTS                | 62,155.0 | 54,247.8   | 116,402.8<br>(+ 5.0%)           |
| Gasoline & Oil                                    | 32,117.0   | 8,616.5    | 40,733.5                        | Bleaches, starches                        | 12,553.0 | 6,918.8    | 19,471.8                        |
| Oil additives                                     | 725.0      | 14.3       | 739.3                           | Packaged soaps, detergents                | 42,255.0 | 42,921.5   | 85,176.5                        |
| Misc.                                             | 176.0      | 1,283.8    | 1,459.8                         | Misc.                                     | 7,347.0  | 4,407.5    | 11,754.5                        |
| HOTELS, RESORTS, RESTAURANTS                      | 814.0      | 177.8      | 991.8<br>(+37.6%)               | HOUSEHOLD PAPER PRODUCTS                  | 18,932.0 | 12,198.1   | 31,130.1<br>(+17.1%)            |
| HOUSEHOLD CLEANERS, CLEANSERS,<br>POLISHES, WAXES | 29,581.0   | 33,463.4   | 63,044.4<br>(+ 9.9%)            | Cleansing tissues                         | 3,625.0  | 2,629.7    | 6,254.7                         |
| Cleaners, cleansers                               | 19,395.0   | 14,915.8   | 34,310.8                        | Food wraps                                | 5,694.0  | 6,837.3    | 12,531.3                        |
| Floor & furniture polishes,<br>waxes              | 7,178.0    | 10,635.7   | 17,813.7                        | Napkins                                   | 205.0    | 86.3       | 291.3                           |
| Glass cleaners                                    | 358.0      | 2,259.0    | 2,617.0                         | Toilet tissue                             | 2,655.0  | 1,246.2    | 3,901.2                         |
| Home dry cleaners                                 | 209.0      | 65.8       | 274.8                           | Misc.                                     | 6,753.0  | 1,398.6    | 8,151.6                         |
| Shoe polish                                       | 1,206.0    | 2,662.2    | 3,868.2                         | HOUSEHOLD, GENERAL                        | 7,638.0  | 12,569.1   | 20,207.1<br>(+ 2.4%)            |
| Misc. cleaners                                    | 1,235.0    | 2,924.9    | 4,159.9                         | Brooms, brushes, mops                     | 229.0    | 450.3      | 679.3                           |
| HOUSEHOLD EQUIPMENT—<br>APPLIANCES                | 8,080.0    | 15,651.6   | 23,731.6<br>(+38.2%)            | China, glassware, crockery,<br>containers | 1,247.0  | 789.0      | 2,036.0                         |
| HOUSEHOLD FURNISHINGS                             | 2,628.0    | 2,874.1    | 5,502.1<br>(-24.8%)             | Disinfectants, deodorizers                | 1,332.0  | 5,577.5    | 6,909.5                         |
| Beds, mattresses, springs                         | 1,041.0    | 102.2      | 1,143.2                         | Fuels (heating, etc.)                     | 821.0    | 10.7       | 831.7                           |
| Furniture & other<br>furnishings                  | 1,587.0    | 2,771.9    | 4,358.9                         | Insecticides, rodenticides                | 2,224.0  | 2,178.6    | 4,402.6                         |
|                                                   |            |            |                                 | Kitchen utensils                          | 701.0    | 1,089.7    | 1,790.7                         |
|                                                   |            |            |                                 | Misc.                                     | 1,084.0  | 2,473.3    | 3,557.3                         |
|                                                   |            |            |                                 | NOTIONS                                   | 168.0    | 702.8      | 870.8<br>(- 1.4%)               |

## New wrinkle hidere to get big television push



A new wrinkle in the cosmetics industry is a facial lotion that hides wrinkles. To get their product quickly into make-up kits and in an attempt to secure a lead in sales, competing firms are devoting increased funds to TV advertising.

Three cosmetic companies, Coty Inc., Helene Curtis Industries Inc. and Hazel Bishop Inc., are leading the introductory parade while other companies such as Revlon and Max Factor are expected to follow.

Coty's product is Line Away for which it has begun a spot TV campaign, spending at the rate of at least \$1 million a year. Helene Curtis's Magic Secret has budgeted its entire advertising effort (\$3.8 million) for television—spot and network. Hazel Bishop's product is Sudden Change for which advertis-

ing, just being planned, already contains immediate outlays for TV.

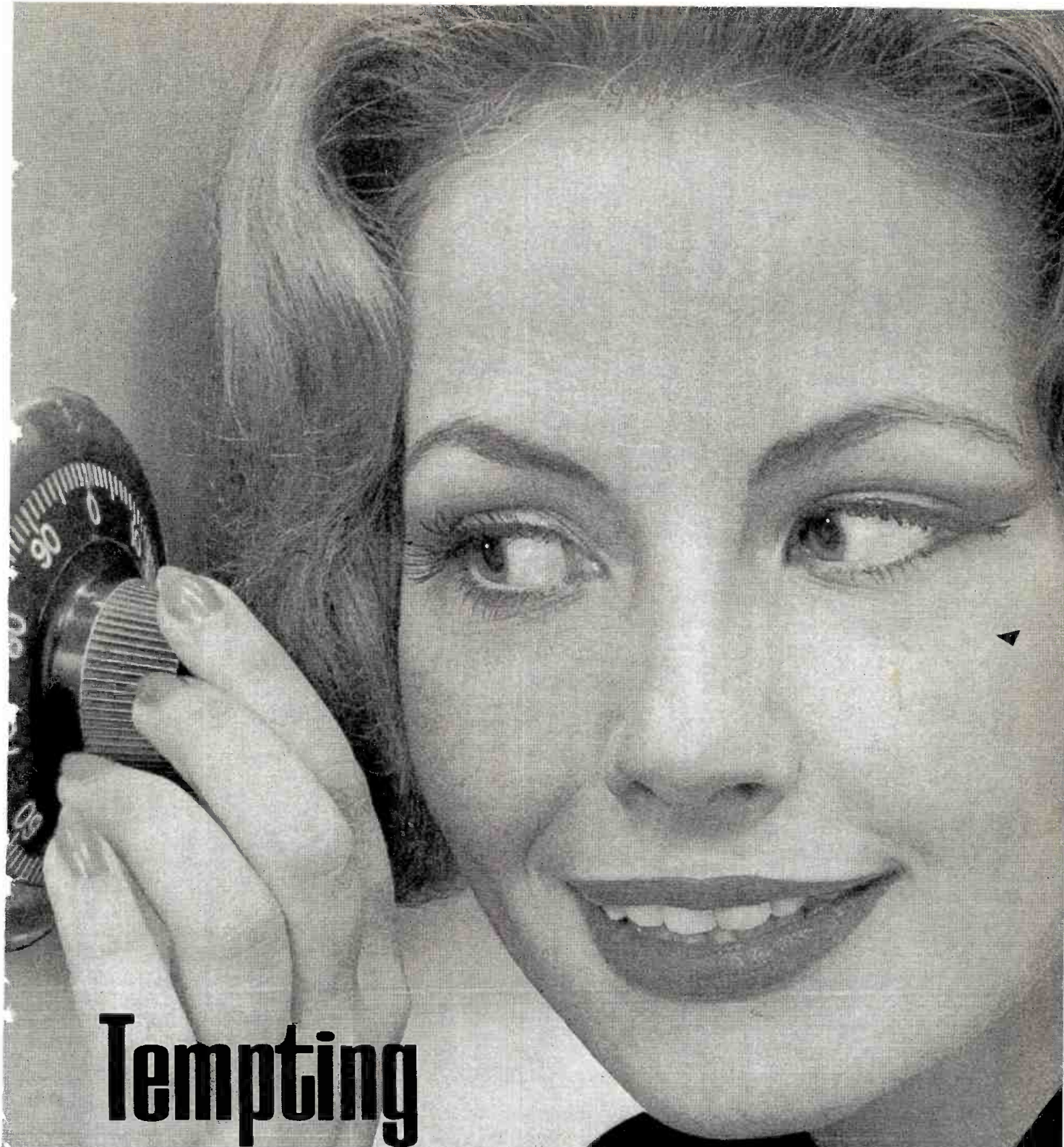
The Coty commercial went on the air last week. The commercial is one minute long and taped at Videotape Center in New York. It is a demonstration showing the effects on a model's face of Line Away in only three minutes. The tape house was able to condense the three-minute time lapse to one minute (see pictures).

Coty's William F. Siegel, vice president, advertising and public relations, said the company was watching the market closely and at the present has been spending at the rate of \$1 million a year on spot TV. The campaign covers the major markets for a "66% unduplicated audience." Agency is West, Weir and Bartel, New York.

Helene Curtis Industries, Chicago, has participations in a group of NBC-TV shows both daytime and prime evening, and also a spot schedule in the major markets.

Hazel Bishop, Union, N. J., for Sudden Change has network participations, is sponsoring the opening of the New York State Theater in a telecast on WCBS-TV New York and is sponsoring a two-hour film show on tennis that was to be seen on KTLA(TV) Los Angeles yesterday (April 19) and will be shown via syndication on other stations.

The Hazel Bishop firm indicated this was but the beginning of its TV buys for its new product. A firm advertising budget has not been set because demand for the product already has exceeded the supply. Agency is Daniel & Charles, New York.



# Tempting Totals

You don't have to rob a bank to strike it rich. Just take a peek at North Carolina's Golden Triangle Market. Total retail sales, over \$1 Billion. Total consumer income, over \$1½ Billion. Total population, over 1,360,000. So, it adds up to good sales sense to buy WSJS Television.

North Carolina's  
Golden  
Triangle

NO. 1 MARKET IN THE NO. 12 STATE

**WSJS**  
TELEVISION 

WINSTON-SALEM / GREENSBORO / HIGH POINT

Represented by Peters, Griffin, Woodward.

|                                                       | Spot TV  | Network TV | Total TV;<br>change from<br>'62 |
|-------------------------------------------------------|----------|------------|---------------------------------|
| PET PRODUCTS                                          | 11,439.0 | 12,142.6   | 23,581.6<br>(+12.8%)            |
| PUBLICATIONS                                          | 2,316.0  | 933.1      | 3,249.1<br>(- 5.0%)             |
| SPORTING GOODS, BICYCLES,<br>TOYS                     | 10,902.0 | 9,599.8    | 20,501.8<br>(- 9.9%)            |
| Bicycles & supplies                                   | 211.0    | 123.7      | 334.7                           |
| Toys & games                                          | 10,355.0 | 8,986.1    | 19,341.1                        |
| Misc.                                                 | 336.0    | 490.0      | 826.0                           |
| STATIONERY, OFFICE EQUIPMENT                          | 892.0    | 2,711.2    | 3,603.2<br>(+69.3%)             |
| TELEVISION, RADIO, PHONOGRAPH,<br>MUSICAL INSTRUMENTS | 781.0    | 4,594.5    | 5,375.5<br>(- 9.8%)             |
| Radio & television sets                               | 565.0    | 2,278.0    | 2,843.0                         |
| Records                                               | 189.0    | 207.0      | 396.0                           |
| Misc.                                                 | 27.0     | 2,109.5    | 2,136.5                         |
| TOBACCO PRODUCTS & SUPPLIES                           | 38,837.0 | 95,456.3   | 134,293.3<br>(+13.2%)           |
| Cigarettes                                            | 34,599.0 | 85,143.4   | 119,742.4                       |
| Cigars pipe tobacco                                   | 3,742.0  | 10,212.0   | 13,954.0                        |
| Misc.                                                 | 496.0    | 100.9      | 596.9                           |
| TRANSPORTATION & TRAVEL                               | 12,550.0 | 2,342.5    | 14,892.5<br>(+88.1%)            |

|                                   | Spot TV     | Network TV  | Total TV;<br>change from<br>'62 |
|-----------------------------------|-------------|-------------|---------------------------------|
| Air                               | 8,438.0     | 967.7       | 9,405.7                         |
| Bus                               | 2,110.0     | .....       | 2,110.0                         |
| Rail                              | 1,087.0     | .....       | 1,087.0                         |
| Misc.                             | 915.0       | 1,374.8     | 2,289.8                         |
| WATCHES, JEWELRY, CAMERAS         | 4,070.0     | 12,555.2    | 16,625.2<br>(- 9.4%)            |
| Cameras, accessories,<br>supplies | 1,146.0     | 7,526.1     | 8,672.1                         |
| Clocks & watches                  | 39.0        | 1,949.5     | 1,988.5                         |
| Jewelry                           | 62.0        | .....       | 62.0                            |
| Pens & pencils                    | 2,660.0     | 1,746.3     | 4,406.3                         |
| Misc.                             | 163.0       | 1,333.3     | 1,496.3                         |
| MISCELLANEOUS                     | 8,531.0     | 3,938.3     | 12,469.3<br>(+ 9.2%)            |
| Trading stamps                    | 883.0       | 1,628.8     | 2,511.8                         |
| Misc. products                    | 2,778.0     | 2,280.7     | 5,058.7                         |
| Misc. stores                      | 4,870.0     | 28.8        | 4,898.8                         |
| TOTAL                             | \$871,063.0 | \$832,736.8 | \$1,703,799.8<br>(+12.1%)       |

All dollar figures are gross time cost only; no production costs are included.

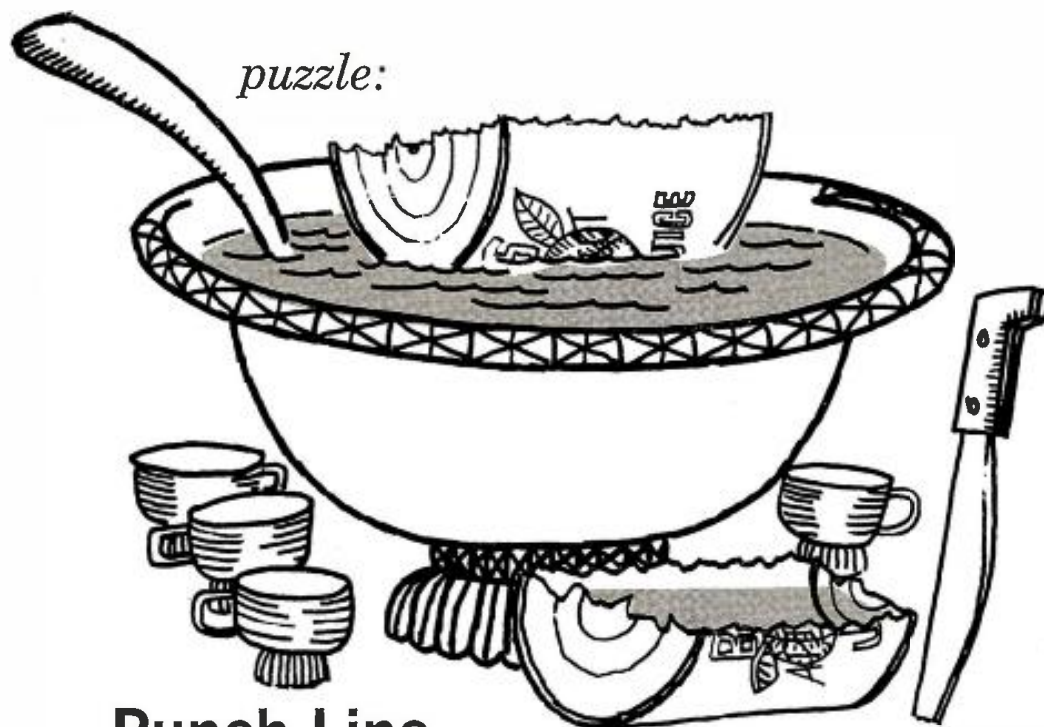
Sources are LNA-BAR and N. C. Rorabaugh, and utilize TvB classifications and definitions for both network and spot.

#### TOP 100 TV ADVERTISERS 1963

|                              | TOTAL<br>TV   | SPOT<br>TV   | NETWORK<br>TV |                                        | TOTAL<br>TV | SPOT<br>TV | NETWORK<br>TV |
|------------------------------|---------------|--------------|---------------|----------------------------------------|-------------|------------|---------------|
| 1. Procter & Gamble          | \$130,449,160 | \$70,578,060 | \$59,871,100  | 53. Richardson-Merrill                 | 6,471,410   | 3,549,610  | 2,921,800     |
| 2. Colgate-Palmolive         | 51,784,170    | 27,708,170   | 24,076,000    | 54. General Motors, dealers            | 6,390,810   | 6,390,810  | .....         |
| 3. American Home Prods.      | 51,460,610    | 15,309,210   | 36,151,400    | 55. Purex Corp.                        | 6,303,340   | 2,280,740  | 4,022,600     |
| 4. Bristol-Myers             | 51,093,390    | 19,956,290   | 31,137,100    | 56. Food Mfgs. Inc.                    | 6,183,580   | 6,147,280  | 36,300        |
| 5. General Foods             | 50,439,780    | 29,296,780   | 21,143,000    | 57. Simoniz Co.                        | 6,105,620   | 4,659,320  | 1,446,300     |
| 6. Lever Brothers            | 46,992,020    | 21,790,820   | 25,201,200    | 58. Consolidated Cigar                 | 6,040,830   | 804,330    | 5,236,500     |
| 7. R. J. Reynolds Tobacco    | 30,514,070    | 6,004,270    | 24,509,800    | 59. Borden                             | 5,984,290   | 2,318,490  | 3,665,800     |
| 8. Alberto Culver            | 30,448,980    | 14,434,580   | 16,014,400    | 60. Avon Products                      | 5,925,870   | 5,925,870  | .....         |
| 9. General Mills             | 29,423,250    | 15,462,850   | 13,960,400    | *61. American Cyanamid                 | 5,884,380   | 1,059,980  | 4,824,400     |
| 10. General Motors           | 27,757,640    | 1,438,340    | 26,319,300    | 62. Falstaff Brewing                   | 5,844,090   | 2,651,490  | 3,192,600     |
| 11. Gillette                 | 23,675,990    | 6,022,990    | 17,653,000    | 63. Quaker Oats                        | 5,821,180   | 1,958,180  | 3,863,000     |
| 12. Kellogg                  | 21,043,970    | 9,481,370    | 11,562,600    | 64. Distillers Corp.,<br>Seagrams Ltd. | 5,764,260   | 847,460    | 4,916,800     |
| 13. Coca-Cola/bottlers       | 20,990,080    | 15,220,080   | 5,770,000     | 65. Andrew Jergens                     | 5,595,950   | 2,858,550  | 2,737,400     |
| 14. Philip Morris            | 20,249,060    | 5,993,660    | 14,255,400    | 66. Eastman Kodak                      | 5,593,570   | 1,982,970  | 3,610,600     |
| 15. Miles-Labs.              | 19,644,560    | 6,967,960    | 12,676,600    | 67. Pabst Brewing                      | 5,574,610   | 5,400,710  | 173,900       |
| 16. American Tobacco         | 19,602,800    | 5,924,400    | 13,678,400    | 68. Carnation Co.                      | 5,386,490   | 1,192,190  | 4,194,300     |
| 17. P. Lorillard             | 19,427,890    | 6,876,190    | 12,551,700    | 69. Sears Roebuck                      | 5,380,560   | 3,246,860  | 2,133,700     |
| 18. Warner-Lambert Pharm.    | 18,832,130    | 11,320,230   | 7,511,900     | 70. Drackett Co.                       | 5,336,340   | 125,240    | 5,211,100     |
| 19. Liggett & Myers          | 18,577,750    | 7,188,050    | 11,389,700    | 71. Kimberly-Clark                     | 5,273,870   | 2,896,170  | 2,377,700     |
| 20. William Wrigley          | 18,033,390    | 17,252,890   | 780,500       | 72. Mattel                             | 5,251,090   | 898,290    | 4,352,800     |
| 21. Campbell Soup            | 17,861,340    | 7,702,840    | 10,158,500    | 73. Frito-Lay                          | 5,239,220   | 2,539,320  | 2,699,900     |
| 22. Brown & Williamson       | 16,951,060    | 4,082,760    | 12,868,300    | 74. Noxzema Chemical                   | 5,034,400   | 1,292,200  | 3,742,200     |
| 23. Sterling Drug            | 15,977,940    | 2,681,440    | 13,296,500    | 75. Revlon                             | 4,863,870   | 1,481,470  | 3,382,400     |
| 24. National Biscuit         | 14,019,300    | 4,974,900    | 9,044,400     | 76. Socony Mobil Oil                   | 4,851,760   | 3,375,860  | 1,475,900     |
| 25. Ford Motor               | 13,172,830    | 1,397,030    | 11,775,800    | *77. Shulton                           | 4,831,560   | 2,171,460  | 2,660,100     |
| 26. Ralston Purina           | 12,689,480    | 6,207,580    | 6,481,900     | *78. American Motors                   | 4,771,650   | 3,182,350  | 1,589,300     |
| 27. Corn Products            | 11,839,390    | 5,605,090    | 6,234,300     | 79. H. J. Heinz                        | 4,762,990   | 1,597,190  | 3,165,800     |
| 28. Block Drug               | 11,491,670    | 585,670      | 10,906,000    | 80. Lehn & Fink                        | 4,749,880   | 431,180    | 4,318,700     |
| 29. National Dairy Prods.    | 11,379,230    | 2,710,230    | 8,669,000     | *81. Sunbeam                           | 4,730,080   | 353,980    | 4,376,100     |
| 30. J. B. Williams           | 10,925,590    | 494,690      | 10,430,900    | 82. Canadian Breweries                 | 4,592,510   | 4,502,910  | 89,600        |
| 31. Pepsi Cola/bottlers      | 10,332,510    | 7,865,810    | 2,466,700     | 83. Kaiser Industries                  | 4,463,230   | 631,730    | 3,831,500     |
| 32. Chesebrough-Pond's       | 10,086,810    | 4,077,010    | 6,009,800     | 84. Reynolds Metals                    | 4,370,030   | 40,730     | 4,329,300     |
| 33. S. C. Johnson & Son      | 9,966,860     | 532,860      | 9,434,000     | 85. Armstrong Cork                     | 4,293,400   | 98,900     | 4,194,500     |
| 34. Chrysler Corp.           | 9,732,330     | 2,489,230    | 7,243,100     | 86. U. S. Borax & Chemical             | 4,198,080   | 2,474,280  | 1,723,800     |
| 35. Joseph E. Schlitz        | 9,635,730     | 7,451,730    | 2,184,000     | 87. Norwich Pharmacal                  | 4,063,400   | 726,600    | 3,336,800     |
| 36. International Latex      | 9,609,030     | 7,912,130    | 1,696,900     | 88. R. T. French                       | 4,057,380   | 1,386,180  | 2,671,200     |
| 37. Pillsbury                | 9,386,190     | 2,252,990    | 7,133,200     | 89. Prudential Ins. Co.                | 4,047,900   | **         | 4,047,900     |
| *38. Menley & James Labs.    | 8,981,360     | 4,752,160    | 4,229,200     | 90. Charles Pfizer & Co.               | 4,040,840   | 337,540    | 3,703,300     |
| 39. Standard Brands          | 8,457,740     | 7,092,340    | 1,365,400     | *91. General Cigar                     | 3,987,090   | 472,590    | 3,514,500     |
| 40. Shell Oil                | 8,352,760     | 7,040,660    | 1,312,100     | 92. Beecham Products                   | 3,878,310   | 1,223,310  | 2,655,000     |
| 41. Carter Products          | 8,135,200     | 5,389,800    | 2,745,400     | 93. Chrysler Corp., dealers            | 3,814,690   | 3,814,690  | .....         |
| 42. Beech-Nut Life Savers    | 7,996,890     | 5,418,190    | 2,578,700     | *94. Royal Crown Cola/bottlers         | 3,764,580   | 3,764,580  | .....         |
| 43. Armour & Co.             | 7,900,640     | 1,544,240    | 6,356,400     | 95. Goodyear Tire & Rubber             | 3,684,210   | 320,310    | 3,363,900     |
| 44. E. I. duPont de Nemours  | 7,894,340     | 1,362,440    | 6,531,900     | 96. Radio Corp. of America             | 3,634,560   | 96,760     | 3,537,800     |
| 45. Johnson & Johnson        | 7,418,170     | 1,552,670    | 5,865,500     | 97. Union Carbide                      | 3,506,940   | 1,055,640  | 2,451,300     |
| 46. General Electric         | 7,377,660     | 1,679,160    | 5,698,500     | 98. Theo. Hamm Brewing                 | 3,436,420   | 3,206,920  | 229,500       |
| 47. Continental Baking       | 7,366,460     | 7,069,960    | 296,500       | 99. Seven Up                           | 3,425,910   | 1,544,710  | 1,229,200     |
| 48. Ford Motor, dealers      | 7,330,330     | 7,330,330    | .....         | *100. Green Giant                      | 3,408,810   | 2,108,310  | 1,300,500     |
| 49. Helene Curtis Industries | 7,232,190     | 4,251,990    | 2,980,200     |                                        |             |            |               |
| 50. Scott Paper              | 6,767,780     | 2,876,980    | 3,890,800     |                                        |             |            |               |
| 51. Anheuser-Busch           | 6,728,970     | 6,728,970    | .....         |                                        |             |            |               |
| 52. Nestle Co.               | 6,723,800     | 1,034,400    | 5,689,400     |                                        |             |            |               |

\*New to top 100

\*\*Less than \$20,000



## Punch Line

When the Promotion Dept. of WMAL-TV decided to throw a party for assorted Cherry Blossom Festival Princesses, some nonalcoholic potables were served. A frenzied search through the archives finally yielded an ancient "receipt" for a punchless pink punch served at one of Mrs. Coolidge's teas. Harassed secretaries were dispatched to find cinnamon sticks, vanilla beans, grenadine and sundry exotic fruit juices.

Virginia Hinkle took charge; offerings went into the bowl; production gurgled toward a climax. "Fourteen ounces of apricot juice," intoned Virginia. "This can has one pint, 12 ounces," announced the apricot nectar bearer. "How much is that?" "That's 28 ounces. Pour in exactly half." "We don't have a measuring cup. How can I measure exactly half?" "It's a perfectly cylindrical can," answered Virginia undaunted. "You don't need a measuring cup to divide it."

How did Virginia propose to divide the can precisely in half without the use of any other measuring device? Address answers to: Puzzle #102, WMAL-TV, Washington, D.C. 20008

*Precise measurement of media effectiveness in the Washington area is best obtained pragmatically. Place clients in prime-time minutes on WMAL-TV's popular "News 7" (6-7 p.m., Mon-Fri) and the follow-up "Comedy Hour." Tot up results. See? We told you. Check Harrington, Righter and Parsons, Inc. for details.*

**wmal-tv** 

Evening Star Broadcasting Company WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.

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



SEE THE  
WORLD'S FAIR AND  
WASHINGTON, D.C., TOO

# THAT BRINKLEY TOUCH

## ON POVERTY:

"With President Johnson's new war on poverty, a committee under direction of Sargent Shriver has been set up to work on the problem. It has now got its telephones set up in a building downtown. Today, when their phones were dialed, a girl answered and said: 'Poverty.'"

## ON SPENDING:

*"All Americans who work for a living have been given a new patriotic duty, and it is to spend money."*

*"The first pay checks showing the new, lower tax rates were handed out today. And President Johnson has put it forward that the least a responsible citizen can do is take the extra money and get out there and spend it."*

*"Thrift used to be called a basic American virtue. Our folklore is full of it, from Horatio Alger to Benjamin Franklin to aging millionaires fond of telling and re-telling how they got started by working hard and saving their money. Now, the new American virtue is to spend the money. The idea, of course, is to spend money and stimulate business and create jobs, which is a good idea, no doubt."*

*"And the implication now is that anyone who gets the extra money and doesn't spend it is somehow slightly subversive. Well, that is a major change in the Basic American Ethic; it has been sprung on us rather abruptly; and it is good that neither Benjamin Franklin nor Horatio Alger is alive to see it."*

## ON SEGREGATION:

"The House has spent nine days talking about civil rights, and voting for or against the bill's various sections, clauses and amendments. Some of the debate has sounded like the conversation around a cast iron stove in a country store, but most of it has been responsible and to-the-point."

"When they were talking about the public accommodations section—the one requiring all stores and restaurants to serve anyone who walks in—an amendment was of-



fered. It would have made the law apply only to business places on interstate highways, and not to those serving neighborhood trade, or those in small towns.

"That caused Representative Udall of Arizona to compose, and recite on the House floor, a little poem, for the edification of the Congress. It went like this:

In Mississippi or Wisconsin  
You can dine with Howard Johnson;  
But if you're on a country mission  
You can count on malnutrition."

## ON ZONING:

"The Russian Embassy in Washington is in an old mansion on Sixteenth Street, that was built as a residence for George Pullman, of the sleeping car fortune. It was bought from him by the Czarist Government, later turned over to the Communist Government, and is still in use. The decor inside is Early Robber Baron Baroque—red velvet, gilded stairways, fat angels painted on the ceilings, and the air is like the air in an old Pullman car. It's over-crowded, and the Russians want more room, so they went out roaming around Chevy Chase, with a real estate agent, looking for land. Chevy Chase is an upper-middle-class suburb right on the city line. It's the oldest

suburb in the United States, settled, prosperous, old houses and big trees, and tends to like things the way they are. There, the Russians found an estate called Bonnie Brae, owned by the heir to a department store fortune, and up for sale. They bought it, on condition the zoning board would approve a new embassy building there, modern in style. The Chevy Chase Citizens Association erupted in outrage. But the zoning board, under pressure from the State Department and the White House, voted to allow the new Embassy, built in place of the house now standing.

"The Federal Government favored it because it wants a new Embassy in Moscow, and thought this might help get it. But the Citizens Association went to court.

"Now, the court has overruled the zoning board. It found two board members were Government employees, hardly able to resist White House and State Department pressure, so it declared their zoning order null and void.

"So, the Union of Soviet Socialist Republics, population 223 million, area eight and a half million square miles, has been defeated by the Chevy Chase Citizens Association."

## ON SEN. SMITH:

*"The best known products from Skowhegan, Maine, are textiles, paper, and Senator Margaret Chase Smith. She used to be a telephone operator there, back in the days when they said, 'Number please.'"*

*"Her husband went into politics, ran for office 48 times, got elected 48 times. When he died, Mrs. Smith went into politics and she's never lost an election either. She went first to the House, and then to the Senate."*

*"Now, for some time, she's been going on about running for President, but keeping her decision to herself. Today, at the Women's—not the men's—the Women's National Press Club, she announced her decision: she will run."*

*"She did not offer a long, dull and wordy list of programs and policies as candidates usually do, saying only that she will run on her record. Her record includes that of being the first*

**This is the sort of news broadcasting that has made David Brinkley one of the two most celebrated correspondents in the history of electronic journalism. See**

Senator to speak out against McCarthy, support of civil rights bills, support of the Taft-Hartley act, and a vote against the nuclear testing treaty. She calls herself, as most politicians do, a moderate middle-of-the-roader.

"If everyone is in the middle of the road who says he is, it must be getting pretty crowded."

### ON UNIFICATION:

"Washington frequently is horrified, or entertained, or both, with stories about the Armed Forces spending X million dollars because the Army, Navy, Air Force and the Marines can't get together and agree on one kind of black necktie, or white sock, or shirt button, or something like that. And it is true they all buy their own clothes, slightly different in many cases, and the cost is great.

"Well, in December, 1961, Secretary McNamara said there certainly was one thing they could all agree on and save a lot of money, and that was belt buckles. Now, more than three years later, we are indebted to the Army-Navy-Air Force Journal and Register for the information that it didn't work. Or hasn't worked yet, and that they're still buying four different belt buckles.

"Nobody knows exactly what that costs, but it certainly costs a lot, because in the Pentagon, everything does. The Journal and Register concludes it is not yet certain which will happen first—landing a man on the moon, or settling on a military belt buckle."

### ON WEATHER:

"Every time it snows here, Washington is, perhaps undeservedly, held up to national scorn and ridicule for excited and irrational behavior, sometimes bordering on a city-wide panic.

"The trouble is that people persist in believing this is the south, where it doesn't snow. But it snows every winter, and every time it does, it is seen as a great surprise and something of a dirty trick.

"And there are scenes of human suffering—stuck cars, dead batteries, pile-ups on slippery hills, hoarse shouts and curses—the Government is let out early, so they can get

snailed in traffic at 3 p.m. instead of 5 p.m.

"Well, it snowed yesterday, last night and today, and it's still falling, the second big snow of this winter. And there were some small, faint signs the town was getting used to it.

"Traffic was snarled, but it did move, and government employees who thought they might get out early, didn't. The White House decided government offices could stay open until the usual time, and all that happened was that the traffic jam came late instead of early."

### ON CIVIL RIGHTS:

"The House is voting tonight on the civil rights bill, the most comprehensive bill since the days after the Civil War. It's been debating and voting on sections of it for nine days, and it is clear now it will pass the House. No one knows what will happen to it in the Senate, nor when.

"Here, briefly, is what it does:

- Sets up new court procedures to help Negroes to register and vote.
- Requires nearly all public places to serve anyone, regardless of color.
- Allows the Government to go into court and sue for integrated schools, parks and other public places.
- Allows the President to hold back Federal money from any program that discriminates by race.
- And makes it illegal for employers or labor unions to deny jobs or membership because of race.

"If all that gets through the Senate intact, Congress may never see another civil rights bill, because there will be nothing left to pass a bill about. Otherwise in Congress, President Johnson sent a message asking passage of a bill to pay for hospital and nursing home care for older people, financed through Social Security, sometimes called Medicare."

### ON TOURISTS:

"The U. S. Travel Service has the job of inducing tourists from other countries to visit the United States, partly because they bring money, and partly because it is generally thought to be a nice thing to do. Congress seems not to care much,

because it appropriated very little for money for the Service last year, and this year even less.

"Anyway, the Travel Service is still going, and it does seem to have drummed up some business for the transportation companies, hotels, restaurants and the post card racks. Now it says today the thing foreign visitors like most is to be invited into American houses.

"And once they're inside, it says, they most want to see the kitchen machines and gadgets, so it urges Americans entertaining foreigners to be sure to take them into the kitchen.

"It also says to be careful with jokes, because they may not think they're funny. To get them singing around the piano if you can, or, if you can't, take them out to see a supermarket, or a drive-in hamburger stand."

### ON MARRIAGE:

"Finally, a report from the Negev desert, in Israel.

"A Bedouin tribesman traded off his daughter in marriage in exchange for a fourth wife for himself. His sons were furious, because they intended to trade her for wives for themselves.

"Now if they want wives, they will have to pay bride money. That used to be ten dollars. But now it's one hundred. We don't know why, unless it's supply and demand.

"Anyway, they're so furious they've moved out of their father's tent. And our correspondent reports difficulties like this are causing many young Arabs to turn Communist."



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

**him and Chet Huntley every Monday through Friday on The Huntley-Brinkley Report, year after year the nation's most watched and honored news program.**

# A Metro Radio Sales man takes more of your time

He has the markets buyers want. He knows his station and his proposals show it. They are fully researched and tailored to a specific account. He usually gets more time, air time, from mediemen for these selected stations in these major markets. WNEW, NEW YORK; KLAC, LOS ANGELES; WIP, PHILADELPHIA; WHK, CLEVELAND; WCBM, BALTIMORE; KMBC, KANSAS CITY; WDRC, HARTFORD.

## Metro Radio Sales

H.D. "BUD" NEUWIRTH, VICE PRESIDENT AND DIRECTOR

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

## AAAA set for 46th annual meet

Results of study on what consumers think about advertising to be highlight of three-day session

Consumer attitudes, creativity, agency management, markets and marketing top the agenda for this week's 46th annual meeting of the American Association of Advertising Agencies.

More than 700 AAAA members and guests are expected to attend the sessions, to be held Thursday through Saturday at The Greenbrier, White Sulphur Springs, W. Va. The convention will be preceded by the annual meeting of AAAA region and council governors on Wednesday.

A selection of "TV Commercial Pace-makers of 1963-64" will be shown as a sidelight feature of the three-day meeting. The commercials were selected and will be introduced by Edward H. Mahoney of Fuller & Smith & Ross, New York, a member of the AAAA special broadcast policy committee.

The convention will open with an executive session for AAAA members on Thursday morning, with media and advertiser guests joining the agency men at luncheon and in subsequent sessions. The luncheon will honor the Audit Bureau of Circulations on its 50th anniversary.

Results of a new AAAA study of "Consumer Judgment of Advertising" will occupy the Thursday afternoon session, presided over by Alfred J. Seaman of Sullivan, Stauffer, Colwell & Bayles, New York, chairman of the AAAA committee on improving advertising.

After the findings are presented and evaluated by a four-man team of agency and independent experts, the creative significance of the research will be analyzed by Robert T. Colwell of J. Walter Thompson Co., and William Bernbach of Doyle Dane Bernbach, both of New York.

Donald L. Kanter of Tatham-Laird, Chicago, and William M. Weilbacher of C. J. La Roche & Co., New York, chairman and vice chairman of the AAAA research committee, will join Walter Barlow of Opinion Research Corp., Princeton, N. J., and Professor Raymond A. Bauer of the Harvard Graduate School of Business Administration in making the original presentation of the study's findings.

The Friday session will include talks on "Managing a Creative Business" by Charles P. Bowen Jr. of the management consultant firm of Booz, Allen & Hamilton, New York; "Science in Marketing at Home and Abroad," by Dr. Wendell R. Smith of the Marketing Science Institute, Philadelphia; "Develop-

ing Future Management" by Robert Ross of Leo Burnett Co., Chicago; "Types and the Creativity of Copywriters," based on a pilot survey of creative people in AAAA agencies, by Dr. Morris I. Stein of the Research Center for Human Relations at New York University, and "Art in Advertising" by Steve Frankfurt of Young & Rubicam, New York.

On the Saturday agenda are an appraisal of the product-conflict problem for agencies by Albert Brown, advisor to the Best Foods division of Corn Products Co., New York; an examination of the creative process by David Bernstein of McCann-Erickson Advertising Ltd., London; a look at the markets and consumers of the future by Gerard Piel of *Scientific American* and a report by the retiring AAAA chairman, Arthur E. Tatham of Tatham-Laird, Chicago.

## Census updates top metro area statistics

The Washington area is the fastest-growing of the top 15 population centers in the U. S., the Department of Commerce's Census Bureau reported last week, with a growth rate of 8% since April 1, 1960. The figures were based on populations as of July 1, 1962.

Following Washington, the 9th largest U. S. metropolitan area, were Los Angeles-Long Beach with a growth of 5.2% and San Francisco-Oakland with 4.4%, the report said.

Combined statistics for the 15 areas indicate that their outlying counties grew about three times as fast as their "central parts" during the period.

The areas ranked by size:

|                        | Population<br>(July 1,<br>1962)<br>(000) | Percent<br>net change<br>(since<br>April 1,<br>1960) |
|------------------------|------------------------------------------|------------------------------------------------------|
| New York               | 11,047                                   | +3.3                                                 |
| Chicago                | 6,356                                    | +2.2                                                 |
| Los Angeles-Long Beach | 6,353                                    | +5.2                                                 |
| Philadelphia           | 4,460                                    | +2.7                                                 |
| Detroit                | 3,783                                    | +0.6                                                 |
| Boston                 | 3,152                                    | +1.4                                                 |
| San Francisco-Oakland  | 2,766                                    | +4.4                                                 |
| Pittsburgh             | 2,357                                    | -2.0                                                 |
| Washington             | 2,148                                    | +8.0                                                 |
| St. Louis              | 2,132                                    | +1.3                                                 |
| Cleveland              | 1,924                                    | +0.8                                                 |
| Baltimore              | 1,760                                    | +1.9                                                 |
| Newark, N. J.          | 1,735                                    | +2.7                                                 |
| Minneapolis-St. Paul   | 1,525                                    | +2.9                                                 |
| Buffalo                | 1,303                                    | -0.3                                                 |



### **Some of our best gag writers are vice-presidents.**

You see, some of WJR's programs are almost entirely written from anecdotes, stories, opinions, and humorous reminiscences sent in by listeners. Many of whom are rather impressive industrial magnates. (Not that our own writers are lazy. Just that our listeners are so clever.)

Of course, the bulk of our programming is created by our

own very capable staff. But even these programs are designed around our strong belief in Foreground Radio—the kind of radio adults really listen to and participate in.

The kind of radio that gets commercials listened to, as well. And acted on.

Henry I. Christal represents us.

**WJR**  
760 KC 50,000 WATTS  
**DETROIT**

# CBS views cigarette issue

## Collins, Cone, Ogilvy repeat views on situation

Opposing factions in the continuing controversy over cigarette advertising met head-on last week in a *CBS Reports* telecast on "Cigarettes: a Collision of Interests."

CBS newsmen questioned representatives of the broadcasting industry, tobacco industry, agencies, government and researchers in an examination of the cigarette problem which dealt principally with its effects on the program's own medium—television.

National Association of Broadcasters President LeRoy Collins, when asked if no cigarette advertising would represent "deep difficulty" for networks, replied, "I don't think so, materially."

"There may be some loss," he said, "but I think by and large it will be made up through the sale of commercial time for other commercial purposes. . . ."

He suggested that any economy loss would be "more than offset by a gain in integrity and a gain in the approval of this medium by a grateful nation."

**Agency Viewpoint** ■ Taking opposite stands on the part which agencies should—or should not—play in cigarette advertising were Fairfax Cone, chairman of the executive committee of Foote, Cone & Belding, and David Ogilvy, chairman, Ogilvy, Benson & Mather.

Mr. Ogilvy, who has previously stated that OB&M will not accept cigarette accounts, characterized American cigarette commercials as "disgraceful."

"They are intellectually dishonest," he asserted, "and the men who wrote them and who paid for them know it."

Mr. Cone said he didn't think advertising cigarettes per se is any more immoral than the advertising of anything else. The Federal Trade Commission proposals for cigarette health warnings, he said, are equivalent to forcing auto manufacturers to put a skull and crossbones on the windshield of every automobile they sell. Mr. Cone said he feels there is "very little advertising which is either deceitful or dangerous," and suggested that if the manufacture and sale of cigarettes is legal, then the advertising of them should be legal, too.

Mr. Ogilvy indicated that if he were asked to prepare an antismoking campaign it would show "admirable people who do not smoke" and perhaps some "miserable neurotic fellows" who do.

George Allen, Tobacco Institute president, participated in the program, though he took sharp exception to its "collision of interests" title.

"I object strenuously to this sort of either/or, even good guys and bad guys presentation," he said. "Its premise is

that the tobacco industry, people in the tobacco industry, have no interest whatsoever in the health of the nation."

The CBS-TV show (April 15, 7:30-8:30 p.m.) was sponsored by U.S. Rubber and Polaroid through Doyle Dane Bernbach and Kiwi shoe polish through West, Weir & Bartel.

Travelers Insurance, a regular two-thirds sponsor of *CBS Reports* through Young & Rubicam, did not carry commercials in the program. John Smith, executive on the Travelers account at Y & R, said the insurance company's absence from the cigarette advertising report had nothing to do with the editorial content of the program, but was principally a budgetary measure.

## AFA-AAW commission prepares ad code

A national code for advertising may soon become a practical reality in place of a pious hope. Members of the joint commission of the Advertising Federation of America and the Advertising Association of the West were told this April 10, when they met in San Francisco.

The code is being prepared under the direction of Vernon A. Libby, San Francisco Better Business Bureau, and Charles Farran, Griswold-Eshleman Co., Cleveland agency, co-chairmen of the AFA-AAW national advertising improvement committee. Mr. Libby told the commission that the committee hopes to complete its work in time to submit the code to the annual conventions of the two organizations. AFA is to meet June 6-10 in St. Louis; AAW, July 5-8, at Sun Valley, Idaho.

The national advertising recognition program for 1965, which will be directed by AAW, was discussed at length by the commission. It decided to recommend that the program start with an Advertising Week and be continued through the entire year. The commission also agreed that the program should not be limited to advertisements on the air and in print. It should, they agreed, include talks by advertising men before schools, clubs and other groups to whom the story of advertising and its role in a free enterprise economy can profitably be presented.

The joint commission agreed that two years of operation had proved the value of a unified approach to national advertising problems. The group recommended that such a commission should be established on a permanent basis.

## Agency appointments . . .

■ Columbia Pictures Corp. last week moved its \$1 million advertising account from Monroe Greenthal to Charles

## Unified effort only answer on advertising—Bell

Broadcasters are fighting a rear guard action trying to stem unacceptable copy and claims on the air, Howard Bell, National Association of Broadcasters code director, told the Poor Richard Club in Philadelphia last week. He urged all media and advertisers to get together in one common intermedia set of principles on acceptable advertising.

"The fact is," he said, "that ad campaigns are frequently developed for several different media simultaneously. When copy unacceptable under our standards is acceptable in other media, our job is all the tougher. High advertising standards cannot be created in a vacuum. . . ."

One of the problems that points up this situation, Mr. Bell said later, is the recent Kent cigarette campaign, which used similar claims in radio, TV, newspapers and magazines, but which troubles the broad-

casters' code authorities. Kent's copy line is that there is no medical evidence that any other cigarette is superior to Kent. This leaves an inference, Mr. Bell said, that Kents are less harmful than other cigarettes.

It would have been foolish, the code director noted, to have banned the Kent claim when the questioned copy would have appeared in newspapers and magazines.

"The truth of the matter is," Mr. Bell said to the Philadelphia group, "that we have been going it alone in the world of mass advertising. No other medium has a comparable program of self-discipline. And the advertising industry—despite its justifiable pronouncements about professionalism—has yet to establish any machinery for self-discipline, especially in the important areas of taste, claims and content in general. . . ."



## Viewers Sent Us \$10,000 For This!



**L**AST September, our inimitable "Party Line" program on WDAY-TV passed its *tenth* birthday — a chatty and *fascinating* interview show, talent finder, sounding board, and good-cause backer throughout the Red River Valley.

Just before Christmas, we told our viewers about our printing the little 60-page booklet

above — recipes, poems, etc., excerpted from the program itself. *As a result, over 10,000 viewers actually sent us \$1 each for a copy!*

If you want to know more about this extraordinary, popular, *sales-minded* local-participation show, ask PGW!

# WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



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

Schlaifer & Co., both New York. Advertising plans include the use of radio and TV.

■ Kenyon & Eckhardt, Boston, named to handle Prince Macaroni Manufacturing Co., Lowell, Mass. Advertising plans for 1964 include saturation radio campaigns in major Prince markets, concentrated in the northeast portion of the U.S. and key areas of Florida, as part of a new \$1 million push.

## Regimen agency changes plea

Kastor Hilton Chesley Clifford & Atherton, New York agency which pleaded not guilty to New York State charges of violations in placement of advertising for Regimen "no-diet" reducing pills in 1960, last week changed that plea to guilty.

The advertising agency, however, was careful to say that the New York case was not to be confused with the federal charges pending against it in a U.S. district court. The federal indictment involves the preparation and placement of advertising for the same client (BROADCASTING, Feb. 3).

In a public statement Kastor Hilton reaffirmed its intent to "defend vigorously this federal test case. . ."

The agency said the reversal of its plea in the state action was its only alternative in view of a consent decree entered into by Drug Research Corp., manufacturer of Regimen, which withdrew the product from distribution and in view of the company's consent to a court order in which it was found that the drug was "misbranded and mislabeled."

Kastor Hilton pleaded guilty in the New York County Court of Special Sessions to 7 of the 134 violations with which it was originally charged. The agency statement asserted that under New York state law "mere placement" of misleading advertising for a client constitutes an agency's liability.

In the federal indictment, the agency, Drug Research Corp., its president, John Andreadis, and chief chemist, Saul Miklean, and a product testing company are charged with disseminating false clinical test results to various media, among them the three television networks. The indictment includes the charge that the defendants had reason to believe that the alleged clinical test results were false.

The federal case is not expected to reach trial before late summer. The 58-count government indictment involves advertising that was placed from about 1957 to 1960. Kastor Hilton resigned the Drug Research Corp. account in March 1961.

## Ford Mustang gets 3-network exposure

Ford Motor Co. kicked off its TV promotion of its new Mustang car with a rare simultaneous sponsorship of programs on all three networks last Thursday (April 16).

Ford, through J. Walter Thompson, placed nine minutes of advertising in the 9:30-10 p.m. EST segment on CBS-TV's *Perry Mason*, NBC-TV's *Hazel* and ABC-TV's *Jimmy Dean* show. An agency spokesman said the advertisements cost Ford about \$500,000 and

were seen in about 30 million homes.

The spokesman said Ford planned a follow-up TV campaign between April 16 and May 31 of 40 commercials on 22 prime-time programs on all three networks.

Alberto-Culver Co. is riding along with the heavy Ford advertising and publicity for the Mustang. A-C has allocated \$6 million of its own for a major sweepstake promotion to sell Command men's hair dressing and will give away 70 new Mustang cars.

The sweepstake will involve all of the firm's network TV shows and also calls for heavy spot TV and radio drives. Drive dates: April 27-July 7. Agency: J. Walter Thompson. Chicago.

## Business briefly . . .

**The Van Camp Sea Food Co.**, Long Beach, Calif., through Erwin Wasey, Ruthrauff & Ryan, Los Angeles, has purchased sponsorship in four Monday-Friday daytime programs on NBC-TV.

**The Plymouth Division of Chrysler Corp.**, Detroit, through N. W. Ayer & Son, New York, has purchased sponsorship next season in three NBC-TV programs: *The Virginian*, *The Alfred Hitchcock Hour* and *Wednesday Night at the Movies*.

**The Foster Grant Co.**, Leominster, Mass., through Tyndall Associates, New York, plans a heavy national radio campaign for the firm's line of sunglasses including sponsorship in NBC Radio's *Monitor* and spot radio in 80 major markets. The *Monitor* buys are scheduled for the Memorial Day and Fourth of July weekends, and the spot campaigns will run for six-week periods.

**The Westclox Division of General Time Corp.**, LaSalle, Ill., through Hicks & Greist, New York, has purchased sponsorship in three shows on NBC-TV and three on NBC Radio to introduce new clock. The TV sponsorships are: *Today* and *Tonight*, April 24, and *Sunday*, April 26. The radio shows: *News of the World*, *Emphasis* and *Monitor*, all April 22 and 26.

**Procter & Gamble**, Cincinnati, through Leo Burnett, Chicago, will sponsor CBS-TV's *Miss Universe Beauty Pageant*, Aug. 1, 10-11:30 p.m. EDT.

## Rep appointments . . .

■ KRBC-TV Abilene-San Angelo, Tex.: George P. Hollingbery, New York.

■ WENO Nashville, WGUS Augusta, Ga. and WYAM Birmingham, Ala.: Savalli/Gates, New York.

■ KPUB Pueblo, Colo.: Vic Piano and Associates, New York.

■ KIII-TV Corpus Christi, Tex.: Avery-Knodel, N. Y. Station to start May 1.

