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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Film programs will provide 84.2% of fall schedule. p31

FTC will implement cigarette rule unless Congress says no. p34

Networks tell Hartke program rule would cause chaos. p44

Equipment '65: a special post-convention report. p51

COMPLETE INDEX PAGE 7



FAT CAT



AND GETTING FATTER!

FIRST PLACE WQAM SHOWS BIGGEST ADVANTAGE GAINS EVER!

WQAM

60 - RADIO ONE IN MIAMI
AND ALL SOUTH FLORIDA

Represented by John Blair and Co.

One of the

STORZ

STATIONS

WDGY

Minneapolis-St. Paul

WHB

Kansas City

KOMA

Oklahoma City

KXOK

St. Louis

WTIX

New Orleans

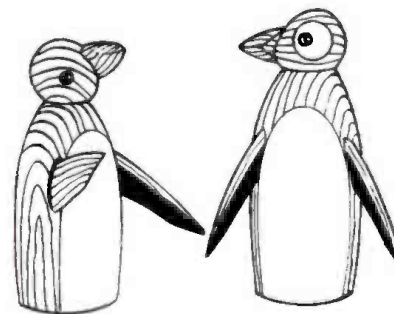
WQAM

Miami

MORE ADULT MEN AND MORE ADULT WOMEN
THAN ANY OTHER MIAMI RADIO STATION
BY FAR... IN EVERY TIME PERIOD*

*Miami Metro Pulse, Mon-Fri., Oct.-Nov.-Dec., 1964
and Miami County Pulse, Mon-Fri., Oct.-Nov.-Dec., 1964

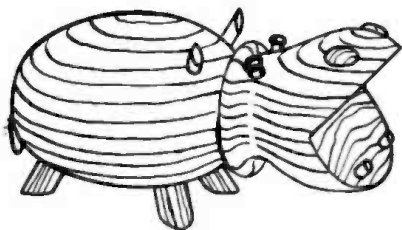
Playing the CARDS!



BUDGET DIRECTORS*
(GLUM AND FRUGAL CORPS)

A stack of punch cards, with the top card being a detailed form for WTRF-TV. A red line is drawn across the cards from the top left to the bottom right.

TELEVISION STATION		TV MARKET		NATIONAL REPRESENTATIVE	
W T R F - T V		W H E E L I N G		Edward PETRY & Co., Inc.	
Wheeling, West Virginia		STEUBENVILLE		AUDIENCE SPECIFICS	
(304) 232-7777		Upper Ohio Valley		Young Adult Dominance	
Bob Ferguson, EVP		NETWORK: Basic NBC		RATE CARD DATA	
Cy Ackermann, SM		RANK: 46/76		Petry Coded Card	
"excellent"		ARB Nov '64		YES	
MERCHANDISING:		NIELSEN Nov-Dec '64			



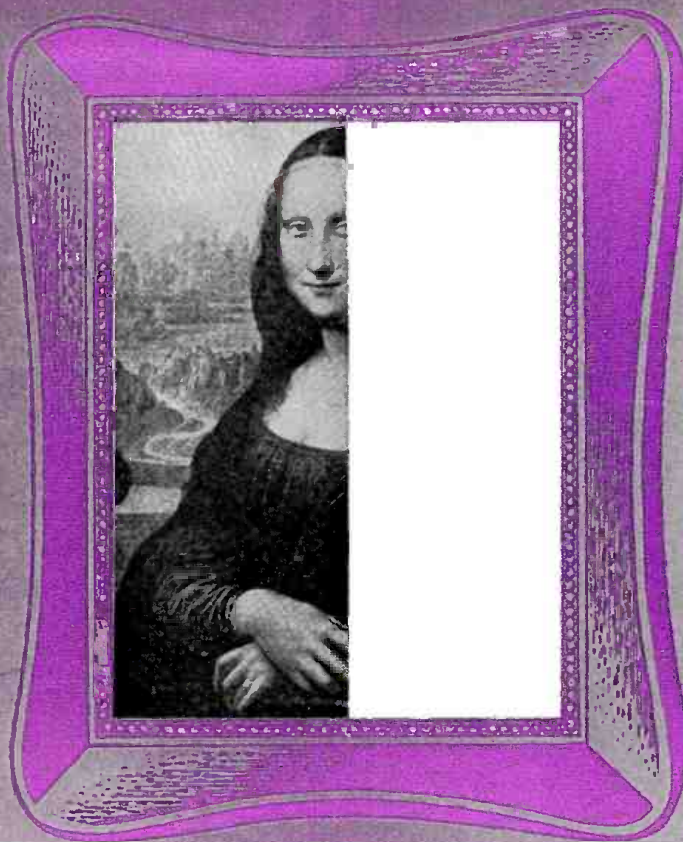
TV SPONSOR*
(BIG DADDY)

Viewing habits and market values are measured by research specialists . . . but, how can thanks received from satisfied clients who have been warmed by the profitable results of their schedules be summed up? How can the compliments WTRF-TV gets for their personable and able staff cooperation be coded on a card? A *punch code* for "Worthwhile"? That's not nearly enough but let WTRF-TV prove the full story with your next spot campaign.

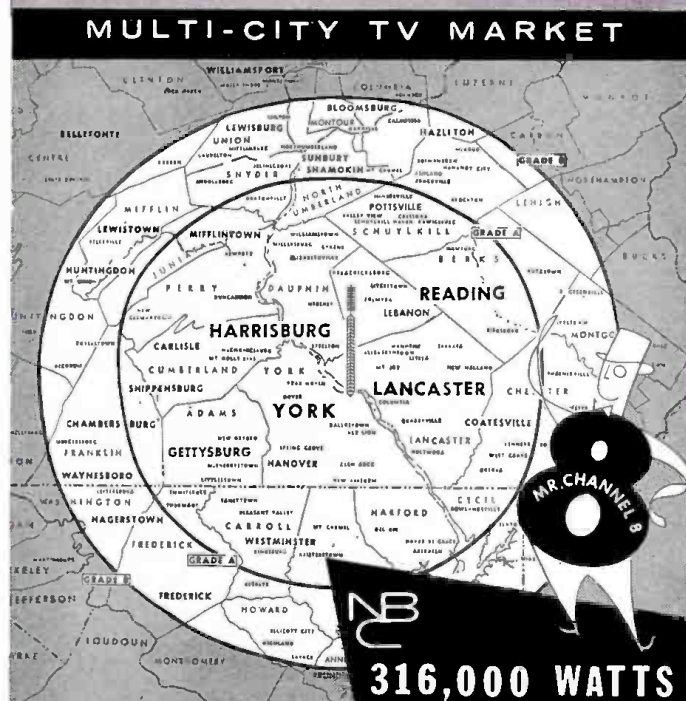


AMOR

...in the Gaelic tradition is Otto Preminger's "Bonjour Tristesse" ... a great color film starring Deborah Kerr, David Niven and Jean Seberg. It's just one of 60 fine Columbia Post-'50 Group II features, distributed exclusively by **SCREEN GEMS**



have you only half the picture?



Frequently manufacturers' sales figures show only cities where shipments are received by wholesalers and distributors. They do not show where these shipments are actually sold by retailers over a wide area. Ask your sales staff for the full picture of your retail sales in the Lancaster-Harrisburg-York area where WGAL-TV/Channel 8 offers total-market coverage to do your selling.

WGAL-TV

Channel 8

Lancaster, Pa.

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

Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster, Pa. • KOAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz.

Hidden ball play?

Some FCC staff members associated with drafting of proposed rules to cut back network equity in television programming are beginning to hedge bets on final approval of rulemaking FCC voted on March 19. Now they're saying privately that if FCC fails to restrict network program ownership and syndication, it will be officially sanctioning television monopoly — and there's hint that staffers might like to see commission make judgment on exactly those grounds. Once government decreed existence of monopoly, its next step would be in direction of those controls it has applied to rates and business practices of commercial enterprises to which it accords special protection from competition.

Burton legacy

Posthumous tribute to Robert J. Burton, president of Broadcast Music Inc., who died accidentally March 29 (story page 105; editorial page 122) came in decision of BMI board not to move swiftly in naming his successor. Judge Burton had developed strong organization and delegated departmental authority with consequence that no emergency exists. There's little likelihood new president will be named for several months and it's uncertain whether selection will be made from outside or within organization. Sydney M. Kaye, BMI chairman and general counsel, who keeps watchful eye on policy, is expected to call meeting of 14-man board soon to appraise interim operations.

With Judge Burton's death, Joseph E. Baudino, Westinghouse Washington vice president, has moved into presidency of Broadcast Pioneers. By-laws provide for succession of first vice president. Next Pioneers event occurs April 26 in New York when Peabody Awards will be presented. Luncheon, marking Peabody's 25th anniversary, will be at Pierre hotel.