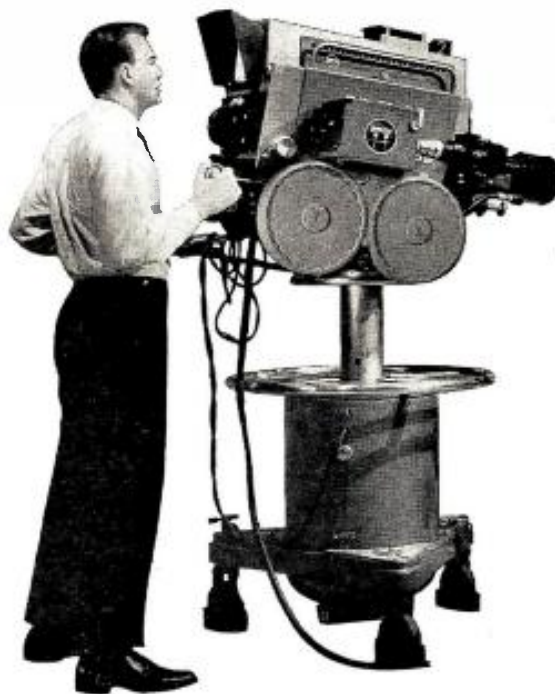


**THE MOST  
EXCITING  
THING ON  
TV TONIGHT  
WILL BE A  
COMMERCIAL**

GET YOUR FIRST GOOD LOOK AT THE  
YEAR'S MOST EXCITING NEW CAR...  
...THE NEW FORD MUSTANG!  
TONIGHT—9:30—ON  
HAZEL [NBC] • THE JIMMY DEAN  
SHOW [ABC] • PERRY MASON [CBS]

This ad in more than 20 newspapers heralded the Mustang TV announcements.

# THE REVOLUTIONARY GEMINI TAPE/FILM SYSTEM



## NOW AVAILABLE TO TV STATIONS and VIDEO TAPE PRODUCERS

GEMINI is a fully perfected system which produces simultaneous, direct 16mm film during videotape production. GEMINI replaces the kinescope with a dependable, high quality motion picture film. Developed by MGM Telestudios, the GEMINI system uses a 16mm camera unit mechanically and optically coupled to the TV camera. No special lighting is required. Normal good television lighting yields good GEMINI film. If proper, simple procedures are followed, the picture on the TV monitor will faithfully be reproduced on 16mm film. Our exclusive Edilite system, feeding off the tally lights, marks the film with a line of light when the camera is "taken." Most editing, therefore, becomes automatic in a zero cut printer, and does not require the physical cutting of the film.

Every Television broadcaster, studio and producer that uses electronic cameras has a need to record a portion of his total production. Videotape supplies this need in many cases. However, the cost of videotape equipment, stock and handling represents a financial burden in many

situations. Particularly is this true where programming is to be widely distributed within and outside the country, such as in the case of producers of entertainment programs, educational material, industrial features, commercials, training programs, etc.

Also, foreign distribution of videotape is generally impractical because of differences in technical standards throughout many countries of the world. However,

every TV station in the world is equipped to use 16mm film, and regular projection equipment for group screenings is universally available and commonplace. The GEMINI system fulfills this recording and distribution need with economy, dependability and quality, backed by the reputation of the world's foremost production organization.



**MGM TELESTUDIOS, INC.** SPECIAL PRODUCTS DIVISION  
550 FIFTH AVE., NEW YORK, N. Y. 10036  
A SUBSIDIARY OF METRO-GOLDWYN-MAYER, Inc.

**MGM TELESTUDIOS, INC.,** SPECIAL PRODUCTS DIVISION, 550 FIFTH AVE., NEW YORK, N. Y. 10036

- ☐ Gentlemen: Please send me information about the GEMINI system including a complete brochure.
- ☐ Without obligation, I would like to have an MGM Field Engineer call upon me to discuss the GEMINI system.

NAME \_\_\_\_\_ POSITION \_\_\_\_\_

COMPANY \_\_\_\_\_

TELEPHONE NO. \_\_\_\_\_

STREET \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

# Church aims at southern TV's

**It says two Mississippi TV's ignore Negro news; asks that licenses be lifted**

The FCC was faced last week with an issue reflecting the nation's number one domestic problem, civil rights.

The United Church of Christ asked the commission to deny the license renewals of two Jackson, Miss., television stations because of alleged discrimination against Negroes in their programming, particularly in their news and public affairs shows.

The stations are WJTV(TV), operated by Capitol Broadcasting Co. and WLBT(TV), operated by Lamar Life Broadcasting Co. They are the only TV stations in Jackson, and their licenses are due for renewal June 1.

Both reportedly are among the eight Mississippi outlets under investigation by the FCC in connection with the riots at the University of Mississippi campus, at Oxford, at the time James Meredith desegregated the university in September 1962. The stations under investigation were accused among other things, of violating the commission's fairness doctrine.

The United Church of Christ, which claims more than two million members, both white and Negro, in every state, said its policy is "to condemn segregation in every form." The church is a union of The Congregational Christian Churches and The Evangelical and Reformed Church.

**First Time** ■ The Rev. Dr. Everett Parker, director of the church's office of communications, said he believes the petitions mark the first time a church group has asked the commission to deny a license renewal because of alleged failure to serve the public interest, convenience and necessity.

The petitions' charges were based on monitoring of the stations' programming during the week of March 1. The results of the monitoring were reported in the petitions. In addition, tapes of the audio portions of the programming are available to the commission, according to the church.

The church, in its virtually identical petitions, notes that Negroes make up 40% of the total population of Hinds county, in which the stations are located, and 45% of the total population of five counties within the stations'

prime service area.

But, the petitions add, the stations have failed to serve the interests "of the substantial Negro community" or to give a "fair presentation of controversial issues, especially in the field of race relations."

The petitions said that the stations carry news about "official attempts by the state of Mississippi to maintain patterns of desegregation, but do not include any balanced statement of Negroes' activities to obtain freedom, nor any fair presentation of the basis of their grievances."

**Negroes Ignored?** ■ The petitions also alleged that in their public service announcements the stations mention affairs of interest to white viewers but do not announce events concerning



Rev. Dr. Parker

the Negro community or report "the efforts of the Negroes to end segregation."

In addition, the petitions say, the stations use only white performers in their local live programming; Negroes, allegedly, are not given a chance to participate. The petitions also assert that the stations use the courtesy titles of Mr., Mrs. and Miss in relation to white persons but not when referring to Negroes.

Besides alleging discrimination, the petitions claimed the stations devoted a disproportionate amount of time to entertainment and commercials. They said the stations devoted 15% of their

time to commercials during the week, and 10% on weekends.

Two Negro civil rights leaders in Mississippi, the Rev. Robert L. T. Smith and Aaron E. Henry were parties to the petitions. Mr. Smith, who operates a grocery store in Jackson, ran unsuccessfully for the Democratic nomination for Congress against Representative John Bell Williams in 1962. Mr. Henry of Clarksburg, was a write-in candidate for governor last year.

**Purpose of Petitions** ■ Dr. Parker said that the church hopes that its petitions will lead to a change in the stations' operating procedures so that all sides of public issues will be aired. In addition, he said that educational programs on race relations, aimed particularly at children, should be included.

Dr. Parker said that the church had no desire to take over operation of the stations, but added that if present ownership refuses to operate in the public interest, then the licenses should be turned over to someone else.

Dr. Parker said the Jackson stations were chosen because, of the southern stations coming up for renewal in the near future, they were in a two-station market and had been a focal point of several civil rights drives. Thus, he said, a comparison could be made as to whether the stations competed by having different policies as to the presentation of different sides of local news. According to the week of monitoring, this was not the case, he said.

Although he said the church had no present plans to monitor other stations, he noted that northern stations might very well be guilty of presenting as "biased" a view of the news as the Jackson stations. He said all stations should be held accountable for airing all sides of controversial issues.

**Not His First Time** ■ Dr. Parker was chairman of a subcommittee that drew up a pronouncement for the National Council of Churches nearly a year ago calling for tighter government control of broadcasting (BROADCASTING, June 17, 1963). That proposal suggested FCC regulation of networks; adoption by the FCC of commercial limitations in the National Association of Broadcasters' TV and radio codes, and further commission regional hearings to reappraise local station performance.

The pronouncement also suggested stations be required to make periodic statements on community service, and that the FCC and other government agencies act to insure the "integrity of advertising on radio and TV." The NAB tried but failed in an initial attempt to disuade the churchmen from taking formal action (the council's board approved the proposal on June 8, 1963).

Overall programing

or

Over-all programing?

We started out to say something nice about our farm programing, and ran into the old (for us) problem: Ours is a balanced market; if we bleat too much about what we do for farmers, we're liable to reinforce the *Iowa-equals-only-corn* canard, at the expense of Iowa's *Wow-what-a-puissant-industrial-area* truism.

The problem boils down to a hyphen, if Merriam-Webster's *New Collegiate Dictionary* is to be trusted. Programing for our overall-wearing audience is an important part—but only a part—of our over-all activity.

Man and boy, we've served Eastern Iowa's urban and rural audiences for 42 years. Our Farm Service Department covers 300 plus farm events annually. Its four agricultural college graduates provide knowledgeable reporting and commentary for WMTland—46 Eastern Iowa counties and eight counties in Illinois, Minnesota and Wisconsin, traveling some 50,000 miles a year to do it. They pry open the crack of dawn six mornings a week for two hours of farm news and features, come back with a third hour at noon, then get out in the field. Mechanical corn-picking contests, originated by WMT in 1948, are now held in ten states; the Iowa version draws 12,000 to 15,000 people annually. Our "Iowa's Favorite Farmer's Daughter" contest annually draws 300 to 700 entries, keen audience interest, and full sponsorship.

The Farm Service Department contributes to the balanced programing which maintains the audience that makes WMT the important Eastern Iowa station for advertisers.



## WMT

*CBS Radio for Eastern Iowa*

Mail Address: *Cedar Rapids*

National Representatives: *The Katz Agency*

Affiliated with WMT-TV; WMT-FM;

K-WMT, Fort Dodge; WEBC, Duluth



**As a cub reporter  
Walter Cronkite was  
always there  
with the big story.**

**He hasn't changed a bit!**



It was a routine afternoon in a press-service bureau in Dallas—March 18, 1937. Suddenly a teletype machine began to tap out the fragmentary report of a school explosion in tiny New London, Texas. At the bureau a young reporter noted the bulletin and, without consulting anyone, took off for the scene of the explosion—150 miles away. Three hours later he was picking his way through the rubble of a major disaster: exploding gas had killed 427 children and teachers. He was the first press-service reporter on the scene.

This was Walter Cronkite's first big story. Today, 27 years later, he is involved in covering the biggest stories of an election year: the primaries, the conventions, the campaign, and the Election returns.

In the years between, Cronkite has never stopped going after the big story. He was first among war correspondents to fly on a bombing mission over Germany. He covered the first landing on Normandy beach. He reported the Nuremberg trials. The first television news broadcast to span the U.S. was his report on the Japanese Peace Conference from San Francisco in 1952. He accompanied Presidents Eisenhower and Kennedy on their state visits abroad. His reporting of the first American orbital flight in 1962 was a milestone in television journalism. (After greeting her son, Mrs. Glenn said there was one celebrity she was dying to meet, Walter Cronkite.) As CBS News anchor man, he has been the only television reporter to cover every Presidential and every off-year election since 1952.

In sum, Walter Cronkite combines a rare knack for anticipating fast-breaking news with an authority that inevitably thrusts him into the center of the great events of our times. These qualities stem in part from an incredibly wide range of sources acquired over a generation of leg-work; in part from meticulous research; and in part from an insatiable curiosity about people and places.

This year CBS News will fuse these remarkable resources with the efforts of an Election Unit which for 17 months has been preparing the most comprehensive coverage of primaries, conventions and elections ever undertaken for television. With the support of this unprecedented news-gathering organization, Walter Cronkite will again provide the kind of lucid information and commentary that explains why more and more people are turning to CBS News for the reporting of major events. You can pick up the thread of the big election-year story on his broadcast tonight.  **CBS News**

# ASCAP offers new radio formula

From stations it wants a 22% increase; from networks it wants fees based on spot rates of their affiliates

More fuel was added to the controversies between radio broadcasters and the American Society of Composers, Authors and Publishers last week as ASCAP revealed the terms of its offers of new licenses for their use of its music.

■ ASCAP offered radio stations blanket licenses at rates that station sources said would increase their payments by about 22%—the same percentage by which the stations are trying to get the rates reduced.

■ It offered CBS Radio—and other radio networks—a per-program license whose fees appeared to be based on the spot advertising rates of network affiliates. This offer was considered sure to come under the scrutiny of the Justice Department, which had initiated contempt proceedings against ASCAP on

the basis of an earlier but subsequently withdrawn perprogram offer to CBS Radio (BROADCASTING, March 16, 30).

■ ASCAP also offered to extend the radio networks' existing blanket licenses for this year, and to let stations have per-program licenses at the old station per-program rates subject to certain modifications.

The proposals to both stations and networks were "for 1964" and were "predicated upon substantial continuation of present programming and business practices by networks and local stations." The offers were contained in papers served by ASCAP on the networks and other broadcasters involved and also filed with the U. S. Southern District Court in New York, where the various rate-making proceedings against ASCAP are in litigation.

**Rise with Revenues** ■ The blanket-license offer to stations—practically all of whom traditionally have used the blanket rather than the per-program license—set up an escalating fee schedule with rates increasing as station revenues increase.

Thus the commercial fee, which under the old license was 2.125% of station revenues after specified deductions, would be 2.125% for the first \$50,000 of revenues after deductions, 2.50% for the next \$100,000 and 2.75% for all above \$150,000.

The sustaining fee for stations with less than \$50,000 in net receipts would become \$12 instead of the present \$1; for stations in the \$50,000 to \$150,000 revenue class it would be 24 times the stations' highest single-minute card rate (it is now twice the highest one-minute rate), and for stations above \$150,000 it would be 30 times the highest one-minute rate (it is currently two-and-a-half times the highest minute rate).

Station sources estimated that although the effect of these proposed rates would vary from station to station, they would average out to about a 22% increase in fees paid to ASCAP. Based on an estimate that radio stations paid ASCAP \$9.86 million in 1962, this would mean an increase to somewhat more than \$12 million a year.

**What Stations Want** ■ The All-Industry Radio Station Music License Committee, representing 1,155 stations, has asked the court to put a \$7.7 million ceiling on the first year's fees under new ASCAP contracts, which would reduce ASCAP's local radio revenues 22% below 1962 levels and about 10% below those of 1957 (BROADCASTING, March 2).

The all-industry group, headed by Robert Mason of WMRN Marion, Ohio, has been given until April 30 to reply to ASCAP's offer. The committee is represented by Emanuel Dannett, its New York legal counsel.

In offering per-program licenses to stations at the old per-program rates ASCAP said this proposal was "conditioned on the terms [of the old license] being modified along the lines indicated by the TV local per-program licenses for the period ending Dec. 31, 1961."

ASCAP sources said this modification related primarily to certain "definitions" that need updating. They said it would not affect the rates, but did not deny that it could affect the total amounts paid.

**Network Proposal** ■ The offer of per-program license terms for networks would apply to any radio network that accepted them but most obviously applied to CBS Radio because CBS has been specifically seeking a per-program license—and is the first network to do so. Networks, like most stations, tradi-

## All De Gaulle is divided into two parts

CBS Reports will present its first two-part documentary on a single person when it examines the rise to power of France's Charles De Gaulle ("De Gaulle: Roots of Power," April 29, and "De Gaulle: The Challenge," May 6, both 7:30-8:30 p.m. EDT).

Producer William McClure will use film footage acquired during 18 months of research in archives in France, England, Germany, the U. S.

and other countries.

The first part traces President De Gaulle's career from an obscure officer in the French Army through the point where he consented to come out of retirement and form the Fifth Republic of France. French and world leaders during the period are included in the program via film clips and personal interviews with CBS' Charles Collingwood, who will narrate both programs.



Charles Collingwood (r.) in Paris interviews Gaston Defferre, mayor of Marseilles and a leader of the op-

position in France to De Gaulle's policies. Mr. Defferre is in the second part of two-part "CBS Reports."

tionally have used the blanket license.

Preliminary estimates were said to have indicated that the new per-program offer to the networks would cost CBS Radio more than the earlier one that was challenged by the Justice Department—and also more than the blanket license that ASCAP is offering to renew for this year.

Observers were particularly struck by the implication in the offer that network payments to ASCAP would be based on the time charges of affiliated stations rather than on the revenues of the network itself. The offer is cast in terms of fees based on "the aggregate highest one-minute rate for all stations" broadcasting a network program that contains ASCAP music whether commercial or sustaining.

Network sources contended that local station rates have no relationship to network revenues and that, as the network business has evolved, in most cases radio network affiliates do not have "network rates" as such. They felt that the ASCAP offer flouted the ASCAP consent decree's requirement that networks, on request, be offered per-program licenses with fees based either on a fixed dollar amount for each program containing ASCAP music or on revenues from sponsors of such programs.

**Complicated Formula** ■ ASCAP's offer included a schedule of "fractions" to be applied against the affiliates' "aggregate highest one-minute rate" in determining a network's per-program payments. These fractions vary according to length of program, time of broadcast and whether the music used is "feature" or "incidental." The rates for programs between 6 a.m. and 6 p.m. would be somewhat higher than those in the 12 hours beginning at 6 p.m.

Thus the rate for feature use of ASCAP music on programs between 6 a.m. and 6 p.m. would range from 182/1000 [one hundred and eighty-two one-thousandths] of the "aggregate highest one-minute rate" in the case of five-minute programs, to 500/1000 [one-half] for a 55 to 60-minute program. The comparable rates for incidental use would range from 46/1000 to 125/1000. After 6 p.m. the comparable charges would range from 146/1000 to 400/1000 if the music was featured; from 36/1000 to 100/1000 if the music was incidental.

After a network's payments reach \$100,000, its fees for the rest of the year would be half of those provided in the schedule. The network would be required to furnish ASCAP with "reports of its broadcasts and music uses which are certified by an independent agency on the basis of a reasonable sampling to be defined in the license agreement entered into between the network and the society."

# A setback for TV in ASCAP case

## Appeals court turns down All-Industry TV Music License Committee's bid for at-the-source music clearance

The effort of television stations to get limited licenses for the use of the music of the American Society of Composers, Authors and Publishers was given its second turndown in court last week.

The U. S. Second Circuit Court of Appeals in New York upheld the September 1962 ruling of a lower court that the consent decree governing ASCAP's operations does not require ASCAP to issue the sort of license the stations have asked for.

That ruling, by the U. S. Southern District Court in New York, had been to the U. S. Supreme Court twice on procedural questions en route to the hearing and last week's decision by the appeals court—and it may be headed back again.

Leaders of the All-Industry Television Stations Music License Committee, which is suing ASCAP for licenses that would require TV stations to pay ASCAP only for music used in locally originated programs, made clear that they were not abandoning the fight.

**Only Temporary** ■ Charles Tower of Corinthian Broadcasting, chairman of the committee, said he was "surprised and disappointed" by the appeals court decision, but regarded it as "only a temporary setback."

"Our effort to get a fair rate for music used by television stations will continue, and our determination has not been lessened by this temporary setback," Mr. Tower asserted.

He said the committee would decide shortly what its next move would be. Several courses are open.

One is to appeal back to the Supreme Court.

Another, which has been considered by the committee before, is a declaratory judgment proceeding in which a station or group of stations would contend that ASCAP's refusal to grant a limited license is in violation of the antitrust laws, without regard to the consent decree under which ASCAP operates.

Another possibility would be to accept, in effect, the appeals court ruling and go back to the district court for a hearing on "reasonable" rates for the traditional form of ASCAP licenses.

Still another possibility—conceivably, at least—is for the committee to try to negotiate a settlement with ASCAP.

**ASCAP Door Open** ■ ASCAP officials, obviously delighted with the court's ruling, said, meanwhile that

their "doors are always open" if the committee should wish to "work something out."

The limited licenses the committee is seeking would not require stations to pay ASCAP for music used in feature films or syndicated programs produced in the future. Producers of these programs—which account for an estimated 68% of stations' non-network time—presumably would take out licenses from ASCAP "at the source" at time of production. Music used in network programs already is excluded from the station licenses, being covered in separate contracts.

In affirming the lower court's decision, the circuit court held that section nine of ASCAP's consent decree—a section heavily relied upon in the stations' argument—describes how fees are to be set, but does not delineate ASCAP's obligations to grant them.

The opinion, written by Circuit Judge Henry Friendly, said the industry committee's concession that ASCAP is not bound to grant every type of license which a station might devise "undermines" the committee's argument.

**Permit vs. Require** ■ The opinion acknowledged that the consent decree requires ASCAP to offer licenses that will permit networks and producers to clear at the source, but that the practical effect of the license requested by the stations would be to require producers to do so.

The court said it had weighed the stations' contention that ASCAP's denial of an at-the-source license has anticompetitive consequences, but was also faced with the ASCAP argument that, should stations gain such a license, competition would be hampered with Broadcast Music Inc. gaining business at the expense of ASCAP.

The opinion suggested that if the station committee's antitrust argument has merit the committee has recourse to the Department of Justice or a private suit.

Before dealing with the merits of the case, Judge Friendly's opinion swept aside ASCAP's contention that the all-industry committee's original appeal to the circuit court had not been made within a prescribed 30-day time limit, stating it is patently clear that the United States is an interested party in the proceeding, making a 60-day limit applicable in this case.

# Who's to blame for court coverage bans?

## TV CALLED 'MAINLY RESPONSIBLE' AT EDITORS' MEET

Television is "mainly responsible" for a growing movement in legal circles to impose restrictions on court news coverage.

The speaker was Creed C. Black, of the Wilmington (Del.) *News and Journal*, chairman of the Freedom of Information committee of the American Society of Newspaper Editors, who was summarizing for an ASNE convention in Washington last week a formal report submitted by his committee.

"Television is complicating matters for all news media," the report said, though "this is not to suggest that the newspapers of America are blameless." But the report stated that measures under discussion to restrict court coverage are "aimed primarily at television" but would hamper all news media. The report concluded: "If developing smaller television cameras is beyond our control, we can certainly try, by our own example, to teach the electronic newsmen larger manners and a deeper understanding of the basic truth that freedom of information is not . . . license to trample on individual rights."

Another speaker Thursday (April 16) at the ASNE convention said the news media "constituted a mob" in covering the assassination of President Kennedy and subsequent events. The freedom of information report had cited the "events at Dallas" as one reason for rising sentiment for courtroom news limitations. Homa Hill, a Fort Worth at-

torney who is chairman of the public relations arm of the Texas State Bar Association, charged that the "mob" of newsmen covering the story "forgot decency and courtesy," the rights of individuals to fair trials, respect for the judiciary and respect for courtroom and law ethics. Mr. Hill said that in the past he has defended newsmen's right to court coverage, but that now his position is "difficult to defend."

Following the panel discussion the approximately 500 newspaper editors at the convention had an informal show-of-hands vote on whether they favored the admission of newspaper and television photographers to the courtroom. Photographic access was advocated by about three to one.

When asked whether ASNE would support a proposal by Dr. Frank Stanton, president of CBS Inc., for a study to devise an intermedia code for court coverage (BROADCASTING, March 30), the society's president, Herbert Brucker, of the *Hartford (Conn.) Courant*, said it was "a matter for board consideration" and wouldn't be presented to the ASNE membership until it has been thoroughly studied.

Supreme Court Justice Arthur J. Goldberg told an ASNE luncheon later in the day that newsmen's code of ethics should be overhauled to incorporate standards for reporting crime and criminal proceedings.

## Courtroom coverage deters injustice

A prominent Philadelphia attorney, chancellor of the Philadelphia Bar Association and former city solicitor, believes "there is no greater deterrent to the maladministration of justice and judicial tyranny than the most complete exposure of what is happening in the courtroom."

David Berger, in a panel discussion at a freedom of information meeting of the Philadelphia chapter of Sigma Delta Chi, national journalistic society, said that Canon 35 should not be considered inviolate but should be re-examined in the light of the "amazing developments in the electronic arts."

He added that he personally had attended courtroom proceedings where radio and television coverage occurred without anyone in the court being aware that the newsmen were

there.

Canon 35 of the American Bar Association prohibits the taking of photographs or radio and TV coverage of courtroom trials.

Mr. Berger urged "serious consideration to the drafting of a fair code for coverage, mindful of the public's right to know."

Also at the meeting, which took place April 8, were Arthur D. Sylvester, assistant secretary of defense for public affairs; Robert Fleming, Washington news bureau chief, ABC, and Creed C. Black, *Wilmington (Del.) News-Journal*.

Mr. Sylvester tangled with Mr. Fleming and Mr. Black over the Pentagon's news policies; especially the directive that interviews with newsmen were to be reported to his office.

## 'Today' has fair plans

NBC-TV's *Today* show will devote its entire two hours Thursday, April 23, 7-9 a.m. EST, to the previous day's activities at the opening of the New York World's Fair.

The special telecast will be sponsored by the American Cyanamid Co., through Dancer-Fitzgerald-Sample, which also has purchased sponsorship in the weekly half-hour originations the *Today* show will do from the fair during its 1964 season.

## Relay II to beam fair opening to Europe

CBS News, using the Relay II satellite, will telecast to at least 15 European countries some of the April 22 opening day ceremonies of the New York World's Fair.

At least seven countries will use their own announcers, broadcasting in their native languages on direct audio lines with the Relay II pictures provided by CBS-TV. These countries are England, France, Belgium, Austria, Denmark, Sweden and Italy.

The other countries using the CBS feed are West Germany, East Germany, the Netherlands, Norway, Finland, Spain, Hungary and Yugoslavia.

## Porky joins Bugs on ABC-TV

Porky the Pig is joining Bugs Bunny in the ABC-TV weekend daytime schedule. Warner Bros. Television has sold its new *Porky Pig Show*, 26 half-hour programs with each featuring three full-length cartoons linked by specially animated Porky Pig bridges, to ABC-TV for the Sunday 10:30-11 a.m. EST period, starting this fall. Warner's *Bugs Bunny Show*, seen at noon Saturdays for the past two seasons, has been renewed by ABC-TV for a third year.

## Ashley-Steiner adds Desilu

Desilu Productions Inc. has entered into exclusive representation agreement in television with Ashley-Steiner-Famous Artists, it has been announced by Oscar Katz, executive vice president for production at Desilu. He said move reflects expansion by company in development and production of network TV programming. Desilu formerly was handled by General Artists Corp.

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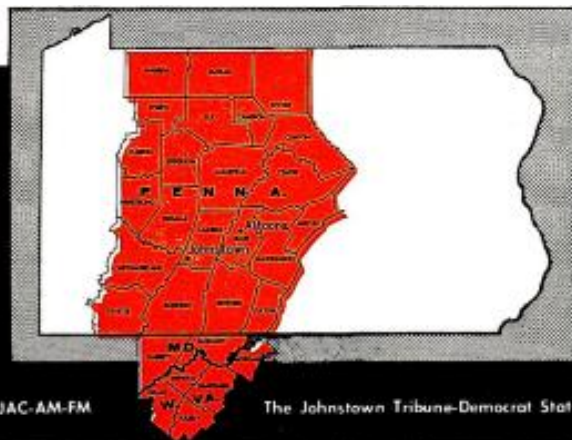
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# Pros and cons of fairness

## Pastore says broadcasters entitled to independence from government control

The chairman of the Senate Communications Subcommittee defended the FCC's fairness doctrine last week. He suggested, however, that the broadcaster "has become quite mature and he is entitled to be accepted and trusted," and means other than abolition of the doctrine should be sought to give him his independence from government control.

A first step, said Senator John O. Pastore (D-R. I.), is to extend the life of his license from three to five years. "To be sure this could be only a beginning," he said, "an approach . . . to be considered among other measures and methods which would give the broadcaster a more secure and independent attitude of operation."

On the other hand, Senator Pastore continued, "I cannot agree with the critics of the fairness doctrine" that it stifles diversity of opinion. It is "the only guarantee that a diversified and free society has in such powerful media of interpretation," he said. The fairness doctrine "affords the broadcaster all the flexibility he needs to move ahead with daring, imagination and integrity . . ." Senator Pastore added.

"If the broadcaster takes a middle-of-the-road approach on a controversial subject, I feel it is not because of the requirement of the fairness doctrine, but because the broadcaster is not living up to his responsibility."

The senator's position, advanced in a signed article in the April 18 issue of *TV Guide*, was in part an answer to a critical review of the fairness doctrine in the April 11 issue by Edith Efron, a staff writer. Dean Edward W. Barrett of the Columbia University Graduate School of Journalism, also answered Miss Efron and said her cure for the doctrine would be "even worse than the ailment she sees."

**'Torment' of Fairness** ■ The fairness doctrine, Miss Efron wrote, "is an endless source of torment and confusion to the broadcasting industry, and as such, it merits the condemnation it is increasingly getting. . . . Paradoxically, she said, "the spokesmen for the left and the right are simultaneously blaming it for the suppression of their views and invoking it for protection."

What broadcasters need is to apply the "spectrum theory" to the doctrine,

and this, Miss Efron said, FCC Chairman E. William Henry believes "is perfectly permissible." In that concept of broadcasting controversial matters, she explains, "the men who staff the news and public affairs departments would represent all the polar political positions in this country. They would cover and interpret news from these identified points of view, like by-line newspaper reporters and columnists. They would produce documentaries on social and political issues from these different identified points of view."

Dean Barrett disagrees. "Having news output handled by a whole range of outspoken partisans, with their views consciously injected, could well lead to journalistic bedlam. . . . The advocate and the reporter are of necessity two different types. . . ." Reporting should be left to professional reporters, Dean Barrett contends, and an expression of a multiplicity of strong views, "clearly labeled as such," could be obtained "by engaging an array of articulate caustics" to comment regularly on the news.

## NBC Films to distribute ETV science series

NBC Films has acquired distribution rights to an educational TV series and is making it available to commercial stations, Morris Rittenberg, president of the firm, announced today (April 20).

The series is *Science in Action*, which has been produced over the past 14 years by the California Academy of Sciences. The current series consists of 39 half-hour programs in color. NBC Films said the series is the "granddaddy of ETV series, judged on continuing performances and is one of the oldest of all TV programs, network or local." The academy is nonprofit and engaged in research and public service. The program series—which now has an international reputation—originated in San Francisco where the academy maintains an aquarium, planetarium and museum.

## 'Detectives' in 100 markets

Four Star Distribution Corp. has reported that *The Detectives* off-network series has completed its 100th sale in syndication. The series, which consists of 67 half-hour and 30 hour episodes, was sold recently to WGN-TV Chicago; WATE-TV Knoxville, Tenn.; KELO-TV Sioux Falls, S. D.; KPTV-TV Portland, Ore.; KIII-TV Corpus Christi, Tex.; WTOK-TV Meridian, Miss. Four Star has produced film bridges, featuring Robert Taylor, star of the series, to link the half-hours into hours and to divide the hours into half-hours.

# The money is not the object

## Commission defends its position that both sides get chance under 'fairness'

The FCC stood firm last week on its position that a broadcaster cannot free himself of the responsibility to present contrasting viewpoints on controversial issues merely because advocates of one side lack funds to buy time to present their position.

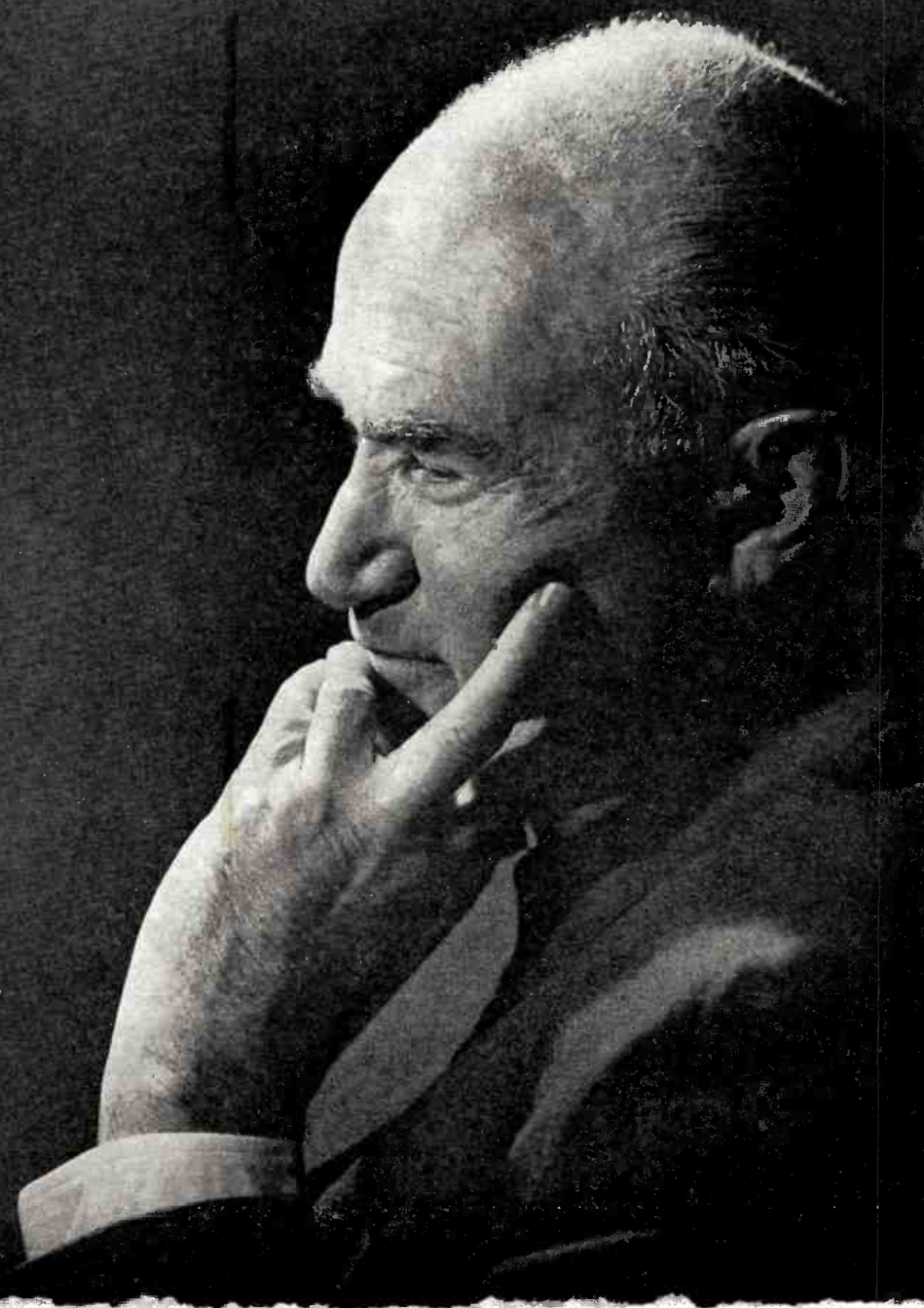
Commenting on legislation pending before the House Commerce Committee, the commission said HR 9158 "would overturn the commission's ruling" in which it held that stations have an obligation under the fairness doctrine to provide free time for replies to controversial issues made on commercially sponsored programs (BROADCASTING, Sept. 23, 1963, et seq.). "In sum, the thrust of the fairness doctrine is that the public be informed of the contrasting viewpoints on controversial issues of public importance—that it have a 'reasonable opportunity' to have presented to it, for its acceptance or rejection, 'conflicting views' on such issues," the commission said.

Some congressmen have disagreed with this decision, and in fact Representative J. Arthur Younger (R-Calif.), senior Republican on the House Communications Subcommittee, introduced the bill after the FCC took this position last year. Representative Younger's bill would permit licensees who sell time for the presentation of controversial issues "not be required to afford the use of such station for the presentation of contrasting views . . . without making comparable charges for such use."

The FCC says its earlier decision "leaves the licensee with a very great area of discretion" and adds that what the licensee may not do "is not present or have plans to present contrasting viewpoints and still reject a presentation of such viewpoints—otherwise suitable to him—solely on the ground that he will not be paid for such presentation."

The commission added that "enactment of HR 9158 would have far-reaching and, we believe, adverse effects on the public interest in this important area." The commission said that under the Younger legislation an organization with enough financial backing could dominate a campaign or present attacks on persons, and, if funds for an answer were lacking, "the public would be left with but one side."

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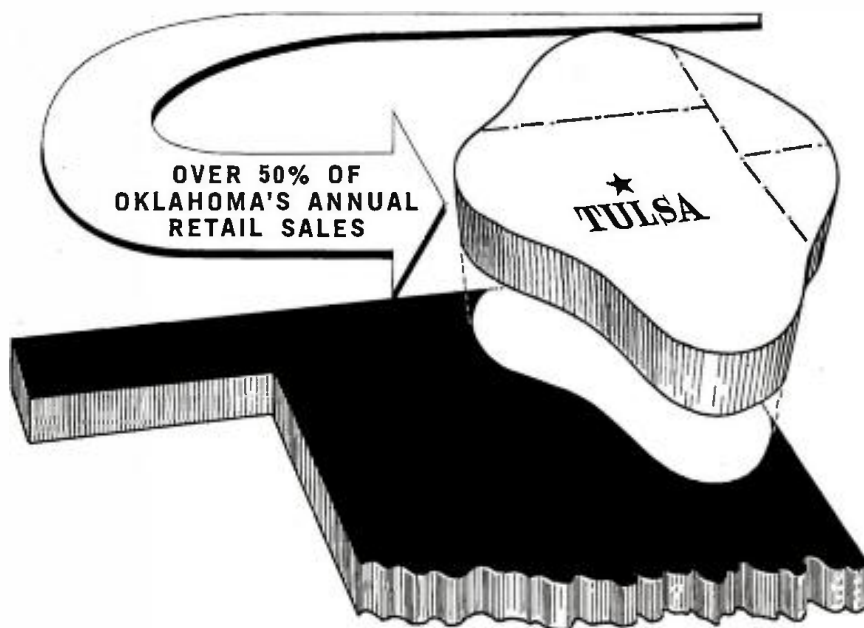


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## Chairmen nudged on Sec. 315 suspension

Republican congressmen took steps last week to smoke out HJ Res 247, the measure that would suspend Section 315's equal time requirements for the presidential and vice presidential campaigns this year.

Their efforts were directed at the Democratic chairmen of the committees responsible for resolving minor House and Senate differences on the legislation, which already has passed both houses in slightly different versions (CLOSED CIRCUIT, Jan. 20).

The first move came Wednesday (April 15) at a closed meeting of the full House Commerce Committee. Republican members, led by Representative J. Arthur Younger (R-Calif.), ranking Republican on the Communications Subcommittee, asked Representative Oren Harris (D-Ark.), committee chairman, why he hadn't asked the Senate group for a conference.

Representative Harris replied, according to Representative Younger, that he hadn't heard that anyone wanted the measure. President Kennedy wanted it, Representative Harris reportedly said, but he hadn't yet heard the views of President Johnson.

Representative Younger said his Republican colleagues don't care who the nominees might be, they want the legislation passed.

Later in the week Representative William E. Miller (R-N.Y.), chairman of the Republican National Committee, sent letters calling for action to Representative Harris and Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee.

**One Request Coming Up** - "If what is required is a formal request, I am quite prepared to make one," Representative Miller wrote. "As I have stated publicly and often, I regard televised debates between two presidential candidates to be in the national interest.

"The voters are entitled to this type of confrontation that they may arrive at a much better informed judgment of the calibre of the men seeking the nation's highest office. I am equally in favor of debates between the two candidates for vice president. . . ."

## Radio series sales . . .

*Time for Pledger* (International Good Music): Sold to WCMP Pine City, Minn.; KACI The Dalles, Ore., and KLUB Salt Lake City.

*The Shadow* (Charles Michelson): Sold to KREO Indio, Calif., and WERE Cleveland.

*The Green Hornet* (Charles Michelson): Sold to WERE Cleveland.

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# Another TV program form

**FCC's new version would require more explicit report on steps taken to determine community program needs**

The FCC plans to issue yet another document this week in its long-running effort to arrive at a revised version of its program reporting form for television stations.

The commission, at a special meeting Thursday, decided to withdraw the proposed revision it issued in December (BROADCASTING, Dec. 23, 1963). In its place, the commission intends to put out a modified version of the form drafted by a special committee composed of broadcaster representatives, members of the federal communications bar, and FCC staffers (BROADCASTING, March 30).

The new proposal will be the fourth issued by the commission since it began the task of revising the form in 1960.

But if the procedures seem complicated, a commission official said last week, the product on which broadcasters and their attorneys will be asked to comment will be simpler than the one issued by the commission last December. An oral proceeding on the proposed form is scheduled for May 18.

The commission accepted—for purposes of soliciting comments—many of the committee's suggestions. But one it refused to go along with was its method of determining the licensee's efforts to learn community needs.

**Will Seek Comments on Both** ■ As a result, the commission decided to seek comments on both its approach to the determination of community needs and the committee's approach.

The commission would require a broadcaster to submit a narrative statement describing his efforts to determine needs and interests. It would also ask the broadcaster to give the names and positions of persons in 11 categories with whom he has discussed programming and from whom suggestions were received. The committee's form would simply ask the licensee to list and describe methods he has used to determine community needs.

Another major difference between the committee and commission was the frequency with which they would require the filing of the reporting form, which is Section IV of the Broadcasting Application Form. The committee would require it every three years, as at present; the commission, annually.

The proposed form to be issued this week would be filed every three years. But the commission will seek comments on whether programming and commercials should be reported annually.

The commission also went along with

a committee proposal to provide different reporting forms for applicants for renewal, on the one hand, and for new stations, major changes, assignments and transfers, on the other. The form issued by the commission would be completed by applicants in all those categories.

During most of the meeting Thursday, the views of the special committee were presented by two of its members, Frank Fletcher, representing the communications bar, and Leon Brooks, Washington attorney for CBS.

## Committee to study FCC radio program form

Two broadcasters, a communications lawyer and representatives of the FCC have been selected to study the commission's proposed radio program form and to recommend revisions that may make the form more acceptable to broadcasters.

The committee's function is similar to that performed by a joint group which reviewed the commission's TV program form and submitted revisions to the FCC last month (BROADCASTING, March 30, also see above).

The radio form unit includes James H. Crawford, WBTM Danville, Va.; Everett L. Dillard, WDON Wheaton, Md. (Washington), and Frank U. Fletcher, Federal Communications Bar Association. The FCC member is H. H. Goldin.

The proposed radio program form was issued by the commission in January (BROADCASTING, Jan. 27). It is less complex than the TV form but would still require a survey of communities, identification of news, weather, market, public affairs and political programs, and a resume of commercial practices.

An oral hearing on the proposal is scheduled for May 25.

## Film sales . . .

*The Mickey Mouse Club* (Buena Vista): Sold to WGN-TV Chicago.

*Wells Fargo* (MCA-TV): Sold to WSB-TV Atlanta; KTVT(TV) Fort Worth-Dallas; WITN-TV Washington, N. C.; WHTN-TV Huntington, W. Va.; WLB(TV) Jackson, Miss.; WFBC-TV Greenville, S. C., and KHOU-TV Houston. Now in 22 markets.

*Churchill, the Man* (Seven Arts): Sold to WDAY-TV Fargo, N. D.; WHTN-

TV Huntington, W. Va.; KKT(TV) Colorado Springs-Pueblo, Colo., and KHOL-TV Kearney-Holdrege, Neb. Now in 50 markets.

*The Mighty Hercules* (Trans-Lux): Sold to WSB-TV Atlanta.

*Felix the Cat* (Trans-Lux): Sold to KCOP(TV) Los Angeles.

*Encyclopedia Britannica Films* (Trans-Lux): Sold to KCOP(TV) Los Angeles and KEYT(TV) Santa Barbara, Calif.

*Tarzan Features* (Banner Films): Sold to KYW-TV Cleveland; KHQ-TV Spokane, Wash., and WANE-TV Fort Wayne, Ind.

*Debbie Drake* (Banner Films): Sold to KIRO-TV Seattle.

*Bold Journey* (Banner Films): Sold to WUHF(TV) Milwaukee.

*I Search for Adventure* (Banner Films): Sold to WNEW-TV New York.

*Everglades* (United Artists TV): Sold to WTVJ(TV) Miami; KVOS-TV Bellingham, Wash.; KTVU(TV) Oakland-San Francisco; KARD-TV Wichita, Kan., and WKRG-TV Mobile, Ala. Now in 125 markets.

*America* (CBS Films): Sold to KROD-TV El Paso.

*Amos 'n' Andy* (CBS Films): Sold to KPAR-TV Sweetwater and KLBK-TV Lubbock, both Texas.

*Have Gun, Will Travel* (CBS Films): Sold to WITI-TV Milwaukee.

*Honeymooners* (CBS Films): Sold to KGUN-TV Tucson, Ariz.

*Phil Silvers* (CBS Films): Sold to WSUN-TV St. Petersburg, Fla.

*Wanted Dead or Alive* (CBS Films): Sold to KFSA-TV Fort Smith, Ark.

*Whirlybirds* (CBS Films): Sold to KALB-TV Alexandria, Va.

*You Are There* (CBS Films): Sold to KOMU-TV Columbia, Mo.

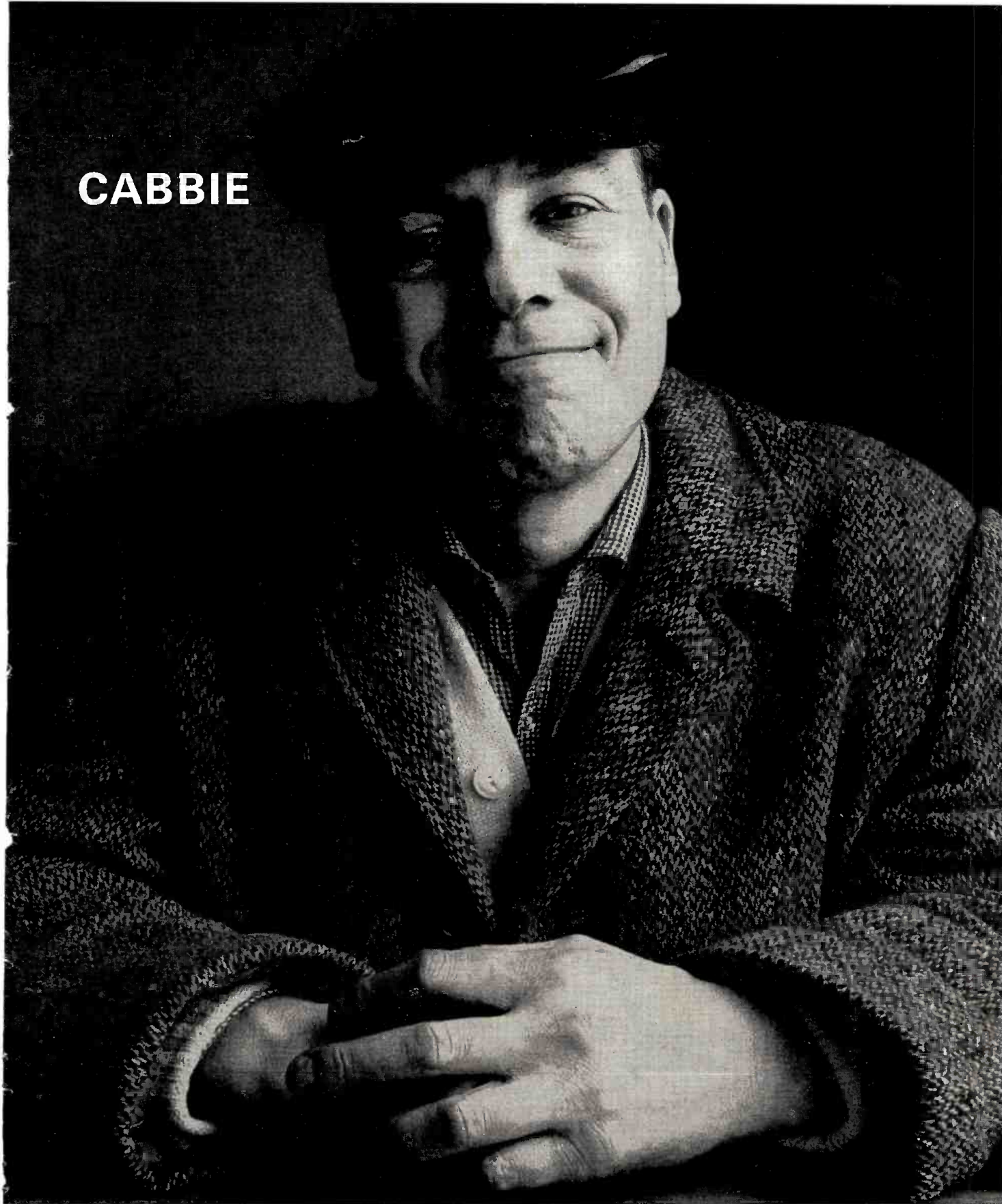
*Out-of-the-Inkwell* (Seven Arts): Sold to WNEM-TV Bay City-Saginaw, Mich.; WBT(TV) Charlotte, N. C., and WJAC-TV Johnstown, Pa.

*Volumes 7 and 8* (Seven Arts): Sold to WNEM-TV Bay City-Saginaw, Mich.; KVKM-TV Monahans-Odessa, Tex.; WTRF-TV Wheeling, W. Va., and KGW-TV Portland, Ore.

*Special Features* (Seven Arts): Sold to KLFY-TV Lafayette, La. and WTTG(TV) Washington, D. C.

*En France* (Seven Arts): Sold to WDAU-TV Scranton-Wilkes-Barre, Pa.; WJAC-TV Johnstown, Pa., and KWSC-TV Pullman, Wash. Now in 70 markets.

# CABBIE



Homey philosopher? Not on your life. The last person he called "Mac" was a Prime Minister. If he has something to say on everything from charades to Schweitzer, it's just because he hears so much. And he gets a lot of it from WABC.

Up-to-the-minute news every half hour to keep him ahead of his passengers. Up-

to-the-minute music from the swinging seven All Americans. Up-to-the-minute traffic conditions reported morning and afternoon by cheery Herb Oscar Anderson and Big Dan Ingram. And Bob Lewis' All Night Satellite for those lonely hours only cabbies know.

So he tunes in all day. And he doesn't

do it alone. About 70 passengers share his daily listening—people who have more to spend than most.

Got the picture? Give him the word on...

**WABC**

●● AN ABC OWNED RADIO STATION ●●

Represented by Blair Radio

## Live TV shows nature's awesome spectacular

The warning of an approaching tornado almost invariably has a momentary paralyzing effect. But on April 3, the awesome spectacle of the twister spurred Wichita Falls TV stations into action that provided coverage of the \$12 million storm.

KAUZ-TV (a CBS affiliate) and KFDX-TV (NBC) responded to first warnings of the twister by immediately ordering studio cameras outside to cover its formation and 20-minute

course. It passed within two miles of both stations killing seven people, injuring scores, demolishing more than 200 homes and ripping through Sheppard Air Force Base.

Light planes, numerous mobile units, newsmen, weathermen, sportscasters, and even art and traffic directors were pressed into service by news directors Harry Van Slycke (KAUZ-TV) and Bill Richie (KFDX-TV) in their efforts to warn threat-

ened viewers and to provide complete coverage of the havoc.

KFDX-TV was plagued with line voltage that fluctuated from nothing to 270, and wind noise so severe that outside cameramen could not hear instructions over their headphones.

Both stations report similar experiences during another tornado in 1958. Coincidentally, on April 2 KAUZ-TV had run a special U. S. Weather Bureau film—*Tornado*.



Tornado as seen on KAUZ-TV



KFDX-TV's view of twister

## 'Times' to get vote data from CBS News

In what was said to be the first use of a broadcasting company's election service by a newspaper, CBS News and the *New York Times* announced last week that the *Times* will use specially gathered figures and analyses from CBS News in its coverage of the Nov. 3 presidential election.

Under terms of the agreement, the *Times* has purchased rights to use CBS News' Vote Profile Analysis, a body of voting information and analysis that provides data on voting performance among ethnic, religious, demographic and other social groups through the use

of computers. The *Times* will have exclusive daily rights to the VPA data in New York metropolitan area and the New York Times News Service will distribute stories using the data to its subscribers.