Seiden to stay?

Dr. Martin H. Seiden appears to have impressed FCC with scholarship in his report on community antenna television (BROADCASTING, March 8). That study was what he was hired to do, and his present contract expires April 9. But commission officials are talking to him about staying on as consultant on other tough issues—network ownership and control of programs, multiple-station-ownership rules revision, pay television. Although

CLOSED CIRCUIT[®]

negotiations are still underway, Dr. Seiden has agreed to stay on at least until April 14, when CATV will be considered by FCC at special meeting.

After you, Gaston

House leaders are standing by to see what FCC does on CATV. Representatives Oren Harris (D-Ark.), chairman of the Commerce Committee, and Walter Rogers (D-Tex.), chairman of Communications Subcommittee, both want FCC to act, as it may next week, before deciding whether to take up matter themselves. As yet, no legislation has been introduced on subject, no hearings scheduled. Committee will be tied up with other matters past Easter recess.

TV to movies to TV

Two former presidents of TV film distribution companies have joined hands in motion picture production field. Still unannounced is appointment of Seymour Reed, ex-president of Official Films, to staff of Landau Co., New York, as executive assistant to president Ely Landau, former head of National Telefilm Associates. Landau Co. has been making theatrical movies, is moving slowly into TV with production of group of dramatic programs on tape in association with actors studio in New York.

Atheism and the air

Another sticky fairness doctrine case—this one involving atheist Madeline Murray's request for air time—is on its way up through FCC staff to commission level. Mrs. Murray has complained that none of 15 stations in Honolulu, where she now lives, will make time available on regularly scheduled basis. She wants to discuss "free thought" and says church groups get time either at no charge or preferential rates.

Commission has ruled against atheists' demands for time in past on ground there was no general controversy over question of atheism. But Mrs. Murray is seeking to marshal statistics to indicate she's not alone; 5.4 million Americans, she says, profess no religion. Mrs. Murray gained national attention as plaintiff in court suit that resulted in Supreme Court decision that compulsory reading of Bible and recitation of Lord's prayer in public schools was unconstitutional.

A while yet

Contrary to expectations, it may be months before new radio license renewal form of FCC sees daylight. Broadcast Advisory Committee last week filed with U. S. Bureau of Budget, which must give assent to all new government forms, some 70 pages of comment ripping into FCC draft as too detailed and complex. Revised form has been kicking around FCC, working with advisory committee, for seven years (CLOSED CIRCUIT, March 15).

Slapstick up to date

Revival of *Three Stooges* programming—in color—is in offing by Heritage Productions, New York, which has begun filming. New *Stooges* series is planned as 156 episodes of 5½ minutes each. Each segment will present real-life stooges in live-action film for about one minute and animated cartoon based on same characters for rest of episode. Heritage is headed by Arthur (Skip) Steloff, former TV executive who has been producing films in Europe past two years.

Looking under the lid

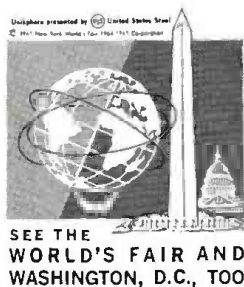
House Government Information Subcommittee, which hasn't been getting much help from broadcasters in its fight against executive departments' mania for secrecy (see page 48), will soon look into radio-TV issue—access to courts.

Bar Association's Canon 35, forbidding use of radio-TV equipment in courtrooms, is "strictly judicial matter," but subcommittee will examine Justice Department attempts to regulate pre-trial leaks by its attorneys. Original Justice target date for new rules was April 17 (though it may be delayed). House hearings are good bet when Justice issues rules.

Wider wire

Surge of applications for CATV franchises in metropolitan areas has posed technical requirement for cable equipment makers: need for system with more than current 12-channel maximum.

Working on this problem, among others, is Jerrold Electronics, Philadelphia, which told Philadelphia council recently it was developing 20-channel system which it hopes to use in that city if it gets franchise.



if it's Newsworthy **LORRAINE FLOCKS** will report it.

Whether Lorraine Flocks is on the giving or receiving end of a television camera or a radio microphone, something of interest for women is bound to develop.

A key member of our 25-man staff of news and public affairs specialists, Lorraine Flocks reports on women, Washington and the world with her own special flair, helps make WMAL-Radio and WMAL-TV the news voice for the Nation's Capital.



News Voice for the Nation's Capital

wmal radio and television

Daren F. McGavren Co.

Harrington, Righter & Parsons, Inc.

Evening Star Broadcasting Company, Washington, D. C.

WEEK IN BRIEF

Major Hollywood film producers are back in prime-time catbird seat. Film shows will account for 84.2% of '65-66 schedule. At top of production pile are Universal and 20th Century-Fox. See . . .

FILM BACKBONE . . . 31

Networks look into cauldron and see 'toil and trouble' as well as utter chaos if FCC puts prime-time programing limitation into effect. They tell Sen. Hartke they can keep schedule balanced. See . . .

BALANCE OUT, CHAOS IN . . . 44

Jim Aubrey is sued by CBS stockholder who claims former network president and Richelieu Productions shared profits and worked to mutual advantage, not necessarily in network's best interests. See . . .

GONE BUT NOT FORGOTTEN . . . 94

Like it or not, American networks have national responsibility to live up to and Asian broadcasting executive indicates they have been lagging in this area. Urges them to offer aid to young nations. See . . .

MOSES SCOLDS BROADCASTERS . . . 88

Nine mutual funds are technical violators of FCC's 1% multiple ownership rule. Merrill Lynch, Pierce, Fenner & Smith leads list with more than 1% interest in 14 group owners. See . . .

WHAT MUTUAL FUNDS OWN . . . 90

FTC Chairman Dixon spells it out: If Congress doesn't tell the trade commission specifically not to act, FTC will go ahead and put warning requirement on cigarette ads into effect July 1. See . . .

FTC WILL STICK TO GUNS . . . 34

Supreme Court requested to have all states adhere to American Bar Association's Canon 35. Lawyer for Billie Sol Estes charges TV coverage of trial was in violation of his client's rights. See . . .

COURT HEARS ESTES CASE . . . 47

In a single word, NAB's 1965 convention had to be called 'colorful.' Hues, tints, shades and tones were stars of show which was termed 'sellingest' ever by equipment exhibitors. See . . .

'SELLINGEST' CONVENTION . . . 51

AB-PT officials see business continuing on upswing in 1965. Goldenson predicts record first-quarter earnings primarily from stronger TV position. Moore says network may have small loss on baseball. See . . .

NEW HIGHS PREDICTED . . . 90

Space program could benefit financially and in public awareness from television, engineers are told at SMPTE meeting. By 1980's even overseas sponsors might back some TV space coverage. See . . .

TV HELP TO SPACE PROGRAM . . . 50

DEPARTMENTS

AT DEADLINE	9	LEAD STORY	81
BROADCAST ADVERTISING	34	THE MEDIA	92
BUSINESS BRIEFLY	40	MONDAY MEMO	26
CHANGING HANDS	96	OPEN MIKE	20
CLOSED CIRCUIT	5	PROGRAMING	44
DATEBOOK	14	WEEK'S HEADLINERS	10
EDITORIAL PAGE	122	WEEK'S PROFILE	121
EQUIPMENT & ENGINEERING	50		
FANFARE	89		
FATES & FORTUNES	100		
FILM SALES	47		
FINANCIAL REPORTS	90		
FOR THE RECORD	106		
INTERNATIONAL	88		



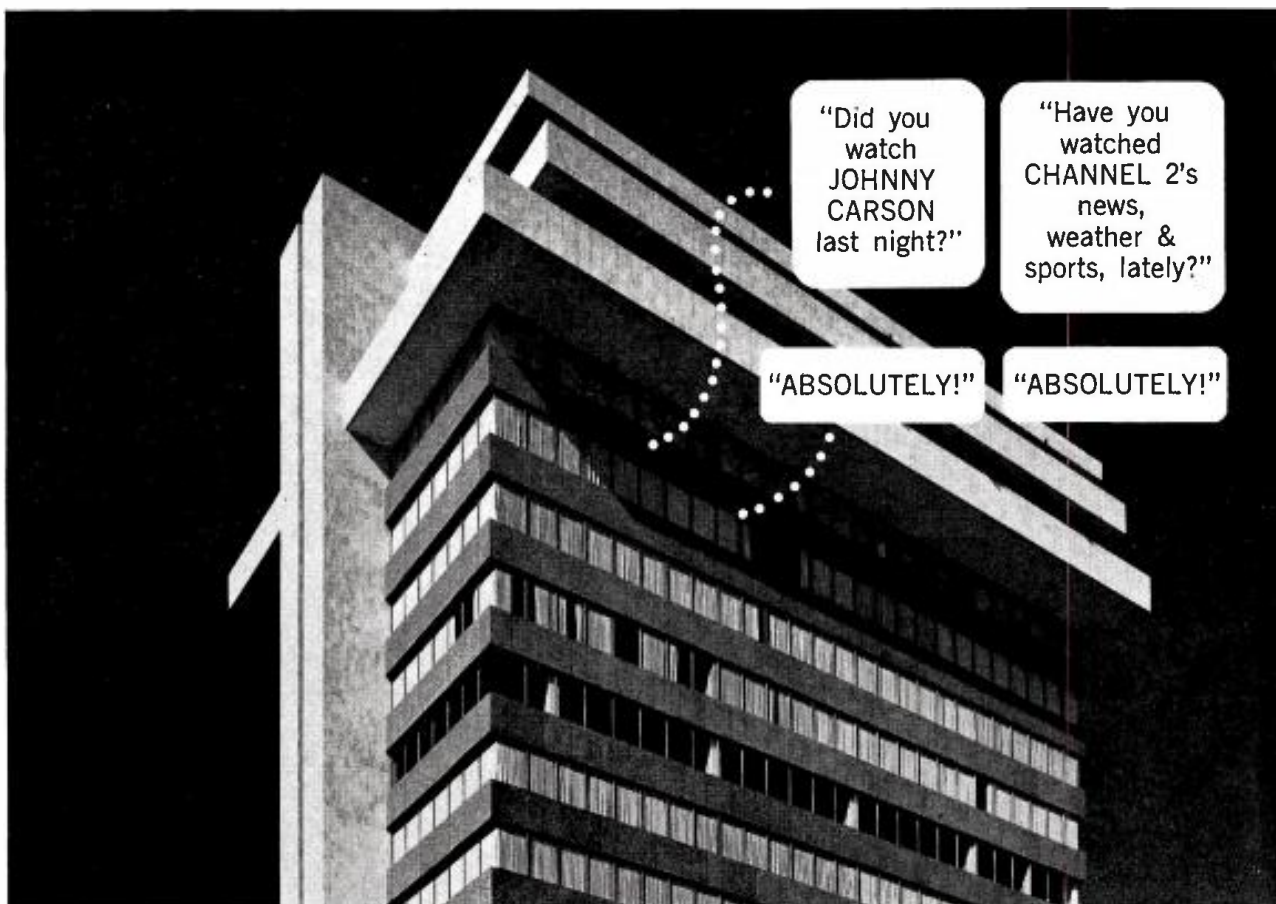
Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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Pictured above, one of Tulsa's many new office buildings.

In the \$2 billion Tulsa market...

**EVERYBODY
WATCHES
KVOO-TV**



KVOO-TV ranks first in penetration and coverage of the rich Tulsa market, plus bonus coverage in parts of Kansas, Arkansas and Missouri. Complete color programming, first run 7 Arts movies and NO triple spotting are just a few of the reasons more homes are swinging to KVOO-TV.



Represented by  *The Original Station Representative*

NBC leads 30-market Nielsen on Gemini

NBC-TV coverage of March 23 Gemini flight topped other networks on basis of Nielsen's 30-market ratings report made public Friday (April 2). CBS-TV had been shown in lead in national viewing between hours of 7 a.m. and 4:30 p.m., according to Arbitron overnight ratings released on March 24 (BROADCASTING, March 29).

Thirty-market Nielsen report based on common coverage by all three networks in period between 8 a.m. and 4:30 p.m. gave NBC 14.1 rating, CBS-TV 11.8 and ABC 3.1. Respective shares were 49 for NBC, 41 for CBS and 10 for ABC. Report also showed NBC leading in audience both at launch time and at splash down.

New American Motors agency expected today

American Motors Corp., Detroit, alerted key executives to be prepared to learn at board meeting today (Monday) firm had selected new agency for \$15 million account that Geyer, Morey, Ballard, New York, had given up in February (BROADCASTING, Feb. 22).

Late Friday (April 2), however, AMC was still hearing new agency presentations but decision was expected over weekend. Among half-dozen agencies reported in final running were five New York firms: Benton & Bowles, Lennen & Newell, Ted Bates, Norman Craig & Kummel, and Papert, Koenig, Lois.

Limit cigarette ads KSL asks Congress

Senate Commerce Committee heard representative of KSL-AM-FM-TV Salt Lake City urge adoption of cigarette advertising restrictions last Friday (April 2).

Attorney Robert Barker, partner in Washington law firm of Wilkinson, Cragun & Barker, read KSL statement.

As reasons for action, KSL cited: medical evidence indicting smoking; fact that "while nearly one of every four adult males has given up smoking, cigarette sales continue strong" because, station said, "the level is being main-

tained by attracting more smokers;" poll by U. S. Public Health Service indicating public favors warning statement (BROADCASTING, March 29).

KSL Inc., is controlled by Mormon Church, which opposes practice of smoking.

George V. Allen, president of Tobacco Institute, told legislators that adoption by companies of cigarette advertising code (see page 34) represents serious effort to respond to criticism of advertising. He said voluntary action by industry is far preferable to government action.

Politics may sway CCIR color decision

Informal survey conducted at meeting of International Radio Consultative Committee (CCIR) in Vienna Friday (April 2) showed that Soviet-backed French color-TV standards could be adopted as European standard.

Spot check had 15 countries supporting French system, ten for American system, six for German and four abstentions.

Meeting, which began last week and continues to April 7, was called to decide, among other things, which of three color-TV standards would be accepted as European standard (BROADCASTING, March 29).

Standards being considered are French SECAM (sequential system); West German PAL (phase alternation line), and American NTSC (National Television System Committee).

Close to \$1 million spent for 3 stations

Three station sales were reported Friday (April 2), all subject to usual FCC approval.

The sales:

■ WAYS Charlotte, N. C.: Sold by Harold Thoms, George Dowdy and Mrs. Virginia Doughton to SIS Radio Corp. for \$550,000. SIS Radio is owned by Mr. and Mrs. Stanley Kaplan; Mr. Kaplan is general manager of WMEX Boston. Mr. Thoms and his associates retain WEAM Arlington, Va. (Washington); WCOG Greensboro, and WKLM Wilmington, both North Carolina. WAYS is fulltime on 610 kc, with 5 kw daytime and 1 kw nighttime. It was founded in

1941. Broker: Blackburn & Co.

■ KRAM Las Vegas: Sold by Ted Oberfelder and associates to Sidney Grayson and Martin Stone for \$400,000. Mr. Grayson, former owner of KAUZ-TV Wichita Falls, Tex., is buying KUBA Yuba City, Calif. Mr. Stone is one-third owner of WVIP Mt. Kisco, WVOX-AM-FM New Rochelle, WGHQ Kingston and WFI Mineola, all New York. (Other two-third owner is John Hay Whitney's, Whitney Communication Corp.) KRAM is fulltime on 920 kc with 1 kw day and 500 w night. Broker: Hamilton-Landis & Associates.

■ WJWR-FM Palmyra, Pa.: Sold by Richard Fenstermacher, H. T. Ross and C. E. Miller to Harrisburg Broadcasting Co. for \$28,600. Harrisburg Broadcasting is owned by Eddie Newman, who owns WRNJ-FM Atlantic City, and Thomas A. Bolan, New York attorney and president of Championship Sports Inc. WJWR-FM operates on 92.1 mc with 800 w. Broker: Blackburn & Co.

Station unfair to CATV says state association

Pennsylvania Community Antenna Television Association has called on FCC for assistance in getting pro-CATV position expressed over WDAU-TV Scranton-Wilkes-Barre, Pa.

State association on Friday (April 2), asked commission to direct station to show cause why it should not be ordered to stop anti-CATV broadcasts without affording reasonable opportunity for reply, in compliance with fairness doctrine. WDAU-TV some years ago was ac-

Radio puts TV under glass

New York radio station starts weekly examination of competitive medium—TV—tonight (Monday) on series called *WCBS Radio Looks at Television* (11:10-11:30 p.m.). On WCBS program, writers, directors, producers and critics of TV programs, in addition to network and local TV executives, will be interviewed by Joseph Dembo, station's director of news and public affairs. Mr. Dembo says show "will not be a blast at TV, nor dribble either."