Fred W. Friendly, president of CBS News called the agreement "a milestone in American journalism." He noted that the "revolutionary changes" effected by electronic journalism in the reporting of major national events "have created a new relationship between broadcast news and the daily newspaper." Mr. Friendly said the data provided by Vote Profile Analysis will assist the *Times* in the reporting of the "why" of national events, and will provide the newspaper with rapid and valuable information on the outcome of political contests in time for early editions

on election night.

Turner Catledge, managing editor of the *Times*, said the agreement was a further extension of attempts by the newspaper to use new techniques in news coverage. He pointed out that the computer and its products will be "a tremendous aid" to *Times* reporters and editors but stressed that "in the last analysis, it will be the judgment of our newsmen that will shape our news reports."

Vote Profile Analysis was introduced on a limited basis by CBS News in the 1962 elections. In 1964, it will be employed in 48 states and the District of Columbia. It is a technique developed in 1962 by CBS News in association with Louis Harris Associates and IBM for the reporting of statewide election results shortly after the polls close.



Courtesy of The Detroit Institute of Arts

**"SELF-PORTRAIT"**  
by JAMES ABBOTT  
MCNEILL WHISTLER

This is regarded as the most important of Whistler's many self-portraits. The skill at portraiture of this one-time West Point cadet has been compared to that of Velasquez, Titian, and Rembrandt. More craftsman than innovator, Whistler was a decisive figure in the development of American art.

*in a class by itself*

Masterpiece — *exceptional skill, far-reaching values.* This is the quality of WWJ radio-television service—in entertainment, news, sports, information, and public affairs programming. The results are impressive—in audience loyalty and community stature, and in sales impact for the advertiser on WWJ Radio and Television.

**WWJ and WWJ-TV**  
THE NEWS STATIONS

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

# Radio ship's registration lifted

Panama takes action after Britain complains about pirate commercial radio operation off southeastern coast

A commercial radio ship that has begun broadcasts from international waters off the populous southeastern coast of England has had its Panamanian registration cancelled. The action by Panama's finance minister, Julio Linares, however, is ineffectual as long as the ship remains in international waters.

The ship, the 763-ton *Caroline*, which made its appearance several weeks ago, is equipped with a 168-foot antenna mast and two 10 kw transmitters. The station calls itself Radio Caroline and uses a medium wave length band. It is said to have a 100 to 150-mile coverage, with a potential audience of 15 million persons.

The station is owned by an Irish businessman, Renan O'Rahilly who is presently outfitting a second ship, the motor vessel *Mio Amigo*, with broadcast equipment. The *Mio Amigo* station will also operate off the southeastern coast

of England, under the name of Radio Atlanta.

**ITU Aid** ■ The International Telecommunications Union, Geneva, through its International Frequency Registration Board, covered the British complaint to Panama. An article of the ITU radio regulations prohibits television or radio stations from operating either from international waters or airspace. This is the third time Panama has lifted its flag from a pirate commercial radio ship. Of the other two, one ship was broadcasting off the coast of Denmark, the other off-shore from the Netherlands.

United Kingdom Postmaster General Reginald Bevens, speaking before the House of Commons, threatened new legislation against pirate operations such as Radio Caroline. Mr. Bevens also suggested that the member countries of the Council of Europe might hold a radio

frequency allocations conference which could make reallocations that would effect the *Caroline* operations.

Mr. Bevens also told Commons that principal advertising associations in England have given him assurance that major advertisers plan to boycott Radio Caroline. James O'Connor, director of the Institute of Practitioners in Advertising, whose 270 members handle the bulk of British advertising, said that he informed members of the postmaster general's position against the station. However, he said that the association has not forbidden its members to use Radio Caroline.

The Phonographic Performance Ltd., which licenses the performance of records in England, plans to seek an injunction against Radio Caroline. But as the ship is located in international waters any legal action is uncertain. The Performing Rights Society, representing British composers, has offered the station full licenses to broadcast their works, asking for 3¾ % of the gross income from advertisers.

The station, which broadcasts from 6 a.m. to 6 p.m., employs four disk jockeys and three engineers in addition to the ship's crew.

## HIS



## Canadian group to study broadcasting

A special committee of inquiry to look into private and public broadcasting in Canada is to be established soon by the Canadian government, Secretary of State Maurice Lamontagne told the Canadian Association of Broadcasters at its annual meeting on April 6 at the Chateau Frontenac hotel, Quebec City.

The aim of the proposed inquiry would be to work out a definition of what government policy should be in the broadcasting field. The inquiry follows the three-man preliminary investigation last year by Dr. Andrew Stewart, chairman of the Board of Broadcast Governors (the Canadian regulatory body), Alphonse Ouimet, president of the Canadian Broadcasting Corp. (the government's broadcasting system), and Don Jamieson, CJON-AM-TV St. John's, Newfoundland, president of the CAB.

Secretary of State Lamontagne said the inquiry would look into shortcomings of the 1958 Canada Broadcasting Act, especially as to "confusion about the aims and roles of public and private broadcasting in Canada, the relations between the CBC and private

broadcasting, the powers of the CBC and the BBG, and the extension of television broadcasting."

He also dealt with the role of broadcasting in cultural development, Canadian ownership and control of communications, and the government's need to give financial assistance to the private cultural sector.

Broadcasters were urged by Transport Minister J. W. Pickersgill to give listeners and viewers more analytical political reporting as a step toward getting public opinion behind needed changes in Parliament. Mr. Pickersgill is responsible to the Canadian Parliament for broadcasting activities and is in charge of the licensing department. He felt there was too much effort to give impartial reporting, not enough analytical reporting in news on radio and television.

Don Jamieson told the broadcasters that a national conference under the auspices of the CAB is to be held later this year at Montreal. This will deal to some extent with relations between the various parts of Canada, and especially French-speaking Canada. The conference would be an attempt to get at some fundamental truths. It would be the first time that the full impact of the broadcasting industry had been directed at a national problem.

## \$2.8 million set for new facilities in Ireland

The government of Ireland has announced a new broadcasting bill to authorize a \$2.8 million investment in that country's radio and television networks. The money will be used to construct new headquarters buildings for Telefís Éireann, the Irish TV authority, in the Montrose suburb of Dublin, and to buy additional equipment to improve radio and television coverage.

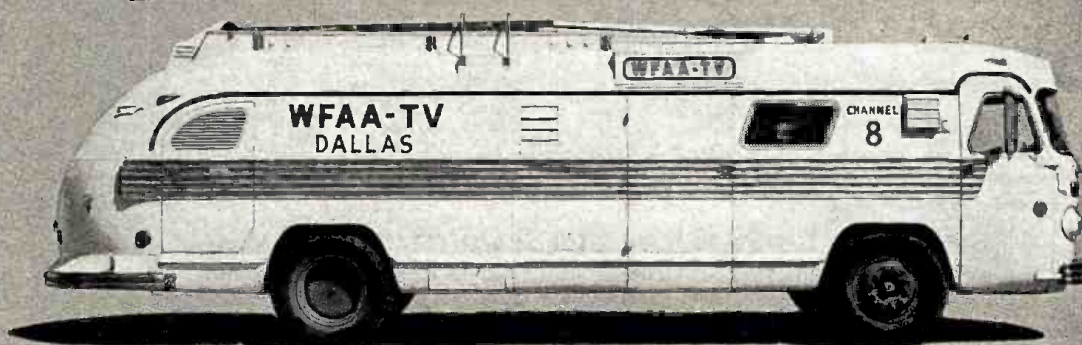
Also announced was a decision to set up a nationwide UHF radio system.

## Pontifical group created

The creation of the Pontifical Commission for Social Communications was announced last week by Pope Paul VI. The Roman Catholic commission will be composed of both laymen and ecclesiastics.

The group is an extension of an existing commission that deals with radio-TV and movies, but will also embrace the press. The new panel is an outgrowth of the mass communications decree issued last fall by the Ecumenical Council.

# HERS



*If you had the  
Quality  
touch*

You'd have your own 'His' and 'Her' mobile television stations... For HIM: a roomy, 40-foot cruiser, equipped with two Ampex VideoTape Recorders, a complete power plant, six Marconi Mark IV cameras, five tons of air conditioning... and plenty of gas. For HER: a compact, 25-foot bus with three Dumont Camera chains and other equipment adequate for her modest needs. They're ready to go anywhere, anytime for any kind of job... commercials, programs, or special effects. If you want the Quality Touch, call Petry...

The Quality Station serving the Dallas-Fort Worth Market

ABC, Channel 8, Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

## WFAA-TV

# Color TV on SMPTE agenda

**Motion picture-TV engineers hear papers on various color television systems at 95th semiannual technical conference in Los Angeles**

Although the system of color television which has been used in the United States for the past 10 years has worked out pretty well, it is not the only color TV system and it may well be passed by in favor of another when standards for color TV are established for the United Kingdom and the continent of Europe. Discussions of these various other color systems were presented Monday evening (April 13) at a color television session of the 95th semiannual technical conference of the Society of Motion Picture and Television Engineers.

The agenda of the weeklong conference, held (April 13-17) at the Ambassador hotel in Los Angeles, was the largest in SMPTE history, with 117 papers presented at 17 technical sessions. The exhibits were also at a record high, with more than 60 companies displaying and demonstrating new and improved equipment for producing better pictures on film for television and theatrical motion pictures. More than 12,000 engineers, scientists and others interested in the technical end of film attended one or more sessions.

The U.S. color system has already been adopted by Japan and will probably also become the standard for Canada and Latin America, wherever the 525-line, 60-field monochrome TV standards apply, Joseph Roizen, video consultant to Ampex Corp., said at the session on color. But he was doubtful about Europe, where two other systems, are also fully compatible with monochrome TV. They also can be used with the same type of color cameras. These systems are offering strong competition to the U.S. NTSC (National Television Systems Committee) system for official adoption.

These are SECAM (from the words "sequential" and "memory") and PAL (Phase Alternation Line). Mr. Roizen's paper described the technical makeups of the three systems and quoted extensively from a report issued last December by an ad hoc committee of the European Broadcasting Union, which found the NTSC system seemingly best in compatibility, vertical resolution and

resistance to interference in the same channel, but SECAM and PAL having advantages as far as resistance to severe echoes is concerned (BROADCASTING, Sept. 2, 1963).

**Mexican System** ■ Another alternative to the NTSC color system, a bicolor field sequential system, was described by Guillermo Gonzales Camarena of Telesistema Mexicano. This simplified system, Dr. Camarena said, delivers an adequate color signal to the viewer at a minimum cost at both the transmitting and the receiving end, making it a system that will permit the rapid expansion of color TV in Latin America and other countries with limited economies.

The simplified bicolor system uses a synchronized rotating disk with red-orange and green-blue as the two basic colors. The transmission is field sequential, the odd number fields corresponding to the red-orange and the even number fields to the green-blue. This method "allows the use of the common picture cameras using the orthicon for black-and-white, by the attachment of a simple mechanical device," Dr. Camarena explained.

The standards are the same as for

monochrome TV, with the addition of a manual compensating system to eliminate a flicker in the receiver, which is a normal black-and-white TV set except that a three-gun color tube is used in place of the monochrome tube, with minor changes in the receiver circuitry. The standard monochrome TV transmitter can be used with this color system without any modification.

An instrument for adjusting color monitors and the way in which it is used at NBC-TV was described by Alex Quiroga, color and technical coordinator at the network's Burbank, Calif., studios. The instrument contains two photocells and is placed in front of the TV screen with one cell looking into a white area, the other into a dark area. The red-separation filter is put in front of the cells and the red-background control of the monitor adjusted so that the readings on the two meters of the instrument coincide. The same is done for the green and blue screens and backgrounds. "Once an operator has become familiar with the unit," Mr. Quiroga concluded, "a color television set can be properly balanced for color temperature, tracking and brightness in about two minutes."

Because a TV reproduction system differs from the motion picture projector, different techniques are needed to get the best results from the use of theatrical motion pictures on television. "A television film projection system will usually contain considerably more glass than a direct projection system," Edward P. Ancona Jr., also of NBC-TV's Burbank staff, told the conference. After describing the studio controls, he reminded that there are also home receivers, each equipped with a brightness and a contrast control, adding that "it is highly probable that these receiver controls will be misadjusted in the average home." He advised the use of lower lighting ratios and a limited contrast range for the best results with films on television, with prints lower in contrast and darker than normal theatrical prints.

## FM rule changes proposed

The FCC has proposed amending its rules to require FM stations engaging in multiplex stereophonic or subsidiary communications authorization operations to use type-approved sub-

## TV tape recorder census

There were 1,875 U. S.-made television tape recorders installed throughout the world as of Jan. 1, the Electronic Industries Association reported last week.

In issuing a list of those having TV recorders, EIA noted that 644 were in use in commercial TV stations, 95 in educational centers, 128 in the U. S. government, 110 in educational TV stations, and 609 in foreign installations.

Copies of the compilation are available from EIA Marketing Services Department, 1721 DeSales Street, Washington, D. C. (20036) at \$2 a copy.

channel frequency and modulation monitors after Jan. 1, 1965. Present equipment, according to the commission, in many cases cannot accurately monitor the subcarrier frequencies used in these broadcasts. Approved frequency and modulation monitors are included in the commission's "Radio Equipment List."

Comments on the changes, which affect part 73 of the broadcast rules, may be filed on or before May 25, and reply comments on or before June 15.

## FCC gives Comsat OK on space plans

The Communications Satellite Corp. has been given FCC approval to build a synchronous communications satellite system to transmit voice and record telecommunications across the Atlantic Ocean on an experimental basis. Further FCC authorization will be needed, however, before the system may be placed in orbit.

The commission last week granted Comsat's application to build a system capable of transmitting black and white television or 240 voice circuits, telegraph or facsimile messages. The satellite would be placed in an orbit 22,300 miles above the equator.

The authorization covers the construction of two satellites, to be built by Hughes Aircraft. If the first shot is unsuccessful, the second satellite would be used. Comsat disclosed its plans in December (BROADCASTING, Dec. 30, 1963).

The system is intended to connect Canada, the U. S. and Western Europe. If the test warrants it, Comsat will use the synchronous system for transmitting commercial traffic.

According to present plans, the satellite will be lofted into space by an augmented-thrust Thor-Delta rocket from the John F. Kennedy Space Center, in Florida, early in 1965. The National Aeronautics and Space Administration is to provide launch facilities and associated services on a reimbursable basis.

Under the FCC's order, the system may not be placed in orbit until Comsat has obtained commission authorization to engage in experimental operations and authorization for a U.S. ground station to be used with the system.

The order also requires the corporation to obtain specific authority before engaging in commercial activities.

The commission noted last week that although the grant represents a significant step in the development of an operable space communications system, "it should be emphasized that a number of technical and other questions"

BROADCASTING, April 20, 1964



## Electronic achievement badge set

Robert W. Sarnoff, NBC board chairman who also serves as vice president of the Greater New York Council of the Boy Scouts of America, a fortnight ago presented the first electronics merit badge in the

history of the Boy Scouts to a bevy of the youngsters at a luncheon in the Waldorf-Astoria hotel, New York. Scout Kipp Heacock of Princeton, N. J., accepted the award for 31 other scouts at the ceremonies.

must still be solved. Accordingly, it added, the Comsat is expected to pursue a program of study, research and development.

## NAB resolution honors American Relay League

The 50th anniversary of the American Radio League was commemorated by the National Association of Broadcasters at the 42d annual convention in Chicago fortnight ago. In a brief business session Wednesday, the delegates unanimously approved a resolution congratulating the relay league and licensed amateur radio operators for their "outstanding public service through vital emergency communications in time of disaster, as most recently exemplified in the Alaskan earthquake."

## Technical topics . . .

**Portable peepie** ■ Industrial Television, Hollywood, has announced the development of a new scoop battery operated vidicon news camera. The solid-state camera is capable of operating up to eight hours without recharging and will supply a standard EIA broadcast signal over more than 3,000 feet of coaxial

cable. It weighs less than eight pounds with a five-inch viewfinder; costs \$7,500 including battery generator.

**Big tube** ■ Sylvania Electric Products has announced it plans production this year of a 25-inch rectangular color TV tube. Production quantities are expected by early 1965. Sylvania estimates output of regular shadow mask tubes at 200,000 annually.

**New camera** ■ Mitchell Camera Corp., has announced a new 24-pound, 16 mm magnetic sound-on-film reflex camera for news and documentary use, SSR16. The new camera includes pin-registration and a high fidelity sound system. The unit has its own rechargeable battery pack and can be operated hand-held. Basic price is \$6,515.

## FCC to fine two FM's

The FCC plans to fine two Fort Lauderdale, Fla., stations for failure to maintain prescribed modulation levels. WWIL-FM (Florida Air-Power Inc.) and WFLM-FM (Findlay Publishing Co.), according to a commission announcement last week, are liable to forfeitures of \$250 and \$500, respectively. These are the first fines imposed solely for modulation infractions.



Any "job well done" must necessarily involve a great deal of teamwork. Each department at WOC-TV is staffed by well-trained and professional broadcasters with pride in their work. The coordination of competent men and women gives meaning to our *special handling* and benefits both viewers and advertisers.

**WOC TV 6**

Exclusive National Representatives — Peters, Griffin, Woodward, Inc.

SERVING THE QUAD CITY MARKET

DAVENPORT, BETTENDORF/ROCK ISLAND, MOLINE, EAST MOLINE  
IOWA ILLINOIS

# BROADCASTERS LOOK, LISTEN, BUY

## Display of sophisticated new equipment at 42d NAB convention in Chicago attracts more than usual interest, exhibitors agree

Sophisticated gear on display at the annual convention of the National Association of Broadcasters in Chicago attracted the interest of many a broadcaster whose pocketbook has been comfortably filled by a good year's business.

Result: Sales were brisk.

There were many inducements to placing orders. Automated gear has been refined to the point that it does its job more easily and more efficiently than ever before. Miniaturization has been developed still further than a year ago. Fine foreign equipment is now available in the United States. Color refinements are being offered by a number of manufacturers.

According to reports from among those whose products helped to make up the huge display estimated at \$30 million at the Conrad Hilton earlier this month, 1964 is expected to be a very good year for replacement of old gear as well as purchase of the new. Just how good will depend in part on the equipment salesmen who follow up their convention-generated leads.

Again this year the NAB technical display showed clearly the sweeping trend toward solid-state circuits in all segments of broadcast equipment. The trend was noted particularly among TV cameras, with many vidicon models and some of the larger image orthicon chains completely transistorized.

Among the other obvious trends: more color TV, an increase in small video tape recorders, greater emphasis upon UHF television and upon FM, particularly stereo, and more attention to automation systems for both radio and TV. Another trend: high styling of the physical packaging of equipment.

Plug-in modular construction of components, the easy-maintenance and quick-replacement features that have marked the development of solid-state equipment, appears also to be well utilized now in gear still relying heavily on electron tubes.

Among the solid-state components, still greater degrees of miniaturization was readily seen, some units being compounded of tiny integrated modules within larger modules.

Color TV cameras were exhibited by RCA, GE and Marconi. The RCA cameras use a four-tube system which the company showed in prototype last year and which GE and RCA feature in their color film chains. More refined color monitors were also seen.

The small portable video tape recorder list now includes Ampex, Dage, Machtronics, Precision Instrument, RCA and Sony. Both Ampex and RCA introduced significant innovations in their larger standard broadcast model video tape lines too.



Tom Chace of General Electric holds up GE's experimental 1-inch lead oxide tube (r) and the 4 1/4-inch image orthicon tube that it is eventually expected to replace (BROADCASTING, April 13). The lead oxide tube, commonly called Plumbicon, is about three times as sensitive as GE's 1-inch vidicon tube 7735A (on board at upper right). Commercial use of the GE Plumbicon is not expected for at least two years.

**New Designs** ■ Design engineers proved this year that the transistor doesn't have to be unseen to be appreciated. The use of the solid-state showed up in styling changes in switching units, automation units, cameras and transmitters. And in some instances new colors replaced control room blue and gray. Cameras, which were bulky with protruding buttons and knobs, are now slim.

At RCA the "new look" showed up throughout the firm's line, in chrome and a new shade of blue. Sarkes Tarzian showed its equipment in a shade of yellow, LTV Continental Electronic's Prolog system is in tan and Visual Electronics' Mark 10 camera is red.

Although many manufacturers showed new AM and FM transmitters and dual polarization antenna elements as well as stereo and other FM equipment to keep in step with that medium's development, Gates Radio Co. sparked considerable interest with its newly de-

signed single-tube 1 kw AM transmitter. The unit is packaged in an unusual low-boy cabinet style.

The proliferation of tape cartridge systems was matched only by the competition of the makers to keep their models right up to date in new styling, automation, stereo options and solid-state circuits.

Automation also found its new market growing in remote control systems for transmitters and automatic logging as well as TV program switching and control functions and station traffic-billing paperwork reduction systems.

There were relatively few really new products. Also missing were the many prototypes of equipment to come that had been in evidence at the past few conventions.

One of the few prototypes on exhibit was General Electric's optical transmission link in which the video signal was transmitted over 30 feet via infra-red signals. This development has a larger band for point-to-point transmission than existing microwave units.

Details of the new developments and the featured product follow in their respective general categories.

## Color cameras are introduced

### Refinements in live and film models are offered by several exhibitors

New live color cameras were introduced by RCA and Marconi and General Electric showed its continuing model. RCA and GE also showed 4-V film color systems.

Ampex Corp. displayed a brand new Marconi color camera which uses three vidicon tubes (\$45,000) and which also comes in a completely remote controlled four lens version (\$50,000). In order to demonstrate how the new color camera doesn't even require specially matched vidicons, the unit on display contained two English tubes and an RCA vidicon.

Production of the Marconi color



The TK-42, a transistorized, standard-module color camera was introduced by RCA.

camera is now under way, it was reported. The camera was used in early January at Cape Kennedy for the Saturn launch.

General Electric showed its newest studio color camera the PE-25-A, which features 3-inch image orthicon tubes. Innovations on the camera include a refined optical system; extensive use of circuit boards and transistors in the video preamplifiers; swing-out chassis, and use of difference signals. Plug-in camera circuits provide simplified checking and servicing, vernier-type controls are used for precision registration adjustments and viewfinder presentation is set by push-button selector.

The TK-42 a new solid-state, modular four-channel color camera was introduced by RCA. Priced at \$60,000, the TK-42 has a built-in zoom lens with wide angle adaptor, covering a focal range of 1.6 to 40 inches. The camera has a 4½-inch image orthicon black-and-white tube and three 1-inch vidicon color tubes. Set for delivery early in 1965, the TK-42 uses plug-in modules



Newest of Conrac's 8-inch video monitors is demonstrated by Bill Ems at the exhibit of Conrac Division, Giannini Controls Corp.

that are interchangeable among other RCA camera types.

## Film equipment

Transistorized circuitry, tantalum capacitors and vernier controls for each vidicon assembly are included in General Electric's 4-vidicon color film system, PE-24. One vidicon tube produces the monochrome signal and the other three register the color signals. Plug-in module boards are employed and the PE-24 has an automatic balance control unit, more than 600-lines center resolution and built-in voltage calibration signals. The 1-inch separate field mesh vidicon, which approximated dynamic response of a 1½-inch vidicon tube, may be used in the PE-24.

With console-mounted control, the PE-24 sells for \$39,500; with rack-mounted console, \$36,900.

Also introduced was the four-channel TK-27 film color camera. This solid-state unit also has four pickup tubes; three 1-inch vidicons for color and a 1½-inch electrostatically focused vidicon for monochrome. The TK-27, in-

troduced in 1963, uses only 200 w and is designed for delivery late this year.

## Accessories

Conrac showed its new 21-inch color monitor, CYA21, which is a larger version of the firm's 17-inch color units. Priced at \$2,850, the CYA21 is available for mounting in a 24-inch rack or can be used in a field case. Equipped with solid-state switching, the operator can turn on the color beams in any combination in any desired sequence. Also shown were Conrac's 8, 14 and 17-inch black-and-white monitors.

Camera deflection components for RCA and GE color units were featured by Cleveland Electronics. The 1 and 1½ inch vidicon hybrid deflection assemblies are electro-statically focused and magnetically deflected and permit a smaller, lighter camera by elimination of the focus coil and power circuits.

The color assemblies are available for 3 and 4½ inch image orthicons. The firm also has a variety of deflection yokes and focus alignment coils, from ½ inch vidicons to 4½ inch IOs.

# Improvements in lighting

New quartz-iodine units are featured; Kliegl shows pegboard dimmer control

Each lighting firm had something new to offer, with quartz-iodine units the most popular. A new pegboard preset lighting system was shown by Kiegl.

Century Lighting introduced its Universal light, a multipurpose unit at \$63.50, which can convert into a scoop. It also displayed a new \$665 set of solid-state, 1800 w dimmers. The set of six dimmers comes with a master modular control unit and additional sets of six can be added.

Other items included the 1400 series of Lekolites in die cast aluminum with precise beam control.

Colortrán Industries, in its first NAB convention showed the new Mini-lite, a quartz light with four-way barndoors. It has low intensity, soft fill and has a three-way bracket for stand or bar mount or easel set-up. It sells for \$36.95.

Another new light is the quartz-iodine Back-lite at \$50.99. It covers up to 462 square feet at 10 feet, permits easy hiding because of its shallow



GE's display of vidicon, image orthicon and color cameras got a real going-over.

**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

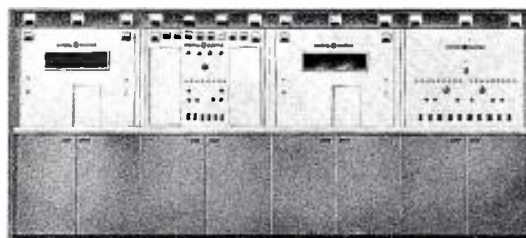
BAKERSFIELD, CALIF

# 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

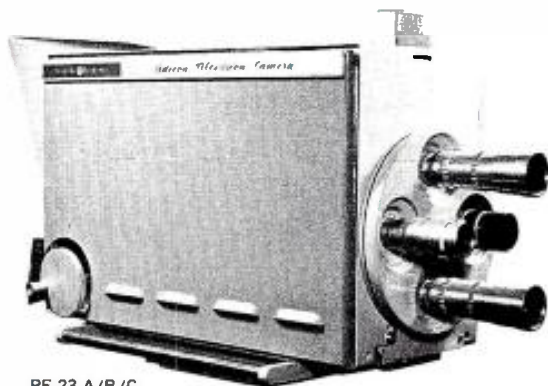
WASHINGTON, D. C.

# 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

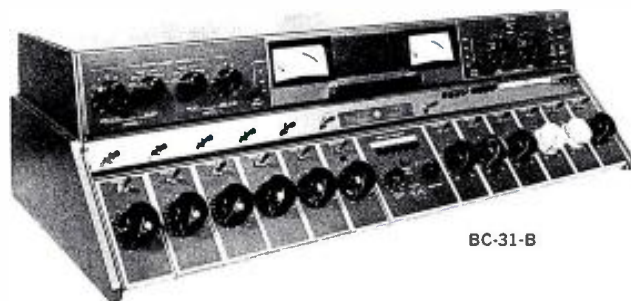
BUFFALO, N. Y.

# 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

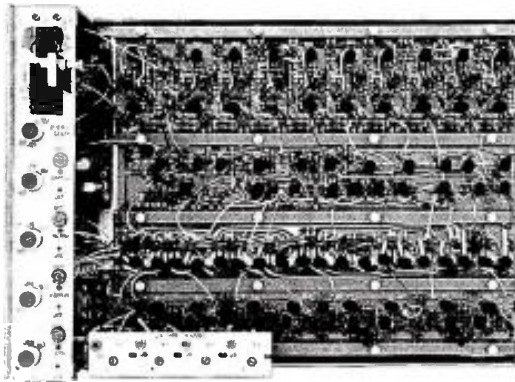
TALLAHASSEE, FLA.

# 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



Automatic remote control gear at Rust Corporation of America's exhibit featured two new items: AL-10 Autolog for AM and FM stations and TV-132-20 remote control lighting panel.

(three-inch) depth and features the three-way bracket.

Also shown was the Color-dyne 1000 dimmer with master and individual dimmer control remote use up to 500 feet. Other dimmers, quartz-iodine cyc strips and lamps were also shown.

The 1,000 w Q-Lite, a quartz-iodine lamp that can fill an area from 18 to 125 feet, was introduced by Kliegl Bros. Mounted in a minaturized fixture, the Q-Lite is said to outperform a 1,500 w scoop, but can have a sharp fresnal-type cutoff by using barndoors.

A pre-set studio light controller with pegboard design was also introduced by Kliegl. The system groups and sets the intensity of studio lights through the use of pegs in custom-designed control units.

Rust Corporation of America introduced its new TV-132-20 remote control lighting panel, which provides five pre-set combinations of 20 or 40 lighting circuits.

Westinghouse Electric Corp.'s lamp division introduced a new all-glass FAT floodlamp (\$13) rated at 1 kw which it claims produces 70% less heat on the set area. The lamp and fixture are very lightweight and it is rated at 3200 degrees Kelvin for color with life of 100 hours. Each lamp is an integrated lens-reflector system, furnishing a fresh optical system with each lamp replacement. Lamp also has a grid mounted above the filament to collect the blackening evaporated tungsten, thus assuring lumen and color temperature maintenance throughout lamp life.

Telequip Corp. showed its new L-F-R studio flood lighting fixture designed especially to house the new Westinghouse sealed lamp. The new fixture (\$43, including Westinghouse lamp) is said to be but one-third the size and one-half the weight of conventional flood light scoops.

The A-500 luminance analyzer is a high-definition spot photometer shown by Gamma Scientific Inc. The photometer has no zero balance or drift ad-



Herbert More shows smooth action of Kliegl's SCR dimmer controls for TV lighting.

justments, is completely self-contained and uses power only while taking a reading. It has a straight-through optical system, eliminating polarization error. The exposure computer model with pistol grip is \$690.

The 720 photometer/calibrator at \$690 contains its own luminance ref-



Light weight of Westinghouse Electric Corp. lamp department's flood lamp suitable for color studio and TV is demonstrated by Betty Borson.

erence for calibration. A transistorized unit, the 720 may be operated from a self-contained battery pack or an interchangeable regulated AC power supply. The 720 can drive a digital voltmeter or chart recorder through a front panel jack.

The \$475 luminance standard is a reference against which light-measuring equipment may be calibrated. The model 200 is adjusted for a color temperature of 2854 degrees Kelvin.

## New cameras, lenses are put on market

### Wide variety of refinements offered in various camera classifications; new accessories offered

The 10 to 1 image orthicon zoom lenses turned up in abundance at the NAB show, several with servo controls. Thomson Electric showed cameras for the first time, and solid-state vidicons and IO's were the order of the day in most firms.

Ampex also showed the new inexpensive Marconi 321 monochrome vidicon (\$1,800) especially suited for closed-circuit application with the Ampex VR-1500 portable TV tape recorder but which it claims is also capable of operating on broadcast standards with or without viewfinder accessory.

Another 4½-inch image orthicon camera chain was displayed by Electra Megadyne Inc., successor to EMI/U.S. The Los Angeles-based firm also displayed its line of Vidicon camera chains and remote control camera system first shown last year. The remote

control incorporates a table-top switching console which permits the operator to select up to five different pre-set camera shots from simple push-buttons. They can be repeated in any desired sequence.

A transistorized vidicon camera and two image orthicon cameras were shown by General Electric.

The new PE-23 vidicon features plug-in transistorized circuits, and power supply and video channel amplifier are included in the camera. A calibrated test signal is built in at the pre-amplifier and the camera and viewfinder have separate power supplies and sweep circuits.

The PE-28, 3-inch IO and PE-29, 4½-inch IO, have extensively transistorized circuits, five lens turret accommodation with a hollow shaft for center-shaft zoom lens control. The PE-28 is



Miniaturized TV camera of Photo Research Corp. is operated by firm's Gideon Fiat. It weighs under 3 lbs.

priced from \$18,310-\$22,280 and the PE-29 from \$20,810-\$24,780.

RCA showed its TK-60 image orthicon camera with a 4½-inch tube, replacing the 3-inch tube of earlier models. The camera has been redesigned to utilize the new tube. It is capable of better resolution, lower noise, and improved gray scale pictures. The TK-60 includes an 8½-inch viewfinder, test switches, counter-balanced focus, remote iris control and direct drive lens change.

The 3000L 3-inch, solid-state camera with 10 to 1 zoom lens was introduced by Sarkes Tarzian. Priced at \$19,400 with the zoom lens, the 3000L has a remote controlled lens iris, 8-inch switchable viewfinder and dual transistorized intercom. All subassemblies and printed circuit boards are plug-in unit.

The 1500L with turret for 1-inch and 1½-inch vidicon tubes or 3-inch image orthicon was also shown. Featuring a new head, the solid-state camera features adjustable turret tension



Bernard Angenieux, son of French inventor Pierre A. Angenieux, proudly displays his father's newest optical contribution, the Angenieux-Zoomar lens with Evershed servo control, at booth of Television Zoomar Co.



New Model 800-M vidicon TV camera priced at \$4,700 draws attention at

exhibit of Sylvania Electric Products. "Newschief" camera is seen in rear.

control and remote iris control. A three-position switch permits superposition of either of two remote inputs on the 8-inch viewfinder. The unit is priced at \$8,600.

Just in time for introduction in Chicago was a new vidicon viewfinder camera, model 800-M (\$4,700), by Sylvania Electric Products Inc. The solid-state camera uses either 1-inch or 1½ inch vidicon tubes. Sylvania said six were sold the first two days of exhibit.

Sylvania also displayed details of the firm's new lightweight portable "Newschief" camera (\$16,500) which has its own back-pack 2,000 mc, one watt transmitter for remote use. Other Sylvania cameras include models designed for closed circuit and educational use.

Telequip Co., which is U. S. distributor for the entire line of Pye Ltd. broadcast equipment, exhibited Pye's Mark V 4½-inch image orthicon camera (\$18,500) which this year features a new solid-state preamplifier. The camera comes with lens but without the IO tube.

Telequip also handles Pye's brand

new 4½-inch IO camera which is all solid-state. Full production presently is going exclusively to the British Broadcasting Corp.

Thomson Electric offered a vidicon, 3-inch and 4½-inch image orthicon cameras, all solid-state and all with zoom lenses.

The vidicon TH.T600 features interchangeable printed wiring boards, single-button control for optical focusing and zooming, with a zoom range of 15 mm to 150 mm. The TH.T678, a 3-inch IO has interchangeable variable focal length lenses, variable focal length and focusing manual controls.

The 4½-inch TH.T629 has an interchangeable vari-focal lens with a zoom range of 35 mm to 350 mm. It has a six-position filter turret with interchangeable electronic viewfinder with 7-inch rectangular kinescope. The TH.T629 also offers push-button selection of any eight chosen is indicated on a meter located preset focal lengths. The focal length above the viewfinder. The preset distances run from 1-7/16 inches to 14 inches. The focal distance can be remotely controlled from auxiliary positions.



MGM Telestudio showed its Gemini tape/film system camera attached to an RCA TK-60 camera.



The new English Electric 3-inch image orthicon tube was shown mounted in Visual Electronic's Mark 10 zoom camera.



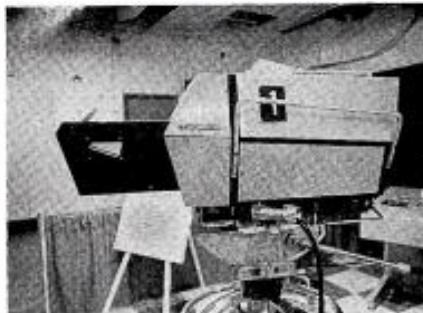
Servo-operated Varotol V 10-to-1 variable focal length TV camera lens and the ortal series of fixed focal length lenses highlight conversation at the Albion Optical Co. exhibit.

The Mark 10 Visual Zoom 3-inch image orthicon camera was shown by Visual Electronics. The solid-state camera features a 10 to 1 zoom lens that goes from 37.5 mm to 15 inches. An extender to 24 inches is available.

The eight lens positions are marked on an indicator located below the viewfinder. One-hand control covers zoom and focus. The camera has Fiberglas covers, plug-in transistor boards and fold-out assemblies for in-operation access to both sides.

## Film cameras

General Electric showed its PE-27 transistorized vidicon film camera with the new 1½-inch separate field mesh vidicon replacing the 1-inch vidicon. The PE-27 has a high signal-to-noise ratio, increased depth of modulation, improved automatic gain control and reduced power consumption. A built-in sawtooth test signal provides quick settings of channel gain, and yoke and yoke mount permits self-positioning of the vidicon tube. With 15-inch console



Thomson Electric's new transistorized 4-inch image orthicon camera with zoom lens.

mount controls the PE-27 costs \$13,700; with 19-inch controls, \$10,800.

A production model of the TK-22 TV film camera with 1½-inch vidicon tube was shown by RCA. The solid-state camera with electrostatic focus features plug-in modular construction and offers built-in control of picture black level, sensitivity and video gain. Test facilities are also built in. The camera's control unit takes up 2¾-inches of rack space.

A solid-state film camera system, the 1500F, using either a 1 or 1½-inch vidicon tube was shown by Sarkes Tarzian. The \$7,400 unit has absolute black pedestal and white level peak control and is especially designed for TV film and slide pickup.

The new solid-state MP60 dual multiplexer, at \$2,950, was shown by Sarkes Tarzian. With color-corrected front surface mirrors, the system has four projectors into either of two film cameras.

## Lenses and tubes

The new Varotol V lens for image orthicon cameras was shown by Albion Optical. Featuring a servo-control, the 10 to 1 zoom lens is governed by either thumb rotation or by button control to preset focal lengths. The lens can go to its extremities of 40 mm or 400 mm in



Larry Scheu of Telequip Corp. stands on firm's new car-top TV platform and spans exhibit scene with camera mounted on the Penban No. 1 fluid head tripod, another of Telequip's products.

.8 seconds or take up to 15 minutes for a pan. There is an altered gear ratio between the control and lens according to the focal length of the zoom. The unit sells for \$10,200 with button control.

Other ortal lenses for IO and vidicon cameras were shown.

A 1-inch separate mesh vidicon tube, 1½-inch vidicons and 3 and 4½-inch image orthicon tubes were shown by RCA Electronic Components and Devices.

The 8480 1½-inch vidicon features electrostatic focus, magnetic deflection for transistorized, low power cameras.

More flexible and easier operation of zoom lenses, including servo-remote functions, were detailed at the exhibit of Television Zoomar Co., sole concessionaire in North and South America for the Angenieux line from France. Featured especially was the Angenieux-Evershed Mark II (\$9,500) with servo-control of zoom and focus for image orthicon cameras. Similar unit is available for vidicon cameras (\$6,950). Also featured was the Angenieux Model 10-2-1 B Zoomar for use on 4½-inch image orthicon cameras and providing zooms from 35 mm to 350 mm.

The English Electric, a 3-inch camera tube featuring no burn-in, stick or lag, was previewed by Visual Electronics. The tube is reported to have a long life with no progressive loss of contrast or resolution.

## Accessories

The Spectra TV Optoliner, an optomechanical camera system tester, was shown for the first time by Photo Research. The unit with a light output and color temperature meter can be used with vidicon or image orthicon



Sarkes Tarzian's new solid-state, zoom lens 3000L 3-inch image orthicon camera

focused in a kitchen set with unusual features.

# RCA announces...a whole new



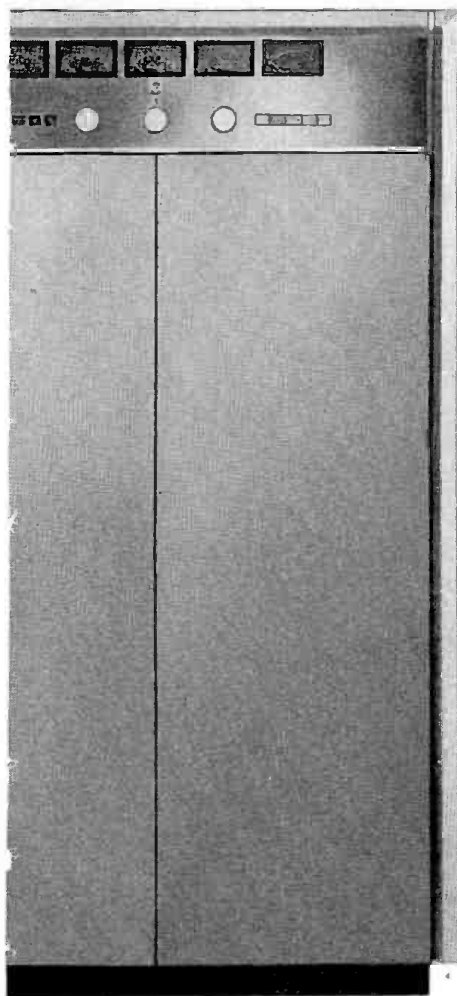
NEW BT5E 5KW

Here's a line that's completely new and different! New in styling, new in color and size, new in operation, it's an entirely advanced concept of transmitters, in all desirable powers, employing the famous RCA direct-FM principle. RCA had "Direct FM" in its first FM transmitter, built in 1941—and in all the FM transmitters built since then, including this new line.

NEW STYLING, new steel/blue color and convenient new "eye-level" height make these transmitters most attractive to look at and much easier to use.

RCA Broadcast and TV Equipment, Building 15-5, Camden, N. J.

# line of FM transmitters!



NEW BTF 10E 10KW



NEW BTF 20E 20KW

NEW CIRCUITRY means improved stability and a new kind of stereo and multiplex performance.

NEW EXCITER assures simpler, more straight-forward operation and maintenance, greater dependability.

Attuned to the quality needs of FM for today and tomorrow with finest sound and fidelity, these are the transmitters to put your station "out front." Find out what it's like to own the finest in FM transmitters.



**The Most Trusted Name in Radio**



Tektronix Inc.'s display of test equipment, wave form monitors and other

cameras. It is priced at \$1,213.25 for vidicon and \$1,263.25 for image orthicon.

Tektronix's new 547 sweep switching oscilloscope features edge-to-edge focus using a single-gun tube. At \$1,875, without plug-in units, the 547 can present the same signal at two different sweep rates.

The C-27, a new oscilloscope trace recording camera at \$435, can be used with a rack-mounted oscillator; has capability of stacking oscillators and cameras, has movable viewer and smaller size. The camera includes an f/1.9 lens with removable viewing tunnel, binocular viewing and direct recording.

Other Tektronix products were video monitors, rack mounted and color TV vectorscope.

A new car-top "news-maker" camera platform (\$380) was introduced by

highly complex gear prompted chin and nose pinching contemplation.

Telequip Co. which fits nearly all station wagons and comes complete with tripod tie-downs. There is a companion inside-car platform (\$140) that is shock-mounted to carry monitors, processors or other gear.

Telequip also showed a new lightweight camera tripod that is suited for news work.

The Penban No. 1 fluid head tripod comes with ball-joint head. Controlled pans and tilts are possible because of a unique silicone oil damping device.

## Monitors in large variety are displayed

A variety of monitors for AM, FM and TV were shown, with Collins and Gates displaying units for FM stereo.

Collins Radio Co. introduced its new 9000-1 FM stereo modulation monitor (\$2,350)\* which accurately measures and monitors all FM stereo and monaural functions. The unit is unique in that it is completely self-contained and does not require external test gear. The unit is solid-state.

An FM stereo monitor adaptor also was displayed by Gates Radio Co. Gates' model M-6409 unit features an exclusive front panel SCA calibration switch and individual left and right channel meter indications enabling direct measurement of separation on either channel.

Miratel Electronics display of solid-state monitors included a new master monitor with pulse cross display allowing a look at sync pulses in white during vertical interval. The T8RPOC, including an 8-inch monitor with space for Tektronix scope in an RCA console, costs \$689.



Vitro Electronics' exhibit displayed complete line of Nems-Clarke broadcast equipment, including rebroadcast receivers, monitors, field intensity meters, jack panels and other gear.

Miratel is offering, for \$95, the addition of a printed board in existing modules to make its other monitors display pulse cross.

The firm's monitors feature modular construction, provisions for external and internal sync, fully regulated high and low power voltage power supplies and externally switchable underscan.

The new \$9,000 Nems-Clarke PPM-101 precision phase monitor and SDM-520 spectrum display monitor for \$1,595 were featured by Vitro Electronics.

The PPM-101 is designed for use with multiple tower operations where a high degree of resolution and stability is required. Phase angle readings are presented on an illuminated in-line readout panel of a digital counter with a resolution of one-tenth of 1%. The PPM-101 is made up of three separate rack-mounted units; the PAC-101 phase angle computer, the CRM-101 current ratio meter and the solid-state digital computer.

The spectrum display monitor is designed to give audio-visual capability for FM-TV signal monitoring and an accurate picture of subcarrier modulation. The rack-mounted unit is a combined spectrum display and receiver in one chassis and a plug-in RF tuner can cover the entire FM and VHF bands from 54 mc to 260 mc.

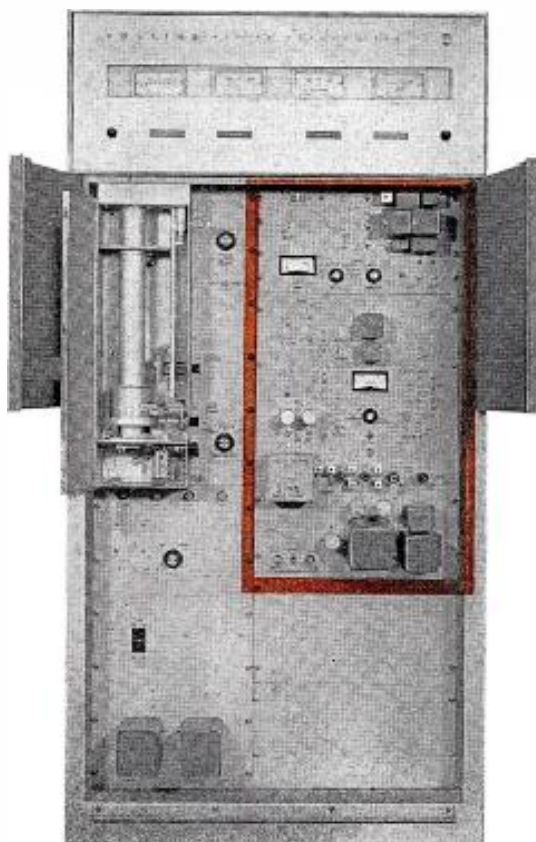
Vitro also showed a line of FM and TV rebroadcast receivers, field intensity meters and RF and video jack panels.

During the past year Sylvania Electric Products Inc. has introduced a new line of video monitors to meet a variety of needs in both the broadcasting and closed circuit fields. Model VMC 8 (\$300) is a portable 8-inch monitor which also comes paired in a standard rack version as VMR 88 (\$595). Portable 14-inch monitor VMC 14 (\$330) also is suitable for conference room or other use where nontechnical people are involved.

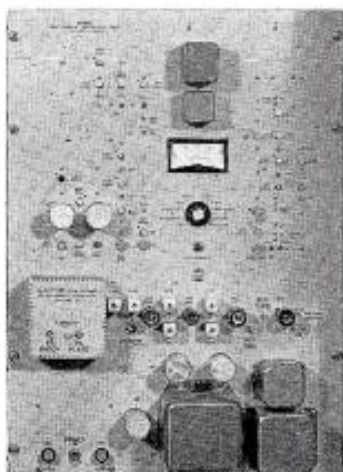
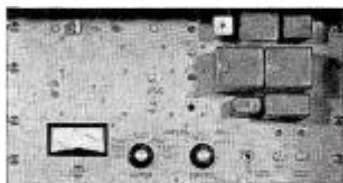


Dan Schulte of Miratel Electronics Inc. displays firm's new fully transistorized video monitor with pulse-cross display feature.

## 35 db stereo separation



### We guarantee it!



Collins guarantees 35 db stereo separation without frequency multiplication with the new A830-2, 10-watt exciter, and the 786M-1 stereo generator. In fact, a typical Collins transmitter gives 40 db separation; Collins *guaranteed* separation is 5.3 db more than the FCC requires!

The wideband direct FM exciter accepts a composite stereo signal without auxiliary modulators for both stereo and SCA channels. There are no frequency multipliers to compound oscillator drift. Output frequency is attained by mixing the 14 mc modulated signal with the output of a 74 to 94 mc-range crystal oscillator.

Stereo and SCA subcarriers are fed directly into the exciter with main channel audio—as a *composite signal*. The A830-2 exciter is flat within  $\pm 0.5$  db for any frequency from 30 to 75,000 cps, providing unmatched monaural, stereo and SCA performance.

Another feature of Collins FM transmitters is the 786M-1 solid state stereo generator. The 786M-1 feeds monaural audio and the subchannel to the exciter as a composite signal. A time-division system eliminates costly and unstable dual channels and does not require matrix networks or frequent adjustment.

Contact your Collins sales engineer for details.

COLLINS RADIO COMPANY  
Broadcast Communication  
Division, Dallas, Texas  
Area Code 214 • AD 5-9511  
International Division, Dallas



30 Years in the Broadcast Business

# More robot gear is ready

Refinements improve operations; interest shown in new fields

Two firms joined the ranks of automated equipment manufacturers at the NAB exhibits. LTV Continental Electronics showed its Prolog radio programmer, joining Automatic Tape Control, International Good Music and Schaefer Electronics.

For television, Indiana General showed its 27-event Unicon.

A firm whose program service in monaural or stereo lends itself to automated operations is Alto Fonic Tape Service Inc., which has a "close working arrangement" with Heller-Ferguson Inc. and offers "personalized professional program consultation." Alto Fonic's libraries also are designed to serve both main channel and SCA channel program needs of FM outlets with a variety of formats. Budget service prices start at \$115 monthly.



Simplicity of construction and operation are the chief features of this automation system of Chrono-Log Corp. for taking the panic out of TV station break time, according to Arthur Freilich, who shows how changes can be made in the schedule even at the last moment.

Automatic Tape Control offered two automation systems, one designed primarily for the small-market station. Featuring two Magnecord stereo record-playback units, a tab clock for time inserts and a cartridge playback unit, the control center costs \$3,940. The modular unit is capable of controlling five tape sources, cartridge spots may be inserted in sequence or by clock, and music may be mixed or single-reel selection.

The larger system, which can be equipped to take as many as 10 sources, may be programmed through tape cartridge cue tones. This system programmer features the ATC 55, a multiple cartridge handler built into a standard rack cabinet. The ATC 55 can be used with ATC automatic logging equipment which notes the time and the number of the cartridge played.

Complete equipment and program service for AM or FM automation, including stereo, was exhibited by International Good Music Inc. IGM's Simplification facilities may be built up part at a time to full automation. IGM also offered Republic News International, an audio news service from Washington and New York.

IGM's two newest automation products included Model 373 (\$1,735) time announcer and Model STR-1 (\$1,420) automatic program logger. The time announcer gives exact time to the nearest 30 seconds. The IGM Simplification system for limited automation nights and weekends runs \$4,195 for equipment plus any IGM program service. Full automation including automatic program logging runs \$14,800, plus program service. IGM's system now is in some 40 markets.