WEEK'S HEADLINERS



Mr. McArdle

John E. McArdle, VP and general manager of WNEW-TV New York, named to newly-created post of VP in charge of sales for Metropolitan Broadcasting Television, same city, responsible for all sales of Metromedia owned TV's. Mr. McArdle joined sales staff of WNEW-TV (then WABD-TV) in 1957 and was transferred 10 months later to Metropolitan's WTTG-TV Washington, as general manager. He was elected VP, television sales manager of Metropolitan Broadcasting, New York, in May 1961 and returned to WNEW-TV as VP and general manager in November 1961. His successor has not been named.

Richard Pack, VP, programming at Westinghouse Broadcasting, New York, since 1956, elected senior VP, programming. Mr. Pack joined Westinghouse in 1954 as national program manager for radio and television programs and had been director of programs and operations at WNBC-AM-TV and WNEW, both New York. He had



Mr. Pack

also held executive posts at WOR New York. Mr. Pack has been responsible for development of several radio and TV syndicated shows for Westinghouse Broadcasting including new *Merv Griffin Show* and recent *Steve Allen Show*.



Mr. Page

man in New York office. He was named eastern sales manager in 1958 and became VP of company for television in 1962. In 1963 he was made director and member of company's executive committee.

Palmer Hoyt, publisher of *Denver Post*, named by President to three-year term on five-member U. S. Advisory Commission on Information. Mr. Hoyt succeeds **Clark Mollenhoff** of Cowles publications. **M. S. Novik**, New York radio-TV consultant, was reappointed to group, headed by **Frank Stanton**, CBS Inc. president. Other members are **Mrs. Norman Chandler**, VP of Los Angeles *Times-Mirror*, and **Sigurd S. Larmon**, former president and board chairman of Young & Rubicam, New York.

Edward C. (Ted) Page, VP and eastern sales manager for Television Division. **Edward Petry & Co.**, New York, appointed national sales manager of Petry TV. Mr. Page joined company in 1956 as television sales-

For other personnel changes of the week see FATES & FORTUNES

tive ally of CATV in its area.

Association said station has waged strong anti-CATV campaign in news, comment and editorial, since Dec. 15, 1964. It added that requests for time to reply were denied.

Among specific complaints mentioned by association was one that "personal attack was made on cable operators as a group," in one WDAU-TV newscast. Association said newscast referred to CATV as "scavenger" and "parasite."

Association said there is no evidence station attempted to comply with fairness doctrine by making copies of attack available to CATV spokesmen.

Adman tried to sell secrets

Federal grand jury at U. S. District Court in New York indicted **Eugene Mayfield**, former junior advertising executive of Procter & Gamble, for illegal use of telephone to further dis-

honest scheme. Now living in Chicago area, he was charged with attempt to sell 188-page summary of P&G's 1965 marketing plans to Cogate-Palmolive Co. for \$20,000 in spy-thriller-arranged meeting in men's room at New York's Kennedy International Airport. Colgate alerted FBI which made arrest.

RCA, Prentice-Hall call halt to merger plans

RCA said Friday (April 2) negotiations with Prentice-Hall to acquire textbook publishing company are off. Tentative plans of RCA to take control of publisher were announced in December (BROADCASTING, Dec. 21, 1964). Under proposed terms publishing company would have received combination of RCA common and convertible preferred stock worth estimated \$140 million.

RCA board chairman, Brigadier General **David Sarnoff**, and P-H board chairman **Richard Ettinger** last week said "the two companies were unable to agree on a mutually satisfactory basis for concluding the transaction."

New York officer plans suit on Harlem program

Thomas Gilligan, New York city police lieutenant who shot and fatally injured Negro youth last summer, sparking Harlem riots, has filed papers in New York Supreme Court for "notice to examine to frame complaint" against NBC, Martin Luther King and James Farmer, for allegations that he was mentally ill at time of shooting.

New York court and New York police department exonerated Lieutenant Gilligan of charges because, they said, shooting was in line of duty.

Messrs. King and Farmer were interviewed on WNBC-TV news special *Who Speaks for Harlem?*, July 27, 1964, and at that time Mr. Gilligan alleges either Mr. King or Mr. Farmer said in substance that he was mentally ill and that he had been confined to mental ward in veterans hospital and was receiving treatment by psychiatrist when shooting occurred.

State Supreme Court Justice **William Hecht Jr.**, called upon NBC to show cause why it should not make available to court kinescope of TV program.

Order is returnable April 12.

Brisk sales for Seven Arts

Seven Arts Associated Corp. reported Friday (April 2) that sales of its special programs (half-hour *The Beatles* and one-hour *Gemini*) are proceeding briskly. Both specials have been sold to five RKO General stations.

Additional sales on *Beatles* made to KPIX-TV San Francisco; WCPO-TV Cincinnati; WTRF-TV Wheeling, W. Va.; WISC-TV Madison, Wis., and WNYT-TV Syracuse, N. Y. Space special also has been purchased by WDBO-TV Orlando Fla.; KTVU-TV San Francisco; KPTV (TV) Portland, Ore., and WHC-TV Rochester, N. Y.

Cox, Danish speak at lunch

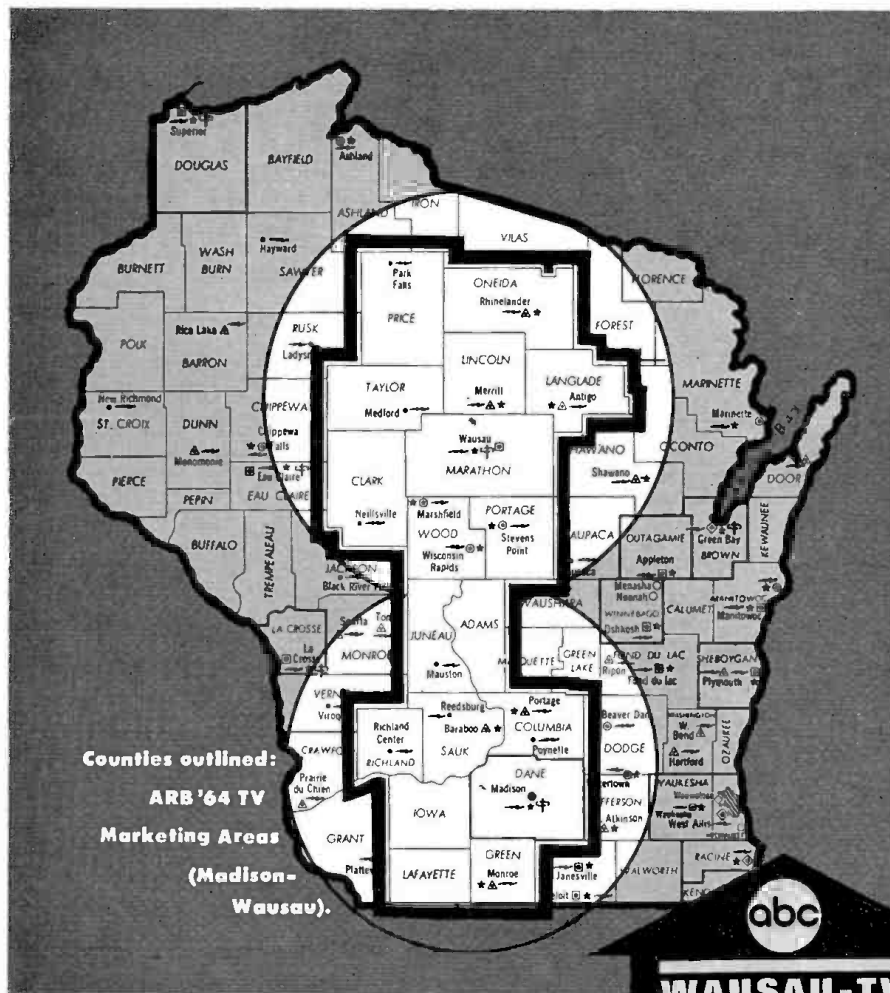
FCC Commissioner **Kenneth Cox** and Roy Danish, director of Television Information Office, will discuss "responsibilities of the media" at luncheon April 9 in New York as highlight of combined collegiate broadcasters and college majors conferences to be held in that city, starting April 8. Conference is sponsored by International Radio & Television Foundation of International Radio & Television Society.

WAOW



Now your one Madison buy on WKOW-TV gives you—

SIMULTANEOUS, INTERCONNECTED COVERAGE THROUGHOUT ALL MIDDLE WISCONSIN!



New WAOW-TV, Ch. 9, on Rib Mountain, Wausau, goes on the air this April — micro-relay interconnected with WKOW-TV MADISON for simultaneous programming. This exclusive micro-wave hookup enables the advertiser, for the first time, to get simultaneous, unduplicated coverage of all ARB counties in the MADISON / MIDWISCONSIN market area.

Your one film or tape or live commercial reaches it all! Identical network primary and parallel local programming insure simultaneous spot adjacencies and participations at confirmed time.

ADVERTISERS, ATTENTION! The MIDWIS combo simplifies your budget allocations. You can now capture more than 80% of Wisconsin's sales potential with three budgets — Madison, Milwaukee, Green Bay.



TONY MOE, Vice-Pres. & Gen. Mgr. • Ben Hovel, Gen. Sales Mgr.
Larry Bentson, Pres. • Joe Floyd, Vice-Pres.

REPRESENTED NATIONALLY BY ADAM YOUNG / IN MINNEAPOLIS BY WAYNE EVANS.

We've got it...



A WIDE VARIETY OF GREAT TELEVISION PRODUCT!

NEW OFF-NETWORK SERIES

STARRING ALLYN JOSLYN/SCOTT LANE
CO-STARRING JACKIE COOGAN/ELIZABETH FRASER
26 HALF-HOUR EPISODES

**McKEEVER
AND THE COLONEL**

For your late afternoon and early evening programming, here's a fresh, all-family comedy series. Tested in syndication in only one market, New York, it averaged an 8.8 rating and 16.2% share for the entire '64-'65 season on WABC-TV, Friday at 7 P.M.



STARRING PETER BRECK, BRIAN KEITH,
DON DURANT AND MICHAEL ANSARA
125 HALF HOURS

**KEENAN WYNN
PRESENTS THE
WESTERNERS**

Keenan Wynn opens and closes each episode with a different miniature western drama of his own. This fresh new concept coupled with fine first-time-off-network westerns offers stations new late afternoon and evening programming opportunities for stripping or once a week.



NEW FIRST RUN LIVE-ON-TAPE SERIES

26 ONE HOUR PROGRAMS
NOW BEING PRODUCED IN HOLLYWOOD
AVAILABLE FOR IMMEDIATE START
FOR ONCE-A-WEEK PROGRAMMING

**HOLLYWOOD
& GO GO**

It's the swingiest, ratingest, sales producingest series available today. Its format is kept fresh constantly by the introduction of sizzling new dances, bright new musical acts and outstanding guest stars. It's your station's chance to get with the Discotheque craze.



DENNIS JAMES, MC
GUEST STARS LIKE STUBBY KAYE, GISELE MACKENZIE

PDQ

MORE than a fresh, new audience participation show... it's a comedy game show played for laughs. Its unique format includes sound proof booths, big name stars and a fun, fun game. Produced by Four Star Television's own team, Heater-Quigley (Celebrity Game, Shenanigans).



FEATURE FILMS

60 ONE HOUR FILMS PRODUCED IN
1961, '62 AND '63 BY FOUR STAR TELEVISION*
WITH OVER 200 DAZZLING BIG NAME STARS

**THE FOUR STAR
THEATRE 1
GROUP**

These are like good feature pictures in many respects but are shorter in length and much, much lower in price. You can afford to run them as a double feature in a two-hour feature film time slot, or intermittently in your present feature film slot under any blanket title you choose, or as a weekly series—under any title you choose.



*INITIALLY EXHIBITED AS THE DICK POWELL THEATRE

PREMIER U.S. RELEASE
11 FEATURE MOTION PICTURES PRODUCED IN 1962,
'63, '64 AND '65. TWO IN COLOR

**THE
SUPER-SPY
ACTION GROUP**

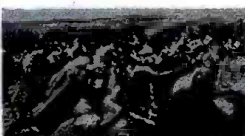
Titles like "Code Name: Tiger", "The Deadly Decoy", "Agent 353, Passport to Hell" are just a few in this exciting group. Stars like VERNA LISI and DIANELLA BIACHI are cast in a setting of Beirut, Berlin, Hong Kong, Rome and the U.S.A. with secret agents, luxury yachts, sports cars, beautiful women and international intrigue.



23 TITLES, 20 IN COLOR
FOR YOUR LATE NIGHT FEATURE SLOTS

**SPECTACULAR
SHOWCASE**

An exciting group of Feature Films for television. Based on legend and myth, we feel they're the very best of the Spectacular-Epic type and are of the scope and magnitude that attract big numbers for stations. Included in this group are two timely documentaries... "THE TITAN", narrated by Frederic March, commemorating the 400th Anniversary of Michelangelo, and "OVER THERE 14-18", commemorating the 50th Anniversary of World War I.



HOLLYWOOD PRODUCED RE-ISSUES

AN OUTSTANDING GROUP OF
8
FEATURE
MOTION PICTURES

WALTER WANGER produced five of these top feature films. Great directors like King Vidor and John Sturges, great stars including JAMES MASON, MERLE OBERON, LORETTA YOUNG, ROBERT MITCHUM, SUSAN HAYWARD, EDDIE ALBERT, MARSHA HUNT, JOAN BENNETT, STERLING HAYDEN and LEW AYRES.



PRODUCED BY FOUR STAR TELEVISION
ONE IN COLOR, TWO BLACK AND WHITE

THREE FEATURE LENGTH FILMS
**DELLA
THE SOUL BUYERS
RECOIL**

Premier offering for telecast, these recently produced films include great stars like JOAN CRAWFORD, ROBERT TAYLOR, CHARLES BICKFORD, FRANK BURKE, STEVE MCNALLY, and RICHARD CARLSON.



OFF-NETWORK SERIES

STARRING CHUCK CONNORS
CO-STARRING JOHNNY CRAWFORD/PAUL FIX
168 HALF-HOUR EPISODES

THE RIFLEMAN

Sold in over 140 markets... this is one of the biggest rating-getters in syndication today. So popular, it has just been released for its 3rd and 4th syndication run. Programmed late afternoon, or evening... against news, movies or kids, THE RIFLEMAN is consistently delivering top audiences.



STARRING DEAN JONES
COSTARS: JAY C. FLIPPEN/JACK MULLANEY
JACK ALBERTSON/HARVEY LEMBECK
32 HALF-HOUR EPISODES

ENSIGN O'TOOLE

Here's a bright, lively comedy program that led its time slot the second time on the network. It's currently delivering superb ratings for station after station. In its syndication run, ENSIGN O'TOOLE and his madcap crew provide "top deck" entertainment in every episode.

STARRING DAVID JANSSEN
WITH RUSS CONWAY AND RICHARD DEVON
26 HALF-HOUR EPISODES

RICHARD DIAMOND

This exciting series should hit a new performance peak in prime-time programming. Each half-hour was telecast only once over the NBC network (1959-60) and are the only episodes on which the original title, RICHARD DIAMOND, can be used.



STARRING ROBERT TAYLOR
CO-STARRING MARK GOODARD/TIGIE ANDREWS
ADAM WEST/RUSSELL THORSON/LEE TARR
67 HALF-HOUR EPISODES/30 ONE HOUR EPISODES

The Detectives

This series is currently winning top ratings, shares and homes. Its action, suspense and the superb talents of ROBERT TAYLOR make this one of television's finest law-enforcement series. Its 67 half-hours and 30 hours can be converted into 127 half-hour or 63 one-hour episodes by using custom ROBERT TAYLOR bridges.

STARRING JAMES WHITMORE
CO-STARRING JANET DUGORE/CONLAN CARTER
45 HALF-HOUR EPISODES

THE LAW AND MCJONES

Station after station reports their viewers love these sometimes hilarious, always entertaining adventures of Abraham Lincoln Jones, Attorney-at-Law. When the series was taken off ABC, over 400,000 letters of protest caused its return to that network.



STARRING STEVE MCNALLY
CO-STARRING ROBERT HARLAND
35 ONE HOUR EPISODES

EXPOSE

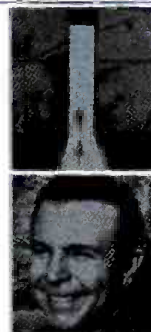
Formerly TARGET: THE CORRUPTERS

This superb series is performing magnificently in a number of markets. It dramatizes crime and corruption in the U.S. today. When you buy this series you get "SOUL BUYERS", a feature length motion picture FREE of EXTRA COST.

HOST DICK POWELL
OVER 200 DAZZLING, EXPLOITABLE
STARS AND GUEST STARS
60 ONE HOUR EPISODES

The DICK POWELL Theater

Here is the finest quality drama... with great stars, great stories, and great production values. Each episode is truly equal to big name Hollywood produced feature motion pictures and makes a prestige prime time hour series. Over 200 stars.



HOST DICK POWELL
PLUS 154 EXPLOITABLE STARS
INCLUDING 17 OSCAR AND 6 EMMY AWARD WINNERS
145 HALF-HOUR EPISODES

ZANE GREY THEATRE

Here are compact, action-filled half-hour "Miniature Movies" produced against sweeping Western backgrounds. It is currently winning fine ratings in a wide range of time slots against a variety of competitors. 150 stars (including Oscar and Emmy winners).