LTV Continental Electronics unveiled its Prolog, which allows program-

ing from up to any of 300 sources and logs it automatically. Priced from \$15,000 to \$30,000, solid-state modular unit can take up to eight rotating spot cartridge systems and uses 14-inch reels of tape. Prolog can operate for 24 hours or more in mono or stereo. The program unit is triggered by reading marks made on the log and putting the proper source on the air. As the log moves through the programmer, the actual air time of each event is printed on the log. The log can be prepared on a typewriter.

The manual control panel provides for injection of live programming during an automated period and return to automation.

Designed to allow placement of console directly against the wall, the frame rotates 160 degrees and equipment can be serviced while in operation.

Schafer Electronics, which has been offering automation equipment to broadcasters since 1953, again exhibited its Model 800 system which this year is also available in stereo for FM use. Schafer officials remarked that "suddenly most orders now coming in to us are for stereo."

Schafer is not in the program service side of the business but its Model 800 system functions with Triangle, IGM, and others using 25 cycles for switching. Schafer, however, "at the insistence of customers," now is making a limited supply of music tapes available. They run 90 minutes per reel (\$25).

Newly introduced in Chicago was the Schafer Model SA-100 spot locator which features a memory preset enabling the proper sequence of commercials for hours in advance. Up to 100 spots are accommodated.

Other automation gear offered by Schafer includes the firm's Model APL-1 program logger which handles 24 hours on a single 7-inch reel of tape, remote control systems for transmitter operation and a test unit for checking the remote transmitter control functions. The Model 800 program system also may be controlled by remote gear.

## Television

Bauer Electronics showed its Log Alarm for transmitter logging. Designed to fit in 10½ inches of rack space, the unit uses a series of dots, which are coded on the logging chart, to read the transmitter.

Taking the "panic" out of station-break time at TV stations is the automation specialty of the Chrono-Log Corp. which for the third year displayed its sequential television equipment programmer (\$6,900). The comparatively simple STEP system uses a small pin-

*for your tower requirements check* **ROHN SYSTEMS** ✓



**A complete tower erection service that has these special advantages:**

- ✓ **DEPENDABILITY**
- ✓ **RELIABILITY**
- ✓ **COMPLETE ENGINEERING**
- ✓ **COAST TO COAST SERVICE**

Be sure to obtain price quotations and engineering assistance for your complete tower needs from America's foremost tower erection service.

**ROHN SYSTEMS, INC.**  
4718 W. Plank Road      Peoria, Illinois



Automation is the key to successful operation today, Edwin Phelps of International Good Music tells prospect who paused to inspect IGM's Simplimation equipment.

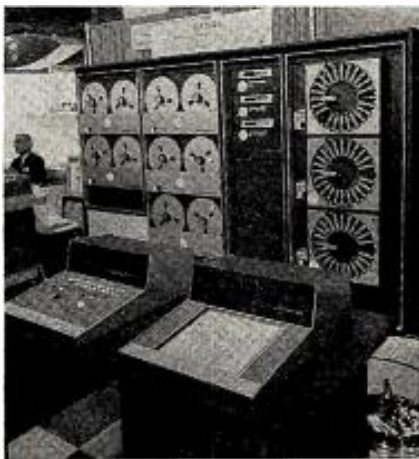
board format to pre-set a complete 16-step sequence which automatically pulses projection, tape and other gear in proper order. The sequence may be changed right up to the final moments before the break.

The Chrono-Log system first was installed at WTVR(TV) Richmond, Va., in late 1961. It currently is going in at CBXT(TV) Edmonton, Alberta; XETV(TV) Tijuana, Mexico; WMAL-TV Washington, and KNTV(TV) San Jose, Calif.

Unicon, the \$50,000 solid-state automatic television program controller from Indiana General Corp., controls up to 50 video sources and coordinates these inputs with audio material.

With a core memory unit, the "micro-stack" heart, up to 27 events can be loaded, with provision for changes up to air time. The memory requires no supplemental storage, such as paper tape, but there is an automatic entry provision.

A smaller unit which loads 16 events is available for \$35,000.



The Prolog with reel-to-reel and cartridge tape preprogrammed feeds is LTV Continental Electronics' automated unit.

Control gear for automation and remote operation of transmitters was again displayed by Rust Corporation of America, a pioneer in this field. Rust also introduced the AL-10 Autolog for automatic logging of AM, FM or TV transmitter functions. Rust also demonstrated its new TV-132-20 remote control lighting panel which provides five pre-set combinations of 20 or 40 lighting circuits.

The series D extra capacity remote control system made by Rust, for example, provides up to 24 meter readings and 25 two-direction control functions. Rust's series C provides maximum control and high flexibility for one-transmitter stations with provisions for up to nine meter readings and 10 two-direction control functions. Other control systems also are available.

## Paperwork

Automating and simplifying the paperwork in station operation must accompany the streamlining of technical gear, so two NAB exhibitors have been successfully serving this aspect of the market. They are Charles Bruning Company Division of Addressograph-Multi-graph Corp. and Ozalid Repro Products of General Aniline & Film Corp.

Bruning reported good sales for its Copytron model 2000 electrostatic copier introduced last year. Also featured were the firm's Copyflex diazo copiers. Prices range \$300 to \$12,000. The systems are especially helpful in producing stations' daily logs, duplicating sales contracts, billing, availabilities etc.

Complete paperwork system also was demonstrated by Ozalid which introduced its equipment used several years ago at WMAL-AM-FM-TV Washington. Ozalid later introduced a similar system for paperwork at H-R Television among others. On display at the NAB was the Super Ozamatic (\$1,895 up) which has processing speed of 60 feet per minute, double normal units.

## Amplifier revisions stir engineer interest

A variety of new video clamping amplifiers were introduced at the NAB show. All are solid-state construction with modular plug-in units. Also introduced were new solid-state audio limiting amplifiers.

A new self-clamping video distribution amplifier; a four-output video distribution amplifier; a sync-separating amplifier, and a pulse regenerative amplifier were shown by CBS Laboratories

## SPOTMASTER Tape Cartridge Winder



The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22½" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is \$94.50, with Tape Timer \$119.50.

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Richard P. Dowling of Vital Industries points out high degree of miniaturization and plug-in modular design made possible by transistorization of firm's line of TV amplifiers and signal distribution gear.

as new additions to its line of solid-state plug-in amplifiers. Each of the units is applicable for monochrome or color signals.

A solid-state video test signal generator, VT-1, was introduced by CBS Laboratories. Used to evaluate characteristics of transient, linearity and frequency response, the VT-1 provides all the standard waveforms for testing and adjusting video systems and components.

A new line of highly miniaturized TV distribution amplifiers was shown this year by Dynair Electronics Inc., a firm which has specialized in solid state module amplifying, distribution, pulse, switching and related TV signal handling equipment. Dynair claims its new distribution amplifiers can be relied upon to operate 24 hours a day for 3½ years without a failure, stating "this is the actual mean time between failure rate."

Dynair's modular plug-in units may be intermixed within the rack frame and each unit has its own rear frame adaptor so all rack space may be utilized. Each unit features eight high



J. G. Petit, CBS Laboratories, cites firm's line of solid-state automatic peak controller, video distribution amplifier and related gear to attentive prospect.

impedance looping bridge-T inputs and 64 outputs on UHF connectors, all in a 5¼-inch frame, "and there is still room for a standby power supply which automatically takes over if the prime power supply ever fails."

A low noise preamplifier for low and high band was shown by Electronics, Missiles and Communications. Priced at \$90 for low VHF channels and \$99 for high VHF channels, the LPA is designed for single channel operation where low noise preamplification is required. The unit does not require external power lines, drawing power from the coaxial signal cable.

The miniature plug-in module solid-state look also applied to the video processing equipment of Vital Industries. The company introduced its new model VI-1000 video stabilizing amplifier and new model VI-30 clamper amplifier. Also featured were the firm's VI-10 video distribution amplifier and VI-20 pulse distribution amplifier. The units include individual regulated power supplies and four isolated outputs



Don Davis (center l) presses home point about Altec Lansing's new line of plug-in solid state amplifiers which complement firm's diversified audio products.

each. A 1¾-inch rack mounting frame, for example, will house four self-contained distribution amplifiers providing a total of 16 outputs.

International Nuclear Corp., manufacturer of amplifiers and switchers showed its new \$750 TSA1, clamping/equalizing video amplifier. The solid-state unit is designed to process signals from microwave, mobile gear or feed corrected signals to TV transmitter input terminals. With a self-contained power supply, the unit takes out low frequency hum with tip clamping.

Also shown were the video-pulse distribution amplifier, TDA4, at \$295, and the balanced-unbalanced video-pulse distribution amplifier TDA5 at \$400.

Raytheon Co. introduced a new type B clamper amplifier unit in both rack-mount and portable versions for applications with intercity relays, studio-transmitter links, remote pickups, TV operating centers, off-the-air relays and



Raymond Weiland of International Nuclear Corp. explains how solid-state circuits enable greater space economy and operating efficiencies for firm's line of TV amplifiers.

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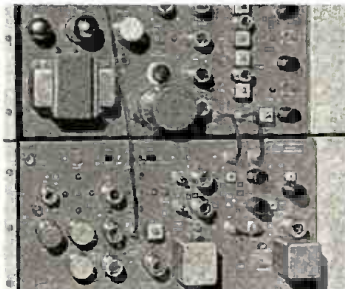


# GATES NEW FM FIVE-G... A DYNAMIC TRANSMITTER FOR A NEW ERA OF FM BROADCASTING

This new 5 KW FM transmitter from Gates is the result of *Value Analysis* . . . a concept in product development and manufacturing that has created a superior product with greater value and increased quality. In *Five-G*, more of your equipment dollar is devoted to putting the FM signal on-the-air.

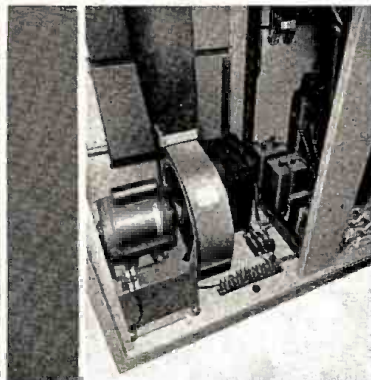
FIVE-G is equipped to fill every transmitting need. Here is a brief review of some significant steps forward in FM:

**DIRECT CRYSTAL CONTROLLED CASCADE FM EXCITER:** Gates proven direct crystal controlled cascade FM exciters are used by more prominent FM broadcast stations from coast-to-coast, by more stereo stations and stations broadcasting SCA services than any other exciter. Cascade modulation uses two separate phase modulators with the same modulating signal applied to both stages. Performance capabilities are double and produce outstanding advantages over other FM exciters such as;



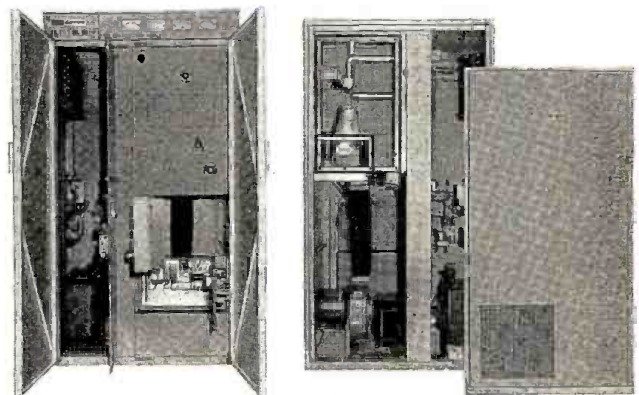
better frequency stability, improved low frequency response and simplified circuitry. Within a matter of minutes, **Five-G** may be equipped for stereo by simply adding the Gates stereo generator in the space provided.

**COMPONENTS PAR EXCELLENCE:** One look at the names of the manufacturers supplying components for the Five-G will confirm the judgment exercised by the Gates *Value Analysis* team in selecting and testing the materials that make-up this advanced transmitter. The power-packed Five-G utilizes a final tube (4CX5000A) that others often choose for a ten kilowatt transmitter. In-



ternal design is compact, yet ample room is provided for easy maintenance and cool operation.

**SELF-CONTAINED:** Five-G is completely self-con-



tained. The plate transformer, blowers and stereo generating/ SCA\* equipment are all contained in the beautifully styled cabinet. Here is the first transmitter allowing maintenance and service from both the front and rear. A full length front access door is fully interlocked and all components are within easy reach. No additional equipment is required in the transmitter for remote control. Simply connect the Five-G to a transmitter control unit, tie in the telephone line to the studio and you are ready for complete remote control operation.

**PUSHBUTTON OPERATION:** Daily operation is simple. On-off functions are controlled by the four lighted pushbuttons at the top left of the transmitter. No need to open the front doors when turning Five-G on or off.



\* Optional.

**WANT THE WHOLE STORY?** Write for Adv. 139 and read how *Value Analysis* created a new transmitter for the new era of FM.





Module plug-in design of Dynair Electronics Inc.'s solid-state TV distribution amplifiers is exhibited by firm's George Bates.

closed-circuit TV. Both portable model 10255 (\$937.50) and rack model 10255A (\$972) help to eliminate hum, tilt, streaking, video bounces and low video levels. Raytheon's clamper amplifiers are all solid-state with plug-in module design.

## Audio

A new solid-state preamplifier, the Altec-Lansing 470A, may also be used as a line booster or program amplifier without internal wiring changes. It is rack mounted and takes 3½ inches of rack space.

A new peak limiting amplifier, the Peak Master, was shown by Bauer Electronics at \$440. The unit is a self-contained limiter with vernier input-output controls, switchable VU meter and adjustable release time. It takes 3½ inches of rack space.

The Volumax, an automatic peak controller, was introduced by CBS Laboratories. Priced at \$665, the solid-state unit doubles effected radiated program power compared to conventional peak limiters. The Volumax automatically selects the appropriate regulation speed and it provides positive peak modulation above 100%, while keeping negative peaks below 100%. The unit is designed to operate in conjunction with other level controls.

Also shown was the Audimax II RZ, automatic level control. This unit permits gain to remain stable over a wide range of input levels. It contains a gated gain stabilizer which bridges program lapses, maintaining constant gain during pauses.

Two popular radio remote amplifiers were featured this year by Collins Radio Co. The Collins 212Z-1 (\$675) is a four channel solid-state unit weighing 22 pounds. The 212H-1 (\$375), which Collins says has been a "big seller" now for several years, is a compact three channel 11 pound unit. It gives 300 hours power from standard flashlight batteries.

Fairchild exhibited its line of limiting amplifiers for both monaural and stereo.



Al Eisenberg (l) and Sam Elgort of Q-TV Inc. examine prompter tape produced on firm's new big prompter-writer machine by Betty Lane.

level control in AM-FM station or recording work. The Fairchild Conax also was shown. This device eliminates pre-emphasis problems or distortions and produces increased signal levels in recording and FM broadcast.

## Switching units for all requirements

No matter what type was being sought, engineers at the NAB convention could find a switching unit to serve their purpose. Using transistorized components, firms showed vertical interval, video crossbar, pulse assignment switchers, among others.

Altec-Lansing Audio Controls Division presented a series of new filters and equalizers. The 68A variable low-pass and 69A high-pass filter each has 11 adjustment positions of high or low frequency cutoff; either unit provides flat response with zero insertion loss at those frequencies unaffected by the cut-off point. The filters may be used singly or in tandem.

The 69A is a 15-pound, rack-mounted variable high and low-pass filter that has 10 low and high frequency cutoff positions. The entire filter may be instantaneously switched in and out of the transmission line or either or both sections may be switched.

Altec's 63A rack-mounted program equalizer offers continuously variable equalization at selectable low and high frequency points. The low frequency



Andrew Corp.'s Jack Lenahan (l) and John Topel show firm's new TV switching matrix to Daniel Smith, Capital Cities Stations, Albany, N. Y., and Roy Fuller (r), WTVD(TV) Durham, N. C.

equalization peak is 40 or 100 cycles, with high frequency peaks of 3, 5, 10 or 15 kc.

An RF switching matrix for TV stations which permits rapid, trouble-free switching of transmitting equipment was shown by Andrew Corp. The system which has a 6720 coaxial transfer switch as its heart prevents accidental connecting one driver into the other or one final into the other. It means less lost air time during switching. Control panel switches will operate one to three 6720 units simultaneously. The 6720 costs \$1,200.

Andrew also showed the H9 heliax air dielectric cable with low loss polyethylene used in spiral wound insulator.

A complete line of solid-state vertical interval switching equipment, mixing and distribution systems was displayed by Electra Megadyne Ltd. The company also featured transistorized audio mixing and intercommunication gear.

The International Nuclear Corp. VS22-10 video crossbar switcher at \$14,875 was displayed. The unit provides 22 input lines and 10 output lines and allows instant accessibility to any 10 of the 22 program sources. Completely transistorized, the switcher uses only 17½ inches of rack space.

LTV Continental Electronics showed its RVS video switcher for random switching of color and black-and-white.

A solid-state automation switcher with 10 video effects was shown by Sarkes-Tarzan. Manual or automatic operation is incorporated and three fade rates can be set from one to six seconds. The unit also has a preview line.

The modular VIS-75, a solid state switching unit was also shown. Seven noncomposite inputs, five composite inputs and two composite output channels are provided, with additional outputs available. The unit has a direct drive fader mechanism for gearless mixer control.

Telemet Co., introduced its new solid-state coded VIT switcher which puts test signals on the air during regular TV program operation by inserting them

during the vertical blanking interval. The device permits simultaneous on-the-air testing of multiple functions.

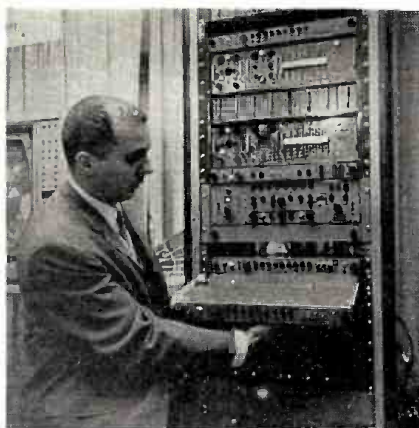
Telemet also showed its new transistorized white reference generator which enables stations to establish accurate reference for both black and white picture levels. Another new Telemet product was the solid-state color reference generator which produces the 3.5 mc color carrier which is used in encoders for color signal modulation.

A new pulse assignment switcher was shown by Visual Electronics. Designed to eliminate patching for assigning sync pulses, cross point switching is incorporated for remote control.

## Reliability of sync generators increases

Sync generators continue to increase in reliability and usefulness as their size diminishes, according to the manufacturers. Three new generators were introduced at the show.

Priced at \$5,800, Maryland Telecommunications introduced the TG-902 dual-channel synchronizing generator. The solid-state unit fits in 5¼ inches of



Don Dudley of Telemet Co. slides firm's new solid-state VIT switcher into rack to demonstrate extreme reduction of gear that previously took up 14 inches of space there.

rack space and features an automatic switch over from one channel to the other; recessed controls in the front panel; 12 control panel test points; genlock for crystal and line with three speeds and bidirectional vertical pull-in.

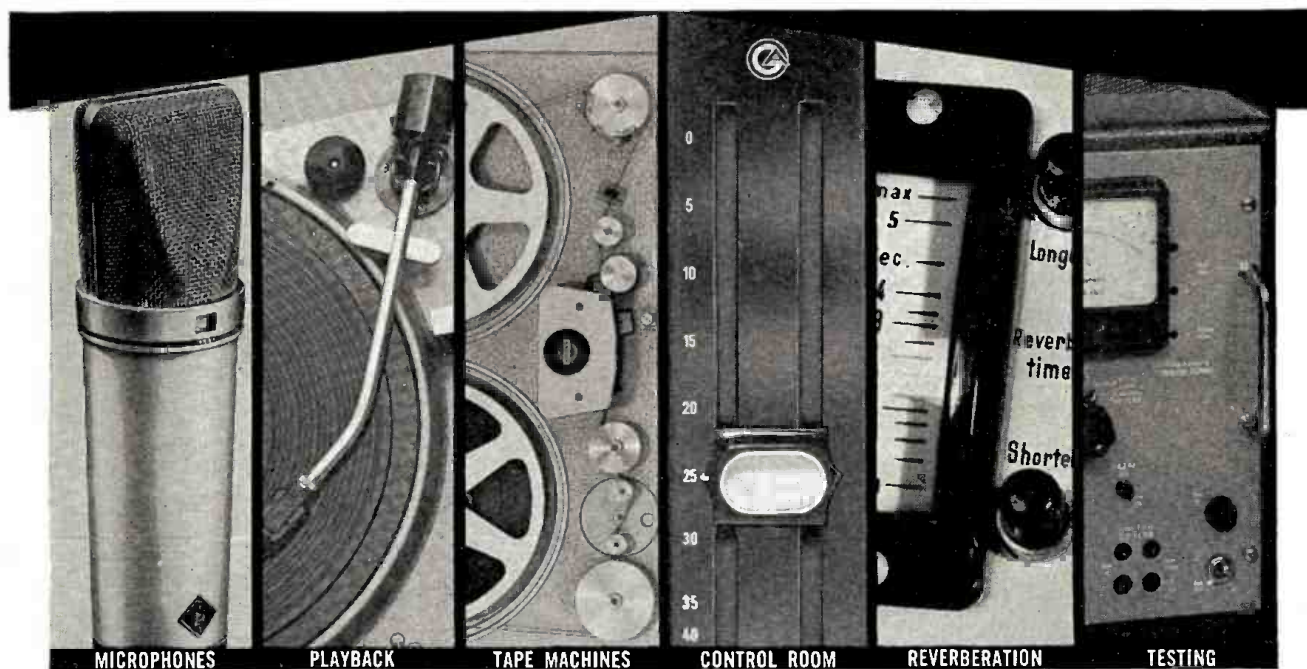
One of the exhibit's top hard-to-believe items was the new, extremely miniature, complete studio EIA syn generator (\$1,975) introduced by Riker Industries Inc., now in its third year of



The pinnacle of miniaturization is claimed for this complete TV sync generator held by its designer, James Leitch (r) of Riker Industries Inc. for closer inspection by G. E. Waters (l) of Canadian Broadcasting Corp., Montreal, and H. Charles Riker.

producing a complete line of all-transistor video modules for signal processing, amplification and switching.

The new sync generator has been built into a single Riker module 1¼ inch by 3 inches as compared to the earlier solid-state version which measured 3 by 10 inches or the original TV



SATISFYING THE HIGHEST QUALITY DEMANDS OF BROADCAST TECHNOLOGY

# GOTHAM

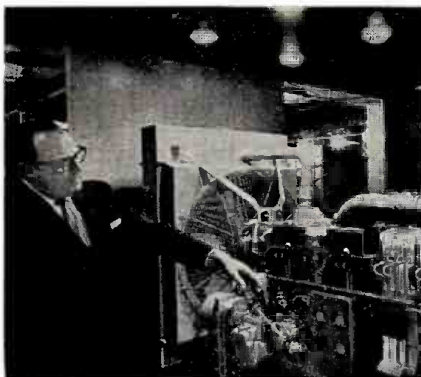
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CATALOG ON LETTERHEAD REQUEST





Vern R. Hill (l) of Cummins Engine Co. points out automatic features of firm's heavy duty standby power generator system.

industry tube version which filled 8 feet of rack.

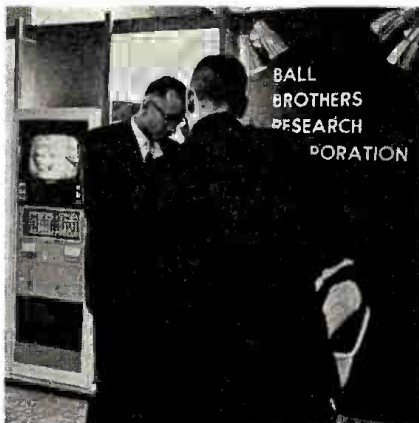
Riker module product demand has run more than 700% over anticipated levels, the company said.

Riker also featured a display showing how its video modules can be assembled into a customer vertical interval video switching system. The control panel permits both switching and special effects functions.

A new solid-state sync generator with coincidence gated counter circuitry was shown by Sarkes Tarzian. Priced at \$2,850, the 85-254 generator has switchable horizontal pulse delay control, dual regulated outputs and optional dot-bar and pulse lock plug-in cards. Genlock activation may be remotely controlled.

Telemet Co., which offers a full line of signal processing gear, video switchers and amplifiers in compact solid-state design, reported it is selling its all-transistor sync generator units as fast as they can be produced. Using but 1½ inches of rack space, the sync generator this year has a binary count-down feature to assure precise timing. It was introduced last year.

Telemet also showed its new solid-state video fader and a new sync lock unit which slaves the studio generator



New line of special effect generators and Digilink digital TV transmission system highlighted display at Ball Brothers Research Corp.

to remote. Color sync lock also is available.

## Studio gear has 1964 look

Consoles smaller with new solid state construction and stereo

From lightweight portables to full-sized studio models, audio consoles were in abundance at the convention. Solid-state construction was found in most units and several firms introduced new stereo lines.

Two firms showed consoles made in Canada and another showed a unit built in Switzerland.

Studio components featured this year by Collins Radio Co. included the M-70 microphone, the 808A-1 remote turn-



The prewired master control system of McCurdy Radio Industries is a solid-state operation that can be set up in six hours.

table console (\$900) and the 212G-1 speech input console (\$1,650 monaural, \$3,550 stereo).

Collins reported sales continue to hold strong for the 808A-1 remote turntable console, a solid-state lightweight item, which eliminates multiple accessory gear and which is ready to go at location as soon as power and remote lines are connected. The 212G-1 console permits complete control over simultaneous broadcasting and auditioning from any combination of 9 to 13 inputs.

Fairchild Recording Equipment Corp. showed additions to its growing Integra line of audio product components, the new model 800 series of studio consoles (\$995 to \$2,500) and the new model 803 console (\$2,250). Both series feature compact design.

The Fairchild 800 console line is designed to allow minimum purchase of equipment now with the ability to expand. The basic unit consists of a program output channel, vu meter, master gain control, a compressor and a four-input mixer section. Model 803 is designed for the broadcaster or recordist with complex mixing requirements. Fairchild this year featured its model 755 turntable, a 12-inch two-speed unit with double-belt drive. Pop-up center allows instant switch to 45 rpm records.

Gates Radio Co. highlighted its new CBS-TV type 7A audio consoles, solid-state units produced for that network's new production center in New York. These consoles are capable of simultaneously mixing audio from 25 program sources directly into nine output channels.

Gates also featured its extensive line of Solid Statesman consoles and its electron tube line. Gates said the latter consoles now are used by twice as many broadcasters around the world as that



# ANNOUNCING...

A most significant advance in transmitter design: Continental's 317C 50 kw AM broadcast transmitter with High Efficiency Screen Modulated Power Amplifier.\*

It provides higher efficiency at lower operating cost as compared to any other 50 kw transmitter.

It has the highest overall efficiency of any 50 kw transmitter known to be in existence today.

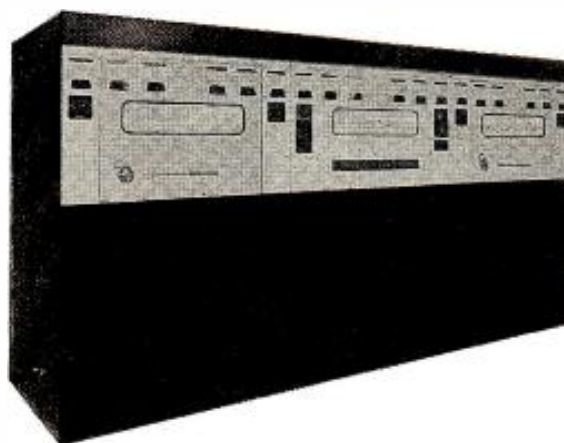
Both power amplifier tubes operate as conventional class "C" amplifier, requiring low RF drive and no neutralization. High level screen modulation system eliminates high power modulation transformer and reactor. Separate low power modulator tubes supply alternate half cycles of audio, with peak tube modulated by positive half cycles and carrier tube by negative half cycles. This novel arrangement allows modulator to operate similar to a push-pull class "B" amplifier with resulting high efficiencies.

Advancement of the state of the art has been made possible by use of newly developed high power tetrodes, and this unique modulating technique.

Compact design requires only 54 square feet of floor space. All components are self-contained within cabinets, including switch gear, power distribution and blowers. Only external component is the plate transformer which is in a self-contained enclosure that occupies 8 square feet of space. No transformer vaults are required.

\*Patents applied for

For additional information and specifications, write:



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Sparta Electronic Corp.'s new A-10 stereo console (r) appears to whet in-

terest of one passer-by while tape cartridge line animates discussion.

of any other make.

Gates also introduced the Producer console (\$575), a small and compact unit designed especially for tape cartridge production by stations, studios and agencies. Another featured Gates product was the X-400 Micremote combination microphone-amplifier, a transistorized unit the size of a regular hand mike and with built-in earphone jack for cue monitor. It is designed for news and sports.

Modular construction in the fully transistorized General Electric BC-31-B audio console permits conversion from

mono to stereo. The unit, which may be purchased as a single or double channel monaural or stereo, features 21 high-level inputs, up to 12 low-level inputs and mixers, two output lines and three mixer buses. The BC-31-B is designed for AM-FM-TV studio or master control operations.

A new stereo console master sound tape recorder, the Studer C37 (\$4,260) from Switzerland, was displayed by Gotham Audio Corp. The recorder also is available monaural. The unit breaks open easily for complete component access and easy servicing.

LTV Continental Electronics showed its TPC transportable production center, manufactured by Northern Electric Co. Ltd. Completely transistorized, the TPC has plug-in components. It has four input keys, two 12-inch turntables and arms, a cue amplifier and speaker and portable audio console.

New transistorized mono and stereo audio consolettes for AM, FM and TV were shown by RCA. Featuring common plug-in modules, the BC-7 (stereo) and BC-8 (mono) have color-coded controls. The BC-7 has 10 mixers to take up to 30 sources, and the BC-8 can take up to 24 sources through eight mixers.

Sparta Electronic Corp. introduced its new A-10 stereo console, a lightweight portable or studio model comparable to the firm's present A-10 monaural console. The unit is fully solid-state with plug-in modules. The console features four stereo inputs—one microphone channel, two turntables and one auxiliary. The console may be battery operated.

A prewired, three-section "packaged" master control by McCurdy Radio Industries was shown by Visual Electronics. The solid-state design includes a two-channel mono console, turntables, tape and tape cartridge units. Installation of the control is reported at six hours for the factory-tested equipment. The console features key switches that combine line and power feed.

## SCA units

A line of solid-state components for background music installations was shown by Dynatronics, including tuners, amplifiers, receivers, microphones, mixers and test equipment. The firm showed a six-selection interval timer to mute equipment. All controls are locked in the chassis and some are internal.

Equipment especially suited for FM stations which are interested in multiplexing storecast services on their secondary channels was exhibited by McMartin Industries Inc. The company introduced its new Selective Programmer which has patent-pending circuits and unique cueing system which makes both storecasting and stereo possible.

McMartin reported sale of its new system to Beamcast of Ohio Inc. to provide storecast service to three chains of 225 stores in the Cleveland area and using the subchannel of WZAK(FM) there. The special cueing system enables the headquarters of any one chain to send emergency information bulletins to the managers of its own stores without pickup on receivers in competitor stores. Among possible other applications: a TWX news circuit for regional station groups.

McMartin also displayed its lines of



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Indiana General showed its Unicon system for automatic television program control. Unicon's memory core has a 27-event capacity.

solid-state SCA multiplex receivers, FM stereo rebroadcast receivers, RF amplifiers, audio amplifiers, STL receivers and frequency and modulation monitors.

### Accessories

AKG of America showed a series of condenser and dynamic microphones including the C-60 miniature condenser with a two-pattern cardoid and omnidirectional capsule. The C-60, at \$280, has a frequency response of 30-18,000 CP's on standard curve and 30-30,000 with omnidirectional capsule.

The D-12 dynamic microphone at \$99 with 40-15,000 CP's has a sharp cut-off, built-in windscreen and is highly directional to eliminate all background noise.

The Comrex 217 wireless microphone system, with a 100 milliwatt FM transmitter and transistorized receiver, was shown by Visual Electronics. Both units are crystal controlled and any low impedance dynamic microphone may be used. The receiver may be operated on self-contained batteries or off AC lines with a D217 power supply.

Gotham also exhibited the full professional line of Neumann condenser microphones (\$435 up) from West Berlin, including a new stereo model (\$795). Another Gotham product was the EMT 140 reverberation unit (\$2,450), an electro-mechanical system also available for stereo (\$2,690).

CCA Electronics Corp., new manufacturing entry, introduced its line of AGC amplifiers (\$265) and limiters (\$375) as well as broadcast monitors.

Fairchild Recording Equipment Corp., which during the past two years has been diversifying its product line to meet the broader equipment needs of broadcasters, introduced several new items for the processing of aural signals.

Fairchild showed the Reverbertron (\$645), a combination of electro-mechanical delay, amplifier and mixer elements which produces reverberation effects. Three delay periods are possible: staccato, "concert hall" and pro-

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Keeps You in View!



New rear-screen projector, variable speed 35 mm roller caption scanner and prompting gear, won attention at booth of Telesync Corp.

longed delay up to six seconds for special effects.

Fairchild also displayed two new preamplifier units, both solid-state and both new additions to the firm's Integra line. One, model 676A, is a single channel equalizer preamp for disk reproduction. The other, model 672, is a 50 db gain microphone preamp.

A complete line of studio camera dollies, cranes, camera mounts and heads was again offered by Mitchell-Vinten Inc. With the range of gear extending from the standard lightweight camera pedestal (\$1,940) to the huge two-man power operated Heron crane (\$18,530) designed for major studio use.

Newly introduced to the U. S. market was the Vinten model 512 spring balanced pedestal (\$3,350) which can be raised or lowered with light hand pressure. It will counter-balance camera loads up to 521 pounds.

Q-TV Inc., the New York-based firm which until this year has been a service organization in the TV visual effect, prompter, crawl and bulletin production field, now is marketing a full line of products in these areas, including special large typewriter machines. Company also is offering special packages of related synchronous prompter gear.

The wide variety of microphones, transcription cartridges, and tone arms and related audio components manufactured by Shure Brothers Inc. highlighted that firm's exhibit, backed by a display of historic broadcast mikes ranging to radio's early days. Shure's SE-1 stereo transcription preamplifier and M66 stereo equalizer were featured too.

Shure's spotlight also rested on its new V-15 stereo Dynetic cartridge with its unique bi-radial elliptical stylus and other refinements which the company claimed were considered beyond the state of the art as recently as late summer 1963.

At the NAB meeting Shure introduced its new SM-3 studio ribbon microphone (about \$160) and the new SM-5U boom mike (\$230) which is



Rear-screen projection gear of Telepro Industries Inc. is explained by George Andros. Nearly 300 units now are in use in TV.

completely wind screened with shock suspension inside the screening and is designed particularly for TV production and film work.

The Teleprompter Mod. V prompting system was shown by Telepro Industries. Featuring text readable at 25 feet, nine lines of text in the reading aperture and instant response, the unit controls one to 10 prompters in line-for-line synchronization.

The Favag H-120 electronic master clock was shown by Visual Electronics. The solid-state unit retains the invar rod pendulum used in the H-12 master clock, however all contacts are removed from the pendulum in the H-120. The variation figure is said to be plus or minus two seconds a month.



Howard Hamm Jr. (r), Moseley Associates, demonstrates radio remote control system to Don Bernard, KPER Gilroy, Calif.



Sequence of historical microphone models highlighted the display of modern microphones, transcription pickups and related components at exhibit of Shure Brothers Inc.

## New special effects offered to stations

Rear-screen projectors, special effects generators, a digital display unit and a video tape dropout compensator were closely scrutinized as production aids.

Orders for more than two dozen units were taken during the exhibit for Ball Brothers Research Corp.'s new economy model special effects generator, the Mark VI-A (\$1,150). Unit is being distributed by Tele-Measurements Inc. The device is ultra-compact, self-contained and solid-state, producing horizontal, vertical and corner wipes plus keyed inserts and matting.

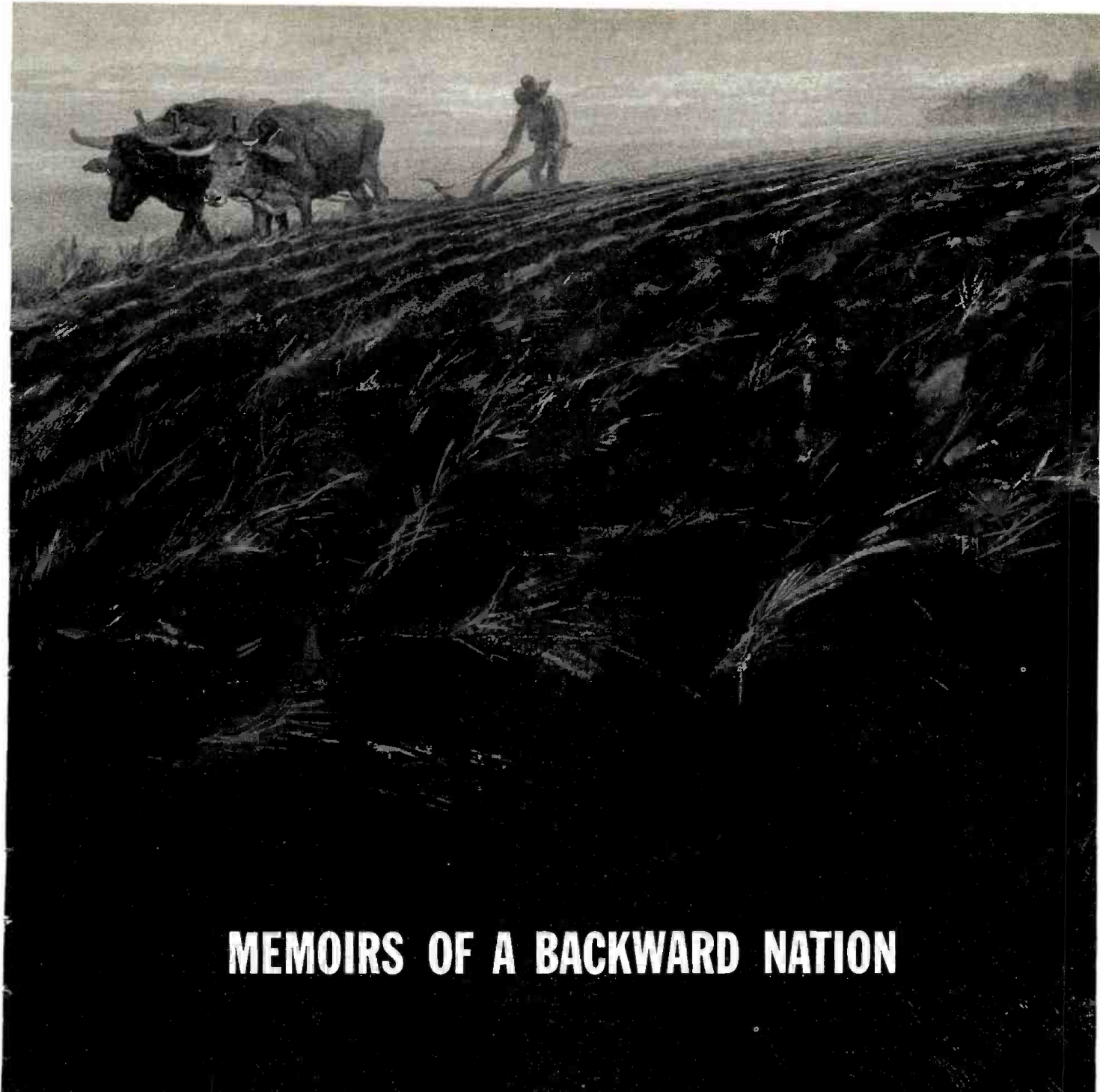
Ball Brothers Research also exhibited the latest version of its Digilink digital television system which now has been modified to handle NTSC color. The digital system presently is used by the military and its possible broadcast uses are still under exploration with the FCC.

The 3M Co.'s Minicon Division displayed again this year the firm's unique dropout compensator (\$2,850) which takes the "snow" out of video tape playback pictures caused by momentary signal defects. The signal dropout compensation is achieved by substituting information from the previous picture scan line which has been stored in a 63.5 microsecond delay line. The unit is compatible with either monochrome or color tape.

Telemet Co. displayed two special effects generators this year. Model 3801-A1 (\$4,990) is a solid-state unit similar to that first exhibited last year while model 3801-B1 (\$5,400) is brand new with fader added to permit switching between fader and effects while on the air. The switching is accomplished during the vertical interval to eliminate picture tear, roll of sync loss.

A solid-state special effects generator, the TH.T707, was shown by Thomson Electric. The unit can be housed in its own case or can be rack mounted.

The TH.T707 has 12 push buttons



## MEMOIRS OF A BACKWARD NATION

There are people alive today whose grandfathers could remember when the United States was a "backward nation" . . . when we were far behind other nations in population, capital, labor, roads, schools and technology.

But our Constitution gave us something that others did not have—a form of government which encouraged its citizens to use their savings, skill and ideas to advance themselves, confident that what they earned could not be arbitrarily taken away.

The result has been the greatest outburst of energy and invention in history. As just one example, the electric light and power industry—built by individual initiative and financed in the traditional American business way—has made us the leading "electric nation" by far.

We have, in fact, electric generating capacity greater than that of the next five nations combined. And the investor-owned companies will stay well ahead of our nation's needs.

Isn't it clear by now that the more people can do for themselves the more powerful America is bound to be?

And isn't it strange that those who want our Federal Government to own and manage this, or any other industry, should claim their ideas are "progressive"?

*People who talk that way are the real reactionaries.* The ideas they advocate would set us back . . . instead of forward along a road that has *proved* it leads to progress.

**Investor-Owned Electric Light and Power Companies . . . more than 300 companies serving 140,000,000 people**

Sponsors' names on request through this magazine

for selection of effect, and four buttons for spots or medallions. More than 100 effects can be used with the generator.

The new Telefader Twin, a dual douser system that can be separated to operate as two independent rear screen projectors, was introduced by Telepro Industries. The Twin allows a full range of special effects, including dissolves, fades and flashes. Heart of the system is the Telepro 6000 rear screen projector that produces over 6,000 lumens from a 3,000 w bulb.

A preview unit of a random access projector was also shown. This system

takes either 2 x 2 or 3¼ x 4-inch slides, using a two-inch and five-inch lens, respectively, so slides are the same size on the screen.

A new rear screen projection unit which can produce 8,000 lumens was shown by Telesync Corp. The AU-50 delivers a flat picture with minimum flaws and is interchangeable with rear projection units now in use. It can take an automatic lateral feed changer.

Also shown was a new variable speed 35 mm roller caption scanner which operates vertically or horizontally on a rotating head.

## Wider offerings of audio tape

**On-air tape censors shown at convention by two equipment makers**

Manufacturers expanded their audio tape cartridge lines and two firms showed on-air tape censors. Ampex and RCA showed reel-to-reel audio tape units at the convention.

Ampex Corp. introduced a new two-speed master audio tape recorder offering high precision and a signal-to-noise ratio of 70 db (full track at 15 inches per second), a full 10 db better than previous Ampex master recorders. The new MR-70 (\$4,450 up) will be delivered starting next October and will have a variety of channels and tape widths available. Dual speed combinations will be 7½ and 15 inches per second or 15 and 30 inches per second.

Automatic Tape Control introduced its new Criterion series tape cartridge

system. The solid-state machines have direct capstan drive, plug-in connections and modules, are available in one, two and three tone and stereo operation, and can be rack mounted or set in desk console.

A new and possibly competitive twist to the tape cartridge concept was introduced by Ampex Corp., which showed its engineering prototype of a magnetic recorder-producer that makes use of an inexpensive magnetic "disk" instead of tape reels or cartridges. The unit is designed especially as a spot announcer device. It goes into field testing in about two months. Each 11¼ inch disk plays up to three minutes.

The thin plastic disk is inserted in a slot in the front of the recorder which automatically centers it and cues it for recording or playback. Ampex noted that the disks can be produced at low cost (about 50 cents each) and duplicated in quantity quickly without loss of fidelity, a problem often found in transfer of conventional disk recordings to tape cartridge today.

The 950 Editor, designed for delay programming, was shown by Bauer Electronics. Priced at \$295, the solid-state Editor utilized a special tape deck and a semipermanent cartridge. The unit will delay a broadcast from five seconds to 10 minutes by increasing length of the continuous tape loop. It is designed for line level operation between the

Synchronous prompting equipment, film and paper tape splicing equipment was also on display.

A do-it-yourself digital display kit for \$54.75 was offered by CBS Laboratories. The display devices are an offshoot of the system used by CBS News for election reports. Each kit contains one digital display unit, a rotary switch, connecting plugs and instructions. The digital units have a nonreflective flat, black background upon which white digits, letters or symbols may be displayed with viewing possible up to 75 feet.

console or remote amplifier and program line. Local and remote cut-off switches are provided.

Broadcast Electronics showed the new Spotmaster 500B series, featuring solid-state circuitry, optional second and third cueing and tones, Zener regulated power supply and separate record and playback heads. The 500B recorder-playback unit is priced at \$720; the 505B playback-only is \$545, both in either compact or rack-mount models.

The Spotmaster 500A recorder-playback is now priced at \$675 and the 5050A playback unit at \$485.

Another new unit is the 500A-DL, a delayed programmer designed to give a delay of six seconds to 16 minutes, depending on tape in the cartridge. This unit also functions as a regular record-playback system, and is priced at \$750.

Spotmaster also showed its accessory line, including the TP-1A, a tape cartridge winder at \$94.50 or \$119.50 with tape timer installed.

Collins Radio Co. also presented the up-dated version of its tape cartridge system, which functions with two cue tones and permits split-second production techniques. Both record (\$350) and playback (\$595) units are available.

Another well-known tape cartridge system offered again this year was the solid-state Cartritape II line of Gates Radio Co., which is available for either monaural or stereo and with choice of one, two or three cue tone automated



This huddle about Ampex Corp.'s Editec gear explores technical details of video tape automatic animation and editing, processes which enable stations to create their own local commercials easily.



Elmo Franklin Jr. (r) shows Automatic Tape Control's new Criterion tape cartridge system to Garland Ray Volger, WTOB Winston-Salem, N. C.



Broadcast Electronic's Spotmaster 500AR-S stereo recorder-playback unit mounted for studio operation.

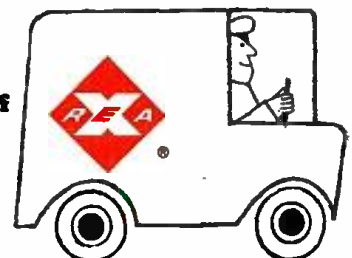


**In a typical month,  
Air Express made overnight  
delivery of 96.3% of its  
shipments to RCA at  
Cambridge, Ohio.**

Whatever you make, wherever you are — Air Express delivers overnight. Even if you're miles from any scheduled airline service.

Rates are low... armed surveillance is available. Only Air Express can offer this kind of expedited delivery between 21,000 points in the U.S.A. Call R E A Express for Air Express Service.

**Air Express** division of





Video and sound tapes of 3M Co.'s Magnetic Products Division highlight

exhibit telling how "Scotch brand" serves broadcasters.

operation. The Cartritone II system is flexible, Gates noted. It will work with existing systems and it also is easily expandable to stereo and to two or three cue tone automation at any time.

Macarta Inc., national marketing organization for Moulic Specialties Co. and supplier of continuous loop tape cartridges and record-playback gear, displayed the latest models of its stereo and monaural cartridge lines, including all transistorized models. Macarta now has over 200 of its familiar Carousel units in the field. Model 248 Carousel with Random Selector (\$1,175) features all-transistor design and direct drive hysteresis motor.

Macarta's monaural model 500 single tape cartridge playback (\$590; \$570 for single cue) is all solid-state and has an exclusive integral motor-capstan drive system featuring hysteresis synchronous operation. Stereo playback model 502 (\$645) has same features. Macarta's monaural model 570 record-playback unit (\$850) is solid-state and incorporates an advanced design head-holding system providing simple azimuth adjustment. Its stereo mate is model 572 (\$980).

Macarta also featured its new Rota-Rak in two models, one holding up to 200 cartridges or tapes (\$119.50) and a smaller version holding up to 100 small cartridges (\$85). Full line of allied components also were shown, including remote controls.

The RT-17 and RT-37, monaural and stereo tape cartridge systems, respectively, were introduced by RCA as additions to the firm's line of audio recorders.

The transistorized systems are modular in design with plug-in tape decks, playback amplifiers and power supplies. The subassemblies are interchangeable among RCA recorders. Additional cue tones for triggering other equipment are available.

Also shown were the RT-8, a multi-

cartridge playback system which may be operated manually, sequentially or by automation system pulses. Each unit has four cartridge decks.

The solid-state RT-21 reel-to-reel recorder was also shown. Available in either mono or stereo, the RT-21 can take an optional fourth head for time delay, dual quarter-track tapes or other special applications.

A high-volume sales item at the exhibit of Sparta Electronic Corp. was the firm's new battery operated cartridge tape playback, the BP-II (\$179.50), a fully transistorized unit designed as a sales tool for radio station salesmen. The self-contained, portable unit weighs only 11½ pounds and plays 40 minutes continuously on one charge of its 12-volt nickel-cadmium battery.

Sparta, which has supplied tape cartridge equipment since 1961, also displayed its new series 400 tape cartridge system, a table-top transistorized line of both record-playback (\$625) and playback-only (\$450) units. Other new products included the CP-6 portable program delayer, which gives delays of five



Imposing battery of automatic tape gear comprising Schafer Electronics' model 800 stereo system hold center stage at the Schafer exhibit.



Automatic tape cartridge line of Macarta Inc. draws prospects thinking about station automation features.

seconds or more for live interview shows or similar applications, and the new model 300 double-deck Timecaster. The latter permits one time jingle to be played as another is being cued up in standby, thus cutting out dead cue time each minute for older systems.

A new tape cartridge machine, the KRS 1 Stact, with reverse and fast forward speeds in addition to playback and record functions, was shown by Visual Electronics.

The solid-state KRS equipment now includes a multideck KRS 6-Stact for automated operation. The unit can be clock operated with extra cue tones available on the cartridges for tripping. Random preselection is continuous and additional Stacts can be added.

## Quality tape portables seen

Quadruplex-head units offered by both RCA and Ampex

In video tape units, Ampex and RCA continue to show quadruplex-head units. Machronics and Sony showed their broadcast quality portable units, Ampex introduced a new feature on its portable, and RCA introduced three new units.

A new double-standard performance range—including a "high band" for production of better quality color TV tapes and multiple tape copies—is incorporated in the Ampex Corp.'s VR-2,000 Videotape recorder. "High band" tapes are compatible on high band, not on present machines.

Ampex also introduced two new versions of its all solid-state VR-1100 Videotape recorder, one a playback-only unit and the other a two-part recorder-reproducer for either studio or remote use.

Robert J. Weismann, vice president-



Hugh Allen (l) of Gotham Audio Corp. demonstrates new EMT Vid-E-Dit 62 electronic video tape editor to Glenn Walden of WFSU-TV Tallahassee, Fla.

general manager of Ampex Corp.'s video and instrumentation division, claimed that the VR-2000 with "high band" (\$62,500 and up) is capable of producing higher quality recordings than any previous machine. The VR-2000 also incorporates a normal "low band" standard "permitting tape interchangeability with present recorders."

Ampex accessories that are standard on the VR-2000 are intersync television synchronizer, cue channel and monitoring facilities. The Editex time element control system, electronic editor, Color-tec and Amtec time element compensator are available as options.

The new playback-only unit (\$24,400) of the Ampex VR-1100 is designed for installations that don't require recording capability now. The modular transistor design enables conversion to recorder-playback in the future.

The new version VR-1100 recorder-reproduce machine (\$35,000) is a complete VR-1100 unit that has been repackaged in two compact sections with interconnecting cables so that they may be used for both studio and remote applications. For studio use the two sections join to form a console while in the field they may be separated for easy moving and used side-by-side. A portable monitor package (\$1,255) is available as accessory.

Machtronics Inc. showed its broadcast-quality, 83-pound portable video tape recorder for \$15,750. The solid-state machine, made of cast aluminum features a combination record-playback unit and can record nearly two hours on a 10½-inch reel of one-inch tape. It is prewired for an optional remote control unit (\$55) and can rerecord audio over pictures.

A TV signal stabilizer for the Sony BV-100 Videocorder was shown. The



Frank Gonzalez Jr. of Machtronics Inc. displays virtues of firm's new broadcast model portable TV tape recorder to attentive by-standers.

stabilizer has a waveform monitor, processing amplifier, master servo controls, automatic jitter control, power supply and motor power amplifier. It improves the time base stability and waveform of the Videocorder signal, making it compatible for broadcast use. A solid-state unit, the BV-100 Videocorder costs \$14,400. It features a rotary transformer which improves signal-to-noise ratio and has slow and stop-motion controls.

Three new TV tape recorders, all solid state, were shown for the first time by RCA; a slim-line playback-only, the TR-3; a compact record-playback, the TR-4, and the transportable unit, the TR-5.

Added to RCA's "deluxe" studio record-playback unit, the TR-22, the firm now has four quadruplex machines using standard modules, with many modules common to one or more of the machines.

The TR-3 is RCA's first playback-only unit and is priced at \$19,500. The TR-4, which is contained in a 33 by 22 by 66-inch cabinet with space provision for color, automatic timing control and electronic splicing, is priced at \$34,900.

The TR-5, which is contained in a mobile cabinet 28 by 28 by 22 inches, is priced at \$19,500.



Vernon Collins (r) of LTV Continental Electronics Division stops a prospect with easy control feature of firm's new 50-kw AM transmitter.



RCA showed three new TV tape recorders, including this TR-4, a solid-state record-playback unit.

## Accessories

Fidelpac automatic tape cartridges were shown by Conley Electronics. The cartridges feature automatic brake-spring, three tape head openings in the models 600 and 1200 and two openings in model 300 and graphite rods for non-binding tape movement.

A new electronic cutting and splicing machine, the EMT Vid-E-Dit (\$3,465) from West Germany, attracted both attention and buyers at the booth of Gotham Audio Corp. At least 25 units were sold during the show's first few days.

The unit employs an oscilloscope equipped with an electronic trigger device to locate the exact spot on the video tape to produce a splice which will not cause interference during playback. The electronic splicer supersedes the present mechanical-chemical process, which makes the tape's magnetic pattern optically visible for cutting.

The expanding specialized TV production services of Logos Ltd., Washington, were highlighted at that firm's exhibit, including the 35-foot mobile TV center with which Logos can tape and edit in black-and-white or color anywhere in the world. Since introduction last October, the big van has been busy in TV program work for the U. S. Information Agency and at Cape Kennedy for the National Aeronautics and Space Administration, plus network news special events.

Now in its third year, Logos moves in early June to its own new building in the Shirlington Shopping Center, Arlington, Va., which will have studio and control room facilities. Logos also transfers video tapes to film, provides rapid service for tape transfers and mul-



R. Bruce Hill (r), Mitchell Vinten Inc., describes new Mitchell SSR-16 16 mm film camera to Pat Collins (l), Don Meier Productions, and Skip Nelson, KSTP-TV Minneapolis-St. Paul.



Lou Polonec of Arriflex Corporation of America demonstrates anatomical design of firm's 16 mm film camera especially suited for television news work.



Jack Grady (r) and Herb Swenson of Filmline Corp. show firm's portable film processor, which can handle up to 70 feet per minute negative film.

multiple copies.

3M Co. Magnetic Products Division displayed the complete line of Scotch brand tapes for television and radio. It also featured the firm's new "Television Tape Producer" and "Television Tape Operators Factfile" work books. These comprise part of 3M Co.'s efforts to help local TV stations, tape producers, advertisers and agencies create better-selling commercials on tape. A 25-minute demonstration tape also is available which shows the latest production techniques.

New products introduced by 3M Co. included special packaging of video tapes for the various small portable video tape recorders now being marketed. Scotch No. 388 TV tape packages are available for the Dage Nivico DV-200 portable recorder, as well as the Ampex VR-660 and VR-1500 models, Precision Instrument's PI-3V unit and Machtronics' MVR-11 and MVR-15 machines.

3M Co. also is now marketing a small 10-minute video tape reel suited for commercials and a specially developed plastic shipping-carrying case for extra protection of the standard size video tape reels. New line of low noise extra-play Scotch brand audio recording tapes was introduced too.

Reeves Soundcraft Division of Reeves Industries Inc. entered the TV tape field with the introduction of its Micro-Plate Video Tape at the NAB show. Capable of taking 700 passes, the tape is reported to extend life of the recorder-playback heads up to 1,000 hours.

Reeves' line of cartridge and reel-to-reel tapes were also shown, including a new cartridge tape, Uni-Lube. It has high resolution on a new, thinner— $\frac{3}{4}$  mil—Tempered Mylar base.

A new two-inch tape for quadruplex TV tape recorders was also introduced by Sony. The V-21T tape is designed to last for up to 300 plays.

The Allen 1226 VTR Erase and Cue

System was shown by Visual Electronics. The unit features a "no-scratch" erase head that does not touch the oxide tape coating. With 60 db erasure, the solid-state 1226 fits VR1000 and VR-1100 series recorders. The erase head is also compatible with existing vacuum tube erase drivers.

Allen also introduced its wide-band VTR switcher, 1240, for quadruplex operation. The fully transistorized chassis takes  $1\frac{3}{4}$ -inches of rack space and uses 1.5 w.

## Developments in film cameras

**Newsman find working tools much improved by several makers**

Film camera equipment for TV news and documentary programming also highlighted the exhibit this year. Both Arriflex Corporation of America, new to the NAB this year, and Mitchell-Vinten Inc., displayed new 16 mm film cameras.

The Arriflex 16M (\$2,495 for camera head, less lens), introduced only last fall, is a reflex system magazine camera with film capacity ranges from 200 feet to 1200 feet.

For synchronous sound filming with  $\frac{1}{4}$  inch tape recorders, a 60 cycle signal generator and automatic electric salt system are incorporated into every mod-

el 16M at the factory. Arriflex also offers its model 16S standard camera (\$1,895) with 400-foot magazine for TV use.

The brand new Mitchell SSR-16 (\$6,165, less lens) is a single system reflect camera for magnetic stripe sound-on-film work and is described as "virtually noiseless" in operation. The camera is designed for the portability needs of spot news work but with "studio" features. The sound system package (\$3,295) includes a portable RCA mixer-amplifier.

The Mitchell SSR-16 has a portable battery pack for field use and features a sync pulse generator so the camera can be used also for double sound system work as well as single system magnetic stripe. The battery pack (\$400) includes a long life 12 volt battery and charger-convert unit. Mitchell also offers a full range of other camera accessories.

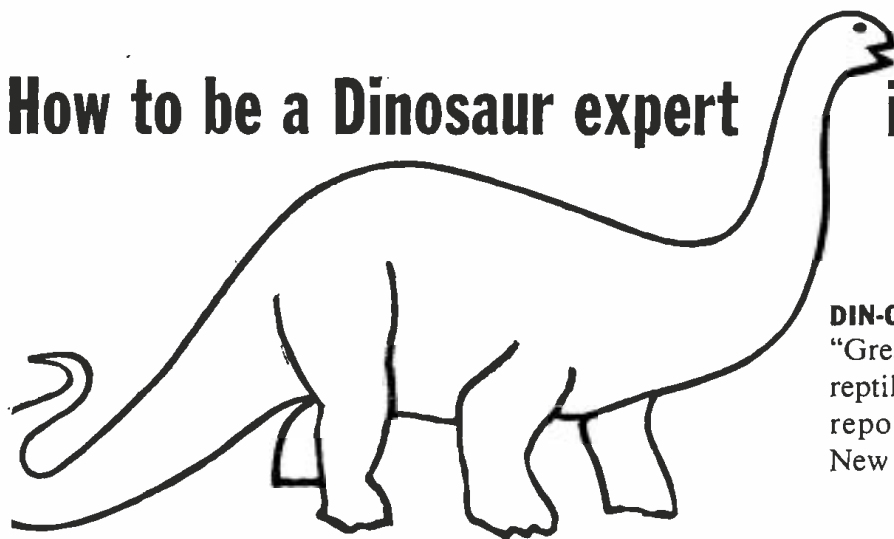
## Processors

Filmline Corp. offered for \$12,750, the ND-100, a new, portable 16 mm negative-positive film processor. The unit has a four-minute dry-to-dry cycle, spray rinse between developer and hypo, complete daylight operation and built-in drain pump for portable use. Made of stainless steel, the ND-100 has individual bottom drains and built-in thermostatic water blender.

Harwald Co. showed its Mark IX model Q Inspect-O-Film Editor priced at \$5,950. The unit detects sprocket holes, splices and scratches. Also shown were the \$7,000 Super Film Cleaner which cleans and coats film and the Cinematic unit for continuous showing of 16 mm film. The Cinematic costs \$1,995.

Telequip Co. showed the new Mauer-matic portable film processor (\$950) which will handle up to 400 feet of film

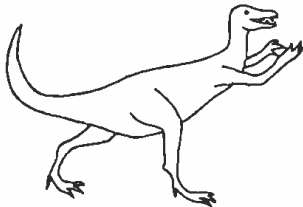
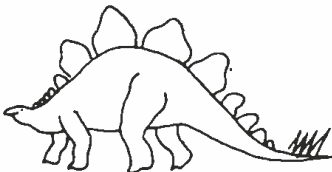
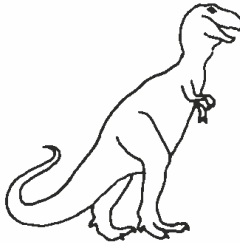
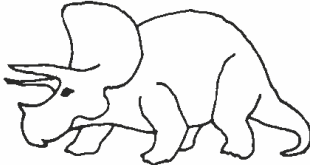
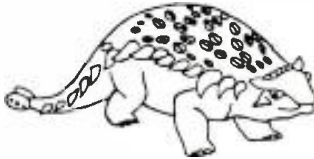
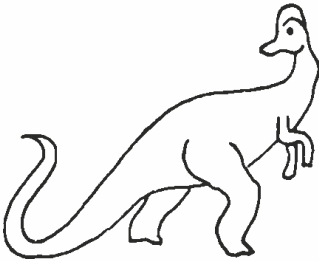
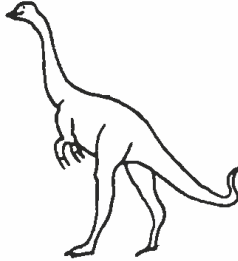
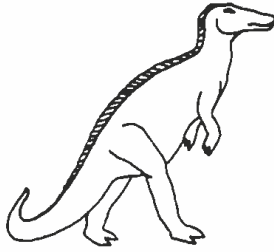
# How to be a Dinosaur expert in 9 easy lessons



## DIN-O-SAUR

"Great Lizard"—giant prehistoric reptiles once thought extinct—now reported at Sinclair Dinoland, New York World's Fair.

**BRON-TO-SAU-RUS** "Thunder Lizard"—70 feet long, 30 feet high, one of the biggest dinosaurs—lived some 135,000,000 years ago. Now bigger than ever as leading oil company trademark.

|                                                                                                                                                                                                                        |                                                                                                                                                                                                                           |                                                                                                                                                                                                 |                                                                                                                                                                                                        |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>OR-NITHO-LES-YES</b><br/>"Bird Catcher"—lived during Jurassic Period in Wyoming. Ancestor of Tyrannosaurus.</p>               |  <p><b>STEGO-SAU-RUS</b><br/>This 25-foot long dinosaur had a brain no bigger than a walnut. Note the bony plates on his back.</p>      |  <p><b>TY-RAN-NO-SAU-RUS</b><br/>"Tyrant Lizard"—king of creation. Largest meat-eater that ever lived.</p>   |  <p><b>TRI-CER-A-TOPS</b><br/>"Three Horns on Face." Looked like a rhinoceros but was much bigger and heavier.</p> |
|  <p><b>AN-KY-LO-SAU-RUS</b><br/>"Curved Lizard" was a "walking fortress" 20 feet long, 6 feet wide. Lived in Cretaceous Period.</p> |  <p><b>CO-RYTH-O-SAU-RUS</b><br/>"Helmet Lizard" was one of the most numerous dinosaurs. Lived in water, ate plants and shellfish.</p> |  <p><b>STRU-THIO-MI-MUS</b><br/>"Ostrich Mimic"—14 feet long, 7 to 8 feet high. Lived in North America.</p> |  <p><b>TRACH-ODON</b><br/>"Rough Tooth"—and he had 1,500 of them. He was duck-billed, web-footed, ate plants.</p> |

**See them all—life-size—at Sinclair Dinoland—New York World's Fair.**

**NOTE TO EDITORS:** This is the most realistic and scientifically accurate exhibit of dinosaurs ever assembled—presented by Sinclair, to dramatize the fact that these strange creatures were alive when Nature was mellowing petroleum in the earth. Now Sinclair refines petroleum into more than

1,200 useful products. For more information and facts on dinosaurs, call or write Joe Michalski, Sinclair Oil Corporation, 600 Fifth Avenue, New York 10020, phone CI 6-3600, or Louise Friscia, Jay DeBow & Partners, Inc., 40 East 49 Street, New York 10017, phone HA 1-2233.



A GREAT NAME IN OIL



John Mason demonstrates film editing features of Harwald Co.'s Model Q Mark IX machine.

and process it at the rate of six feet per minute. It is designed for mobile news use.

## Systems

The Gemini tape/film system for film production was introduced by MGM Telestudios. At \$13,600, the Gemini produces a simultaneous direct 16 mm film during video tape production. The 16 mm camera is mechanically and optically connected to the TV camera. Use of the common TV camera lens allows use of a single focus knob and eliminates parallax. The Gemini unit weighs 75 pounds, has a synchronous drive motor and 1,200 foot magazine capacity.

The TFR-1, television film recorder using a subscreen picture tube and "clawless" camera, was introduced by RCA.

Designed to produce quality 16 mm films from any TV visual source, picture resolution is 800 lines at the center



Not only unique one-tube design but also unusual styling mark Gates Radio Co.'s new Vanguard 1 1-kw AM transmitter here demonstrated by firm's Reck Morgan.



Gold carpet and gay lighting distinguished multiple-products display of

Collins Radio Co. FM stereo gear was among many new equipment features.

of the TFR-1. The unit has an automatic luminance control and an automatic focus control that uses a third video wave form. Lighted controls are color coded to indicate normal, abnormal or inoperative circuits or units. The TFR-1 is completely encased in a pressurized, dust proof cabinet. All components and circuits are accessible through hinged doors, swing-out panels, plug-in modules and sliding shelves. The new unit is compatible to the Viscomat for 60-second processing and drying of film.

A new table-top TV kinescope recording system was exhibited at the Telequip booth. Made by Federal Manufacturing & Engineering Corp., the

model B unit (\$6,000) is complete with audio and is a smaller version of the older and larger FME Model K (\$9,600) which Telequip first displayed last year.

## Transmitters are plentiful

Dynair enters field

with low power VHF;

GE has four UHF's

AM, FM, VHF or UHF: whatever the type transmitter there were plenty to choose from. Gates showed its one-tube 1 kw AM with lowboy design;



Water fountain display at Hevi-Duty Electric Co. demonstrates high-speed correction of line voltage variations when firm's new Acuvolt regulator is used. Hevi-Duty's Bill Feldkircher (r) shows to James D. Landry, USIA.



Robert Romero (l) of Electronics, Missiles and Communications Inc. describes EMC relay gear for TV to Lloyd O'Meally, RPC-TV Panama, P. R., one of numerous foreign broadcasters attending NAB.



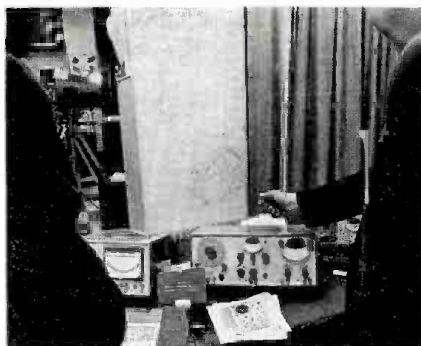
It's what's inside that counts. So everybody looks into back of 1-kw AM transmitter featured by CCA Electronics Corp.

Bauer Electronics has a 1 kw FM that is available as a kit; Dynair entered the field with low power VHF units; GE showed a line of four UHF transmitters, and there were many others.

Three transmitters were shown by Bauer Electronics, including the 607, a 1 kw FM transmitter with power unit which is also available in kit form. The 1 kw AM has power monitor to watch and correct tolerance of power and the 5 kw AM has a 12 phase silicon power supply that generates high voltage for modulators and tubes. This eliminates the choke and reduces transmitter size.

The 1964 exhibit marked a new entry in the transmitter field, CCA Electronics Corp., comprised partly of former ITA people. CCA introduced its new lines of AM and FM transmitters which cover all power categories. The FM line runs from 10 watt units up to 40 kw while the AM line, all of conventional high level modulation, runs from 1 kw to 50 kw.

In addition to silicon rectifiers, automatic recycling, remote control and



This tight little package, the TF2333 transmission measuring set, attracts attention at the booth of Marconi Instruments.

multiplex, CCA's FM transmitters feature high mu zero bias triodes in their power amplifiers. These tubes are operated with their control grids at dc ground. This configuration eliminates all RF bypass capacitors, bias and screen supplies. It also assures freedom from oscillation and eliminates the need for neutralization.

Collins Radio Co. featured two transmitters at its exhibit this year, its 20V-3 AM transmitter and its 830H-1A 20 kw FM transmitter. The AM version is push-button controlled and comes in 250 watt, 500 watt and 1 kw steps.

Collins' 20 kw FM transmitter is contained in three cabinets, a basic center unit flanked by two 10 kw amplifiers. The center unit drives from the new 1 kw FM transmitter introduced last year. The double-amplifier design permits split feeds to both horizontally and vertically polarized antennas.

Of all this year's transmitter innovations, Gates Radio Co.'s Vanguard I, the new single-tube 1 kw AM transmitter (\$6,000), appeared to capture the most attention in its field.

The Vanguard also features unusual new design of cabinet. It is fully transistorized with the exception of the single-tube final amplifier. This tube is an air-cooled 4CX3000A. The unit has modular removable component as-



General Electric showed this \$298,000, 50 kw UHF transmitter as part of its "second generation" line.

semblies and is fully front accessible. There are built-in remote metering facilities for all remote functions.

Gates claims the Vanguard has response of 20 to 16,000 cycles "for AM performance that rivals FM fidelity." It also features a full "T" output network for much lower harmonic radiation and has built-in 1 kw dummy antenna for 100% modulation.

Gates this year also spotlighted its new model 5G, 5 kw, FM transmitter which comes in both monaural and stereo. The model 5G features include direct crystal controlled cascade FM exciter and push-button operation. The transmitter is self-contained and no extra equipment is needed inside it for remote control operation.

A new 50 kw AM transmitter was shown by LTV Continental Electronics. Taking only 54 square feet, the \$95,000



Microwave relay equipment highlighted Raytheon Co. exhibit.



There's a cable or connector for every purpose, according to Ed McCusker (l) and Hubert Goodwin of Boston Insulated Wire and Cable Co.



Marti Electronics' studio-transmitter link and inter-city TV relay systems are focal point for this talk trio.

unit requires low RF drive and no neutralization. Silicon rectifiers are used in the power supply and variable vacuum capacitors are used in the high power net work positions. The transmitter features a high level screen modulation in the final power amplifier, eliminating high power modulation transformer and reactor.

A new line of 5, 10 and 20 kw FM transmitters was introduced by RCA. All units feature simplified circuitry and a new exciter. The number of tubes has been reduced and silicon-rectifier power supplies are now incorporated. The 5 kw, BTF-5E, is expandable to a 10 kw or 20 kw transmitter with virtually no increase in the amount of floor space requirements.

Rust Corporation of America exhibited its 1 kw FM stereo transmitter (\$7,500) which may be fully automated and is designed for SCA multiplex operation as well as stereo. Rust also handles other GEL FM transmitters for stereo and SCA in 15 kw (\$24,900) and 5 kw (\$13,950) models. The Rust line includes the GEL FM stereo exciter and stereo subchannel generator equipment too.

## Television

Another new entry in the transmitter field is Dynair Electronics Inc., a firm heretofore chiefly in the amplifier and signal distribution equipment field. Dynair now is producing a line of TV transmitters in the low power 100 w and up area, chiefly for small VHF station use overseas. Dynair's new TV transmitters also are available in the 1 kw to 5 kw class.

Four UHF transmitters, 100 w, 12.5, 25 and 50 kw, were shown by General Electric. The modular transmitters, designed for 10 to 1 visual-aural operations feature water-cooled klystrons. The transmitters are smaller than their predecessors, use silicon rectifiers in the high voltage plate supply, have provision for quick tube change in high-

power amplifiers and have sealed, plug-in oscillator-modulator packages. The TT-55-A, 100 w unit, stands 4 feet high and uses sealed crystal oscillator packages.

The TT-55-A is priced at \$32,000; the TT-56-A, 12.5 kw at \$176,500; the TT-57-A, 25 kw at \$199,000, and the TT-59-A, with a 2 to 1 ratio, at \$298,000.

New 1 kw and 5 kw low-channel VHF transmitters were shown. The TT-49-A, 1 kw, priced at \$34,300, has both visual and aural circuits in a single cabinet requiring 24 square feet of floor space. The TT-50-A, 5 kw, at \$66,700, takes an additional housing for two amplifiers. Both transmitters features front-panel tuning adjustments, semi-conductor silicon rectifiers, built-in R. F. sweep generator and individually crystal controlled aural and visual frequencies.

Three new UHF transmitters, the TTU-30A, TTU-10A and TTU-2A were shown by RCA each with eye-level meters. The 30 kw TTU-30A uses an integral cavity, vapor-cooled klystron, that is guaranteed for 8,000 hours. Silicon rectifier power supply with plug-in modules are also featured.

The TTU-10A is an air-cooled 10 kw unit and uses traveling wave tubes similar to those used in microwave equipment. The tune needs no tuning and yields 1 w to 250 w amplification in a single stage.

The TTU-2A is smaller than the 1 kw transmitter it replaces and can be expanded to a 10 kw unit. It uses traveling wave tubes and is housed in a single compact cabinet with a separate unitized power supply.

A \$30,000 2 kw transistorized TV transmitter with three tubes in the visual and two tubes in the aural was introduced by Standard Electronics. The unit can be amplified up to 100 kw with Standard's Add-A-Unit amplifiers. The visual and aural transmitters are self-



C. E. Nelson (seated), Utility Tower Co., reminds his listeners of firm's microwave passive reflectors, new addition to regular tower line.



Tall tower talk comes naturally to McGee Moore (r) of Fort Worth Tower Co. and Samuel Goldberg of Fox International, tower erection firm.

contained in one cabinet.

## Accessories

Amperex Electronic Division of North American Philips showed a \$5,000 air-cooled klystron tube for UHF transmitters. The klystron has permanent magnets for beam focusing and a 10 kw final amplifier.

Also shown were solid-state closed-circuit, compact TV cameras and monitors; a 10 kw visual, 4 kw aural UHF amplifier and one and three-inch cathode ray tubes for transmitters.

Boston Insulated Wire & Cable Co., which supplies a complete range of U. S. and British camera cable connectors, TV lines and related cables and accessories, reported 1964 appears to be destined as a big product replacement year for stations and other cable users. The company also introduced its new TV-82TN cable containing 82 conductors and designed for color. Company reports that it has been sold in quantity to RCA.

Cummins Engine Co., which makes standby generator systems in the 60 w (\$4,700) to 400 w (\$21,000) range for TV and radio stations, displayed a simulated working generator system in Chicago. The Cummins diesel-powered generators now in service at WTAE(TV) Pittsburgh, WLAC-TV Nashville and WNYT(TV) Syracuse were highlighted at the exhibit too.

Electronics, Missiles and Communications showed a 1 w multiple output for VHF translators which will serve up to four 1 w outputs, each separately adjusted. Priced at \$495, the 4-MXA requires only one-half w of driving power.

Also shown were the HRV, a 1 w VHF translator at \$1,345; the U-HTU-220, a 20 w UHF translator at \$4,050,

and the U-HTU-100, a 100 w UHF translator at \$6,400.

Hevi-Duty Electric Co. displayed its new Acuvolt static line voltage regulator which provides high-speed correction of variations in the line voltage supplies of broadcast stations. The company said the unit pays for itself in two years by smoothing out the electrical surges or "bumps" which cause tube damage. The Acuvolt uses a static magnetic circuit, has no moving parts as older units formerly had, and reacts within one-sixth to one-quarter second—100 times faster than older mechanical models. Acuvolt prices range \$200 to \$5,000.

The RPT-160, a portable \$1,000 160 mc remote pickup transmitter was shown by Moseley Associates. Designed primarily for full fidelity music pickup, the dual channel unit has an all-tube dual conversion receiver; a rack-mounted remote pickup receiver.

A wire remote control system using one pair of DC lines was also shown. Available as a 10 or 25-channel model for \$875 or \$1,075, respectively, the unit has a highly stabilized tuning system that allows tube replacement without retuning.

Other items displayed were the RRC-10, radio remote control system, that returns telemeter information to the studio via subsonic tone; and the dual studio transmitter links for FM stereo with a signal to noise ratio of better than 65 db each.

## All tower types, antennas shown

**Beacons, reflectors and other accessories are on display**

Self-supporting, guyed and candelabra towers of any size; beacons, reflectors, antennas and accessories were available to broadcasters. Pictorial displays highlighted several exhibits.

A pictorial display of towers it has built and is now building was presented at the Dresser-Ideco display. The firm showed a variety of tower construction; guyed, candelabra and self-supporting. Special attention was given to the 1,473-foot candelabra tower being built in Houston for KPRC-TV and KHOU-TV, and to a candelabra tower in Baltimore which is being raised and one in Dallas-Fort Worth.

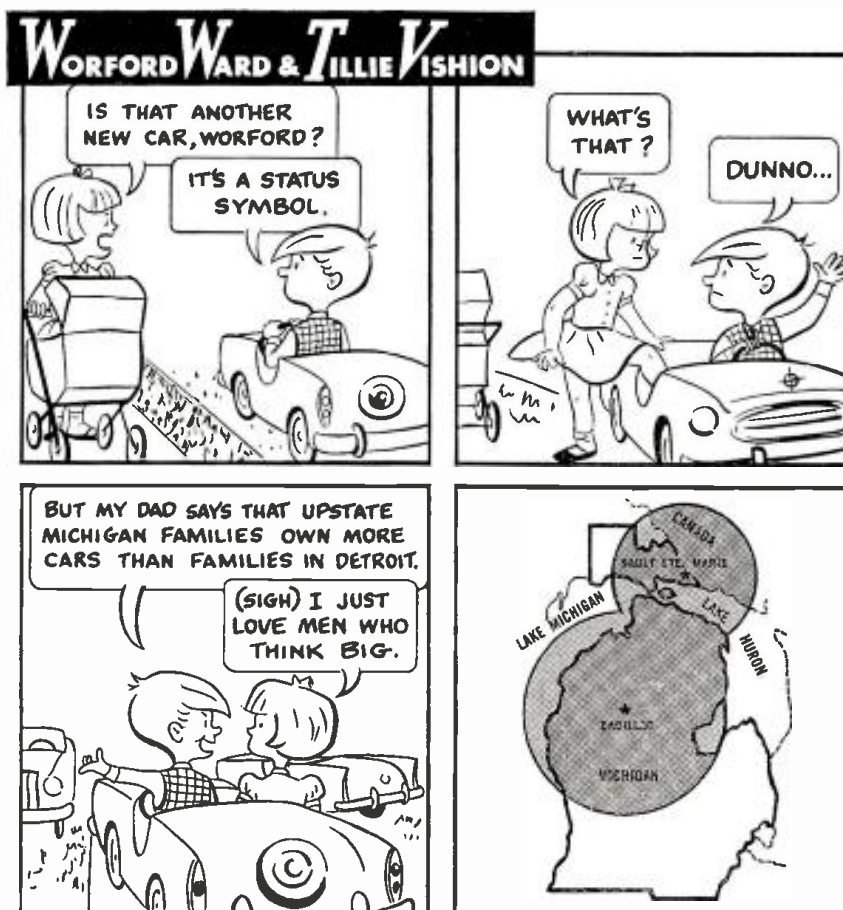
Fort Worth Tower Co. displayed key

elements and pictures of its well-known line of radio and television towers. The company also introduced its new Sky-Hook permanent elevator cage which can ride up either the outside or inside of towers and enable station engineers to easily re-orient antenna elements and reflectors or change beacon lights. Fort Worth's field crews presently are erecting CATV and station towers in Illinois, Georgia and Nebraska.

Rohn Systems showed examples of its towers and tower systems including microwave passive reflectors, lighting equipment and accessories. Both guyed and self-supporting towers are available

in heights up to 1,000 feet. Lighting equipment on display included the 300 mm code beacon, the OB-1 and OB-2, single and double obstruction lights, each using flanged Fresnel lenses; beacon flasher units with new design radio interference suppressor, and junction boxes.

Utility Tower Co., which in the past two decades and more has built hundreds of towers in the U. S. and Canada for broadcasters, the military, CATV and other uses, introduced its new Microreflector (\$500, plus installation) for use in the microwave relay field. Utility said several years of research and engi-



## BIG COUNTRY — BIG FACTS

Upstate Michigan is *big* country. And its people are constantly on the go. Matter of fact, there are more cars per household in the 39 counties that make up WWTW/WWUP-TV's viewing area than in the Motor City and Wayne County (1.35 vs. 1.26). Upstate Michigan is a perfect market for automotive products.

Actually, we believe Upstate Michigan is the

greatest "new opportunity" *any* television advertiser can find in the U.S. Nearly a MILLION PEOPLE. Annual retail sales, nearly a BILLION DOLLARS.

Consult your jobbers and distributors as to the influence WWTW/WWUP-TV has in our 39 counties—or ask Avery-Knodel for the whole story.

**The Feltz Nations**

**RADIO**

WZZM Kalamazoo-Battle Creek  
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WZZM-TV Cadillac

**TELEVISION**

WZZM-TV Grand Rapids-Kalamazoo  
WZZM-TV Cadillac-Traverse City  
WZZM-TV Saugatuck  
KOLN-TV Lincoln, Nebraska  
KOLN-TV Grand Island, Neb.

# WWTW/WWUP-TV

**CADILLAC-TRAVERSE CITY / SAUGATUCK**

CHANNEL 9      CHANNEL 30  
ANTENNA 1640' A. A. T.      ANTENNA 1214' A. A. T.  
CBS • ABC      CBS • ABC

Avery-Knodel, Inc., Exclusive National Representatives

# Good reports on program sales continue

## BUT SOME ARE DISAPPOINTED AT CONVENTION SET-UP

Radio and television producers and syndicators comments continued generally favorable last week on the activity generated at the National Association of Broadcasters convention and Television Film Exhibit—'64 held in Chicago, April 5-8.

Earlier comments from syndicators had spoken of a good business climate and interest in feature products for television and quality sound in radio production (BROADCASTING, April 13).

Joe Peoples, Hartwest Productions, introducing a new radio program service at the convention, said reaction was "quite good and exceeded our expectations." The convention was an "outstanding success" in making sales, he said, adding that sales from those contacts are now developing.

Commercial Recording Corp. reported very good sales activity during the Chicago convention. J. J. Coyle, president, said, "our Money Maker-Service and production library received a fantastic reception. We wrote more business in this convention than we did in the last four conventions."

The president of Medallion TV Enterprises Inc., John Ettlinger, expressed disappointment about the convention. He said the "turnout was the slowest we've seen in 10 years . . . the NAB and TFE are just getting too spread

out." With the convention set for Washington next year, Mr. Ettlinger said "we probably will not exhibit" because past conventions there have proven that it is hard to find people and it will probably even "be worse" than Chicago. Medallion's new Rod Cameron show is now in 20 markets, Mr. Ettlinger said, and most of the people who came by the suite were "happy" customers.

Charles Michelson, president, Charles Michelson Inc., said reaction was "very interesting and results were even more interesting." A dozen sales were concluded at the convention, Mr. Michelson said, mostly of *The Shadow*, *The Green Hornet* and *Famous Jury Trials*, and he said station awareness about a return to radio drama is "very encouraging."

The convention was the first for Bill Shriver and NANA Radio and it was a "terrible disappointment." Mr. Shriver said he did have a "fair reaction" to radio drama with the people visiting the suite expressing a hope that it will come back. These visitors, Mr. Shriver noted, appeared to be interested in "the 1964 sound" rather than older programs, but he said they're buying what's cheapest and available now.

William P. Breen, vice president, sales, NBC Films, said he had a few

sales although "we never have gone out there to sell. We show what we have and then we start selling." He said *The Richard Boone Show* and a few other sales were made, but "things are getting a little quieter each year. The guys are more serious. They want to know what's going to be available and the financial arrangements and then they go on to the next guy. Then they go back to their stations and try to fit the pieces together for their own needs."

This convention was about the same as others, according to Brad Marks, Walter Reade Sterling. He said it was "helpful in establishing sales contacts which we follow up later." Some program renewals were signed, but generally new people were only contacted and no special effort to consummate sales there, he noted. "We got out of it what we wanted, so the convention was a success," Mr. Marks said.

M. J. Rifkin, executive vice president, sales, United Artists Television, said "we had more traffic than normal." Several stations bought *David Wolper, Group Two* and some purchased *East Side/West Side* and *Human Jungle*, he said.

WBC Program Sales' Al Sussman said "The Advocate," a two-and-a-half hour show, based on the Broadway play, was sold to six stations, and since the convention five more stations have shown interest in it. "The action on the other shows we have also has been tremendous," Mr. Sussman said, noting "buyers are looking for new and fresh programs."

neering went into the design, "a shape that is strong enough to bear the windloads without the benefit of a complicated and costly network of backup bracing." Size is 8 x 12 feet.

Another familiar antenna product exhibitor was the Alford Manufacturing Co. Alford displayed the highlight features of its TV and FM antenna lines as well as the company's offerings of diplexers, coaxial switches, vestigial sideband filters and RF measuring instruments. The TV antennas include both VHF and UHF models.

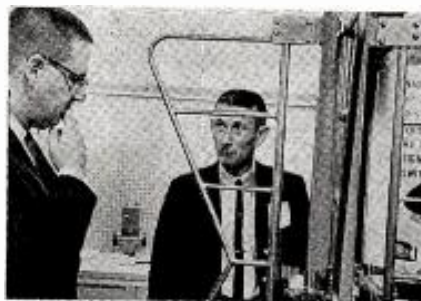
Alford also introduced its new omnidirectional VHF reference antenna, type 3725. The unit compares the gain of a TV antenna installation with that of the reference and especially suited for field monitoring and TV directional antenna adjustment work.

## Antennas, accessories

Collins Radio Co. also featured its line of FM broadcast antennas this year. Newly shown was the Collins type 300 vertically polarized antennas which fill in shadow areas, reduce null effects and

improve fringe area reception. Also shown was type 37M, Collins regular horizontal FM ring antenna.

Collins unveiled its new line of STL microwave cabinets and TV relay gear. The Collins units are designed for short, medium and long-haul video relay applications (\$7,000 up) of every nature. Typical links, for example, are available with one watt or five watt output and with remodulating or heterodyne repeaters. The systems are fully transistorized.



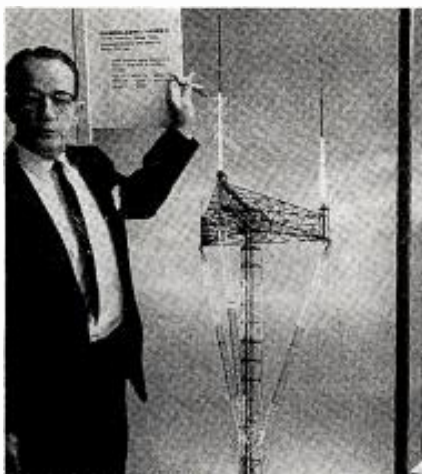
Larry Seese (r), Jampro Antenna Co., answers questions of Fred Volken, consulting engineer, Sierra Madre, Calif.

To meet the growing demand for dual polarization in FM, Gates Radio Co. exhibited its line of vertical and cycloid (horizontal) antennas. Many combinations of these elements are possible on the same tower to meet individual FM coverage needs.

Jampro Antenna Co. displayed its new line of coaxial switches, available in sizes 3 1/8-inches and 1 1/8-inches, along with the company's lines of antenna systems for both FM and TV. With interest rising in double polarization for FM stations to reach both auto FM and home receivers, Jampro also featured its dual polarized FM antennas which were introduced over three years ago and now are being used by 21 stations.

Another entry for the STL and Intercity relay market came from Marti Electronics. Marti introduced its new 950 mc microwave relay equipment for use as aural broadcast studio-transmitter links and intercity relay. Marti also displayed subchannel exciters and mixers and receivers for multichannel application.

The relay system is available in single



Stu Wilson, Dresser-Ideco Co., explains construction detail of firm's candelabra multiple-antenna tower.

channel (\$2,300 per system link) with extra channels up to total of three (\$1,100 each). Marti reported that its line of aural remote pickup equipment introduced three years ago is selling well and over 650 stations now are using this gear. Complete one-way system (\$1,250) includes antennas.

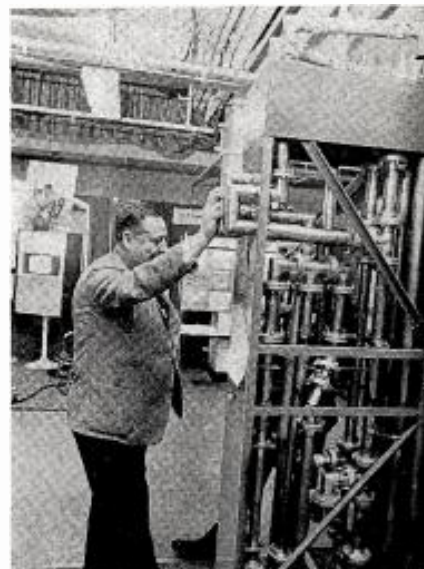
Raytheon Co. introduced its new big gun in the long-haul intercity microwave TV relay field, the company's model RM-1C (\$14,000 up) which operates in



Brightly flashing tower beacons and tower sections animated business conversations around exhibit of Rohn.

the 5925-to-8400 mc band and features if heterodyne repeaters. The relay system will handle NTSC color, a 625-line TV program or up to 960 frequency-division multiplex channels. Solid-state elements provide high-speed IF or base-band switching facilities while associated equipment includes service channel, remote control and fault alarm facilities.

Raytheon also displayed its basic 1 w and 0.1 w microwave relays for portable and fixed installation. Both models, KTR-1000G and KTR-100H (\$12,500), handle color. Raytheon re-



Standard Electronic Corp.'s FM power divider provides peek-a-boo plumbing maze for prospect listening to sales pitch by William Zillger. Unit supplies feed to both horizontal and vertical FM antenna elements.

ported good sales during the year for its new-last-year dual link 1 w automatic "hot standby" STL (\$17,075) which eliminates lost air time or program interruption usually associated with STL outages.

## THE MEDIA

# Boston channel 5 back to FCC

**Appeals court tells commission to reconsider grant to Herald-Traveler in light of death of Robert Choate**

A federal court in Washington last week told the FCC to review its 1957 grant of channel 5 in Boston to The Boston Herald-Traveler Co. in the light of the death of Robert B. Choate, president of WHDH Inc., the newspaper's subsidiary which is the licensee of WHDH-TV (and of WHDH-AM-FM).

Mr. Choate died last December. At that time he was also chairman of the *Herald-Traveler*.

Just how the case is going to be reviewed was, at week's end, not fully decided. It is presumed that the FCC may reconsider the original record, without reopening the original case.

The *Herald-Traveler* was given the channel 5 grant in 1957, after a comparative hearing. Among other favorable considerations, the Boston newspaper received a plus for the abilities and activities of Mr. Choate. The grant was then appealed to the courts. While the appeal was pending, allegations of off-the-record conversations

with FCC commissioners by Mr. Choate were made. The court sent the case back to the commission on this question. The FCC re-examined the applications, found that Mr. Choate had conferred with former FCC Chairman George C. McConaughy, but determined overall that the *Herald-Traveler* still deserved the grant. The commission, however, issued only a short-term, four-month license.

The current court ruling came after one of the original applicants, Greater Boston Television Corp., appealed this FCC decision. The *Herald-Traveler* also appealed, principally against the FCC finding that there had been ex parte conduct on the part of Mr. Choate. It was after the case had been argued that Mr. Choate died. This was brought to the court's attention.

In its unsigned opinion, the U. S. Court of Appeals in Washington said that since the award seems to have been made upon "a close margin in a closely

contested comparative consideration" and because the commission found that the late Mr. Choate "was an important factor favorable to WHDH and also was the cause of the demerit against that applicant," the commission should reconsider its determination.

Noting that the commission already has a comparative hearing scheduled to start today (April 20) on WHDH-TV's renewal and three other applicants for the channel, the court said that it had no objections if the commission wanted to combine all the elements into one case, or consider them simultaneously.

The court consisted of Senior Circuit Judge E. Barrett Prettyman, and Circuit Judges Warren E. Burger and J. Skelly Wright.

## ABC's election gear

ABC News has obtained the services of the Burroughs Corporation, C-E-I-R Inc. (Corporation for Economical Industrial Research) and Oliver Quayle and Company to provide computer projections and vote analysis for the 1964 presidential election in November, as well as the important primary and state elections. Quayle personnel will provide analyses of computer data supplied by Burroughs and C-E-I-R equipment.

# New York wired TV system in expansion

With 100 miles of cable planned, is a CATV for nation's biggest city in the offing?

Sterling Information Services is in the process of a substantial expansion of its wired-television operations in New York, where it already operates the Teleguide closed-circuit television information service.

The grid of television cable that Sterling is now installing in New York could form the basis of a massive community antenna operation in the nation's largest city. Sterling officials decline, however, to comment on any plans for CATV.

In addition to enlarging the scope of the Teleguide service, the company has arranged to carry, also by cable, RCA's 12 hours of daily color television originations from the World's Fair to color

TV receivers set up at 300 strategic points throughout the city.

It also is installing a television camera at the New York City Hall for use by Mayor Robert F. Wagner, among others, in greeting conventions and other meetings in New York hotels via closed-circuit TV. The mayor is said to regard the set-up—due to be installed within the next few weeks—as particularly appealing in that it not only will curtail the time he now spends traveling from one convention to another to extend the city's greetings, but will also enable him to appear, via TV, at many meetings which he would otherwise have to miss.

**100-Mile Hookup** ■ Sterling Information Services, headed by Charles Dolan, currently has an estimated 35 miles of cable linking its Teleguide operations and involved in its forthcoming relay of the RCA originations from the world's fair. By the time the World's Fair hookup is completed the total is expected to be about 100 miles. The cost of laying cable is said to average about \$10,000 a mile.

The color sets carrying the RCA originations will be installed in transportation terminals, bank windows and lobbies and similar points where they will be visible to large number of passersby. In some periods Sterling plans to supplement the RCA originations with color films and other special color material.

In addition to the 300 specially installed color sets, the World's Fair programming will be fed in black-and-white on a special channel to the hotels, apartment houses and office buildings now taking the Teleguide service.

**Some Advertising** ■ The banks, airline offices and other business places where the color sets are to be installed are paying the connection costs. It is understood that a small number of

## No more FCC in Ford's future?

FCC Commissioner Frederick W. Ford has reportedly told Republican leaders he does not wish to be reappointed.

The commissioner, named to a Republican vacancy by President Eisenhower (BROADCASTING, July 8, 1957), may enter private law practice in Washington, although his exact plans are not known.

Commissioner Ford last week declined comment on speculation concerning his future. However, he said Thursday (April 16) that he would have an announcement "in a few days."

Influential Republicans on Capitol Hill last week were reviewing names they would like to suggest President Johnson nominate to the GOP seat. The situation is getting the close attention of two of the party's top strategists: Senator Everett McKinley Dirksen (R-Ill.), Senate minority leader, and Representative William E. Miller (R-N.Y.), chairman of the Republican National Committee.

Senator Dirksen has a list of a half-dozen Republicans under consideration, but since the power of appointment rests solely in the hands of President Johnson, Republicans need not be consulted. The President is



Commissioner Ford

not even required by law to name a Republican. He could name an independent; he is prohibited from fill-

ing the vacancy with a Democrat, since Democrats already hold four seats: Chairman E. William Henry, Commissioners Robert T. Bartley, Kenneth A. Cox and Lee Loevinger.

The FCC vacancy does not occur until June 30, the date Commissioner Ford's term expires, but some Republican senators are concerned about possible delay because the President has not yet named a Republican to any top regulatory post. A vacancy on the Federal Trade Commission has been open since the resignation of Commissioner Sigurd Anderson six weeks ago. With one seat vacant on that five-man commission, and another filled by a new commissioner, John R. Riley, who was not on the FTC when pending cases were heard, FTC decisions are being settled by only three votes, several of them split 2-1. This situation has caused some concern on Capitol Hill.

Two other regulatory posts will be vacant by the end of June: the term of Federal Power Commissioner Charles R. Ross, a Republican, expires June 22 and the term of Federal Maritime Commissioner Thomas E. Stakem Jr., a Democrat, ends June 30.



## Our Mrs. Goodreau Recalls 225,000,000 Bits of Information in 6 Minutes

Our Mrs. Goodreau would be a whiz at over-the-fence talk. But she puts her talents to use in a more practical way, and the television industry benefits.

You see, Mrs. Goodreau is one of the "men" behind the machines at the American Research Bureau. And, like all other computer programmers here, she recognizes that her ability is an essential part of ARB's up-to-the-minute computer capability . . . a capability which is a primary requirement in today's television audience research.

Still, Mrs. Goodreau deserves all the credit we can give her, because at ARB the emphasis is always on the *man*. We've found nothing yet that replaces the sound, judgmental thinking of trained and dedicated people. True, this phenomenal bit of recollection cannot be performed without her electronic partner . . . but neither can the machine do it without her, and others like her.

So, while we often emphasize our tremendous computer capacity, people—like our Mrs. Goodreau—are the most important reason why it is possible for ARB to deliver the finest and fastest audience estimates available today!



**AMERICAN  
RESEARCH  
BUREAU**

DIVISION OF C-E-I-R INC.

"prestige" advertisers are helping to defray other costs of the cable service and will be represented in "a limited form of commercials" on the World's Fair programming.

Teleguide, in operation in New York for approximately 18 months, currently serves some 50,000 rooms in 55 hotels, plus about 30 apartment houses and a number of office buildings. The office buildings now served or in the process of being connected include the new Pan Am building, the Seagrams building, the First National City Bank building and the Rockefeller Center complex.

The number of hotel rooms served, officials report, is due to reach 56,000 within the next two months.

Teleguide offers information on tourist attractions, travel schedules, traffic conditions, Broadway plays, motion pictures, shopping and other features of particular interest to tourists. It also handles special closed-circuit coverage of conventions, exhibits, etc.

**Interest Caused Expansion** ■ Officials report that permanent residents of the hotels showed such interest in much of the regular information that the expansion into apartment houses was accelerated.

The Teleguide service is offered on two channels, one in English and one in Spanish, Japanese, French, Italian, German and English. Teleguide's revenues come from the sale of advertising—usually designed specifically for the tourist trade.

## Sale of Maine stations to Paar is approved

Jack Paar, NBC-TV personality, last week was granted FCC approval to buy WMTW-FM-TV Poland Spring, Me. (Mount Washington, N. H.), for \$3,675,000. The channel 8 television station is an ABC affiliate.

Sellers of the stations are John W. Guider, Horace Hildreth, Peter Anderson and others. Mr. Paar will buy 80% of the stations through Dolphin Enterprises Inc., production company of the *Jack Paar Show*. Dolphin is owned equally by Mr. Paar and his wife.

The remaining 20% ownership is to be retained by Mr. Guider, subject to a ruling from the Internal Revenue Service. His interest will then be split between himself and Messrs. Hildreth and Anderson. Mr. Guider, former president and general manager, will remain as operating head of the stations.

FCC grant of the sale was opposed by Chairman E. William Henry and Commissioner Kenneth A. Cox. Mr. Henry dissented because he wanted a signed statement from Mr. Paar on how he plans to run the stations.

WMTW-FM is on 94.9 mc with 48 kw.

# Self-regulation need cited

## Catholic radio-TV group told media should keep free of government control

The broadcaster should not be fettered by government controls as he strives to "follow the dictates of his conscience, his courage and his creativity." So said James E. Allen, executive in charge of Westinghouse Broadcast Productions, at the second annual conference of the Catholic Apostolate of Radio, Television and Advertising April 11 in New York.

Mr. Allen said that radio and TV have emerged as the two most potent forces of communication. He added: "Perhaps, because of this they have been subjected to the most rabid criticism, only a fraction of which is deserved."

He noted that broadcast advertising is also being often accused of "deception, blatancy, bad taste and excessive influence on the entertainment and informational material that reaches the public through our particular media."

Mr. Allen then stressed the need for self-regulation by broadcasters and agencies, saying: "If this is not to be our course we will have further governmental intrusions."

**More Cooperation** ■ Another speaker at the CARTA conference was Jules Barnathan, vice president and general manager of ABC-TV. Mr. Barnathan called for a clearer definition of the FCC's "fairness doctrine," and he urged closer cooperation among broadcasters and agencies. According to Mr. Barnathan, advertisers should try to be more understanding of broadcasters' problems, especially in the areas of pre-emptions and make-goods.

Also speaking at the conference was Rodney Erickson, senior vice president of the Maxon Agency, New York, who criticized the quality of television programs that are sold abroad. Mr. Erickson said tighter controls should be placed on foreign sales, which "are damaging our image."

Mr. Erickson also recommended a "government-financed television network" to supply cultural programs to universities and other educational institutions. He said the network should be UHF so as not to interfere with commercial broadcast operations.

**Improve Standards** ■ Still another CARTA speaker called for new standards for evaluation of radio and tele-

vision programs. Max Ways, associate managing editor of *Fortune* magazine, said that an all-out industry effort should be made to "clarify and improve these standards." Dr. Persia Campbell, a member of President Johnson's Committee on Consumer Interests, said new standards are needed to determine how much information should go into a broadcast commercial. Said Dr. Campbell: "What we need is a situation where consumers can make an informed choice."