STARRING TOM EWELL
CO-STARRING MARILYN ERSKINE WITH MABEL ALBERTSON
32 HALF-HOUR EPISODES

THE Tom Ewell SHOW

The situation, humor and sheer fun in this skillfully crafted series is endearing it to viewers all over the country. The many Nielsen reports that on the average 10 comedies rate in the top 15 programs is just one reason to buy this series.



STARRING WAYNE ROGERS/RICHARD EYER/ROBERT BRAY
38 ONE HOUR EPISODES

STAGECOACH WEST

Here is one of the finest western hours available today. Its adventure, danger and excitement is currently winning top audiences and should be a must for your prime time hour slot.



THE SPOT SALES POWER NEEDED IN TODAY'S COMPETITIVE MARKET — AND THE FLEXIBILITY NEEDED FOR TODAY'S COMPETITIVE PROGRAMMING. In city after city, in a variety of time periods, against all kinds of competition, Four Star series are delivering big numbers in ratings, share and homes. They're beating direct competition, increasing lead-ins and out-rating network shows. That's why so many reps. and stations report easier spot sales.

"PROVEN-PROGRAMMING" FROM



A SUBSIDIARY OF FOUR STAR TELEVISION

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

stock-exchangers



love

WGY 810 KC
50 KW

and so do housewives, doctors, students, executives, farmers, and secretaries in the 25 counties surrounding Albany, Schenectady, and Troy. Ask Henry I. Christal.

A GENERAL ELECTRIC STATION



**Felix
THE
CAT**

© MGM/UA Felix the Cat Productions, Inc.

TOPS
in
***LOS ANGELES**
145,000
CHILDREN
19% METRO
SHARE

*KCOP TV-Los Angeles—ARB November 1964
Mon. thru Fri. Average. 3:30 to 4:30 P.M.

TRANS-LUX
TELEVISION CORPORATION
625 Madison Avenue, N.Y. • Plaza 1-3110
CHICAGO • HOLLYWOOD
Trans-Lux Television International Corporation
Zurich, Switzerland

DATEBOOK

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

■Indicates first or revised listing.

April 4-7 — Association of National Advertisers 18th annual West Coast meeting, Santa Barbara Biltmore hotel, Santa Barbara, Calif. Panel discussions and speeches including presentation on fee system recently entered into by BBDO with several of its clients, by BBDO President Thomas Dillon; presentation of new media evaluation studies by E. W. Seay, manager, corporate marketing communications, Westinghouse Electric Corp.

■April 5—Western States Advertising Agencies Association dinner meeting. "Care and feeding of the creative animal" will be discussed by agency men Ken Sullet of Carson/Roberts; Guy Day of Faust/Day; Bob Colombatto of Davis, Johnson, Mogul & Colombatto; Steve Stoetzel of Charles Bowes Advertising, with Perry Mayer of Capitol Records and Steve Skilnyk of Bournes Inc. representing the advertiser point of view. Cocktails at 6, dinner at 7. Sheraton-West, Los Angeles.

■April 6—Advertising Women of New York Foundation's third annual consumer conference in cooperation with The New York State Department of Commerce Woman's Program. Commodore hotel, New York.

■April 6—Boston University's annual Professional Day sponsored by the school of public communication. Irving Gitlin, executive producer of creative projects for NBC News, will represent broadcast media. University's George Sherman Union, Boston.

April 7—Luncheon of International Radio & Television Society. Gail Smith, director of advertising and market research for General Motors Corp., scheduled to speak. New York.

■April 7—Chicago area awards, National Association for Better Radio and Television. Speaker: Sterling C. Quinlan, Field Communications Co. Pick-Congress hotel, 7:15 p.m.

April 7-9—Meeting of National Community Television Association board of directors. Mountain Shadows, Scottsdale, Ariz.

■April 8—Annual stockholders meeting of Avco Corp. Stockholders will vote on increasing number of authorized shares and other issues. Avco's Aerospace Structures Division, Nashville.

April 8 — Cox Broadcasting Corp. first annual stockholders meeting. Cox Broadcasting offices, White Columns, Atlanta.

April 8-9 — Sixteenth annual Atlanta Advertising Institute will have Mike Wallace and Robert Sorenson, vice president and assistant to the chairman of the board of D'Arcy Advertising, as speakers. Dinkler Plaza hotel, Atlanta.

April 8-9—Fourth annual Collegiate Broadcasters conference and the second annual College Majors conference combined into one meeting under sponsorship of International Radio & Television Foundation of International Radio & Television Society. John C. McArdle, vice president and general manager WNEW-TV New York, is chairman. Hotel Roosevelt, New York.

■April 9—Deadline for media excellence awards, Chicago Federated Advertising Club.

April 9-10 — Intercollegiate Broadcasting System's 28th annual national convention on campus of New York University at University Heights.

April 9-10—Spring meeting of West Virginia Broadcasters Association. Press Club, Charleston.

April 10—Georgia Associated Press Broad-

casters meeting. Atlanta Press Club, Atlanta.

April 10—West Virginia Associated Press Broadcasters meeting, Charleston.

April 10—Financial seminar on community antenna television (participants to be announced) in conjunction with National Community Television Association board of directors meeting. Mountain Shadows, Scottsdale, Ariz.

April 11-12—Annual spring convention of Texas Association of Broadcasters. Speakers include, Howard H. Bell, director, National Association of Broadcasters Code Authority. Shamrock Hilton, Houston.

■April 12—Annual stockholders meeting of Wometco Enterprises Inc. Studios of WTVJ (TV) Miami.

April 12-13—Legal seminar, conducted by National Community Television Association General Counsel Robert D. L'Heureux, Registration (\$35) begins 6 p.m. Saturday, April 10. Briefing session begins 11 a.m. Sunday, April 11, especially for those who have not attended seminars in the past. Primarily for lawyers, but non-lawyers representing CATV systems permitted. Mountain Shadows hotel, Scottsdale, Ariz.

■April 12-15—Advertising and production seminars on TV commercials conducted by advertising consultant Harry Wayne McMahan. Biltmore hotel, New York. Four three-hour sessions from 6-9:30 p.m.

April 12-15—National Educational Television Network's spring meeting of station managers. Sheraton Plaza and WGBH(TV) Boston.

April 13-15—Institute of Electrical and Electronics Engineers Region Six Annual Conference. Las Vegas Convention Center, Las Vegas.

April 14-25 — MIFED, International Film, TV film and Documentary market, annual spring meeting in Milan, Italy. Information from MIFED Largo Domodossola 1 Milano (Italy). Telegrams: MIFED-Milano.

■April 15—National Association of Educational Broadcasters meeting for station managers and program directors. Sheraton Plaza hotel, Boston.

■April 15—Time Inc. annual stockholders meeting. Rockefeller Center, New York.

April 15—New deadline for comments on the FCC's inquiry and proposed rulemaking to amend its TV translator rules to permit licensing to regular TV stations and others upon a special showing of translators using up to 100 w power output to operate on unoccupied VHF and UHF channels now assigned to communities in the TV table of assignments. Former deadline was March 15.

April 15—Southern California Broadcasters Association luncheon. Compton Advertising, Los Angeles, guest agency. 12 noon. Michaels Restaurant, Hollywood.

■April 19—Annual meeting and luncheon of the Associated Press. Michigan Governor George Romney will be the speaker at the annual AP luncheon at the Waldorf-Astoria,

NAB CONFERENCE SCHEDULE

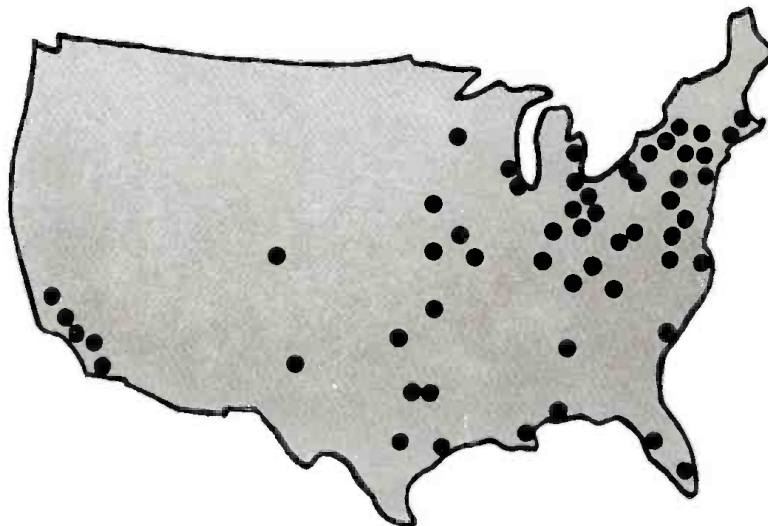
Dates and places for the National Association of Broadcasters spring radio program clinics:

- May 17-18—Hilton Inn, Atlanta.
- May 20-21 — Essex House, New York.
- May 24-25 — Sheraton Charles, New Orleans.
- June 7-8—Denver Hilton, Denver.
- June 10-11—Continental, Los Angeles.

THE EASTMAN NETWORK*



Dale Stevens, V.P.
Eastman, Chicago



- Reaches more homes than three out of four Wired Networks.
(Latest Pulse as of November, 1964.)

Representing:

- 62% Total Income
- 61% Total Food Sales
- 58% Total Automotive Sales
- 57% Total Drug Sales
- 55% Total Gasoline Sales

OF
CONTINENTAL
U. S. A.

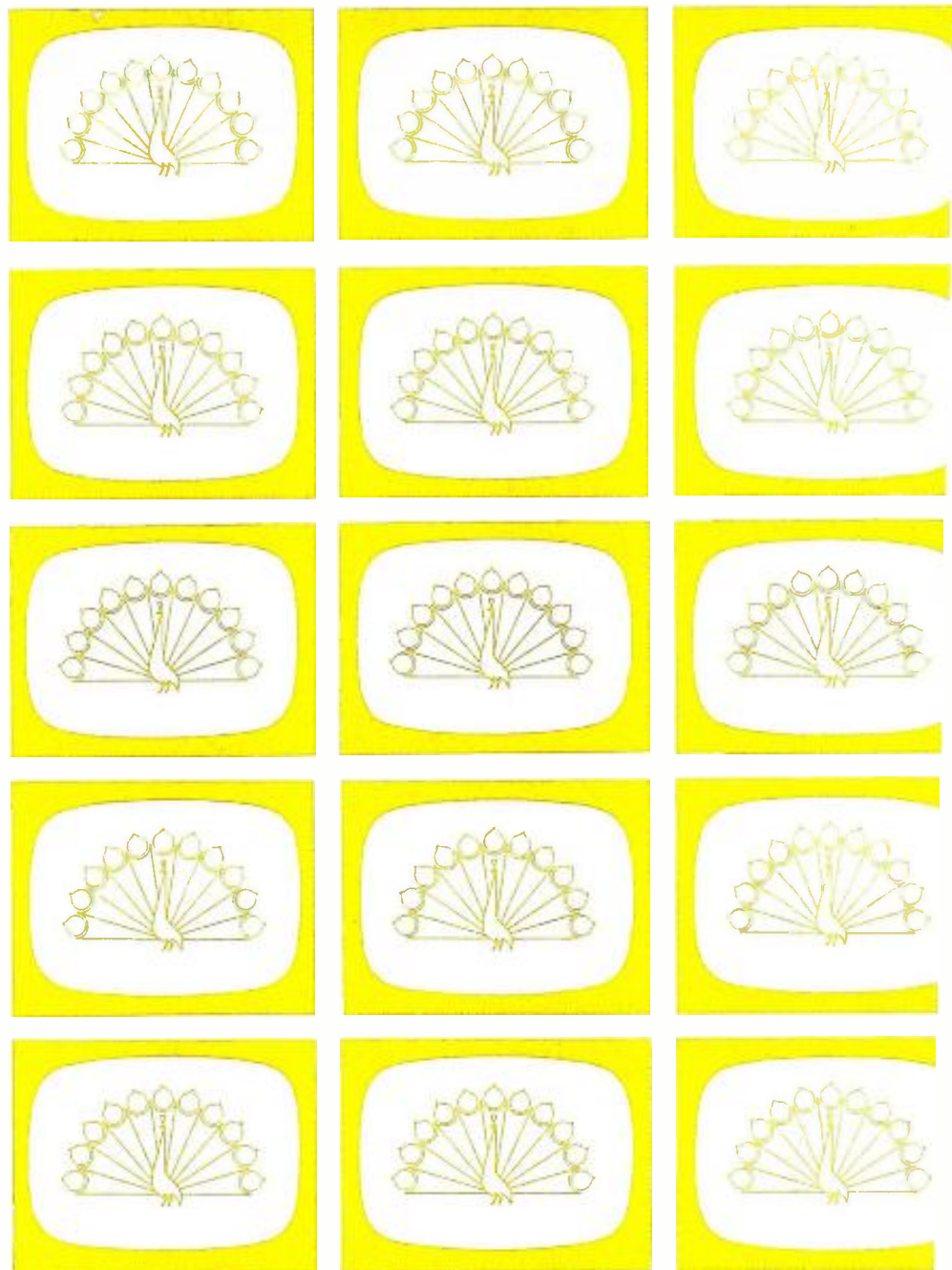
In less than three years (May 1962-March 1965) the Eastman Network has been purchased 58 times by 40 National Advertisers.

*Another Exclusive Service of Robert E. Eastman & Co.



Robert E. Eastman & Co., Inc.
Representing America's Best Radio Stations

NEW YORK • DETROIT • SAN FRANCISCO • BOSTON • ST. LOUIS
CHICAGO • LOS ANGELES • PHILADELPHIA • ATLANTA • DALLAS



Twenty-eight thirtieths is more than a *proper* fraction. It's an *exciting* one. Exciting, that is, when you're discussing a network's nighttime color programs.

And that's exactly what we *are* talking about —NBC-TV's opening of the new era of full color network service.

Starting next Fall, 28 of all 30 shows on NBC-TV's nighttime schedule will be presented in color.

It's altogether fitting that this significant advance should come from NBC—the network

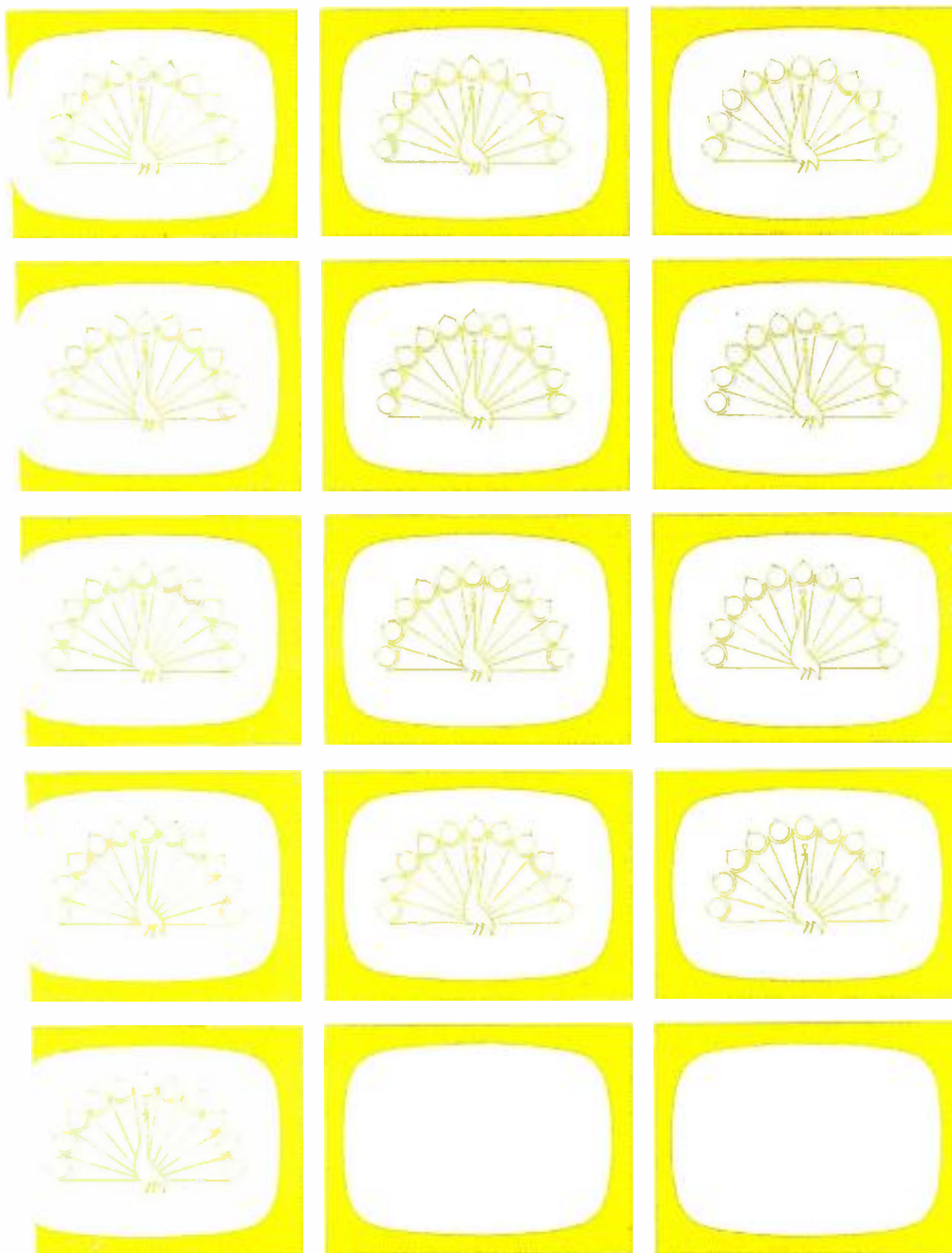
TWENTY-EIGH

that pioneered the field of color television

Realizing that color service is the only truly *complete* service, NBC-TV has been the indisputable leader in bringing this all-important dimension to the television screen.