Other speakers at the CARTA conference were: Richard F. Casey, senior vice president at Benton & Bowles, New York; W. Theodore Pierson, partner in the Washington law firm of Pierson, Ball & Dowd; William Blair, president of Harper-Atlantic Sales Co., Boston; Dr. Clarence Walton, associate dean of the graduate school of business at Columbia University, New York; Bart Panettiere, director of marketing research services for General Foods Corp., White Plains, N. Y.; Jean Rindlaub, former vice president of BBDO, New York; Frank Conniff, national editor of *Hearst Newspapers*; Herbert Mayes, president of McCall Corp., New York; David McCall, president of C. J. LaRoche & Co., New York; Robert Pliskin, vice president in charge of art at Benton & Bowles, New York; Dr. Justin P. Carey, consulting psychologist, and the Reverend Thomas M. Garrett, University of Scranton.

The theme of the CARTA conference this year was "Emerging Responsibilities in Mass Communication." The meeting was sponsored jointly by CARTA and Fordham University.

## Houma station gets OK for move to Baton Rouge

Baton Rouge last week received a third VHF television channel through a move-in of the transmitter location of KHMA-TV on channel 11 in Houma. The FCC action is a reversal of its position denying a move-in proposal as part of the VHF drop-in proceeding.

The commission decision allows the station to move its transmitter 47 miles northwest of Houma, 18 miles from Baton Rouge, conditioned that KHMA protect WTOK-TV (ch. 11) Meridian, Miss., from interference. The move was approved by a 4-3 vote, with Commissioners Robert T. Bartley, Robert E. Lee and Kenneth A. Cox dissenting.

Commissioner Cox, who supported the drop-in proposal, had prepared his dissent in advance of last week's action. The commissioner, whose dissenting text is yet to be released, reportedly feels that the commission shouldn't approach the drop-in matter on a piecemeal basis (CLOSED CIRCUIT, March 30). Com-

missioners Bartley and Lee didn't comment on their dissents.

The commission's decision denied the oppositions of the Association of Maximum Service Telecasters and WBRZ (TV), channel 2, Baton Rouge.

KHMA is owned by the St. Anthony Television Corp., but has not started operations.

## Suit against LBJ Co. dismissed by Texas court

A suit against the LBJ Co. (now Texas Broadcasting Co.) by 38 former employees of KRGV-AM-TV Weslaco, Tex., was dismissed last week in state court.

An Austin, Tex., district judge granted summary judgment asked by Texas Broadcasting Co.

The employees each asked for from \$50,000 to \$75,000 which they said were due them from a company profit-sharing plan. The former LJB Co. sold the Weslaco stations in 1961 to Kenco Enterprises. Kenco resold the properties last February (BROADCASTING, Feb. 3).

The suit alleged that the former employees "involuntarily" lost their jobs with the Weslaco stations when they were first sold in 1961, and that they were due income from the profit sharing plan.

The Texas Broadcasting Co. is principally owned by Mrs. Lyndon B. Johnson, wife of the President, and their daughters. All of the Johnson interests are in trusts.

## Radio's 'poor image' key block to sales

Stephen B. Labunski, vice president of Straus Broadcasting Group, said last week that the overall total of advertising funds spent in radio has "either been declining or standing still for several years." Mr. Labunski told the annual convention of the New Mexico Broadcasters Association in Albuquerque that a generally poor image of radio has been the most economically damaging factor in the medium's development.

Mr. Labunski, who is also vice president and general manager of WMCA New York, said that during the past five years there have been very few "important breakthroughs in terms of substantial new users of radio." He stressed that advertisers that leave radio are not being adequately replaced, and he blamed the situation primarily on "the false propaganda which conveys the impression that much of radio is strictly for unruly kids or for underprivileged adults" who do not represent

a good potential market.

Mr. Labunski said that radio's image is also causing spot money to move toward larger and fewer markets, despite the fact that "the vitality of radio is in its character as a prime local medium." He called on broadcasters to cooperate in an effort to counter the "myth" that radio is primarily a vehicle for popular music, and he said the medium needs more industry salesmanship if it is to capture the larger share of advertising dollars it deserves.

Radio broadcasters could boost their revenues by 50% if they developed more creative programming, Sherril W. Taylor, vice president for radio of the National Association of Broadcasters, told the New Mexico broadcasters.

More creativity in programming, Mr. Taylor stressed, would mean a larger audience. He said he detects an "inexplicable lethargy" among too many broadcasters. "This lethargy," he said, "stems from areas relating to programming, rather than sales, for in all too many cases, salesmanship has been better than the product."

Another speaker, Martin Percival, eastern sales manager of the radio division of Edward Petry & Co., New York, called for more accurate radio audience measurement systems. Mr. Percival said more complete audience evaluation would show that spot radio revenues are growing much faster than they are presently given credit for.

Mr. Percival said that he would not be surprised to hear that average radio listening in most markets equals three-and-a-half hours per person per day.

## Mutual affiliate group to meet in Las Vegas

The annual meeting of the Mutual Affiliates Advisory Committee will be held at the Dunes hotel in Las Vegas, on April 29-30.

The committee will meet with Robert F. Hurleigh, president, and other network management officials to discuss

Mutual's fall program plans, sales outlook, extension of the daily broadcast schedule and a general progress report. Victor C. Diehm of WAZL Hazleton, Pa., chairman of MAAC, said that a report will be made by various subcommittees selected at the meeting last year in Nassau, B.W.I. The subcommittees cover research, program, public relations and resolutions.

MAAC members expected to attend are Mowry Lowe, WLKW Providence, R.I., and Mitchell C. Tackley, WICY Malone, N.Y., District 1; Henry Rau, WOJ Washington and Mr. Diehm, District 2; Roger Beane, WSSV Petersburg, Va., and E. Z. Jones, WRBB Burlington, N.C., District 3; Carter Peterson, WBYG Savannah, Ga., and Jess Swicegood, WDIG Dothan, Ala., District 4; Gene Trace, WBBW Youngstown, Ohio, and Mike Layman, WSFC Somerset, Ky., District 5; Mig Figi, WAUX Milwaukee and Francis M. Kadow, WOMT Manitowoc, Wis., District 6.

Lewis Heibroner, WJQS Jackson, Miss. and Sam Anderson, KFFA Helena, Ark., District 7; Ralph McElroy, KWVL Waterloo and Ed Breen, KVFD Fort Dodge, both Iowa, District 8; Durward Tucker, WRRR Dallas and Richman Lewin, KTRE Lufkin, Tex., District 9; Frank Carman, KLVJ Salt Lake City and Wayne Phelps, KALG Alamogordo, N.M., District 10 and Keith Munger, KCOK Tulare, Calif., and Sherwood Gordon, KSPO San Diego, District 11.

Management representatives at the meeting will include Mr. Hurleigh and Charles W. Godwin, vice president in charge of station relations; Walter Meyers, Minnesota Mining & Manufacturing Co. vice president, representing Mutual's parent company; Raymond Anderson, research and marketing director of 3M's media services; Jack Bloom, legal counsel; Stephen J. McCormick, vice president in charge of news operations; Raymond M. Smith, general sales manager; Richard Brescia and Herbert Cutting, station relations representatives, and Francis X. Zuzolo, director of publicity and information.

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# Should TV's own CATV's?

That's the thorny question facing the FCC as it thinks about rules limiting CATV ownership by broadcasters or maybe forbidding it completely

The FCC, which has been increasingly concerned with problems involving the regulation of community antenna television systems, last week asked for help in developing policy to deal with one of the knottiest—the acquisition of CATV systems by television broadcast licensees.

In a notice of inquiry the commission indicated it was ready to consider tough new rules that would severely limit, if not prohibit, joint ownership. The commission makes clear it is concerned about the impact of such ownership on its multiple-ownership rules. The notice was issued on a 6-0 vote. Commissioner Frederick W. Ford was absent.

Should the commission count CATV holdings in determining whether a licensee is abiding by these rules, which

community?

**Comments Due June 19** ■ These are among the questions on which the commission is seeking information in the notice of inquiry it issued last week. Comments are due June 19. On the conclusions ultimately reached by the commission hangs the fate of plans of a growing number of broadcasters, some of them major ones, to go into the CATV business.

Among these is Texas Broadcasting Co., which is owned largely by the family of President Lyndon Johnson. The company, licensee of KTBC-TV Austin, has an option to buy 50% of Capital Cable of Austin Inc., a CATV system serving that city.

One of the chief factors bringing the problem into focus, the commission

broadcast licensee ownership of CATV systems." Policy determinations, it said, "must be made without further delay."

Fred J. Stevenson, chairman of the National Community Television Association, said he sees "nothing wrong" with the inquiry. "The FCC has to have information of this type," he said.

The commission first expressed concern publicly with the joint ownership issue in connection with a case involving Lompoc Valley Cable TV, a subsidiary of H&B. On March 4, the commission designated for hearing that CATV system's application for micro-waves to relay the signals of seven Los Angeles stations into Santa Barbara county.

The issue is whether the resulting service would prove to be too much competition for a local television station, KCOY-TV Santa Maria, to survive.

But the commission also took note of the application for transfer of H&B to RKO, and said the question would have to be faced whether, "as a matter of policy," a multiple owner should be permitted to acquire extensive holdings in the CATV field (BROADCASTING, March 9).

A week later, the FCC approved the sale of WBOY-TV Clarksburg, W. Va., to Fortnightly Inc., operator of a CATV system in that community, but noted that it regarded "with growing concern" the common ownership of TV stations and CATV systems in the same market. The commission announced then it would hold an inquiry into situations of that kind (BROADCASTING, March 16).

The notice said the questions raised in the Santa Barbara and Clarksburg cases prompted the inquiry.

In connection with the Clarksburg case, the commission raised another issue—the wisdom of permitting a CATV operator to acquire the only television station in the community.

The commission gave such permission in the Clarksburg case. But last week it asked for comment on the possible conflict of interest resulting from such situations.

The commission last week also observed that television licensees are seeking or have obtained CATV franchises from communities in which they have stations, and that there have been "many instances" in which television operators have acquired ownership in CATV's outside their service areas.

**Impact on Rules** ■ The notice of inquiry stressed the relationship of these developments to the FCC's multiple-ownership rules (Section 73.636). These rules, the notice said, express "the

## FCC inquiry into CATV gets Rogers support

Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, welcomed the FCC inquiry into ownership of community antenna television systems, but added a cautioning word.

"If they're going to proceed with a fact-finding hearing . . . to determine if a situation warrants their recommending legislation, I think they're right," Representative Rogers said.

But if the FCC is "heading toward a rulemaking proceeding that would subject these people to laws," then that's another matter—one that the

Congress should decide, the congressman said. It is Congress's responsibility, he added, "to either delegate specific powers or provide specific regulation after proper hearings."

Asked for his own views on proposals to regulate CATV, and pay TV in on-air and wired forms, Representative Rogers said he is studying the matter seriously and has reached no conclusions. But he said he plans to make a major statement on the issue in a speech to the Station Representatives Association in New York April 28.

limit broadcasters to a maximum of seven TV stations (providing two are UHF's) and prohibit concentration of control?

Should a broadcaster be allowed to own a CATV that serves the same market as his television station?

Under what conditions should a broadcaster be permitted to own a CATV outside his service area?

How should the commission classify a CATV that originates programs—and how many systems originate programs? What significance should be attached to a broadcaster's use of a CATV to carry his station's programs to a distant com-

said, is a pending proposal for the transfer of H&B American Corp. to a subsidiary of RKO General. H&B operates 37 CATV systems in 12 states, while RKO General operates 27 in five states. RKO General also owns five TV stations in the U.S. and one in Canada. Action on the transfer application is being deferred pending conclusion of the inquiry.

**Time Is Now** ■ The commission, noting the growing interest of broadcasters in CATV, said it "believes that now is the appropriate time to institute an inquiry looking toward establishing and clarifying our policy with respect to

commission's desire to encourage competition in the broadcast industry, and, at the same time, encourage the diversification of control of broadcast facilities."

"Clearly," the notice said, the H&B matter poses the problem of licensee ownership of CATV systems "in acute form." It said that "even though joint-CATV ownership may serve the public interest in some special circumstances, grant of this application would put under common control one of the largest owners of television broadcast stations and probably the largest group of CATV systems in the country."

"Before it acquiesces in the formation of such an entity," the notice continued, "the commission believes it to be necessary to seek a basis for estimating the impact that acquisitions such as that contemplated by RKO General might have on its multiple ownership and other public interest policies."

The notice also asked for information on CATV systems that originate programs. It said the commission hasn't studied this matter in detail and takes no position on whether such activities by CATV's are in the public interest. But, the notice adds, such program origination raises "a consideration under the multiple-ownership rules."

The questions on which comment is invited follow:

A. To what extent do television broadcast licensees now own interests in CATV systems:

- (1) Within their predicted grade B contours,
- (2) Outside of their predicted grade B contour.

B. To what extent and in what manner do CATV systems originate any programing, including commercial announcements, which they furnish to their subscribers?

C. To what extent, if any, does ownership of CATV systems, or interests therein, by television broadcast licensees conflict with Section 73.636(a)(2) of the commission's rules relating to concentration of control, or the policies underlying such rule?

- (1) If such conflict exists, should CATV interests be considered as television broadcast interests under the numerical limits of Section 73.636(a)(2) of the commission's rules?
- (2) If it is determined that CATV interests should be so considered, what should be the definition of a CATV system requiring treatment in this manner?
- (3) Should such classification depend in any way upon whether or not the CATV system originates some of the programing which it furnishes to its subscribers?
- (4) Apart from the numerical limitations, under what conditions, if any,

should a television broadcast licensee be permitted to own interests in CATV systems located outside the area served by the television broadcast station?

(5) Should any special significance attach to ownership by television broadcast licensees of CATV systems which carry the signals of television broadcast stations which they own into other separate and distinct communities?

D. Under what conditions, if any, should television broadcast licensees be permitted to own CATV systems, or interest therein, where the CATV systems serve portions of the area served by the licensee's television broadcast station? In any event, should the commission permit ownership of a CATV system by a television broadcast licensee in the principal city or cities served by the licensee's television broadcast station? If so, in what circumstances and under what conditions?

E. Apart from considerations relating to the commission's multiple-ownership rules (Section 73.636), and the policies underlying such rules, does ownership by a television broadcast licensee of CATV interests in substantially the same area or in different areas raise any question of conflict of interest detrimental to the public interest in television broadcasting?

## FCC demands Capital option

**Stock agreement with firm  
owned by Johnson family  
requested by April 22**

The FCC, acting in the increasingly bright glare of national publicity, last week demanded that Capital Cable Co. Inc. of Austin, Tex., submit a copy of a stock-option agreement involving the broadcasting company owned by President Lyndon Johnson's family.

Twice before Capital Cable has refused to submit the information, which the commission says it needs in its effort to unravel a controversy involving Capital and competing community antenna television system, TV Cable of Austin.

But both previous requests were issued by the staff. Last week's demand was contained in a letter sent "by direction of the commission" itself. It asked that the material be submitted by April 22.

Newspapers around the country have

been giving the case increasing coverage because of the President's connection with it. Last week, the President himself, in a televised news conference, said he saw "no conflict" between his position and his family's ownership of broadcast properties.

The commission vote to send the letter requesting the option agreement was 6-1, with Commissioner Lee Loevinger the only dissenter. He reportedly feels the material is not relevant.

Some of the six commissioners voting for the letter, however, are also said to question the relevance of the agreement. One feels that if the stock-option agreement is important, it should be obtained from Texas Broadcasting Co.—the Johnson-owned company which operates KTBC-TV, the only television station in Austin. (One official explained that the request went to Capital because it is a party to the controversy, while Texas Broadcasting is not.)

**No Retreat** ■ However, these officials feel the commission cannot back down from its demand for stock-option agreement from Capital. This feeling is reinforced by the publicity the case has attracted. Some stories have implied that the FCC has favored Capital because of its connection with the Johnson-owned company.

As a result, some commissioners have been critical of the staff for putting them "on the spot" in asking for the material originally. It's understood, however, the staff members didn't request the stock-option agreement until they had consulted with Chairman E. William Henry.

The agreement gives Texas Broadcasting the option to buy 50% of the stock of Capital Cable. President Johnson's wife and their two daughters own 84% of Texas Broadcasting stock. However, their holdings have been placed in trust until President Johnson leaves office.

The demand for the agreement is the latest development in a case that involves the contest between Capital and TV Cable for dominance in the Austin market. TV Cable is seeking waiver of the condition it accepted when it was granted microwave facilities to relay signals of three San Antonio stations to Austin. The condition—the same as that attached to other microwave grants for CATV systems—requires TV Cable to refrain from carrying programs for 15 days before and after they are broadcast by the local station.

**Unfair Advantage Claimed** ■ Capital Cable, which built an all-cable system and doesn't use microwave, is not under commission jurisdiction and is free to duplicate the programs of KTBC-TV. TV Cable says this gives Capital an unfair competitive advantage.

The commission rejected TV Cable's

request for a waiver. But the firm has asked the commission to reconsider. And in its petition, TV Cable alleged that the option agreement allows KTBC-TV to exercise some control over Capital Cable.

It was a determination to look into this allegation that led to the demand for the option agreement.

In its letter to Capital last week, the commission warned that failure to submit the agreement might hurt that company's opposition to TV Cable's request for a waiver. "Your failure to file the requested information," the letter said, "may result in having your appearance [in the TV Cable proceeding] and all the pleadings which you have filed stricken."

**Staff Authority** ■ The commission said the staff, in making the request, was within its authority. "In any event," the letter added, "you are herewith requested to submit the option agreement within one week of the date of this letter [April 15]."

The commission said Capital may submit the material "on a confidential basis, with an affidavit specifying those portions whose disclosure, it is claimed, would result in serious injury to your business and the basis, in detail, for such a claim."

Capital's counsel, Eugene L. Burke, said on Thursday no decision had been reached on whether to honor the commission's request.

Commission officials insist the case has been handled the same as any other involving microwave grants for CATV's. They say that to have granted a waiver to TV Cable would have meant a reversal of commission policy.

**President's News Conference** ■ Meanwhile, the person most responsible for the daily press interest in the case, President Johnson, was discussing, before a nationwide television audience, his family's ownership of broadcast properties.

Asked about the commission's request for the option agreement, the President noted that the commission has made no request of his family. "But," he added, "we are perfectly willing to comply, as I am sure the trustees would be, with any request that they [the FCC] did make. There is not anything that we have to secrete in any manner, shape or form."

Then, responding to a question about the ethics of high officials having interests in government-regulated industries, he noted that he personally has never had any interest in Texas Broadcasting properties. He recalled that his wife had invested an inheritance "in the profession of her choice, and worked at it . . . until I forced her to leave it when I assumed the Presidency."

With the company now operated by

trustees, he said, "I see no conflict in any way. She [Mrs. Johnson] participates in no decisions the company makes. It is entirely with the trustees. In any event, if she did participate, the President wouldn't have anything to do with it."

He stressed that the trustees have full, "irrevocable" power to operate the company, even to sell it.

## CATV subscribers protest FCC ruling

The FCC has been asked to reconsider its approval of the sale of WBOY-AM-TV Clarksburg, W. Va., from Rust Craft Broadcasting Co. to Northern West Virginia Television Broadcasting Co., a wholly owned subsidiary of the Fortnightly Corp. Fortnightly also operates community antenna systems in Clarksburg and Fairmont, W. Va.

Opposition to the sale of WBOY-TV was made last week in a joint petition by a group of 8,000 Fortnightly CATV subscribers in Clarksburg (the Citizens TV Protest Committee) and the Clarksburg Publishing Co., (*Clarksburg Telegram* and *Clarksburg Exponent*) and a second protest by a group of Fortnightly subscribers in Fairmont. The petitioners believe the common ownership of WBOY-TV and the local CATV is anticompetitive and that conditions the FCC placed on the transaction have operated to the detriment of TV service in the Clarksburg and Fairmont areas.

The sale was approved last month and was accompanied by an FCC announcement of its intention to hold an inquiry—the notice of which was released last week (see page 106)—into the common ownership of a CATV system and TV station in the same community (BROADCASTING, March 16). The approval was conditioned on Fortnightly's promise to protect WBOY-TV and WJPB-TV Weston, W. Va., from simultaneous duplication by the signals of WTAE(TV) Pittsburgh and WTRF-TV Wheeling, W. Va. The decision was based on a 5-2 vote with Chairman E. William Henry and Commissioner Lee Loevinger dissenting.

**Duplication** ■ The Citizens TV Protest Committee and Clarksburg Publishing told the commission that the nonduplication provision would reduce "the quality of television programs in Clarksburg" by removing from the CATV system the service from WTAE and WTRF-TV. "But worse," the committee said, the commission fails to "recognize and consider the problem of whether a program in color 'duplicates' the same program in black and white. . . ."

The committee said that the nondup-

lication provision means "complete loss to the Clarksburg people of ABC's color programs" as carried by WTAE(TV) and WTRF-TV. The committee stated that the commission failed to consider if WBOY-TV's colorcasts are comparable to those carried by the CATV.

The committee suggested that the commission consider whether a Weston television station can "in any meaningful sense" be termed a local station. If it isn't "local" why should it be protected in Clarksburg, the committee asked.

The petitioning group expressed concern over the elimination of competition between WBOY-TV and Fortnightly's CATV system. The Clarksburg committee and the publishing company told the commission that approval of the sale violated the "spirit, if not the letter, of the [FCC] duopoly rule and the commission rule against common ownership of TV stations with overlapping service." The combination of Fortnightly and WBOY-TV may also constitute a violation of the antitrust laws, they said.

The Fairmont subscribers, backed by 500 signed informal protests, also expressed concern over what they termed the competitively restrictive nature of the WBOY-TV sale to Fortnightly.

The Fairmont subscribers urged that the commission consider placing a condition on the sale that would require Fortnightly's CATV services to carry the unduplicated programs of five stations other than those of WBOY-TV and WJPB-TV. They felt that this would be fair because they originally connected to the Fortnightly cable for the service of five outside stations.

## TAME carries fight to legislators, NAB

The Television Accessory Manufacturers Institute, seeking strong federal controls over community antenna television, turned attention to congressmen and the National Association of Broadcasters in Washington last week.

TAME directors also announced plans to assist in a California fight against pay TV and said they had been invited to explain CATV to the city council of Melbourne, Fla., where a group broadcaster and the largest CATV equipment supplier are planning construction of a cable system.

TAME members, nine manufacturers representing about 90% of the home antenna business, mapped strategy for the young organization's future and announced they would step up their activity in Washington.

As an example, a delegation headed by Morton Leslie, acting TAME

chairman and sales manager of JFD Electronics, Brooklyn, N. Y., was scheduled to meet Friday (April 17) with Senator John O. Pastore (D-R.I.) and Representative Oren Harris (D-Ark.), chairman of the Senate and House commerce committees. Mr. Leslie, to be accompanied by Russel Oberlin, of Channel Master Corp., York, Pa., and Benedict P. Cottone, TAME counsel, planned to present their ideas on what kind of legislation they believe Congress should enact to control CATV.

**License CATV's** ■ According to Mr. Leslie, TAME wants "regulation, licensing of CATV systems—we want the public protected in every way and form." He added, "We want the FCC to advise local communities what would be best for them in local services. We believe there is no group better qualified to tell a town what is best for them. They're least biased . . . and are there to serve the public."

Hoping to win support of the NAB, the manufacturers heard Douglas Anello, NAB general counsel, address their closed meeting on Thursday. Mr. Anello had just sent a draft of proposed CATV legislation to members of the NAB's Future of Television in America Committee. At Mr. Anello's suggestion he and Mr. Cottone were to meet this week to explore possible common ground, it was learned.

Meanwhile TAME moved ahead on other fronts. Mr. Leslie said the organization would comply with a request of an anti-pay TV group in California and planned to write letters to 8,000 antenna distributors and technicians there urging outlawing of pay TV in a November referendum (see story, this page).

TAME also is planning to explain its views in a mail campaign directed to all chambers of commerce in the U. S. within the next 60 days. It is also working with the Electronics Industries Association, to which its member firms belong.

To back up this activity TAME directors voted to increase their annual budget 30-50%. It is understood that the organization planned a \$25,000 budget when it was formed six months ago.

We are "pretty close to committing ourselves to a public relations program," Mr. Leslie said. The directors interviewed Ruder & Finn Inc., New York, it was learned.

Mr. Leslie said he would appear before the Melbourne council April 28 to explain CATV. The Jerrold Corp. and Meredith Broadcasting have announced plans to build CATV systems there and in two other Florida communities (BROADCASTING, Jan. 20).

In addition to drafting its own legislation, TAME planned to file comments today (April 20) on the FCC's proposed rulemaking concerning micro-

wave systems serving CATV's.

"We have in our opinion in almost six months of existence accomplished what we thought it would take two years to do," Mr. Leslie said. The organization has made friends at the FCC and among broadcasters, he explained.

## STV deposit to PT&T insures construction

Pacific Telephone & Telegraph Co. is proceeding with the construction of the facilities ordered by Subscription Television Inc. in Los Angeles at the pay TV firm's request, PT&T said last week. Responding to a query from State Assemblyman Leo J. Ryan as to why work on the order was being performed before the contract has been approved by the California Public Utilities Commission, the telephone company said. STV is "paying us an advance deposit covering these construction costs so we are protected from loss. However, no communication channels to individual homes will be activated until the commission has decided the matter." In his letter to PT&T, Assemblyman Ryan had termed the preapproval action as appearing "to me to be in complete and flagrant disregard of normal PUC procedures" and creating the impression "that you assume approval by the PUC is a foregone conclusion."

The PUC decision on the STV-PT&T contract (BROADCASTING, Feb. 24 et seq.) is expected at any time. Briefs requested by the PUC have been filed by attorneys for PT&T, STV and the Citizens Committee for Free TV. The citizens committee is asking rejection of the contract or at least a postponement of the PUC decision until after Nov. 3, when it expects to have a proposal to outlaw pay TV in California submitted to voters at the general election.

The PT&T brief cites the decision of

the California supreme court that "a community antenna television company engaged in providing television signals to subscribers through a closed circuit cable distribution system was not a public utility" as a precedent that "makes it clear that STV is not a public utility . . . STV is beyond dispute engaged in a lawful business undertaking . . . there is no reason for the commission to delay its decision."

The STV brief cites the same California decision, plus others from other states, as proof that the company is not a public utility. It also asserts that the deposit and charges proposed in the agreement are sufficient to protect other telephone users from "any burden of the costs of the services provided to STV." STV asks that its contract with PT&T be approved "without delay," noting that the PUC itself has called the decision as to whether pay TV is good or bad outside the commission's jurisdiction.

STV argues that "it is speculative whether the initiative measure proposed by the opponents of pay television will reach the November ballot." Pointing to its "substantial investment" in equipment and personnel, STV concludes its plea for prompt favorable action with the statement that "the principal effect of the commission withholding any decision until November would be to continue the expenses of STV but halt its revenues and thereby impose an intolerable financial burden on STV."

**Other Side of Coin** ■ Quite a different line of argument is followed by the brief of the citizens committee. The committee asserts that STV is a public utility, because "a public utility is characterized by a devotion and dedication of its property to public use" and STV has said it will "distribute to its subscribers pay television and audio program material." Further, the committee said, STV is a public utility because a telephone company is one and STV comes within the definition of a telephone company which is defined in California law as any company "owning, control-

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ling, operating or managing any telephone line for compensation within the state."

The committee further points out that the law permits the PUC to "suspend a hearing on a contract for a period not to exceed six months plus 120 days" and starting from Feb. 11, when PT&T filed the contract for approval, this period would extend until more than a month after Nov. 3. Further, "the November ballot will certainly be germane to the contract since by vote the contract may be void," it was said.

If the public attitude is the same in November as it is in April, the initiative petition to outlaw pay TV in California will be defeated. The California Poll last week reported that 44% of those who participated in a statewide poll on the subject disapproved of the amendment prohibiting pay TV, while 39% approved, 2% had qualified opinions and 15% has no opinion. But the views of the Californians varied from one part of the state to another, the poll revealed. In the Los Angeles area, 47% disapproved of the attempt to outlaw pay TV and 35% approved of it. In the San Francisco area, 51% thought outlawing pay TV a good idea, with 32% disapproving of the ban.

## A bigger bite of public's time

**Listening and viewing are on the rise; TV gains in upper-income audience**

The average family's radio listening has increased 22% in the last two years, with battery-powered portables accounting for most of the gain but with automobile-set listening also on the rise. The use of plug-in sets has dipped somewhat.

In television, the audience continues to grow—and so does the amount of time the average home spends watching television. And in the past year viewing patterns have established, even more clearly than before, that TV's biggest appeal is to middle-income and upper-income families, not middle and lower-income groups as widely supposed.

These findings are reported in "Radio '64" and "Television '64," this year's editions of the annual "state of the industry" reports issued by the A. C. Nielsen Co.

"Radio '64" shows that in the winter of 1963-64 the time spent listening to radio each week averaged 24 hours 45

minutes per radio home, as against 20 hours 16 minutes in the winter of 1961-62.

Of the 1963-64 weekly average, battery portables accounted for 9 hours 34 minutes, a gain of 120% from 1961-62, while auto-radio listening averaged 4 hours 25 minutes, up 20%. Plug-in sets remained the chief source of listening with an average of 10 hours 46 minutes, but this was down 12% from 1961-62, according to the report.

**Radio Homes** ■ Nielsen's radio report also shows 52.5 million radio-equipped homes in continental U. S. in 1964 as compared to 51.7 million in 1962. In a typical late-winter week, it was noted, 75.9% of these homes listen to plug-in radios alone—not counting portable and car listening—for an average of 15 hours per listening home per week.

"Television '64" shows 51.3 million TV-equipped homes in the continental U. S. in 1964, as against 49.0 million in 1962, and puts average daily viewing per TV home at 5 hours 51 minutes. The comparable figure a year ago was 5 hours 32 minutes. Both figures were based on November-December measurements.

In a new breakdown of viewing according to type of household, "Television '64" also shows upper-income families pulling farther ahead of the lower-income groups in average weekly viewing time per home.

Lower-income families—those in the under-\$5,000 category—increased their viewing time by 12 minutes per home per week, averaging 37 hours 24 minutes. But families in the upper-income group (over \$8,000) expanded their viewing by 2 hours 36 minutes a week, averaging 42 hours 12 minutes per home. Middle-income families (\$5,000 to \$8,000) meanwhile spent 1 hour 18 minutes more time viewing each week, bringing their weekly per-home average to 44 hours 54 minutes.

## Conn. sets hearing on CATV applicants

The Connecticut Public Utilities Commission has received no comments on its proposed rules governing community antenna television and will proceed to make them final and set for hearing the 15 CATV franchise applications it has pending, it was learned last week.

The PUC, only state body in the U. S. with legislative authority to regulate CATV, put out proposed rules for comments last month. Although no objection has been filed on the record, it is understood efforts to change the PUC rules on rate setting and financial reporting requirements may be made at

a later date, possibly through an interim legislative.

As of last week, these applicants sought franchises: Community Television Systems Inc., Waterbury Community Antenna Inc., New Haven TV Cable Co., Connecticut Cablevision Co., Connecticut TV Inc., Devon TV Services Inc., Ducci Electric Co., Community Television Systems Inc., Laurel Cablevision Inc., Mathew Jenetopolos, General Hartford Broadcasting Inc., Telprompter Corp. and Teletron Inc.

## Moses on commercials: viewers 'may throw up'

A critique assailing television for the reliance placed on ratings, the method of interviewing personalities and the repetitiveness of commercials was offered last week by Robert Moses, president of the New York World's Fair, in a speech before the International Radio and Television Society in New York.

Mr. Moses made some brief introductory remarks assuring broadcasters that "we count on you confidently to put the fair on the air." But he concentrated his talk on his evaluation of television.

He decried ratings, indicating that "haphazard night calls . . . applause meters, sausage machine ballots" are substituted for "good judgment and courage." He claimed interviewing of personalities on TV is aimed not at



TV critic Moses  
... but meet me at the fair

news or answers to legitimate questions but at "angles, traps for the unwary, inadvertent controversy and malapropism." Mr. Moses contended that TV commercials are repetitious, and, in time, "the victims may not swallow it . . . they may throw up."

# Issue at AB-PT: cumulative vote

Special stockholder  
meeting will decide  
if it should be ended

American Broadcasting - Paramount Theaters last week, as expected, mailed proxy statements to shareholders with a proposed board slate consisting of the company's present directors and requesting a vote to abolish its cumulative voting procedure.

The proxy statement and notice of annual meeting May 19, was accompanied by a notice of a special meeting also to be held in New York one hour before the regular stockholders session to vote on the cumulative voting issue.

AB-PT had previously announced it would ask the company's holders to do away with the cumulative voting practice as a means of preventing two "special groups" from gaining board membership (BROADCASTING, April 13, March 23).

The corporation said it would retain Georgeson & Co., New York, on a fee-plus-expenses basis, to help in the solicitation of proxies. The fee will be approximately \$10,000.

Collective holdings of board members in the corporation as of March 31, reported in the annual notice to stockholders, totaled 95,155 common shares. The list of director's holdings shows Leonard H. Goldenson, president, with 70,000 shares; Simon B. Siegel, executive vice president, with 10,819; David B. Wallerstein, 3,123; Robert H. Hinckley, 2,706; James G. Riddell, vice president ABC, 2,356; A. H. Blank, 1,647; John A. Coleman, 1,084; Robert L. Huffines Jr., 1,083; E. Chester Gersten, 1,081; Jack Hausman, 500; Walter P. Marshall, 320; Joseph A. Martino, 219; Alger B. Chapman, 110, and Everett H. Erlick, vice president and general counsel, 107.

Mr. Goldenson's 70,000-share holding includes a recent acquisition of 13,530 shares through a stock option according to a report of insider transactions issued by the New York Stock Exchange last week. Similarly, Mr. Siegel's total represents a recently exercised option for 4,059 shares. Both were bought at \$23.041 per share. AB-PT closed April 16 at \$37½.

Mr. Chapman is executive director

and Mr. Hinckley a trustee of the Edward J. Noble Foundation which owns 226,223 shares. Mr. Goldenson and Mr. Siegel, held options for 27,061 and 8,118 shares respectively.

Aggregate remuneration for all officers and directors in fiscal 1963 was reported at \$607,805 exclusive of payments under the corporation's key employees incentive compensation plan. Awards under this plan were 26.5% less than in 1962.

Officers and directors whose salaries exceeded \$30,000 were Mr. Goldenson (\$125,000), Mr. Siegel (\$78,000), Mr. Erlick (\$52,500), Mr. Riddell (\$67,500) and Mr. Wallerstein (\$60,200).

In its proposed amendments to the by-laws, management explained that using the cumulative voting system might allow holders of approximately 6 ⅔% or one-fifteenth of the outstanding common shares to elect a member to the fourteen-man board. An AB-PT spokesman explained this fraction would be the critical figure in the eventuality of a fifteen-nominee slate. One-fifteenth of the corporation's 4,586,205 outstanding shares would be 305,747 shares.

## Paramount Pictures back in black in '63

Paramount Pictures Corp. last week reported a net gain for 1963—climbing back into the black after a net loss the year before.

Paramount said that it is considering chances for recovering research and development costs on pay TV and color TV tube projects. The firm's report

said that Paramount may cut down its activities in these areas because the time in which profits could be realized appears to be far greater than had been anticipated. Paramount added, however, "our confidence in the commercial feasibility of these projects is undiminished, and we believe that the developments during the past year clearly reflect the confidence of others in eventual success of these two endeavors."

Paramount noted that its tax returns for 1953-60 continued under examination last year by the Internal Revenue Service. The report said: "It appears from the service's informal proposals during 1963 that the amounts which will be in controversy are much greater than had been indicated in 1962." Paramount said it remains in full disagreement with the IRS over the taxes and will contest any assessments. The firm has provided "through retained earnings, an additional reserve of \$10 million for prior years' federal income taxes in controversy," the report said.

Paramount also reported last week that it plans, pending FCC approval, to sell KTLA(TV) Los Angeles to Golden West Broadcasters for \$12 million (BROADCASTING, Nov. 14, 1963). The sale would involve approximately \$7.5 million in profit, the company said.

Paramount's board of directors last week voted a quarterly dividend of 50 cents a share on common stock, payable June 1 to holders of record May 15.

Year ending Dec. 31, 1963:

|                            | 1963          | 1962          |
|----------------------------|---------------|---------------|
| Gross income               | \$116,374,000 | \$113,512,000 |
| Net income (loss)          | 5,908,000     | (2,754,000)   |
| Profit on investment sales | 1,788,000     | 1,642,000     |

## SUBSCRIPTION APPLICATION

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# CBS net up 20% in 1st quarter

**Stanton tells stockholders 1964 will top financial records set by company in 1963**

Sales and profits of CBS Inc. for the first quarter "were substantially higher" than those for the first quarter of 1963, William S. Paley, board chairman, told the company's annual stockholder meeting in Chicago last week.

Preliminary figures, he said, "indicate the following approximate comparison: net sales increased by about 10%—from \$141 million to about \$156 million. And net income increased by about 20%—from \$10 million to about \$12 million." Final first-quarter figures will be issued May 13.

The stockholder session Wednesday at WBBM-AM-FM-TV Chicago was the second time CBS Inc. has held its annual meeting outside of New York. The meeting was held in Los Angeles in 1962. CBS started operations in Chicago in 1929 when it bought chief interest in WBBM.

Dr. Frank Stanton, CBS president, observed that 1963 was the company's best year so far and predicted 1964 would top it. He said CBS-TV's first

quarter sales are up "substantially" and so are those of CBS Radio, the CBS Television Stations Division, CBS Films and Columbia Records. He said first quarter sales for both CBS International and CBS Laboratories are almost half again as large as those for first quarter 1963.

The new CBS headquarters building in New York now is more than half completed, Dr. Stanton said, while the totally remodeled CBS Broadcast Center, "the most modern facility of its kind in the world," will be operational next month.

## Kluge buys 20,000 Metromedia shares

John W. Kluge, chairman and president of Metromedia Inc., exercised his option to purchase 20,000 shares of common stock April 1 at \$19.80 a

share. The closing price of the company's stock on the New York Stock Exchange on that date was \$33.63. Mr. Kluge now owns 170,275 shares of Metromedia. There are 1,837,417 shares outstanding.

This information is contained in a proxy statement issued by Metromedia last week, calling for the annual stockholders' meeting May 12 in New York.

Others who exercised options during the company's fiscal 1963 year: Robert A. Dreyer, vice president, secretary, and general counsel, 1,000 shares at \$7.25 and 1,000 shares at \$7.75; Richard L. Geismer, vice president and treasurer, 1,000 shares at \$7.25 and 1,000 shares at \$7.75, and Mary McKenna, vice president (research and sales development), 750 shares at \$7.75. Metromedia stock closed at \$23.50 on the dates Messrs. Dreyer and Geismer exercised their options; at \$28.38 and \$34.25 on the dates Mrs. McKenna exercised her options.

The proxy call shows that Mr. Kluge received \$124,520 in direct remuneration during the fiscal 1963 year, and \$12,414 set aside in the company profit sharing plan. Other remunerations: Mr. Dreyer, \$49,808 and \$4,667; Mark Evans, vice president (public affairs), \$48,512 and \$3,650; Benedict Gimbel Jr., vice president, \$35,000 and \$3,131.

There will be 10 directors chosen at the meeting. All are incumbents.

## M-G-M's television profits up \$2 million

Metro-Goldwyn-Mayer Inc.'s television activities were almost \$2 million more profitable in the 28 weeks ended March 12 than during the same period the preceding year. M-G-M showed an operating profit on television of \$5,254,000 compared to \$3,266,000 for the same 1963 period. The figures were disclosed last week in a report by Robert H. O'Brien, president of the firm.

M-G-M's gross television revenue for the 28 weeks was \$23,522,000, \$17,755,000 of which came from syndicated series and commercials and the remainder from the licensing of feature films and shorts. During the comparable 1963 period, M-G-M made \$9,267,000 for series and commercials and \$3,667,000 for licensing.

Twenty-eight weeks ended March 12:

|                                                | 1964        | 1963         |
|------------------------------------------------|-------------|--------------|
| Earned per share (loss)*                       | \$ 0.73     | \$ (3.39)    |
| Gross revenues                                 | \$7,703,000 | \$70,114,000 |
| Net income (loss) before taxes and other items | 7,212,000   | (16,962,000) |
| Net income (loss) after taxes and other items  | 1,886,000   | (8,716,000)  |

\*Based on 2,668,388 shares outstanding.

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## Storer profit down, per share earning up

Earnings per share were up 18%, although net profit after taxes declined, was the report given to stockholders of Storer Broadcasting Co. meeting in Miami last week.

The reason for the discrepancy, George B. Storer Jr., president of the broadcast group, explained, is because the number of outstanding Class A and B shares was reduced, from 2,440,300 in the first quarter of 1963 to 2,007,918 in the first quarter of this year. In April 1963, the company bought back 439,700 shares of Class B stock from George B. Storer Sr., chairman.

Principal factors contributing to the decline in net income, Mr. Storer Jr. said, were (1) a \$111,000 increase in interest expense on bank loans, and (2) return to normal operations in New York and Cleveland where first quarter 1963 earnings were inflated because of newspaper strikes in those cities early in that year.

Mr. Storer told stockholders that the company had made optional principal prepayments of \$1 million each in May 1963 and March 1964, reducing an original \$15 million loan to \$13 million. Another \$1,125,000 payment on principal is due April 30.

Earlier the board declared the regular quarterly dividend of 45 cents a share (and 12½ cents a share on Class B common) payable June 9 to stockholders of record May 21.

Three new vice presidents were elected at the stockholder meeting: Harry A. Steensen, treasurer; Abiah A. Church, assistant secretary, and Larry Corino, general manager, WJBK-TV Detroit. Elected assistant treasurer was Arno Muller.

Three months ended March 31:

|                        | 1964       | 1963      |
|------------------------|------------|-----------|
| Earned per share*      | \$0.79     | \$0.67    |
| Gross revenues         | 10,238,100 | 9,797,220 |
| Net profit after taxes | 1,594,800  | 1,627,218 |

\*Based on 2,007,918 shares outstanding as of March 31, compared to 2,440,300 for same period in 1963.

## Trans-Lux TV income slipped in 1963

The television revenues in 1963 for Trans-Lux Corp. slipped below those for the previous year. The company says in its annual report that this was caused by a gap between a maturing series of children's programs and a new series released in the fall of 1963, to-

gether with those scheduled for full release in 1964.

Contracts with stations, however, the company says, reached a record high in 1963—more than double those in 1962—although the results will not be reflected to any significant degree until this year or later since revenues are reported when received.

During the year, Trans-Lux opened an international television sales division in Zurich, Switzerland. Trans-Lux programs are currently being telecast in Canada, Australia, Japan, Hong Kong, the Near East and Latin America.

Scheduled for general release in September is a new comedy series for younger audiences, *Mack and Myer-for-Hire*. Trans-Lux also produces *The Mighty Hercules*, which went into general release last September, and *Felix the Cat*, now in renewal stages. Trans-Lux also syndicates the Encyclopedia Britannica Films. It recently sold the library to Uganda.

12 months ended Dec. 31, 1963:

|                        | 1963      | 1962      |
|------------------------|-----------|-----------|
| Earned per share*      | \$0.80    | \$0.86    |
| Gross revenues         | 7,575,538 | 7,063,617 |
| Profit before taxes    | 1,036,702 | 1,175,650 |
| Net income after taxes | 571,433   | 616,539   |

\*Based on 718,037 shares outstanding as of Dec. 31, 1963.

## FC&B billings, profit increase

First annual report of Foote, Cone & Belding since it went public last fall was issued by the agency last week and showed billing and profit gains over the previous year.

Net income for 1963 exceeded \$1.8 million (\$1.05 a share) compared to \$1.4 million-plus (81 cents) in 1962 and \$800,000 (48 cents) in 1958.

Total billing in 1963 was nearly \$157.4 million compared to almost \$135.3 million last year and \$96.9 million six years ago.

FC&B claims to be the largest agency in which shares have been offered to the public. Prior to the offering last fall there were some 100 employee shareholders. At the year's end there were more than 2,300 stockholders in 44 states and abroad. About 28% of the stock was sold to the public.

FC&B's consolidated statement:

|                            | 1963          | 1962          |
|----------------------------|---------------|---------------|
| Gross billings to clients  | \$157,391,460 | \$135,274,370 |
| Fees and commissions       | 23,103,192    | 19,818,502    |
| Operating expenses         | 19,470,936    | 16,861,073    |
| Operating profit           | 3,632,256     | 2,957,429     |
| Other income, net          | 88,933        | 87,298        |
| Income before taxes        | 3,721,189     | 3,044,727     |
| Provision for income taxes | 1,898,101     | 1,630,618     |
| Net income                 | 1,823,088     | 1,414,109     |

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- SOUTHWEST** —AM-FM with valuable real estate and making good money. Priced at \$250,000, partially on terms. **Contact—DeWitt "Judge" Landis in our Dallas office.**
- FAR WEST** —Daytimer with owner cash flow of around \$30,000. Total price of \$190,000 with \$50,000 down and eleven year payout. **Contact—John F. Hardesty in our San Francisco office.**

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## BROADCAST ADVERTISING



Mr. Ballister



Mr. Vinyard

**Barry J. Ballister** and **Richard R. Vinyard** elected VP's of Ted Bates & Co., New York. Mr. Ballister, creative supervisor, joined Bates in 1959 from Grey Adv., that city, where he served for three years as copywriter. Mr. Vinyard, account supervisor, joined Bates last year from post of advertising and promotion manager of Ralston Purina Co., St. Louis.

**Max Reilly**, member of sales staff of KDKA-TV Pittsburgh, appointed national sales coordinator, succeeding **George D. Tons**, who retired March 31.

**Arthur C. Jacobson** and **Arthur W. Lane** join The Landsdale Co., Balboa, Calif., agency, as principals. Mr. Jacobson, formerly director of PR and advertising for Tamer Electronics Industries, Anaheim, Calif., will supervise all accounts and develop PR activities for Lansdale. Mr. Lane, VP and part owner of Lane Aire Manufacturing Co., Los Angeles, will serve as account executive in market research.

**William A. Chalmers**, formerly senior VP and general manager of Los Angeles office of Ellington & Co., elected senior VP in charge of western operations of West, Weir & Bartel Adv., new agency by merger of Donahue & Coe and Ellington & Co. WWB's Los Angeles office is at 9033 Wilshire Blvd., former address of Ellington & Co. Telephone: 878-3800. **Don Gehring**, VP and general manager of D&C's Los Angeles office, assumes same position at WWB.

**Andrew C. Isaacson** joins Ketchum, MacLeod & Grove, New York, as VP and creative director. He was formerly copy group supervisor at Kenyon & Eckhardt, that city.

**Richard Olsen**, assistant media director at Doherty, Clifford, Steers & Shenfield, New York, elected VP.

**Robert J. McCarthy** named sales manager of AM Radio Sales Co., Chicago. He was formerly account executive.

**Al Pryor**, director of merchandising and promotion at KMEX-TV Los Angeles, appointed western sales manager in new Hollywood office of Spanish International Network. Office is at 721 North Bronson Ave. Telephone: HO 6-8131.

**George Sampson**, for past four years VP of Sind & Sullivan, New York, has formed his own advertising and PR agency, George Sampson & Associates, at 1680 North Vine St., Los Angeles 28. Telephone: Hollywood 3-5635. **Kenneth V. Moore**, with Mr. Sampson at Sind & Sullivan, joins Sampson & Associates as account supervisor.

**Howard Gardner** named sales manager of eastern office of NBC Radio, New York. He is succeeded as sales development manager by **James Watson**, formerly senior analyst.

**James C. Dowdle**, formerly national sales manager at KWTv-TV Oklahoma City, joins KSTP-TV St. Paul-Minneapolis as national sales manager, replacing **Byron E. Anderson**, who resigned. Mr. Dowdle was with The Katz Agency and Edward Petry & Co. in Chicago.

**John S. Coerne** appointed advertising manager of Seaboard Finance Co., with headquarters in Los Angeles. He joined company in 1959 and has served as merchandising manager.

**John M. Catlett**, former sales manager of WPRB-AM-FM Princeton, N. J., elected president of Ivy Network Corp., sales firm representing seven Ivy League college stations.

**Thomas F. Murphy**, since September 1959 assistant business manager of WFBG-AM-FM-TV Altoona, Pa., promoted to stations' business manager.



Mr. Hubbard

**Otis L. Hubbard Jr.**, senior VP with Chicago office of McCann-Erickson, rejoins Needham, Louis & Brorby there as VP in charge of development. He formerly was with NL&B from 1958 to 1962.

**F. W. Lacey Jr.**, associate copy director at McCann-Erickson, elected VP and creative director of Chicago office, effective May 1.

**Dan A. Doeelman**, for past six years sales representative for KREM Spokane, Wash., joins KDNC, that city, in newly created post of general sales manager.

**Richard J. Garvey**, account executive for KMEO and KQAL-FM Omaha, promoted to sales manager.

**Carl E. Lantz**, formerly VP-marketing for Admiral Corp., Chicago, named assistant to general marketing manager for consumer products division of Philco Corp., Philadelphia. **Donald F. Johnston**, formerly VP-marketing for Rayco Manufacturing division of B. F. Goodrich Co., joins Philco as sales planning

manager for TV. He succeeds **John J. Kane**, who recently was promoted to assistant national sales manager. **Charles S. Grill**, formerly of Admiral Corp., joins Philco's merchandising staff.

**Don Bertrand**, sales manager of WEBC Duluth, Minn., named regional sales representative for WEBC; WMT-AM-TV Cedar Rapids, Iowa, and KWMT Fort Dodge, Iowa. Mr. Bertrand joined WMT stations in June 1957.



Mr. O'Neill

**Michael J. O'Neill**, joins Young & Rubicam, New York, as VP and director of corporate relations. Mr. O'Neill was formerly advertising director of TV Guide. He succeeds **Henry Woods**, who retired

earlier this year.

**Edward F. Flynn**, VP and director of music services at Lennen & Newell, New York, since 1958, elected senior VP. He joined L&N in 1952 as radio-TV writer and was named VP in 1955.

**Peg Harris** joins Redmond & Marcus, New York agency, as media director. She formerly held same post at Guild, Bascom & Bonfigli, San Francisco.

**Eugene H. Bohi**, account executive at WBBM-TV Chicago, joins NBC-TV Spot Sales, that city, in same capacity.

**Roger Micheln**, former sales manager of KWWL-TV Waterloo, Iowa, joins sales staff of WTMJ-TV Milwaukee.

**Jack Magan**, former account executive at WINS and WNBC, both New York, named account executive at WNEW, that city. **Christopher Glenn**, formerly with WICC Bridgeport, Conn., joins WNEW as writer-reporter.

**Harvey N. Volkmar** joins Ted Bates & Co., New York, as account supervisor. He was with Compton Adv., that city.

**Gerald Carrus** joins Metropolitan Broadcasting, New York, as assistant to VP-comptroller. He was formerly secretary and comptroller at Dynamic Films, that city.

**Burt Lambert**, VP of RKO General Broadcasting and formerly VP and director of sales for RKO General-owned WOR-TV New York, has resigned, effective May 1. No future plans were announced.

**James Barrett**, formerly account executive at Street & Finney, New York, and **Alan Pesky**, formerly product manager for Royal Gelatin at Standard Brands, that city, join Papert, Koenig, Lois, New York, as account executives. Mr. Barrett will handle Allerest and Coldene accounts, and Mr. Pesky has

been assigned Breakstone Foods division of National Dairy Products and Jack Frost and Quaker Sugars division of National Sugar Refining Corp.

**Ronald P. Smillie**, head of his own St. Louis agency and former VP of Krupnick & Associates, joins Leo Burnett, Chicago, as account executive.

**Eugene H. Bohi**, formerly account executive with WBBM-TV Chicago, joins NBC-TV Spot Sales, that city, in same capacity. Earlier Mr. Bohi was producer-director at KARD-TV Wichita, Kan.

**Otto Goessl**, account executive at WTIx New Orleans, promoted to local sales manager.

**Roy H. Patterson** joins sales staff of Robert L. Williams Co., New York station representation firm. Mr. Patterson was formerly salesman at Cond Nast Publications, that city.



Miss Krupka

**Helen A. Krupka**, director of creative services for Cal Dunn Studios, Chicago film commercial producer, has been named "1964 Advertising Woman of the Year" by Women's Advertising Club of Chicago.

**Charles W. Davies**, previously VP-marketing at American Pharmaceutical Co., and **Larry Russell**, writer-producer at KNXT(TV) Los Angeles, join Compton Adv., Los Angeles. Mr. Davies will serve as director of market development; Mr. Russell as copywriter.

**Charles A. McFadden** joins Storer Television Sales, New York. Mr. McFadden was previously salesman at WJW-TV Cleveland.

**George Kercher**, retired manager of St. Louis office of Edward Petry Co., joins sales staff of WEW St. Louis.

**Dick Zimmer**, with WBBM-TV Chicago for two years, joins WNBQ(TV), that city, as sales research coordinator.

**A. Grady Berry** joins sales staff of George P. Hollingbery Co., Atlanta. Mr. Berry was formerly VP and general manager of Clarke Brown Representatives, that city.

The Advertising Council, New York, has added three new members to its public policy committee: **General Alfred E. Gruenther**, retired president of

American Red Cross; **Gabriel Hauge**, president of Manufacturers Hanover Trust, and **Dr. Grayson Kirk**, president of Columbia University, all New York.

**Ed Hunt** joins New York television sales staff of Venard, Tobert & McConnell. He was formerly with CFCF-AM-TV Montreal.

**Anthony C. Battaglia** joins sales staff of WGR-TV Buffalo.

**Jack W. Hueston**, formerly with Outdoor Advertising Association of Michigan, Detroit, joins sales staff of WJIM-TV Lansing, Mich.

**Don Anderson**, **Graham White** and **Michael C. Cary** join national sales staff of Radio Advertising Bureau, New York.

**Donald McGuinn** joins Doyle Dane Bernbach, New York, as radio-TV administrator. He was formerly at Geyer, Morey, Ballard, that city, as broadcast business manager.

**Richard A. Boege**, previously media director and account executive for McCann-Erickson, Portland, Ore., joins Cole & Weber, that city, as director of media and market research.

**Gary L. Pudney**, former account executive for Young & Rubicam, New York, joins Compton Adv., that city, as executive producer in TV programing department.

**Albert M. Parillo**, formerly creative director of meetings, shows and films with S. C. I. division of Communications Affiliates, appointed director of sales promotion department at Cunningham & Walsh, New York.

**Murray Klein** named creative director, and **Sandi Butchkiss**, copy chief, at Smith/Greenland Adv., New York.

## THE MEDIA



Mr. Croes

**Kenneth R. Croes**, acting general manager of KERO-TV Bakersfield, Calif., since resignation of Arthur Mortensen (BROADCASTING, Dec. 30, 1963), appointed KERO-TV station manager as Time-Life Broadcast Inc. assumes ownership and control of station from Transcontinent TV Corp. Mr. Croes has been with KERO-TV since its start in 1953.

**Peter Storer**, president of Storer Television Sales Inc., New York, elected to board of director of parent Storer Broadcasting Co., Miami.

**Jack S. Sampson**, formerly VP and general manager of KOMA Oklahoma City, named in same capacity for KXOK St. Louis, replacing **C. L. (Chet) Thom-**

**as**, who has resigned. Stations are owned by Storz organization.

**Eugene W. Wilkin**, VP and general manager of Guy Gannett Broadcasting Services (WGAN-AM-TV Portland, Me.), elected to company board of directors. **Alvin F. Wright** appointed assistant treasurer.

**Leslie H. Norins**, VP and general manager of ABC-TV affiliated KEYT (TV) Santa Barbara, Calif., elected to board of governors of ABC. He replaces **William W. Warren** of KOMO-TV Seattle as representative of 14 western states on nine-member board.

**Mark Forrester** named general manager of WHCT(TV) Hartford, Conn., for both its pay TV and commercial operations. Mr. Forrester had been in charge of research for RKO General subscription TV project since 1962.

**Richard Cox**, formerly manager of community antenna TV system in Butte, Mont., appointed manager of Central Broadcasting Co.'s newly acquired CATV system at Naples, Fla. (BROADCASTING, April 13).

**Bertram Lebharr Jr.**, general manager of WEAT-AM-TV West Palm Beach, Fla., elected president of Gardens Broadcasting Co., licensee of stations, upon purchase of 49% of stock of company. Royal American Industries owns remaining 51% of stock. Mr. Lebharr also

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continues as general manager of stations.

**Jack R. Gennaro**, VP and general manager of WOBT Rhinelander, Wis., joins WFHR-AM-FM Wisconsin Rapids, Wis., in same capacity. Previously, Mr. Gennaro served as VP-general manager of WFRV(TV) Green Bay, Wis.

**Richard T. Drury**, operations manager of KGB San Diego, Calif., appointed general manager of KMEQ and KQAL-FM Omaha. Stations are licensed to National Weekly Inc.

**Stanley J. Cole**, operations manager of WBAL-TV Baltimore, joins KRON-TV San Francisco as business manager and assistant to station manager.

**C. Hamilton Moses**, president of Midwest Video Corp., multiple owner of community antenna television systems, Little Rock, Ark., named to Arkansas Industrial Commission to replace **Winthrop Rockefeller**, who is running for governor of Arkansas.

## PROGRAMING



Mr. Doak

**Frank Doak**, VP and general sales manager of Hardman Associates, Pittsburgh, appointed head of firm's radio show syndication department.

**F. F. (Ted) Sack** appointed VP-general manager of Reela Films Inc., division of Wometco Enterprises, Miami.

**Jack Martin** and **John Jones** join Elliot-Unger & Elliot, division of Screen Gems, as midwest sales representatives. Mr. Martin was formerly with Fred Niles Inc., Chicago, in similar capacity. Mr. Jones, who will work from New York office, was formerly VP and salesman-producer for Grafic Films, Hollywood.

**Ed Byron**, creator of *Mister District Attorney* and other radio series, appointed executive producer in charge of ABC Radio's drama series. He will report to John A. Thayer Jr., national programming director for ABC Radio network. Mr. Byron is currently account executive in NBC-TV's special program sales department, specializing in news programming.

**Irna Phillips** named ABC-TV consultant on all nighttime dramatic programs. She is credited with originating serial form on radio and TV. Miss Phillips will be associated with all three networks since she created and writes CBS-TV's daytime serial, *As the World Turns*, and, *Another World*, which will start on NBC-TV next month.

**Terry Hatch**, formerly VP in charge of Chicago office of Alexander Film Co., joins Fred A. Niles, Communica-

## Bartley elected

**FCC Commissioner Robert T. Bartley** elected chairman of Radio Technical Commission for Marine Services, joint government-industry advisory committee serving government. He succeeds former **FCC Commissioner E. M. Webster** (1947-56), who resigned from chairmanship but will continue as chairman emeritus. Elected vice chairman at meeting in Boston were former **Commissioner John S. Cross** (1958-62) and **Rear Admiral Oscar C. Rohnke** of U. S. Coast Guard.

tions Centers, that city, as account supervisor.

**Peter Tewksbury**, who produced *It's a Man's World* at Revue during run on NBC-TV in fall of 1962, is returning to studio as producer-writer-director on *90 Bristol Court*, new series. **Joseph Connelly** is executive producer of 90-minute program, which NBC-TV has scheduled for fall start, Mondays, 7:30-9 p.m.

**Marty Roth** has been commissioned to write 10 of first 26 episodes of *Harris Against the World*, and one-third of *90 Bristol Court* for Revue.



Mr. Drew

**Rick Drew** appointed sales manager of KCMO Business Music Services, division of Meredith Broadcasting Co., Kansas City, Mo. **Max Williams** is general manager.

**Ken Harris** named program director of WVIP-AM-FM Mount Kisco, N. Y. He joined station in March 1963.

**John Krance** joins WPAT-AM-FM Paterson, N. J., as music director. Mr. Krance is composer, arranger and conductor and most recently provided music for radio and TV documentary movies and recordings.

**Lou Leighton** joins management staff of K&W Film Service, New York.

**Jac Thall**, formerly copy chief and creative director for entertainment division of West, Weir & Bartel, New York, joins Columbia Pictures, that city, as advertising manager.

**Charles Schicke** named director of education services, Columbia special products, Columbia Records, New York. He was formerly director of education services for Columbia Records Sales Corp., that city.

**Bud W. Connell**, since 1961 program director of KXOK St. Louis, promoted to operations manager.

**Skip Wilkerson** named program director of WTX New Orleans, succeeding **Ron Martin**, who moves to WHB Kansas City, in same capacity. Both stations are owned by Storz group.

**Maury Povich** appointed sports director of WWDC Washington.

**The Reverend C. Albert Theis** appointed to newly created post of religious programming director of WSMN Nashua, N. H.

## EQUIPMENT & ENGINEERING

**Theodore L. Jacobsen** appointed VP and director of marketing for western division of Litton Industries, Santa Monica, Calif.

**Calvin Wood**, assistant chief engineer of WTVM(TV) Columbus, Ga., joins WTVG(TV) Chattanooga, Tenn., as chief engineer. Stations are licensed to Martin Theaters of Georgia Inc.

**Charles S. Grill**, previously advertising and sales promotion manager for all consumer products at Admiral Corp., Chicago, appointed national advertising manager of Philco Corp., Philadelphia. He replaces **John E. Kelly**, national advertising manager since 1959, who has resigned.

**Joseph W. Cooper**, manufacturing supervisor for power tubes at RCA's Lancaster, Pa., plant, joins DuMont Laboratories, Clifton, N. J., as production manager for power tube department.

**Robert M. Jones**, VP-government engineering at Admiral Corp., Chicago, elected VP in charge of corporation's government electronics division. He replaces **Thomas J. Lloyd**, who has resigned. Mr. Jones joined Admiral in 1938, established firm's advance development laboratory in Palo Alto, Calif., in 1951 to conduct research in color TV. **Stanley Marks** named midwest regional sales manager for Admiral's commercial products departments.

**Max Williams** appointed general manager of Audio Communications Inc., which has been purchased by KCMO Broadcasting (KCMO-AM-FM-TV Kansas City, Mo.), division of Meredith Broadcasting Co. **Art Wearth** named sales manager of Audio Communications, firm which specializes in engineering, sales, installation and service of commercial sound equipment, including closed circuit TV and school systems.

**Edward Shafer** appointed head of new marketing field operations department of Entron Inc., Silver Spring, Md., manufacturer of community antenna TV systems. Mr. Shafer, formerly of Intercontinental Electronics Corp.,

Westbury, N. Y., joined Entron in March 1962.

**Edward L. Oesterle** appointed financial and administrative VP of Califone-Roberts Electronics, division of Rheem Manufacturing Co., Los Angeles. He had been systems and procedures manager in corporate comptroller's department at Richmond, Calif.

**Wyatt McDaniel** appointed television and transmitter supervisor of WTOL-TV Toledo, Ohio. Mr. McDaniel joined station in 1958.

**John S. Snell**, formerly of WOUB-AM-FM-TV (educational facilities licensed to Ohio University) Athens, joins ABC in New York as network studio engineer.

**Leo J. Chamberlain**, manager of Syracuse sales engineering office of General Radio Co., West Concord, Mass., promoted to assistant sales manager of company. He is succeeded by **Robert P. Delzell**, who moves to Syracuse from GR's Chicago office.

## NEWS



Mr. Silverman

**Ed Silverman**, ABC News correspondent since 1953, promoted to newly created position of assistant director of operations. He will work with Donald G. Coe, director of operations, and be responsible for opera-

tions and planning coordination of news coverage, both for special events and regular news programming. Mr. Silverman will also serve as weekend news manager for network news division.

**Frank E. Roberts** named director of news and program operations at KBTR Denver. He formerly served on news staff of KEX Portland, Ore.

**William C. Mill**, appointed news editor at WTIC-AM-FM-TV Hartford, Conn.



Mr. Tomlinson

**Frank Tomlinson**, news editor at WJR Detroit since June 1959, promoted to news director. He replaces **George Kendall**, who has resigned.

**John Armstrong**, formerly with WCTC New Brunswick, N. J., joins news staff of WCBM Baltimore. He replaces **Art Lane**, who moves to station's night news staff and will be host of nightly program, *Speak to Me*.

**Charles R. Sanford** appointed news director of WGAN-AM-TV Portland, Me. **Henry A. Gale** named assistant news director.

**Hilmer R. Baukhage**, veteran news broadcaster formerly with ABC and

## Todd Storz, group founder, dies



Todd Storz

**Todd Storz**, 39, president and chief operating officer of Storz Broadcasting Co., Miami Beach, Fla., died April 13 of cerebral hemorrhage at his home there on Sunset Island No. 3

He was 40% owner of Storz Broadcasting (his father, Robert H. Storz, owns remaining 60%), licensee of WQAM Miami; WHB Kansas City and KXOK St. Louis, Mo.; WTIW New Orleans, La.; WDBY Minneapolis-St. Paul, Minn., and KOMA Oklahoma City, Okla.

Mr. Storz, ham radio enthusiast since age eight, was born May 8, 1924, in Omaha. He attended Choate School, Wallingford, Conn., and University of Nebraska, Lincoln, before entering U. S. Army Signal

Corps during World War II. Following release from military service he entered radio as announcer-salesman-engineer at KWBW Hutchinson, Kan. (1945), served as announcer-disc jockey at KBON Omaha (1946-47) and on local sales staff of KFAB Omaha (1947-48). In 1949 Todd Storz and his father entered broadcast ownership with purchase of KOWH Omaha (which they later sold). It was with this station that Mr. Storz conceived idea of format radio—an idea which became widely accepted—using popular tunes of the day, with short, concise five-minute newscasts. After several years, Mr. Storz acquired WTIW (1953) as second station, and in quick succession WHB, WDBY, WQAM, and, in 1960, KXOK.

Surviving are his wife, Lori; two sons, Robert and Bradley, a daughter, Lynn (by former marriage) and his father.

Services were held Thursday (April 16) at Trinity Cathedral in Omaha.

Mutual, joins WMAL Washington as Sunday afternoon (1-1:15) news analyst.

**Ray Ruester**, formerly news director of WFTV-TV Orlando, Fla., joins news staff of WQAD-TV Moline, Ill.

**Abe Gallman**, appointed assistant news director and announcer at WAIA (formerly WEAD) Atlanta.

**Harry Arouh** named CBS News correspondent. He will cover Northeast for CBS News, New York. Mr. Arouh joined CBS in 1960 as reporter-assignment editor.

## ALLIED FIELDS

**Gerald Scher**, general counsel for United Broadcasting Co. (group of four TV's, seven AM's and three FM's), Washington, joins Amram, Hahn & Sundlun, law firm, that city, as associate to practice communications law. Prior to joining United, Mr. Scher served as attorney with FCC's Broadcast Bureau for two years.

**Representative Robert W. Hemphill** (D-S.C.), member of House Commerce Committee, has announced he will retire from Congress at end of his current term. He has been nominated U.S. district judge for the eastern and western district of South Carolina. Mr. Hemphill, former state's attorney, member of South Carolina legislature and

trial lawyer, is completing his fourth term in U.S. House.

**Rex Sturm**, lawyer formerly in private general practice in Washington, becomes minority counsel to Senate Juvenile Delinquency Subcommittee. Mr. Sturm, formerly of Fairbury, Neb., will serve Republican minority, headed by Senator Roman L. Hruska (R-Neb.), ranking Republican on panel.

## INTERNATIONAL

**Herbert Steinhouse** appointed director of English programs for Quebec division of Canadian Broadcasting Corp., Montreal.

## FANFARE

**Vic Heutschy**, TV account executive for past five years at Rogers & Cowan Inc., Hollywood PR firm, promoted to director of TV publicity.

**Eddie Deerfield**, previously news editor at WGN-TV Chicago, elected VP of Theodore R. Sills & Co., PR agency, that city.

**Jim Johnson**, for past four years air personality and senior announcer at WTVG-TV Chattanooga, Tenn., promoted to promotion and merchandising director.

**Stan Doyle** appointed community relations director of WPTV-TV Palm

Beach, Fla. He has been with station since 1959.

**Donald M. Hess** named assistant promotion director of WTOL-TV Toledo, Ohio.

**Erik Smith** joins promotion-publicity-research department of WJBK Detroit.

**Robin Adrian** named supervisor of community services at KNXT(TV) Los Angeles. Her position in sales research

at station will be filled by **Bill Neiman**, former merchandising-advertising director of Liberty Records.

## DEATHS

**James E. Kovach**, 46, former program executive and more recently at Sonotone Corp., Waterbury, Conn., died of heart attack April 7. Former singer with Fred Waring, Mr. Kovach joined NBC in 1946, was producer-director

with several radio shows and in 1948 became TV operations director. In 1953 he moved to Washington as program director at WRC-AM-TV and in 1960 joined WNHC-TV New Haven, Conn., in similar capacity.

**John T. Flynn**, 81, writer and radio commentator, died April 13 at Brunswick Hospital Center, Amityville, L. I., N. Y. He had been commentator for MBS since 1954.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 9 through April 15, 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. \*education. Ann.—announced.

#### New TV stations

##### APPLICATIONS

**Anniston, Ala.**—Anniston Broadcasting Co. UHF channel 70 (808-812 mc); ERP 45.6 kw vis., 22.8 kw aur. Ant. height above average terrain 877 feet; above ground 237 feet. P. O. address Radio Building, 1330 Noble Street, Anniston. Estimated construction cost \$150,211; first year operating cost \$65,000; revenue \$75,000. Studio and trans. location both Anniston. Geographic coordinates 33° 40' 52" north latitude, 85° 48' 57" west longitude. Type trans. RCA TTU2A; type ant. RCA TFU-27DH. Legal counsel Harry J. Daly, Washington; consulting engineer Claude M. Gray, Birmingham, Ala. Principals: Edel Y. (5%) and Harry M. Ayers (80%). Wilfred Galbraith, James A. Hudson and Malcolm B. Street (each 5%). Anniston Broadcasting is licensee of WHMA-AM-FM Anniston. Mr. Ayers is publisher, has 23% interest in Anniston Star; Mrs. Ayers has 23% interest in same paper. Ann. April 15.

**Minneapolis, Minn.**—Associated Television

Corp. UHF channel 23 (524-530 mc); ERP 47.3 kw vis., 23.6 kw aur. Ant. height above average terrain 455 feet; above ground 514 feet. P. O. address c/o Vincent B. Welch, 300 Farragut Building, 900 17th Street, N.W., Washington (20006). Estimated construction cost \$225,000; first year operating cost \$240,000; revenue \$270,000. Studio and trans. location both Minneapolis. Geographic coordinates 44° 58' 28" north latitude, 93° 16' 17" west longitude. Type trans. RCA TTU2A; type ant. RCA TFU25G. Legal counsel Welch, Mott & Morgan, Washington; consulting engineer Creutz and Snowberger, Washington. Principals: V. B. Welch (27.5%), Edward P. Morgan (27.5%), Lawrence J. Henderson Jr. (25%), and Esterly C. Page (20%). Principals also have interest in application for channel 40, Columbus, Ohio (see below). Ann. April 6.

**Cleveland**—Educational Television Association of Metropolitan Cleveland. UHF channel 25 (536-542 mc); ERP 500 w vis., 250 w aur. Ant. height above average terrain 1,000 feet; above ground 818 feet. P. O. address c/o Louis S. Peirce, 715 Carnegie Avenue, Cleveland. Estimated construction cost \$598,459; first year operating cost \$300,000. Studio location Cleveland; trans. location 9466 Ridge Road, North Royalton, Ohio. Geographic coordinates 41° 20' 32" north latitude, 81° 44' 22" west longitude. Type trans. GE TT-57-A; type ant. GE TY-25C. Legal counsel Cohn and Marks, Washington; consulting engineer Jansky & Bailey, Washington. Principals: board of trustees. Ann. April 9.

**Columbus, Ohio**—Farragut Television Corp. UHF channel 40 (626-632 mc); ERP 47.1 kw vis., 23.4 kw aur. Ant. height above average terrain 517 feet; above ground 611 feet. P. O. address c/o V. B. Welch, 300 Farragut Building, 900 17th Street, N.W., Washington. Estimated construction cost \$225,000; first year operating cost \$240,000; revenue \$240,000. Studio and trans. location both Columbus. Geographic coordinates 39° 57' 30" north latitude, 83° 00' 06" west longitude. Type trans. RCA TTU2A; type ant. RCA TFU-25G. Legal counsel Welch, Mott & Morgan, Washington; consulting engineer Creutz and Snowberger, Washington. Principals: V. B. Welch (27.5%), Edward P. Morgan (27.5%), Lawrence J. Henderson

Jr. (25%), and Esterly C. Page (20%). Messrs. Welch and Morgan are partners in Welch, Mott & Morgan, Washington, and have interest in application for channel 23, Minneapolis, Minn.; Mr. Morgan has interest in KMIN Grants, N. M.; Messrs. Henderson and Page have interest in channel 23 application. Ann. April 10.

#### New AM stations

##### APPLICATIONS

**Fullerton, Calif.**—Orange Radio Inc. 1110 kc, 10 kw, 50 kw LS, DA-2, unl. (Requests STA or interim grant to construct and operate pending final decision). P. O. address James F. Simons, c/o Robert A. Maheu Associates, 10889 Wilshire Boulevard, Los Angeles. Estimated construction cost \$405,985; first year operating cost \$850,000; revenue \$975,000. Principals: Frank William Gay and Robert A. Maheu (each 15%), Stephen H. Clark, James F. Simons, Michel M. Grillikhes, Joseph M. Dean, Don Belding, Gordon D. Hawkins, Emmett McNair Pettis, Harry H. Suker Jr., William J. West, Louis McNeil Ballard, James B. Conkling, Max V. Eliason, Marshall Sawyer, and Edward J. Spillane (each 5%). Mr. Grillikhes has interest in various television and motion picture production companies; Mr. Belding is director of Eversharp Corp. (Schick Razor Co.) and retired partner of Foote, Cone & Belding; Mr. Conkling is president, International Educational Broadcasting Corp. (Mormon Church), New York, licensee of international station WRUL Scituate, Mass.; Mr. Gay is director, California Picture Corp., Hollywood; Mr. Maheu is owner of Robert A. Maheu Associates, Los Angeles public relations firm. Ann. April 2.

**Pasadena, Calif.**—Bible Institute of Los Angeles. 1110 kc, 10 kw, 50 kw LS, DA-2, unl. P. O. address c/o Thomas E. Steele, 558 South Hope Street, Los Angeles. Estimated construction cost \$678,085; first year operating cost \$386,000; revenue \$487,000. Principals: board of trustees. Bible Institute owns KBBI Los Angeles and KBBW San Diego. Ann. April 2.

**Pasadena, Calif.**—Pasadena Broadcasting Co. 1110 kc, 10 kw, 50 kw, DA-2, unl. P. O. address c/o Edward J. Flynn, 1327 South Oak Knoll, Pasadena. Estimated construction cost \$385,478; first year operating cost \$1,360,000; revenue \$1,600,000. Principals: Tribune Publishing Co. (20%), Dean Sweeney, Gardner K. Grout, Edward J. Flynn and James C. Caillouette (each 10%), Frank J. Burke, Ann Libberton Davis, William Ralford Ewing Jr., James F. Hoffman, Paul Titus and Calvin J. Smith (each 5%), Priscilla Dunn Flynn, Lloyd Hall, H. Wood Hastings, Charles McClung and Southard C. Sheldon (each 2%). Mr. Flynn is owner of Edward J. Flynn & Associates, Los Angeles public relations firm; Mr. Hastings is employee of Time Inc., Los Angeles; Mr. Hoffman is employee of Peter M. Robeck & Co., Hollywood television program distributors; Mr. McClung is member of Wadsworth, Fraser & McClung, Los Angeles law firm. Tribune Publishing owns Tacoma News-Tribune and is licensee of KTNT-FM-TV Tacoma, Wash. Ann. April 2.

**Yoakum, Tex.**—H. H. Huntley. 1130 kc, 500 w, D, DA-D. P. O. address 401 Hill Street, Yoakum. Estimated construction cost \$9,000; first year operating cost \$36,000; revenue \$45,000. Principal: H. H. Huntley. Mr. Huntley is owner of KHHH Pampa, Tex. Ann. April 8.

#### New FM stations

##### APPLICATIONS

**Tupelo, Miss.**—Dixie Broadcasting Inc. 98.5 mc, channel 253, ERP 100 kw. Ant. height above average terrain 246 feet. P. O. address c/o C. D. Saunders, Box 154, Green-

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PRECISION FREQUENCY  
MEASUREMENTS  
AM-FM-TV  
103 S. Market St.,  
Lee's Summit, Mo.  
Phone Kansas City, LaClede 4-3777

**CAMBRIDGE CRYSTALS  
PRECISION FREQUENCY  
MEASURING SERVICE**  
SPECIALISTS FOR AM-FM-TV  
445 Concord Ave.,  
Cambridge 38, Mass.  
Phone TRowbridge 6-2810

contact  
**BROADCASTING MAGAZINE**  
1735 DeSales St. N.W.  
Washington, D. C. 20036  
for availabilities  
Phone: ME 8-1022

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 15

|    | Lic.             | ON AIR<br>CP's | NOT ON AIR<br>CP's | TOTAL APPLICATIONS<br>for new stations |
|----|------------------|----------------|--------------------|----------------------------------------|
| AM | 3,865            | 77             | 102                | 313                                    |
| FM | 1,117            | 40             | 167                | 272                                    |
| TV | 521 <sup>1</sup> | 61             | 80                 | 134                                    |

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, April 15

|               | VHF | UHF             | TV               |
|---------------|-----|-----------------|------------------|
| Commercial    | 477 | 95 <sup>2</sup> | 572 <sup>1</sup> |
| Noncommercial | 53  | 29              | 82               |

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 29

|                                                 | AM    | FM    | TV               |
|-------------------------------------------------|-------|-------|------------------|
| Licensed (all on air)                           | 3,866 | 1,119 | 521 <sup>1</sup> |
| 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                |

<sup>1</sup> Does not include six licensed stations off air.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

wood, Miss. Estimated construction cost \$55,310; first year operating cost \$50,000; revenue \$60,000. Principals: C. D. Saunders (75%) and Arthur L. Wilde (25%). Messrs. Saunders and Wilde are local businessmen. Ann. April 9.

Medford, Ore.—W. H. Hansen. 93.7 mc, channel 229, ERP 25.55 kw. Ant. height above average terrain minus 354 feet. P. O. address Route 4, Box 371-P, Medford. Estimated construction cost \$20,600; first year operating cost \$18,000; revenue \$20,000. Principal: W. H. Hansen (100%). Mr. Hansen is applicant for assignment of CP for KDAD Weed, Calif., and for control (100%) of KDOV Medford, Ore. Ann. April 10.

Washington, Pa.—Washington Broadcasting Co. 95.3 mc, channel 237A, ERP 3 kw, unil. Ant. height above average terrain 360 feet. P. O. address George Washington hotel, 80 South Main Street, Washington, Pa. Estimated construction cost \$24,200; first year operating cost \$2,500; revenue none. Applicant is licensee of WJPA Washington, Pa. Ann. April 15.

Sauk City, Wis.—Sauk-Prairie Radio Inc. 96.7 mc, channel 244A, ERP 3 kw, unil. Ant. height above average terrain 300 feet. P. O. address c/o James E. Kirchstein, 123 Water Street, Sauk City. Estimated construction cost \$16,356; first year operating cost \$12,750; revenue \$11,500. Principals: Ray J. Schwartz, Al W. Davidson, Charles J. Ploetz, J. Wayne Page, George Goerks, Frank H. Kirchstein, Earl C. Hall, Franz Wytenbach, and James E. Kirchstein (each 11.1%). Mr. Ploetz is attorney; Mr. J. E. Kirchstein is president of Cuca Record Corp., Sauk City; others are local businessmen. Ann. April 14.

## Ownership changes

### ACTIONS BY FCC

KTMS Santa Barbara, Calif.—Granted transfer of control of licensee corporation, News-Press Publishing Co., from T. M. and Marlon Day Stork and Bert D. Lane as voting trustees, et al, to McClean Publishing Co. (100%), owned by Bulletin Co. of Philadelphia. Consideration \$350,000 for radio interest; total consideration not disclosed. News-Press publishes Santa Barbara News-Press. Bulletin Co. is licensee of WPBS(FM) and publishes Philadelphia Bulletin. President of McClean Publishing is Robert Mc-

Lean. Action April 14.

WELE South Daytona, Fla.—Granted relinquishment of negative control of licensee corporation, Seven Cities Broadcasting Corp., by Gary E. Smith (50% before) through retirement of stock to treasury. No financial consideration involved. Concurrent with transaction Ann Hicks Marsh will purchase additional stock for \$400 resulting in following ownership: Edith L. Speer (44.8%), Ann Hicks Marsh (36.2%), Donald L. Ritter (11.4%) and Jerry D. Norman (7.6%). Action April 14.

WMOP-AM-FM Ocala, Fla.—Granted assignment of license from Andrew B. Letson to WMOP Inc., owned by James E. Kirk Jr. (100%). Consideration \$175,000. Mr. Kirk is WMOP-AM-FM general manager. Action April 10.

KUAM-AM-TV Agana, Guam.—Granted transfer of control of licensee corporation, Radio Guam, from Philip Berg (100%) to Pacific Broadcasting Corp. (100%), owned by H. Scott Killgore (65%) and Samuel N. Rubin (35%). Consideration \$650,000. Mr. Killgore is majority owner of KUDL, Fairway, Kan., and KALI San Gabriel, KOFY and KUFY(FM) San Mateo and KECC(TV) El Centro, all California. Action April 9.

WOOD-AM-FM-TV Grand Rapids, Mich., WTCN-AM-TV Minneapolis, Minn., and WFBM-AM-FM Indianapolis, Ind.—Granted assignment of license from Time-Life Broadcast Inc. (Minnesota) to Time-Life Broadcast Inc. (Michigan). No financial consideration involved. Purpose of application is to separate licenses of Time-Life Broadcast Inc. (Minnesota) so that upon commission consent Minneapolis radio and TV licenses will be assigned to new New York corp. (to be wholly owned by Time-Life Broadcasting Inc. [Delaware]), and licenses for Grand Rapids and Indianapolis radio and TV facilities will be held by new Michigan corp. with same name as present Minnesota licensee. Ann. April 9.

WKET-FM Kettering, Ohio.—Granted assignment of license from Speidel Broadcasting Corp., owned by Speidel Broadcasters Inc. (100%), to University of Dayton (100%). Consideration \$22,500. Speidel Broadcasters is owned by Joe (99.45%) and Jean W. Speidel (.55%), has interest in WOIC Columbia, WPAL Charleston, WLNN Florence, all South Carolina, WSOK Savannah, Ga., and WHIH Portsmouth, Va. Concurrent

with transaction, Mr. Speidel is making gift of \$27,500 in general stock to University of Dayton. Action April 14.

WCIT Lima, Ohio.—Granted acquisition of positive control of licensee corporation, Citizens Broadcasting Corp., by James A. Howenstein (50% before, 100% after), through purchase of stock from Sam Kamin (50% before). Consideration \$20,535. Action April 9.

WBNB-AM-TV St. Thomas, V. I.—Granted assignment of license from Island Teleradio Service Inc. (New York corp.), owned by Robert Moss (41 2/3%), Robert Noble (41 2/3%), Kenneth Granger (10%) and Faye Russell (6 2/3%), to Island Teleradio Service Inc. (Virgin Islands corp.), owned by Robert Moss and Robert Noble (each 27.6%), Kenneth Granger (6.6%), Faye Russell (4.4%) and Caribbean Capital Corp. (33.8%). No financial consideration involved. Caribbean Capital received shares in exchange for option it held against New York corporation, which is to be liquidated. Action April 14.

WROV Roanoke, Va.—Granted transfer of control of licensee corporation, WROV Broadcasters Inc., from Burton Levine (40%), Joseph Goodman (30%), Leon (10%) and Nidra Levin (10%) and Cy Blumenthal (10%) to WROV Radio Inc. (100%). Consideration \$814,000. WROV Radio Inc. is wholly owned by Buckeye Corporation, New York which is controlled by Ernest V. (33 1/3%) and George A. Horvath (33 1/3%) and Klari Erdoss (33 1/3%) through ownership of Massachusetts Mohair Plush Inc., which owns 71.6% of Buckeye. Action April 9.

KPOR Quincy, Wash.—Granted assignment of license from Donald R. (65% individually), Donald R. and Patricia Ann Nelson (25% together) and Gene R. Johnson (10%), d/b as Quincy Valley Broadcasters, to Donald R. (75%) and Donald R. and Patricia Ann Nelson (25%), d/b as company of same name. Consideration \$100. Action April 8.

KTWR(FM) Tacoma, Wash.—Granted assignment of license from Thomas Wilmut Read (100%) to Tacoma Broadcasters Inc., owned by Jerry P. Geehan (40.42%), Richard R. Hodge (23.4%), J. A. Woodworth (6.89%), S. E. Tokstad (4.2%), A. E. Blair (5.1%), M. S. Erdahl, F. A. Haines Jr., John P. Condon, Louis A. Misener, C. M. Johnson, Arthur D. Ayrault, Charles J. Ayrault, R. H. Michael, W. D. Ryan (each 2.1%), Thomas L. and James Dempsey (each .5%). Consideration \$20,000. Tacoma Broadcasters Inc. is licensee of KTAC Tacoma, Wash. Action April 10.

WKAZ-AM-FM Charleston, W. Va.—Granted assignment of license from Radio WKAZ Inc., owned by Judith S. Scofield (30%), Mack Shopnick (20%), Hartley L. and Margery S. Samuels (each 15%) and Charles and Lottie Riedel (each 10%), to WKAZ Inc., owned by Bristol Broadcasting Inc. (100%). Consideration \$205,000. Bristol Broadcasting is licensee of WPHG Bristol, Va., and owns licensee of WKQY Bluefield, W. Va. Mr. W. C. Ninninger is president of WKAZ Inc. Action April 8.

## APPLICATIONS

WJAM Marion, Ala.—Seeks transfer of control of licensee corporation, Radio Marion Inc., from J. Dige Bishop, Wyatt R. Kitchens, C. Jim Murphy and Elizabeth Neely (100% together) to John and Clara O'Neal (each 25%), and James H. Dennis (50%). Consideration \$30,000 and assumption of \$23,000 mortgage. John and Clara O'Neal have 65 2/3% and 1% interest, respectively, and Mr. Dennis 33 1/3% interest in WKLF Clanton, Ala. Ann. April 8.

KHYD(FM) Fremont, Calif.—Seeks assignment of license from Russell J. Hyde (100%), t/as Triumph Broadcasters, to Dell Broadcasting Corp., owned by Adelle M. and Fred H. Sinasek (70% together), and James M. Sinasek (30%). Consideration \$57,500. Mrs. Sinasek is housewife; Mr. F. H. Sinasek is Glendale, Calif., businessman; Mr. J. M. Sinasek is student, Ogden Radio School, Burbank, Calif. Ann. April 10.

KFMX-FM San Diego—Seeks assignment of license from Metropolitan Theatres Corp. (100%) to Impact Broadcasting Enterprises Inc., owned by S. G. Millner (61 2/3%) and others. Consideration \$82,500. Metropolitan Theatres is controlled (100%) by Sherrill C. Corwin, who has 15% interest in KAKE-AM-TV Wichita, Kan.; 33% interest in KEZY, KEZR-FM Anaheim, Calif.; and 100%

interest in KGUD-AM-FM Santa Barbara, Calif., and CP for KBAY-TV (ch. 20) San Francisco. Ann. April 8.

**KDGO Durango, Colo.**—Seeks transfer of control of licensee corporation, Basin Broadcasting Co., from Jimmie D. Gober, Edwin E. Merriman and Robert W. Tobey (100% together) to Jerry and Marcie Fitch (each 50%). Consideration approximately \$37,000. Mr. Fitch has 50% interest in KGLN Glenwood Springs, Colo. Ann. April 10.

**WTMC Ocala, Fla.**—Seeks transfer of control of licensee corporation, Marion County Enterprises Inc., from William L. Matheson (72.72% before transfer, 50% after), to William L. Matheson and Robert M. Marks (27.28% before, 50% after). Consideration \$6,250. Ann. April 10.

**WHBI(FM) Newark, N. J.**—Seeks acquisition of positive control of licensee corporation, Cosmopolitan Broadcasting Corp., by Donald Jerome Lewis (50% before, 100% after) through sale of stock by VIP Radio Inc. (50% before). Consideration \$20,189. Ann. April 8.

**WHYE Roanoke, Va.**—Seeks assignment of license from Roanoke Broadcasters Inc., owned by Joseph Mullen (51.43%) and Thomas M. Aheron (48.57%), to Dove, Doyle and Quann Broadcasting Corp., owned by Justin W. Dove, Edwin L. Doyle and Homer M. Quann (each 33⅓%). Consideration \$147,000. Mr. Dove is farmer; Messrs. Doyle and Quann are employees of WSVA-AM-FM-TV Harrisonburg, Va. Mr. Mullen has 52.94% interest in WAIR-AM-FM Winston Salem, N. C. Ann. April 8.

**KZAM(FM) Seattle**—Seeks assignment of license from Foremost Broadcasting Inc., owned by Monte L. Strohl (61.7%) and others, to Samuel J. Steiner, receiver. No financial consideration involved. Mr. Steiner is attorney, Seattle. Ann. April 10.

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in Boston TV channel 5 proceeding in Docs. 15204 et al., (1) granted petition by Boston Broadcasters Inc. to extent of enlarging issues to determine whether grant of WHDH Inc. application would be consistent with provisions of Sec. 310(a)(5) of Communications Act; and (2) dismissed WHDH motion to strike Charles River Civic Television Inc. comments in support of Boston Broadcasters petition. Member Nelson not participating. Action April 14.

■ Postponed April 20 oral argument pending further order in proceeding on applications of Prattville Broadcasting Co. and

Broadcasting Co. for new AM in North Atlanta, Ga. Action April 10.

■ By memorandum opinion and order in proceeding on applications of Boardman Broadcasting Inc. and Daniel Enterprises Inc. for new AM's in Boardman and Warren, Ohio, respectively, in Docs. 15190-1, denied Boardman's appeal from examiner's Feb. 27 ruling that Boardman, Ohio, would not be considered separate from Youngstown, Ohio, for purposes of Sec. 307(b) issue. Action April 8.

### ACTIONS ON MOTIONS

By Chief Hearing Examiner

James D. Cunningham

■ Ordered that Examiner Elizabeth C. Smith, in lieu of Sol Schildhouse, will preside at hearing in proceeding on applications of Cleveland Telecasting Corp. and Superior Broadcasting Corp. for new TV's on channel 65 in Cleveland and that presiding officer herein designated shall convene prehearing conference on April 24. Action April 14.

■ In proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for AM's in Lubbock, Tex., in Docs. 14411-2, granted applicants petitions to extend time from April 15 to April 29 to exchange exhibits and identify their witnesses. Action April 10.

■ By memorandum opinion and order in proceeding on applications of Community Broadcasting Service Inc. and Mortimer and Vivian Eliza Hendrickson for new FM's in Vineland, N. J., in Docs. 15265-6, denied motion by Community to hold portions of hearings in Vineland. Action April 10.

By Hearing Examiner Basil P. Cooper

■ In proceeding on AM applications of Hundred Lakes Broadcasting Corp. (WSIR), Winter Haven, and WBS Inc., DeLand, both Florida, in Dockets 15178-9, granted petition by all parties other than broadcast bureau for further prehearing conference on April 10. Action April 7.

By Hearing Examiner Charles J. Frederick

■ On own motion, scheduled hearing conference for 9:30 a.m., April 20, in Washington in consolidated proceedings on revocation of license of WTIF Tifton, Ga., WDMG Inc. for renewal of license of WDMG Douglas, Ga., WMEN Inc. for renewal of license of WMEN Tallahassee, Fla., and B. F. J. Timm for new AM in Jacksonville, Fla. Action April 13.

By Hearing Examiner Walther W. Guenther

■ On own motion, scheduled further pre-

(KRON-TV) and American Broadcasting-Paramount Theatres Inc. (KGO-TV), San Francisco. Action April 10.

By Hearing Examiner Forest L. McClennig

■ In Toledo, Ohio, TV channel 79 proceeding, in Dockets 15326-8, granted motion by Springfield Television Broadcasting Corp. to continue time from May 4 to May 11 for exchange of exhibits and May 11 to May 20 for hearing. Action April 7.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ Granted petition by Swanco Broadcasting of Iowa Inc. to extend time to April 20 and May 11, respectively, to file proposed findings and replies in proceeding on applications of Edina Corp. and Tedesco Inc. for new AM's in Edina and Bloomington, respectively, both Minnesota. Action April 8.

By Office of Opinions and Review

■ In Paterson, N. J., UHF TV proceeding in Dockets 15089 et al, granted petition by Spanish International Television Inc. to extend time to April 15 to amend its application. Action April 9.

■ In proceeding on applications of Copper Country Broadcasting Co. to change facilities of WMPH Hancock, and Upper Michigan Broadcasting Co. for license for WHDF Houghton, both Michigan, in Dockets 15346-7, granted motion by WHDF to extend time to April 13 to file oppositions to petition for reconsideration and petition to enlarge issues in proceeding. Action April 9.

### BROADCAST ACTIONS

by Broadcast Bureau

Actions of April 14

**K70AA Bishop and Big Pine, Calif.**—Granted license covering changes for UHF TV translator.

**KENE Toppenish, Wash.**—Granted mod. of CP to change type trans. for daytime use, and specify present trans. for nighttime use.

**American Broadcasting-Paramount Theatres Inc., New York**—Granted renewal of permit to locate, maintain and/or use studios or apparatus at New York location and other points throughout U. S. under control of American Broadcasting-Paramount Theatres Inc. for purpose of obtaining or producing television programs to be transmitted or delivered by film or television recordings, by various methods or by electrical energy for transmission by cable and/or other means to KETV(TV), Tijuana, Mexico, including transmission or delivery by regular broadcast from KABC-TV Los Angeles, for period ending April 29, 1965; without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusion 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.

**K12CA Dutch Creek Area, Wyo.**—Granted extension of completion date to June 1 for VHF TV translator.

Granted licenses covering changes for following: **K08ES, Community TV Assn. Co-op., Red River, N. M.**; **W11AB, W13AC, Morgan County Television Translators Inc., Berkeley Springs and Great Cacapon, W. Va.**

Actions of April 13

**WNCT-FM Greenville, N. C.**—Granted license and specify type ant.

**KLZ-FM Denver**—Granted license covering increase in ERP, and specify type trans.

**WPRO-FM Providence, R. I.**—Granted license covering changes in ant. height and ant. system, and installation of new trans. and new ant.; specify studio location at Johnston Township, R. I. (trans. site).

**WPFH-FM Middletown, Ohio**—Granted license covering installation of alternate main trans.; specify trans. and studio sites.

**WPRB(FM) Princeton, N. J.**—Granted license covering installation of new trans.

**WHIZ-TV Zanesville, Ohio**—Granted CP to change ERP to 186 kw vis., and 93.3 kw aural; and change type trans.

Actions of April 10

**K70AY Lovelock, Nev.**—Granted assignment of license of UHF TV translator (which rebroadcasts programs of KOKO-TV

## ETV fund grants, applications

Following grants for matching federal funds have been announced by Department of Health, Education and Welfare:

■ **San Mateo, Calif.**—College of San Mateo; \$111,137 to help establish \*KCSM (TV) (ch. 14); total project cost \$235,644.

■ **Fargo, N. D.**—North Central Educational Television Association Inc.; \$130,173 for establishment of new noncommercial educational TV on channel 13.

Following applications for matching funds have been received at HEW:

■ **Detroit**—Detroit Educational Television Foundation; \$415,308 to expand facilities of \*WTVS(TV) (ch. 56); total project cost \$585,040.

■ **Spokane, Wash.**—School District No. 81; \$198,240 to activate channel 7, Spokane; total project cost \$388,981. Ann. April 14.

**Billy Walker for new AM's in Prattville, Ala.** Action April 14.

■ By memorandum opinion and order in Cleveland channel 65 proceeding in Docs. 15249-50, (1) denied petition by Superior Broadcasting Corp. to delete financial qualification issue, and (2) granted petition by broadcast bureau and accepted its late filed petition opposing Superior's petition. Action April 13.

■ By memorandum opinion and order in proceeding on applications of Charles County Broadcasting Inc. and Dorlen Broadcasters Inc. for new AM's in La Plata and Waldorf, respectively, both Maryland, and application of Dorlen Broadcasters Inc. for renewal of license of WSMD(FM), Waldorf, granted petition by broadcast bureau and enlarged issues to include contingent standard comparative issue. Action April 13.

■ Scheduled oral argument for May 12 in proceeding on application of Rhinelander Television Cable Corp. for new AM in Rhinelander, Wis. Action April 10.

■ Scheduled oral argument for May 12 in proceeding on application of North Atlanta

hearing conference for April 13 in proceeding on applications of Copper Country Broadcasting Co. to change facilities of WMPH Hancock, and Upper Michigan Broadcasting Co. for license for WHDF Houghton, both Michigan. Action April 9.

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico, in Dockets 14977-8, granted WRAI's petition to extend time from March 30 to April 15 to file proposed findings of facts and conclusions of law concerning Sec. 307(b) and engineering issues. Action March 25.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Salem Broadcasting Co. to change certain procedural dates and reschedule June 10 hearing for May 4 in proceeding on its application for new AM in Salem, Ohio. Action April 9.

■ Continued April 13 prehearing conference to date to be determined in proceeding on applications of Chronicle Publishing Co.

# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

• 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 AGEN-  
CIES 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.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO—Help Wanted

### Management

Manager Midwestern single station market billing in six figures. Excellent opportunity for man with strong sales background. Must be able to stand thorough business and financial investigation. Box D-23, BROADCASTING.

New Jersey station needs experienced manager. Must have successful background of sales and management. Salary plus percentage of gross in rapidly growing area! Resume, photo, present earnings to D-203, BROADCASTING.

Midwest—manager for group owned station in competitive market. City population 35,000. Compensation geared to profits. Must have clean and successful record. Send resume and snapshot. Box D-213, BROADCASTING.

### Sales

Los Angeles . . . Strong salesman, proven management abilities. Top opportunity. Salary plus top station, multiple group. Box C-5, BROADCASTING.

Experienced, reliable, creative, salesman wanted for Eastern medium-large radio market. Send tape, resume, references, photo and salary requirements to Box D-165, BROADCASTING.

Wanted . . . Top notch salesman who is interested in making money and servicing for accounts. Would like one experienced and one limited experienced salesmen Write Box D-202, BROADCASTING.

Midwest—sales openings with group serving cities of 8,000 to 40,000. Draw against commission with guarantee first few months. Send resume, photo, Box D-212, BROADCASTING.

If you have a proven record and want an opportunity to work into an aggressive group of seven stations in the Midwest join us at our newest. Good salary, commissions and training available. Send resume to Richard Creamer, Sales Manager, WITL, Lansing, Michigan.

### Announcers

Combo announcer, first phone for night shift midwest apply with resume, tape, to Box C-138, BROADCASTING.

Capable dj-newsman. Illinois adult music kilowatt offers fine opportunity for qualified announcer who can gather, write and deliver news, news mobile reports, present bright music shows. Excellent pay, many fringe benefits. Send tape, complete resume, telephone number. Box D-34, BROADCASTING.

Wanted: Combo man 1st phone with emphasis on announcing for all night show with good music station in major metropolitan market—Midwest. Box D-90, BROADCASTING.

Major Eastern market network affiliate has opening for experienced radio TV staff announcer. Good TV booth work a necessity. Send resume photo tape or film to Box D-98, BROADCASTING.

Central Minnesota daytime needs mature experienced announcer engineer for early morning shift. Excellent working conditions. Rural adult audience requires personality. Send tape, resume and salary requirements first letter. Box D-100, BROADCASTING.

## Announcers—(Cont'd)

Experienced staff announcer on way up for strong community-news and middle road music New York City area. Adult alert personality, quality warm voice, know music, take directions. Program manager potential. Starting range \$440 monthly. Tape and resume to Box D-101, BROADCASTING.

Real opportunity-announcer-5 kw good music, leader in major Florida market. Production ability desired. Send ad-lib tape about self (approximately 5 mins.), picture and resume to Box D-106, BROADCASTING.

Bright inventive, mature morning man for growing Pennsylvania group. Right salary and future for stable personality. Send tape and resume to Box D-161, BROADCASTING.

Country D.J. wanted for morning shift in Eastern medium-large market. Send tape, references, photo, and salary to Box D-164, BROADCASTING.

100 pro-written resumes—\$5.00. Tape criticized and returned by PD—\$3.50. Write Box D-168, BROADCASTING.

Air checks returned? Let experts point out mistakes . . . make corrections. Small investment . . . good results. Four dollars for half hour tape. Box D-170, BROADCASTING.

South's most creative station needs swinging top 40 morning man, capable beating tough competition for ratings. Send tape, resume, expected salary. Box D-171, BROADCASTING.

Morning man first fone (no maintenance) immediately. Lite patter. Good personality. Middle of the road. Send tape, references, experience and salary expected in first correspondence. Pacific Northwest. Box D-180, BROADCASTING.

If you're ready to move up, come to the Southwest. Three network full-timers have openings for aggressive, personable young salesmen-announcers. Airmail tape and personal information to Box D-190, BROADCASTING.

Will pay good salary and offer unusual advancement opportunity to combination announcer-engineer. Send tape and resume. Box D-197, BROADCASTING.

If you are an usually talented disc-jockey with plenty of humor and vitality, we have a place for you in a young growing organization. If you happen to be talented in production as well, then you will really like the idea we have for you. And if you can do multiple comic voices, answer this ad immediately. Write Box D-198, BROADCASTING.

Wanted . . . Good conscientious morning man for good music station with plenty of personality and able to do more than a straight morning show. Send audition tape and resume to Box D-201, BROADCASTING.

Middlewest market in the top 15. Affiliated with large broadcasting chain needs an all-nite gass of a top forty jock. Not a screamer, but an entertainer. Must have first phone. Send tape and resume to Box D-204, BROADCASTING.

Top rated quality, top 40 station in middle market needs good first phone announcer for early evening. Member four station chain. Send tapes to Box D-211, BROADCASTING.

Midwest major market seeking 2 bright sounding jocks for personality top 40 station without top 40 music. Production and news a must. Airmail tape, resume, photo. State expected salary, Box D-218, BROADCASTING.

## Announcers—(Cont'd)

Swinging top 40 dj and production man needed immediately in Denver. \$150 per week. Air tape and resume to Ted Atkins, KDAB, P. O. Box 1, Arvada, Colorado.

Need immediately. Combination modified top 40 personality, good on production and local news man by top rated 5 kw. Send resume, tape and first letter to Cliff Wayne, P.D., KIMM, Rapid City, South Dakota.

Immediate opening—young single announcer with third class license. Adult quality format. KVWM, Showlow, Arizona.

Immediate opening. Announcer or newsman announcer. Rush tape, letter with full resume. KWCO, Chickasha, Oklahoma.

Announcer for summer replacement. Station WAMD, Aberdeen, Md.

Bright, mature, morning man on the way up. Stop in Lima, Ohio, for year or two and work with pros who will help produce your show. You'll need first phone but the emphasis is on announcing. No maintenance. Only experienced creative men need apply. Tape and resume to John Kal, Program Manager, WCIT, Lima, Ohio.

Immediate opening for morning man, capable on news, sports and announcing. Send tape and resume. WDDY, Gloucester, Virginia.

1st phone announcer for central Ohio daytime. Good pay. Good equipment. Clean adult operation. WDLR, Box 317, Delaware, Ohio, call C. R. Taylor 614-363-1107.

Chicago area station seeking experienced announcer. Exciting opportunity demands mature man, write: Howard Fisher, WEEK-AM-FM, Highland Park, Ill.

Announcer. Live, swinging personality, top 40 operation. WHSL, Wilmington, N. C.

WNBF-AM-FM-TV has immediate opening for versatile announcer newsman. Experienced men only send tape, picture, resume, date available to: P.D. WNBF, Binghamton, N. Y. 13902

WRMF, Titusville, Florida, Cape Kennedy Space Center needs morning man.

Modern up tempo format station needs bright personality. New downtown showcase studio, WROZ, Evansville, Indiana.

How to get a raise. Delivering spots effectively—two of twenty concise chapters in secrets of better announcing. Only \$3.00 postpaid. Cutler Broadcast Service. Box 35331, Dallas, 75235.

Experienced announcer with 3rd class ticket. Send resume and tape manager, P.O. Box 203, Eau Claire, Wisconsin.

## Technical

Wanted—Chief Engineer—immediate opening—write Box D-196, BROADCASTING.

Two first class engineers wanted. Minimal announcing schedule required. 5000 watt daytime. Medium market. Maintenance a must. Send resume to Box D-221, BROADCASTING.

Chief engineer. Kilowatt daytime with FM. No announcing or shift work. Well-equipped station in college community. Must be experienced in maintenance and able to supervise complete operation. WLDS, Jacksonville, Illinois.

Immediate opening for qualified first phone engineer. Light announcing. WSYB, Rutland, Vermont.

## Production—Programing, Others

Wanted experienced radio program director for major Ohio market. Must be creative. No air work, no top 40. Send snapshot and all details 1st letter. Box D-22, BROADCASTING.

Experienced news editor on way up for strong community news orientated New York City area. Must have quality, authoritative voice, be imaginative, good writer and interviewer. News director potential. Starting range \$440 monthly. Tape and resume to Box D-102, BROADCASTING.

Production man responsible modern mid west station seeks experienced young man with ability in writing and producing commercials. Position also includes short daily air shift. Excellent equipment for creativity. Send full details including air check, production samples, photo and resume to Box D-144, BROADCASTING.

Program Director and air personality for expanding Pennsylvania chain. Must be responsible, imaginative and able to handle commercial production. No formula types need apply. Send tape and resume to Box D-162, BROADCASTING.

Program Director for North Carolina day-timer. Need man who can handle details and production. Some air work. Box D-169, BROADCASTING.

Veteran newsmen, writer, reporter, sober, reliable, want quality Florida station. Box D-188, BROADCASTING.

News director for gathering, writing, broadcasting news. Good salary. Write KTOE, Mankato, Minnesota.

Wanted . . . Strong, dynamic, experienced program man. Must be capable of working with veteran announcers and personalities, extremely sharp with creative production and commercially oriented ideas. You'll be working with a highly successful adult audience radio station. Do not apply unless you are qualified and willing to work hard. No phone calls. Send tape, complete background and salary requirements to Bo Mitchell, Vice-President, WCOA radio, Pensacola, Florida.

Detroit station—one of dynamic growing group seeking mature, dependable newsmen. Must be able to gather, write, edit news. Good future for right man. Excellent salary. WERB, Box 2164, Livonia, Michigan. 535-6100.

## RADIO—Situations Wanted

### Management

Eight years successful sales, executive ability, college, veteran, 33, family, best references. Only offers with a future considered. Box D-27, BROADCASTING.

Mid-Atlantic sales manager, college graduate, radio-TV major, experience, seeks managerial position, relocate family. Box D-127, BROADCASTING.

Sixteen years experience, radio owner-manager, sales and production including TV major market sales. Seeking administrative supervisory or sales slot with network, group, rep or major market station. Family, 35, college graduate. Box D-149, BROADCASTING.

Professional broadcaster, 39, family. Eighteen years radio, last ten in management. References will prove successful record in administration, programing, local/national sales. Seeking management or sales management position in solid operation. Box D-176, BROADCASTING.

Young proven manager who can sell, announce, write, program, wants management in top California market. Background and record speaks for itself. Box D-179, BROADCASTING.

Accountant, collections, office mgmt., Chicago, varied exp., seeking betterment change. Box D-220, BROADCASTING.

## Sales

Salesman & manager, 15 years. Experience will add \$10,000 extra business short term. No gimmicks—High commission on collections—no sales no pay. Available now. P.O. Box 183, Lancaster, Ohio.

Experienced successful salesman-announcer desires Midwest locations with good opportunity. Box C-427, BROADCASTING.

## Announcers

Easy Swinging late night show, others considered, major market experience. Box D-94, BROADCASTING.

I am not a human juke box but a skilled entertainer. Top rated 50 kw wake up jock . . . Sparkling gimmick personality . . . Fresh . . . Dependable . . . sober, 35, three children . . . college grad . . . first phone. Present position eight years . . . desire to relocate. Strong-sell, tight board, loyal, dependable, swinging, but a real true personality. Many characterizations. Write full details first letter. Box D-95, BROADCASTING.

Announcer—one year experience, middle of road, single. Box D-110, BROADCASTING.

I have a sportsman whose worth more money and I can't pay it. He is a hard worker, knowledgeable in all sports play-by-play and sports show sponsors love him. He prefers Midwest but will consider all offers and he's available as soon as you can make the right deal. Box D-137, BROADCASTING.

Announcer, now employed. Family. Vet. Want permanent position. Dependable. Box D-150, BROADCASTING.

Mature convincing commercial and news specializing in relaxed audience phone-in interview show recent years. Successful growth pattern. Seeking congenial, progressive challenge. Prefer good or better music station South or West. Consider summer position. Box D-153, BROADCASTING.

Well-seasoned older announcer currently in college, available during summer. Completely dependable. Competent. Prefer mountain or seashore area. Box D-154, BROADCASTING.

Announcer-D.J., bright, sound, personable, family man, experienced, fast operation, outside sales experience, authoritative newscaster, not prima donna or floater. Box D-155, BROADCASTING.

Announcer engineer sales copy family man, Florida only. Small market. Box D-156, BROADCASTING.

Looking for first-phone DJ. This one is looking for night time shift on top 40 major market. 5 years experience. Box D-159, BROADCASTING.

Announcing school graduate with third phone seeks permanent position. D.J.-news-casts-commercials-sportscasts-radio or TV. College background. Will audition at own expense. No station too small. Willing to relocate. Box D-181, BROADCASTING.

Ratings: tops. Personality: bright. Attitude: professional. Experience: 7 years metro. References-credits: the best. Box D-182, BROADCASTING.

Announcer D.J.—cut all shows, good board—combo—married—veteran—and reliable, 4 years experience—good references—all offers will be considered. Box D-184, BROADCASTING.

Announcer, D.J. & newsmen, first phone, seeking permanent position in Europe. Box D-185, BROADCASTING.

Young broadcaster, experienced in announcing and sales. Looking for adult music station in East. Box D-186, BROADCASTING.

DJ-announcer—sales—day—night 2nd phone—good music—news oport—toward management. Box D-191, BROADCASTING.

Experienced dj/announcer. Relaxed, reliable, and ready! Looking for permanent location. Prefer Midwest. Box D-193, BROADCASTING.

## Announcers—(Cont'd)

Announcer, dj, authoritative newscaster, air personality, bright happy sounds, tight board, dependable, personable, not a floater or prima donna. Box D-194, BROADCASTING.

Bright personality, 3 yrs. experience. Air salesman, family, will settle, dependable, no floater. Box D-207, BROADCASTING.

Experienced announcer—first phone, looking for play by play, sales experience—excellent references. Box D-210, BROADCASTING.

Announcer—Now employed. Vet, family, good smooth voice. Have done production and news. Box D-214, BROADCASTING.

Mature announcer-newsman-salesman-copy-writer—first phone 17 years veteran—strong on programing, production, public relations. Seeking employer who places principle before expediency. Box D-215, BROADCASTING.

DJ, MC announcer. Rich pleasant voice, Exp. SM but can go. Personable, dependable combo, tight board. Tape available. Box D-227, BROADCASTING.

Experienced announcer, wants to work with and increase knowledge of good news operation. Box D-230, BROADCASTING.

Summertime relief personality available on June 10th. Young, mature personality, in college, with 5 years of professional radio experience seeks summer employment with competent bright popular music or "top 40" operation. Will speed excellent references and audition tape to "top notch" medium or major operations. Box D-231, BROADCASTING.

College student desires summer employment. Seven years in radio. Can do news, good music or rock shows. New England preferred. Box D-234, BROADCASTING.

Northern Indiana & Southern Michigan. Need a summer sub to hold your audience? 3 years broadcasting as interviewer, dj, announcer and newscaster. Northwestern U. R & TV training. Excellent references. Available for June through August. Box D-237, BROADCASTING.

Top 40 dj with live swinging personality. Graduate of Chicago radio school. Eager to move to the top. Contact George N. Eberhard, 2635 N. Mango Ave., Chicago 60639, Ill.

Combo man will move if the price is right—and the music! Like top forty. 2½ years experience, first phone. Johnny Bowles, telephone 504-459-9036.

Short on funds to finish college, will anyone give a 31 year old, X-GI a start in sales announcing? Tod Cornell P. O. Box 844, Carbondale, Illinois.

Young man, (?) 29, 1st phone, desires job as disc jockey. Prefer top-forty. No experience. Shelly Rae, 10238 Elmhurst, Houston 34, HU 6-4221.

Top dj announcer. Seven years experience, desires to relocate. Smooth, personable with individual touch. Harry Tucker, 5102 Kilmer Blvd., Louisville, Kentucky, 502-984-5274.

Newscaster, commercial announcer. Newly single, have voice, will travel. 5 years previous experience. Gather, write, deliver news; special events. Age 50. Available April 19th. Mel Coon, 13920 St. Clair Ave., Cleveland, Ohio. Phone MU 1-0142.

Young announcer, 2 years experience with potential & first phone looking for good music station in medium market. Al Wunder, 1554 Edmund Terrace, Union, N. J. MU 6-8298.

Veteran, degree accounting, single, 30, sincere, wants start Western States, details tape, Box 1334, Denver, Colorado, 80201.

DJ-announcer. Versatile, GI, married, 25, hot on sales, sports & news. Paul Phillips, 6944 173rd St., Flushing, N. Y. JA 3-5450.

Night-time dj. Currently working small Eastern market. News and play-by-play sports experience. College. 3rd class ticket. Call 216-442-3509 after 7 p.m.

## RADIO—Situations Wanted

### Technical

First phone, no experience. Willing to learn. Presently airline radio operator. Age 27, married. Box C-372, BROADCASTING.

First phone-combo: Sober, experienced, college. You like? Right? Write! Box D-126, BROADCASTING.

Available—1st class ticket—experienced all phases radio 16 yrs. Air work, maintenance, sales potential commercial or station mgr. prefer west. Reply Box D-152, BROADCASTING.

Engineer for AM or FM CP. I will build station and supply studio equipment including board in exchange for percentage. Box D-177, BROADCASTING.

Engineer, experienced in installation and operation directional AM, FM stations. Announcing and sales experience. Seeks east-coast or California position in radio or TV as engineer and/or announcer-salesman with possible opportunity for eventual advancement to managerial position. \$150 minimum. Box D-205, BROADCASTING.

Control room, transmitter, television technician, AM chief, I am young, single, and a graduate of a two year technical school. A former AM chief, my experience would include directional antennae, FM transmitters, remote controlled transmitters and radio control room work. Prefer Eastern or mid-west but will relocate where opportunity exists. For an illustrative brochure, please write Box D-216, BROADCASTING.

Available, first phone combo, no tapes please, call 897-8203 Detroit, Michigan.

AM-FM chief engineer and newsmen with 17 years broadcast experience. Literate and distinct delivery. Gather and write local news. Automation programming experience. Call Dub Kelley at Mercury 4-7005. 603 North 38th Street, Killeen, Texas.

### Production—Programing, Others

Code 3. Experienced newsmen/announcer with first phone. Two years to go for degree . . . need a station near a college. Box D-157, BROADCASTING.

Top sports man, 24, married, looking for an opportunity as a sports director in college or university city. 3 years of play-by-play experience, strong on basketball and football, will furnish the very best references. Presently employed in 65,000 market. Hard worker & experienced in all phases of radio, management, sales, news, DJ. Will be happy to come for personal interview, will travel. Box D-160, BROADCASTING.

Creative personality, presently employed as PD looking for a Home. Strong on production. \$125 minimum. Box D-175, BROADCASTING.

Newsmen—Six years experience, 31. Missouri graduate. Married. Currently \$135. Want a permanent home. Box D-178, BROADCASTING.

Newsmen 10 yrs., 7 as news director, small market with excellent civic-minded public relations record. Includes 5 years sports. References. Midwest or Southwest. Box D-192, BROADCASTING.

Copywriter . . . experienced . . . wishes to relocate. Mild climate important as wage. No TV. Prefer south-central states. WORKER. Good copy. References. Promotion, programming ideas. Third license. Limited announcing experience. Five day notice. Box D-195, BROADCASTING.

"Serendipitous"? Personality-profundo from Pennsylvania. News reported in volatile vernacular. Flair for feature writing. 7-years, including network. Desire management or key position. Box B-200, BROADCASTING.

Vacation replacement-radio-TV news writing, public affairs, editorialist, ex-city editor, good voice, mature look. Calif. only. Box D-93, BROADCASTING, Phone 213-797-5769.

## TELEVISION—Help Wanted

### Announcers

Major Eastern market network affiliate has opening for experienced radio TV staff announcer. Good TV booth work a necessity. Send resume photo tape or film to Box D-97, BROADCASTING.

California TV station needs top announcer-director. Send resume and video tape, if possible. All replies strictly confidential. Box D-108, BROADCASTING.

WNBF-AM-FM-TV has immediate opening for versatile announcer newsmen. Experienced men only send tape, picture, resume, date available to: P.D. WNBF, Bing-hamton, N. Y. 13902

### 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.

Chief engineer for educational television UHF-VHF operation in major northeastern city. Experience required in transmitter, studio VTR, design and staff management. Box D-224, BROADCASTING.

Southwestern VHF has interesting and challenging position now available for engineer qualified in use and maintenance of all types of television broadcast and test equipment. First phone required. Stable progressive company offering many benefits and excellent opportunity for advancement. Send resume and references plus present and desired salary to Chief Engineer KOAT-TV 1377 University Blvd., N.E. Albuquerque, New Mexico.

Video switcher. Mainly operations. Requires 1st class. Permanent position. Well equipped max power VHF in "God's country." Apply KULR-TV, Billings, Montana.

Midwest UHF needs technician able to do maintenance—all TV equipment. 1st phone. Send experience—full details to John Weigel, WCIU ch. 26, 141 W. Jackson, Chicago, Ill. Phone 922-7445.

Immediate openings exist at our AM and television transmitters for experienced technicians. Both temporary and regular full time positions exist. First class license and minimum of three years experience are required. Starting rate \$120.50 per week minimum, \$172.50 minimum after three years. Send resume to Personnel Office, WLWT, Cincinnati 2, Ohio.

WSBT & TV offers young engineer chance to join top-rated station with outstanding engineering department. First opening in several years. Prefer midwestern with some experience but will consider recent tech school graduate with first class license and military completed. Send resume to personnel director, South Bend Tribune, South Bend, Indiana. 46626

### Production—Programing, Others

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.

Young newsmen: 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-355, BROADCASTING.

Traffic manager sought by leading NE VHF. Salary depends on experience and ability. Box D-32, BROADCASTING.

## Production—Programing, Others

### Continued

TV director-producer training program at major East coast network affiliate has openings for trainees. Salary starts at \$50 per week plus overtime. College grads preferred. Send photo and resume to Box D-96, BROADCASTING.

Newscaster. Aggressive, proficient newsmen for top-rated newscast on midwestern group station. You will prepare your own newscast as part of a three-man news staff which ranks at the top in our area. We will consider a radio newsmen interested in TV. Send details of training, experience to Box D-206, BROADCASTING.

If you're on your way up here's an outstanding opportunity. Southeastern VHF in top 100 market needs all around newsmen that can shoot, write, edit and present news on the air. Send picture, resume, audio or video tape to Box D-217, BROADCASTING.

An alert young man well trained in all phases of TV production wanted by station in a major midwest market. Must be long on experience. Here is an opportunity for growth into top management level. Give all details. Box D-228, BROADCASTING.

Newsmen for combination radio-TV operation, this is excellent opportunity for right man, must be married, no drinkers or drifters, you will be thoroughly checked, send tape, picture, complete resume and references to Ray Lansing, KFBC-TV, Cheyenne, Wyoming.

Program director—leading VHF has opening for PD with proven administration ability or who is ready to move up to such a position. The man we are seeking must be well grounded in all phases of TV program operation and capable of doing limited performing including a daily news or weather show. Send complete information, photo, SOF and/or tape to WSAV-TV, Savannah, Georgia. All replies confidential.

## TELEVISION—Situations Wanted

### Management

General manager—sales manager, 39. In broadcasting since age 14. Radio 17 years, television 8 years. Past decade in nation's 24th market. Nationally known and connected. Successful producer of ratings, prestige and profits. Box D-107, BROADCASTING.

Mature individual seeks permanent association either as sales manager in top 100 markets or local sales manager in top 50. Experienced in both large and small market operations. Forte is in organization and supervision. College graduate. Married. Box D-172, BROADCASTING.

### Announcers

Children's personality. Host, game show, M. C. Weather. Versatile, loves children. Ventriloquist. Cartoonist. Award winner. Interview own expense. Top market. Box D-163, BROADCASTING.

Experienced TV announcer, college graduate; weather, commercials, interviews. VTR air check, brochure on request. Box D-208, BROADCASTING.

### Technical

Presently employed transmitter 5 kw AM directional looking for opening TV transmitter, 3 years RCA transmitter and TV service experience, familiar with TV transmitter installations. Box D-6, BROADCASTING.

Southeast only—Engineer wants permanent employment. Thirteen years AM, FM—staff and chief—1½ years TV. Good future possibilities a must. Send details in first letter. Box D-158, BROADCASTING.

## Technical—(Cont'd)

First phone. Three years directionals. Desire T. V. Experience, studio or transmitter. No summer relief. Box D-174, BROADCASTING.

Supervisor, 13 years exceptional engineering and production background, desires responsible position. Box D-222, BROADCASTING.

## Production—Programing, Others

Producer director. University trained with experience in all phases of commercial and educational broadcasting. Salary dependent on job and location. Box D-91, BROADCASTING.

Professional TV news photographer, writer, experienced in documentary, hard news, and doubled projection. Research, film and write own stories . . . want permanent position with stable news operation. Box D-138, BROADCASTING.

Television production man currently production supervisor, CBC affiliate experienced in all aspects of television production also TV sales. Looking for U. S. placement preferably color. This man would be an asset to your station. Age 28, married. Available almost immediately for your market. Box D-141, BROADCASTING.

Television news. Aggressive newsman, proficient in gathering, writing and filming. College degree. Desires strong news market position with air work. Local show outtrunks opposing networks. Audition film available. Box D-148, BROADCASTING.

Writer-Producer for ETV. Master's degree. Commercial and educational radio and TV background. Strong on documentaries and music. Will teach. Currently in top ten market commercial TV. Salary secondary to opportunity for creative production. Box D-173, BROADCASTING.

Femme trainee, assistant, clerical, radio, television. Box D-189, BROADCASTING.

"Serendipitous"? Vive La difference! Pennsylvania's dynamic personality & accomplished newsman speaks volatile vernacular pleasantly and authoritatively. Community involvement a passion. Fundamental flair for great deeds with ideas to spare. I'm 25 and I'm dynamite. Box D-199, BROADCASTING.

Newscaster, 4 years radio, 4½ years TV (TV Esso reporter). Edit and writes. Experienced in all phases except photography. Emphasis on air. Video tape on request. Box D-209, BROADCASTING.

Wanted: (for young growing man) Permanent position. Larger market. Offering: Experience (director 2 years), knowhow (production all phases), hustle (just the right amount). Box D-219, BROADCASTING.

Background: all radio, all successful, as dj, news program director. Currently small market manager. Want opportunity in TV news. Box D-229, BROADCASTING.

## WANTED TO BUY

### Equipment

One 5 kw video amplifier/UHF in good working condition. Write Box D-24, BROADCASTING.

RCA-TRR-1A microwave receiver and control, working condition, contact Chief Engineer, WTAP-TV, Parkersburg, West Virginia.

## FOR SALE

### Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

## FOR SALE

### Equipment—(Cont'd)

Xmission Line; Teflon insulated, 1½" 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.

Helix coaxial cable, HJ5-50 type, new, 85¢ 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.

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.

New camera cable—28 conductor cable—three 50 ohm coaxials, twenty-one 22 AWG, and four 18 AWG for microwave or TV camera interconnections. Lengths in 200, 300, or 400 feet available for immediate delivery—\$.42 per foot. Box D-92, BROADCASTING.

RCA BTF-3B 3 kw FM transmitter in excellent condition. Will dismantle and prepare for shipment. Available in 90 days. \$4,500 F.O.B. Chicago, Box D-226, BROADCASTING.

250 ft. self supporting galvanized tower. Excellent condition. Make offer. Eastside Broadcasting 114 Lakeside, Seattle, Washington.

Rust remote control system \$200, engineer-built control board \$75. F.O.B. KGHM, Brookfield, Missouri.

Gates-Seeburg changer with preamp. Hi-Fi. Trips tape. This and your trip-cue cartridge will make automatic programming. Excellent condition. 1305 Corrines, Midland, Tex.

TV antenna and transmission line. RCA TF6AH six bay, Channel 12, 560 feet 3¼ inch Teflon, Andrew, flanged both ends. 360 feet 3¼ inch Steatite, RCA, flanged both ends. 29 expansion hangers for dual run of 3¼ inch line, clamps for angle, mounts. DuMont 50 kilowatt hybrid diplexer, type 5211A. All items used, good condition. Will sell in piece lots. Extra discount if bought as complete package. Chief engineer, WRVA TV, P. O. Box 2370, Richmond, Virginia.

Two Ampexes—352 full track, two speed 7½ and 3¼, play back only, rack mount, with program amplifiers, excellent condition, \$700 each. Will convert to ½ track, \$50 each, additional. C. B. Hull, KCID, Saldwell, Idaho.

Two model 305 Western Electric 250/1000 AM Xmitters (one damaged), spares, three antenna tuning units, freq. monitor, modulation scope, all with manuals. Operative when removed. Lot priced \$350. FOB Illinois. Box D-151, BROADCASTING.

TUBES—3 Eimac 3x2500F3 tubes—brand new—1 was removed from box for testing—2 still in sealed plastic protective bags—\$205 list—\$185 cost—will sell for best offer over \$140 each—Write Dateline Sound, P. O. Box 5012, Pittsburgh, Pennsylvania 15206.

For sale: Gates 52 CS Studioette in excellent condition. Now in daily use in control room, \$395. Box D-167, BROADCASTING.

## 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.

168 hours—concise, authoritative review of the past 168 hours—providing added depth and prestige with actualities and voice reports from key news centers. Profitably aired by stations from coast to coast, with special delivery for weekend programing. Write Box D-69, BROADCASTING.

Secrets of better announcing, concise book every announcer must read. Twenty help-filled chapters \$3.00 postpaid. Cutler Broadcast Service, Box 35331, Dallas, 75235.

Antenna space available for communications, microwave, etc., 573' above sea level. 150' of tower space atop 14 St. bldg.; also 10' X 12' transmitter bldg. Power circuits and filtered ventilation. Call MA 5-1641, Mr. Ed Steele, 540 S. Hope St., Los Angeles 17, Calif.

Deejay manual . . . A collection of gags, station breaks, fillers, bits, gimmicks for clever deejays. \$5.00. Show-Biz Comedy Service (Dept. DM) 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.

## INSTRUCTIONS—(Cont'd)

Why waste time and money? Come to beautiful sunny Sarasota and get your FCC 1st class radio-telephone license in 5 weeks. Complete tuition \$295. 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.

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin May 18, July 20 and September 21. 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.

America's pioneer. 1st in announcing 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.

## RADIO—Help Wanted

### Announcers

#### AIR PERSONALITY

We are looking for an experienced man now in a major market. He must have at least five years with a top flight operation. His delivery must be mature and he must have a bright, up tempo sound. He must be alert on the air, and his program must flow smoothly with tight production of prime importance. We are a major market operation and are only interested in truly experienced professionals. If you are qualified and interested, please send air check/audition tape plus resume to:

Box D-225, BROADCASTING

Leading Midwest Metropolitan Radio Station looking for personality whose prime responsibility will be late afternoon show. Fine opportunity for the right man. Send tape, picture and full information to:

Box D-80, BROADCASTING

## Technical

### FM EQUIPMENT MARKETING

Excellent opportunity to manage FM equipment product line. Headquartering in mid-west home office of major Broadcast Equipment Manufacturer. Must have heavy technical background with thorough knowledge of FM transmitters combined with sales outlook. Position involves product planning and coordination with field sales personnel. A permanent salaried position with liberal company benefits. This is a lifetime opportunity for self starter who wants to advance. College graduate preferred. Send Resume to:

Box D-233, BROADCASTING

## Technical—(Cont'd)

### ADVERTISING MAN BROADCAST EQUIPMENT

Advertising man wanted for Major Midwest Broadcast Equipment Manufacturer. Excellent opportunity for experienced ad man to assume responsibilities for space & direct mail, sales promotion and trade publicity programs including budgets and agency contact. College graduate with 8 years industrial ad experience or with some Broadcast equipment background preferred. A stimulating career with a growth Company and unlimited opportunity for further advancement. Excellent benefits, good salary. Send complete resume to:

Box D-232, BROADCASTING

## TELEVISION—Help Wanted

### Production—Programing, Others

### MANAGER FILM PROCESSING

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In top 100, Jacksonville, Fla. Market, WDCJ Radio Accepting Presentations. Good Music, Not Classical, Not pop. Quality Adult Audience, Excellent Local Account Renewal and Result Stories. Don Ritter, WDCJ, Riverton Tower, Jacksonville, Fla. 32211. 305-725-2400.

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### Radio Station

Wanted direct from owners. Please give complete details first letter. Qualified buyer. Reply in confidence to:

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### TV STATION

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### CP WANTED

Small Market AM. Any area. Cash. Reply in confidence To:

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## FOR SALE—Stations

Northwest fulltime Net. 1000 w. day, 250 w. nite. Excellent Payroll mkt. \$90,000 with substantial Down. Write:

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### Sacramento FM Station Extra Hi-Power Stereo

Covering California Central Valley \$80,000, 25% down, long term balance.

Contact Irvine P. Dungan  
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in Michigan, Indiana, Ohio, Pennsylvania, New York, Connecticut, Massachusetts or North West. All Cash for the right property.

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## TAMPA, FLORIDA

10,000 Watts—Non-directional day—1550KC new equipment—furnishings—studios. Assets include transmitter property with new building. Excellent opportunity for Country-Western-Religious format in Florida's largest industrial city. Low down payment—attractive terms. Call John McLendon—601-948-1617—Jackson, Mississippi—P. O. Box 197.

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| N. C. | medium | profitable | \$ 90M | terms |
| Maine | single | fulltime   | 100M   | 28M   |
| N. Y. | medium | daytime    | 68M    | cash  |
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Single station small market  
Valuable real estate ideal for Owner-manager. \$55,000. Low down payment. Long payout. Write:

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**Willing To Sell**

500 watt daytime station. Proven money maker. Never before offered for sale. Only station in market of over 80,000 plus excellent coverage in market of half a million. \$300,000. 29% down, balance in three years. No brokers. Write:

**Box D-10, BROADCASTING**

**STATIONS FOR SALE**

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|-------------------------------------------------------|---------------------------------------------------|
| 1. CALIFORNIA. High powered daytime. \$60,000 down.   | 3. SINGLE MARKET. Deep South. \$75,000. 29% down. |
| 2. WESTERN METROPOLITAN. Daytime \$150,000. 29% down. | 4. ISLAND STATION. Fulltime. \$75,000. 29% down.  |

**JACK L. STOLL & ASSOCIATES**  
6381 Hollywood Blvd.  
Los Angeles 28, California

Continued from page 121

[ch. 8], Reno) to Pershing County T.V. Tax District (five trustees—Robert J. Brown, Chairman); no monetary consideration.

WLTA-FM Atlanta—Granted license.  
KGM-FM Bellingham, Wash.—Granted license covering changes in ERP, ant. height, trans. location and ant. system.

WMRT-FM Lansing, Mich.—Granted license covering changes in type trans., ERP, ant. height and type ant.

WIBW-FM Topeka, Kan.—Granted license covering changes in ant.-trans. location, ant. system, ant. height and ERP.

WJOL-FM Joliet, Ill.—Granted license covering installation of auxiliary trans.

WMRN-FM Marion, Ohio—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

WWPB(FM) Miami—Granted license covering changes in ERP, and ant. height, and installation of new trans.; specify type trans.

WGMS-FM Washington—Granted license covering installation of new trans. and vertical ant.

WGEM-FM Quincy, Ill.—Granted license covering change in ERP, and installation of new trans. and new ant.

WASH(FM) Washington—Granted license covering changes in ERP and transmission line, and installation of new trans.

KYSM-FM Mankato, Minn.—Granted license covering installation of new ant.

WJMD(FM) Bethesda, Md.—Granted CP to install new vertically polarized ant.: ERP 20 kw (both vertically and horizontally polarized); and decrease ant. height to 250 feet; conditions.

K13FQ Burley, Idaho—Granted CP to include Rural Minidoka County and Rural Cassia County, Idaho, in principal community; change trans. location, and type trans., and make changes in ant. system for VHF TV translator.

WVPO-FM Stroudsburg, Pa.—Granted mod. of CP to increase ERP to 330 w (both vertically and horizontally polarized), and decrease ant. height to 780 feet.

**Actions of April 9**

Harlem T.V. Club, Harlem, Mont.—Granted CP for new VHF TV translator on channel 12, to rebroadcast programs of KRTV(TV) (ch. 3), Great Falls, Mont.

Granted renewal of licenses for following: WBSA Boaz, Ala.; WINT-FM Winter Haven, Fla.; WETH Saint Augustine, Fla.; WPTS Pittston, Pa.; WTLS Tallahassee, Ala.

\*WGLS-FM Glassboro, N. J.—Granted license; specify studio location and type ant.

\*WTHS(FM) Miami—Granted license covering changes in transmission equipment.

KMLA Los Angeles—Granted licenses covering changes in ERP, and ant. height, and installation of new ant. (main trans.); and use of alternate main trans. with new ant.

KMCS(FM) Seattle—Granted license covering changes in ERP, ant. system and ant. height, and installation of new ant.

WSAU-FM Wausau, Wis.—Granted license covering changes in ERP and ant. height, and installation of new trans. and ant.

WSIX-FM Nashville—Granted license covering changes in ant. system, ERP and ant. height and installation of new ant.

KSEL-FM Lubbock, Tex.—Granted license covering changes in ant. height and transmission line, and installation of new trans. and ant.; specify type trans.

KCFM(FM) St. Louis—Granted license covering changes in ERP, ant. height and transmission equipment, and installation of new ant.

KCJC(FM) Kansas City, Kan.—Granted license covering changes in ERP and ant. height, and installation of new trans. and ant.; specify type trans.

KHCB-FM Houston—Granted license covering changes in ERP and installation of new trans.

KDFC(FM) San Francisco—Granted li-

cense covering installation of alternate main trans.

WHTN-TV (ch. 13), Huntington, W. Va.; WUSN-TV, (ch. 2), Charleston, S. C.—Granted mod. of licenses to change name to Reeves Broadcasting Corp.

Columbia Broadcasting System Inc. Chicago—Granted CP and license to add one trans. for low power auxiliary.

WLOK, WLOK Inc.; WHHM, Marvin C. Goff Jr., Trustee in Bankruptcy, Memphis—Granted assignment of CPs to make changes in ant. and ground systems for WLOK from WLOK Inc. to (1) Marvin C. Goff Jr., Trustee in Bankruptcy for Mercury Broadcasting Inc. and (2) from Goff to Century Broadcasting Inc. and to change trans. site of WHHM from Marvin C. Goff Jr., Trustee in Bankruptcy, to WLOK Inc.

\*WENH-TV (ch. 11) Durham, N. H.—Granted CP to change ERP to 316 kw vis., and 158 kw aur.; and change type trans.

KKIS Pittsburg, Calif.—Granted CP to change ant.-trans. location to 1.5 miles northwest of Collinsville, Calif., and studio location.

WMRR Marshall, Mich.—Granted mod. of CP to make changes in ant. system (increase height) and redescribe ant.-trans. location.

\*KCSB-TV Kansas City, Mo.—Granted extension of completion date to Oct. 9.

■ Granted licenses for following: KBOE-FM Oskaloosa, Iowa; KHSJ-FM Hemet, Calif.; KAOI-FM Carrollton, Mo., and redescribe trans. and studio sites; KBMF-FM Spearman, Tex.; WVIP-FM Mount Kisco, N. Y., and redescribe trans. site; KGVW-FM Belgrade, Mont., and specify type trans., type ant. and main studio location.

**Actions of April 8**

Granted renewal of licenses for following: K03BT, Kilauea Community TV Assn., Kilauea, Hanalei, Coast Guard station, Kauai, Hawaii; K09DL, Marathon Television Co., Seward, Alaska; K03AB, K03BE, K04CP, K07EU, K13EQ, Northern Television Inc., Delta Junction, Clear, Sutton, Nanana, Soldatna, Kaslof and Kenai, all Alaska.

KGBA Santa Clara, Calif.—Granted license and specify type trans.; and granted mod. of license to change name to George B. Balrey, tr/as Greater Bay Area Broadcasters.

WSVM Valdese, N. C.—Granted license covering increase in daytime power and installation of new trans.; specify type trans.

KJRG Newton, Kan.—Granted license covering use of old main trans. as auxiliary trans. at old main trans. site.

KLEA Lovington, N. M.—Granted license covering change in ant.-trans. location and changes in ground system; specify type trans.

K02XHQ Newport, Ore.—Granted license for experimental TV.

K70BM Hood River, Ore.—Granted mod. of license to change primary station to KATU(TV) (ch. 2), Portland, Ore.

WBRN Big Rapids, Mich.—Granted CP to make changes in ant. system (increase height); condition.

KACY Port Hueneme, Calif.—Granted CP to make changes in daytime directional ant. pattern.

KA2XEO Minneapolis—Granted CP to replace expired permit for new experimental TV translator.

WFMJ-TV Youngstown, Ohio—Granted mod. of CP to change ERP to 263 kw vis., and 135 kw aur.; type trans. and type ant., and make changes in ant. system; change ant. height to 990 feet (main trans. and ant.); condition; and extension of completion date to Oct. 8 (main trans. and ant.).

KYOK Houston, Tex.—Granted mod. of CP to change ant.-trans. location.

KLIN Lincoln, Neb.—Granted mod. of CP to change ant.-trans. location, make changes in ant. system (decrease height) and in ground system, and change type trans.; condition.

■ Granted licenses for following: WSBP Chattahoochee, Fla.; KEKO Kealahou, Hawaii, and specify type trans.; WMVR Sidney, Ohio, and specify main studio location and type trans.; KOBH-FM Hot Springs, S. D.; KSEA San Diego, Calif.

**PETITION FOR RULEMAKING FILED**

■ Fred A. Staples, Jamestown, Ky.—Requests following changes in table of assignments: Jamestown, Ky., add channel 288A; Monticello, Ky., add 289A.



## The Wonderful World of Steel

Unisphere... symbol of the 1964-65 World's Fair... is the most talked-about, read-about, photographed globe ever made. And no wonder. The largest stainless steel structure in the world, Unisphere is 12 stories high, measures 120 ft. in diameter and weighs more than 700 thousand pounds.

Nothing quite like Unisphere had ever been attempted until officials of the Fair brought a drawing to the American Bridge Division of U. S. Steel. Their problem was how to build a Unisphere. Only steel—stainless steel for permanence—could do

the job. The Bridge Division put its experience and engineering talent to work to solve the problem and proceeded to build Unisphere in record time. And U. S. Steel presented Unisphere to the Fair.

In the words of Robert Moses, President of the Fair: "What stronger, more durable and more appropriate metal could be thought of than stainless steel? And what builder more imaginative and competent than United States Steel Corporation?"

Dedicated to man's aspirations for peace through mutual understanding and symbolizing his achievements in an ex-

panding universe, Unisphere is more than just a symbol of the Fair. It's a symbol of the progress that steel has helped make possible, just as modern steels from U. S. Steel made Unisphere possible. Steel is truly a part of our world today... and part of the world of tomorrow.

When the Fair closes, Unisphere will remain at Flushing Meadow Park, site of the Fair, as a permanent landmark... a one-of-a-kind example of engineering, fabrication and construction skill. Unisphere is U. S. Steel's way of saying, "Welcome to the Fair." See you there.



**W**hen Karl Bickel suggested to Jack Howard in 1936 that he cultivate an interest in radio there was some doubt in the young Mr. Howard's mind about the wisdom of venturing from the newspaper business.

Mr. Bickel was president of Continental Radio Co., which had just been purchased by Scripps-Howard, and Mr. Howard was the 26-year old son of Roy Howard, established newspaper baron. Continental Radio Co., a two-station property, was grossing about \$150,000 yearly.

The Scripps-Howard lighthouse which adorns the company's papers now throws its light from a substantial broadcast operation. Continental Radio has grown into the present Scripps-Howard Broadcasting, owner of WEWS(TV) Cleveland; WCPO-AM-FM-TV Cincinnati; WMCT(TV) and WMC-AM-FM Memphis; WPTV(TV) West Palm Beach, Fla., and WNOX Knoxville, Tenn. These stations grossed \$14.2 million in 1963.

Mr. Howard admits he entertained a few doubts about his choice of career, as is any young man's wont, but says there was never any serious inclination on his part to leave the wide Scripps-Howard world.

Today as he leans back in his office chair, attired in a neat British-looking tweed (he insists his tailor is Italian), he looks at the media world as both president of Scripps-Howard Broadcasting and president of the 17-paper Scripps-Howard newspaper chain.

**Sell Your Own Medium** ■ Under two hats he must walk the line between electronic and print media with no swagger that might suggest a bias toward one at the expense of the other. In his opinion, "There's too much negative selling around. There ought to be less selling by negative comment about the other fellow's medium and more by a positive approach to one's own."

Jack Howard reacts with considerable reflection and carefully-measured comment on questions of editorial policy and its application to broadcasting and journalism. His attraction to news is obvious. It was fostered by family involvement and reaches back to his immediate post-college days when he reported for two papers in the Far East.

Now, a call from one of his editors may set him off on a discussion of de Gaulle, two Chinas, Cuban fishing boats, publication of a controversial interview with the late General MacArthur, or whatever the current problem may be.

If his reportorial fervor is not immediately manifest, his desire to stay on top of the news is. It was as news media that broadcast properties first caught his fancy.

Mr. Howard notes—perhaps a little wistfully—that the S-H stations don't editorialize as a matter of board policy

## Success can be a masterful media mix

and adds "maybe it isn't a good thing for a medium licensed by the government to carry editorial opinion."

If the S-H stations did carry editorials, Mr. Howard indicates it wouldn't be watered-down commentary. He thinks a good number of broadcast editorials are "just so many spare-the-dog-wood campaigns."

**A Closer Bond with Community** ■ As might be expected, Mr. Howard has a lot to say in favor of newspaper ownership of stations, but the essence of his

argument is this: "A great many paper-owned stations are more aware of their obligation to their communities. In my opinion a newspaper-owned operation is more sensitive to the public's need and interest."

He is sympathetic toward the problem of the National Association of Broadcasters and the NAB president. "It's very difficult to have as many bosses as LeRoy Collins . . . I'd like to know of any question on which the NAB membership could achieve unanimity."

Mr. Howard might be termed a moderate in his views on government regulation of broadcasting. With characteristic caution he asserts "The less regulation the better," while adding "you've got to recognize that you can't have complete anarchy. There's always a furor every time a new commissioner takes over, but I haven't seen any great changes in the government's attitude toward broadcasters."

Mr. Howard didn't waste any time coming to the corporate fore in S-H. By 1937 he was already president and chairman of the executive committee of the radio properties, having served in the Washington and New York offices of the company. He became executive editor of the Scripps-Howard papers in 1939.

With the outbreak of World War II he was commissioned a lieutenant in the Naval Reserve and served in the Pacific theater. He participated in the initial landing in Japan as an intelligence officer, receiving a special citation from Admiral William Halsey.

**No Slackening of Pace** ■ After the war his move to the top of Scripps-Howard came quickly. In 1948 he became general editorial manager of the newspaper chain and in 1953 he was elected president.

Last year Scripps-Howard Broadcasting became a public company with an initial stock offering of 375,000 shares. The fact that this is only 15% of the firm's outstanding shares indicates that E. W. Scripps Co., which has run the stations as a majority-owned subsidiary since acquiring the first radio properties, has no intention of relinquishing control. Mr. Howard says candidly that one of the major considerations in going public was establishment of a market value for the company's stock—an understandable desire for a business whose assets are largely intangible.

The longevity of the Howard name in S-H affairs shows signs of further strength. The mantle which passed from Roy Howard to Jack Howard could very well fall on the shoulders of the latter's son Michael, a student at Yale who has done summer work for UPI and had almost a year of newspaper experience before college.

## WEEK'S PROFILE



Jack Rohe Howard—publisher, broadcaster; b. New York City, Aug. 31, 1910; Phillips Exter Academy and Yale University, B.A. 1932; president and editorial manager of Scripps-Howard Newspapers and president of Scripps-Howard Broadcasting; World War II, lieutenant (j.g.) U.S. Naval Reserve, office of Chief of Naval Operations on staffs of Commander of Seventh Fleet and Commander of Destroyer Division 42 and staff of Commander, Destroyer Flotilla 2. Director and member, executive committee, Inter American Press Association; member Sigma Delta Chi, Beta Theta Pi, Overseas Writers, National Press Club and American Society of Newspaper Editors; m. Barbara Balfe (died 1962) in April 1934; m. Eleanor Sallee Harris, Jan. 1964; children—Michael B., 21, and Pamela, 23; hobbies—fishing, hunting.

## Dream on wheels

**T**HE dream of a high-speed nose-counter, capable of measuring radio and television audiences massively, rapidly and yet accurately, is an old one among broadcasters and their customers.

It was not surprising, then, that for many of the more than 4,000 conventioners at the NAB sessions in Chicago two weeks ago one of the most compelling attractions was a truckload of gear which, according to its developers, can accomplish that three-way purpose. The equipment, developed by the Tanner Engineering Co. of California, operates from a station wagon and is said to count tune-in, station by station, at rates up to 3,500 sets per half-hour as it cruises up and down streets (BROADCASTING, April 13).

The reactions of those who inspected the equipment were not surprising, either. Some regarded it as a new version of an old technique that had never lived up to the hopes it generated. Others saw in it the virtual certainty of far-reaching changes in the audience measurement business. The majority seemed to want to know more before reaching firm conclusions.

This last, we suggest, is both a sensible approach and the minimum approach. Certainly, new developments cannot be ignored. Not being professionals in either engineering or research, we would not venture to pass on any such system's merits or shortcomings. But neither can the experts until they have made a careful examination.

## The scarcity fallacy

**T**HERE have been emerging in recent months totally new philosophies of broadcast regulation. These are the concepts imbedded in the so-called fairness doctrine, the regulation of pay-TV and CATV competition, case-by-case consideration of overcommercialization and fatherly solicitude for the economic welfare of broadcasters by the FCC.

Whether by design or chance these new approaches come at a time when the emphasis on use by broadcasters of the "public domain" seems to be evaporating as the all-inclusive justification for rigid regulation by the power-grasping bureaucrats.

Could this be because the scarcity argument has lost its potency? With nearly four times as many broadcast stations as there are daily newspapers, can there be any valid argument that broadcasting needs rigid controls because facilities are in "short supply?"

It is evident that the authorities had to find something other than the newspaper-broadcaster comparison to justify further turns of the regulatory vise. At the NAB convention in Chicago a fortnight go, J. Russell Wiggins, editor of the *Washington Post* and a long-time crusader for freedom of information, yielded important ground (for an editor) on the "public domain" fallacy. He observed that newspapers face a problem not unlike the broadcasters' because of their consumption of woodpulp for newsprint. And he described woodpulp as a "diminishing natural resource."

Broadcasters do not use up the spectrum. The spectrum is always there and is not subject to depletion. It cannot be "consumed." On the contrary, its capacity increases with every advance in technology. Its horizons, with lasers and masers and communications satellites, are unlimited.

The need for government control of broadcasting, except for technical allocations functions, should decline in direct ratio to the availability of facilities.

It's time for a sensible, realistic reappraisal of the entire regulatory function. That responsibility devolves upon Congress which created the FCC and has responsibility for its licensing and regulatory activities.

## The real poop on Pacifica

**F**OR the sake of historical accuracy, a footnote must be attached to one part of the speech that FCC Chairman E. William Henry delivered to the NAB convention.

Mr. Henry criticized broadcasters for failing to go to the defense of the Pacifica Foundation whose station licenses were held in suspension while the FCC investigated complaints that some Pacifica broadcasts had been obscene and that some Pacifica officials had Communist affiliations. At the same time Mr. Henry appraised the commission's ultimate decision to restore the licenses and vindicate Pacifica of the charges as a "bulwark against the enemies of free broadcasting and free speech."

We have to go along with Mr. Henry's appraisal of his agency's decision, but not with the methods by which it was reached or with his assertion of FCC righteousness or his criticism of broadcasters' cowardice. The Pacifica case illustrated a good many of the most unattractive defects of FCC procedure.

To begin with, the entire proceeding against Pacifica was secret. At no time during the five years (not three, as Mr. Henry was advised) that the foundation was under investigation did the FCC issue any notice whatever concerning the case, although sparse reports leaked from time to time. Nobody outside the FCC knew the details of the charges, nor, in fact, were any charges made in the legal sense of a formal proceeding. In such circumstance no third party could have found it easy or even possible to intervene. On the public record the Pacifica case did not exist until last January when the commission finally issued its decision.

The public record still is lacking in an explanation of why the commission took so long to come to a decision. It can be stated with some certainty, however, that Pacifica was the victim of the bureaucratic ineptitudes and administrative bottlenecks that more than one licensee has had to endure. Those conditions cannot be blamed on broadcasters.

How many other licenses are now in a state of suspension while the FCC staff investigates this or that complaint or picks this or that nit it has discovered in a renewal application? To this question Mr. Henry might find it interesting to address himself. He's in a position to get the answers, though broadcasters are not. For all the outside world knows, there may be another Pacifica case vegetating in some civil servant's office at this very moment.



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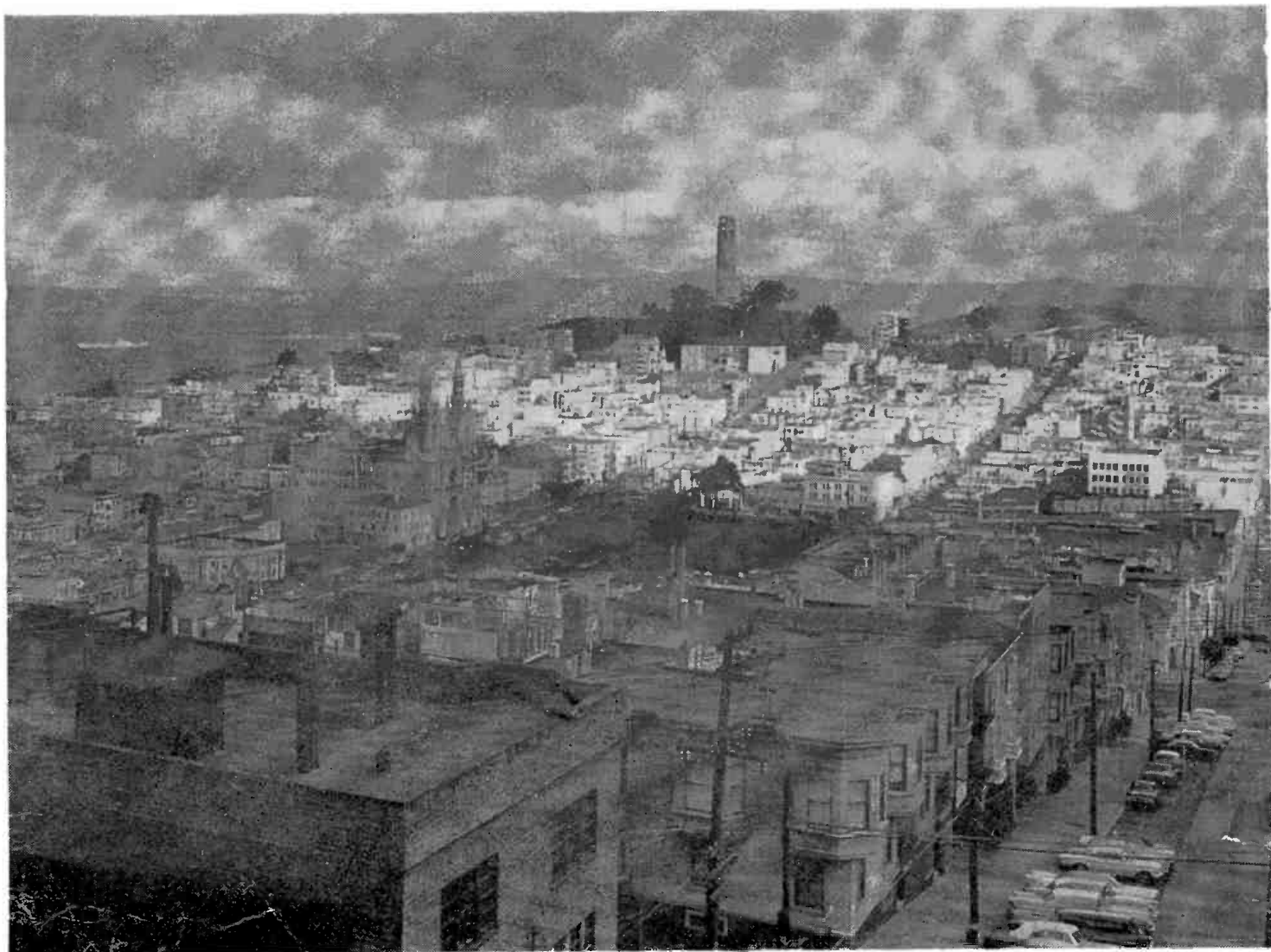
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