And the television audience heartily : proves. As shown by the latest ARB study commissioned by all three networks—w

THIS FALL, HAVE THE TIME OF YOUR LIFE



OUT OF THIRTY

1 NBC-TV program is offered in color, 80% more homes with color sets tune in than homes with black-and-white sets.

This means that NBC color programs have a big audience advantage over black-and-white programs. In color set homes, they attract more viewers than the other two networks combined; account for 13 of the 15 most popular programs; and lead in audience in each

time period they are scheduled.

Come Fall, these advantages will be expanded to virtually our entire evening schedule, and they will grow month by month as the number of color-equipped homes increases.

With color sets spreading rapidly across the country; with the attractiveness of programs in color firmly established; and with NBC-TV's full color network service starting in the Fall, it's not hard to see why audiences and advertisers are looking forward to an extraordinary new season on NBC.

WITH NBC-THE FULL COLOR NETWORK



Please Note!

Broadcasting

reaches more PAID circulation
than the next four vertical
publications combined.

Broadcasting

reaches more PAID agency and
advertiser circulation than
the next four vertical
publications combined.

Broadcasting

carries more advertising
linage annually than the
next four vertical
publications combined.

Broadcasting

delivers, dollar for dollar,
more than twice as many PAID
agency-advertiser readers as
any of the four vertical
publications.

Why Not!

After all,

Broadcasting

is THE Businessweekly of
Television and Radio.

1735 DeSales Street, N.W.
Washington 6, D. C.

New York.

■April 20—Deadline for Best in the West advertising competition for best ads in radio, TV and print media produced in the western U. S. and British Columbia and used between April 15, 1964, and April 15, 1965. Rules and entry blanks are available from Advertising Association of the West, 337 World Trade Center, Ferry Building, San Francisco 94011.

■April 21—AT&T annual stockholders meeting. Convention Hall, Philadelphia.

April 21 — Annual meeting of stockholders of General Telephone and Electronics Corp. Sheraton-Boston hotel, Boston.

April 21—Luncheon of International Radio & Television Society. Senator John O. Pastore (D-R. I.) will speak. Waldorf-Astoria, New York.

April 22-23—Third meeting of the executive committee of the FCC's Advisory Committee for Land Mobile Radio Services. The two-day session will include a tour and inspection of land mobile operations in the Los Angeles area with Orange and Los Angeles county public safety officials as hosts. 10 a.m., Los Angeles County Hall of Administration, 500 West Temple Street.

April 22-24—1965 annual meeting of American Association of Advertising Agencies. The Greenbrier, White Sulphur Springs, W. Va.

■April 23—Annual meeting of stockholders in Chris Craft Industries Inc. Oakland, Calif.

■April 23—15th annual radio-television conference sponsored by the Radio-Television Guild of San Francisco State College. Pierre Salinger, featured speaker. For information, contact Steve Tolin, promotions and publicity director, SFSC, 1600 Holloway Avenue, San Francisco, 94132.

April 23—Alabama Associated Press Broadcasters meeting. Montgomery.

April 24—American Women in Radio and Television Educational Foundation—AWRT New England Chapter Seminar. Boston University, Boston.

April 26—Louisiana Association of Broadcasters meeting. Lafayette.

April 26—New deadline for reply comments on the FCC's inquiry and proposed rule-making to amend TV translator rules to permit licensing to regular TV stations and others upon a special showing of translators using up to 100 w power output to operate on unoccupied VHF and UHF channels now assigned to communities in the TV table of assignments. Former deadline was March 25.

April 26—New deadline for comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. Original deadline for comments was Nov. 23, 1964, but was extended to Feb. 23 at urging of 15 group owners. Latest deadline set by FCC is result of further request for extension, this time by Insurance Securities Inc., San Francisco.

April 26-28 — Communications Research Seminar sponsored jointly by Temple University of Philadelphia and Department of Health, Education and Welfare. Temple University, Philadelphia.

April 26-30—National Press Photographer's Association fifth annual television newsfilm workshop. University of Oklahoma, Norman.

■April 27—Annual stockholders meeting of Zenith Radio Corp. to be held at offices of corporation in Chicago.

April 27—Business and Professional Women's Club meeting. Speaker: Krin C. Holzhauser, southwestern area VP, American Women in Radio and Television. Oklahoma City.

April 27-30 — Audio Engineering Society convention. Hollywood Roosevelt hotel, Hollywood.

April 27-30—Alpha Epsilon Rho National

Convention. University of Houston will be the host. Hotel America, Houston.

April 28-May 7—House Judiciary Copyright Subcommittee begins hearing on HR 4347, copyright law revision bill, with Abraham L. Kaminstein, registrar of copyrights, first witness.

April 28-30—International Advertising Association's 17th annual World Congress. Paris.

April 29—International Radio & Television Society's radio commercials workshop, 9 a.m.-2 p.m. Jade Room of Waldorf-Astoria hotel, New York.

April 29-May 8—Fifth international contest for the Golden Rose of Montreux Awards for TV entertainment programs, Montreux, Switzerland, organized by the town of Montreux in cooperation with the Swiss Broadcasting Corp. and under the patronage of the European Broadcasting Union. Entry deadline for TV organizations is April 1.

April 29-30—Pennsylvania Associated Press Broadcasters annual meeting. Allenberry, a resort in Bolling Springs, near Harrisburg.

■April 29-30—Spring meeting of Oregon Association of Broadcasters. Speakers include Douglas A. Anello, general counsel, National Association of Broadcasters, Norman (Pete) Cash, president of Television Bureau of Advertising, and Oregon Governor Mark Hatfield. Village Green motor hotel, Cottage Grove.

April 30 — 1965 American TV Commercials Festival awards luncheon. Walter Weir, chairman of executive committee at West, Weir & Bartel, heads 1965 council of judges. Waldorf-Astoria, New York.

April 30-May 1—Spring meeting of Kansas Association of Radio Broadcasters. Featured speakers are Vincent Wasilewski, president, National Association of Broadcasters, Ben Waple, secretary of the FCC, Daren McGavren of McGavren-Guild, New York, and Kansas Governor William Avery. Baker hotel. Hutchinson.

■April 30-May 1—Spring meeting of Mississippi Broadcasters Association. Speakers include William Carlisle, vice president for station services, National Association of Broadcasters. Buena Vista hotel, Biloxi.

MAY

May 1—California Associated Press Radio-TV Association annual meeting. Riviera hotel, Palm Springs.

May 2-3—American Women in Radio and Television board of directors meeting. New York Hilton hotel, New York.

■May 3-5—Association of Canadian Advertisers will have its 50th annual meeting at the Royal York hotel, Toronto.

■May 3-5—Spring meeting of Kentucky Broadcasters Association. Featured speakers include FCC Commissioner Lee Loewinger and Vincent Wasilewski, president, National Association of Broadcasters. Brown hotel, Louisville.

May 4—American Women in Radio and Television Educational Foundation's board of trustees meeting. New York Hilton hotel, New York.

May 4—Annual stockholders meeting of RCA, Chicago Opera House, 20 North Wacker Drive, and linked to New York via closed-circuit, two-way color TV hookup at Peacock Studio in Rockefeller Center, 10:30 a.m. CDT in Chicago and 11:30 a.m. EDT in New York.

■May 4-5 — Spring meeting of Missouri Broadcasters Association. Speakers include John Couric, vice president for public relations, National Association of Broadcasters; Elmo Ellis, general manager, WSB-AM-FM Atlanta; John Murphy, president, Crosley Broadcasting Co.; Mrs. Marianne Campbell, president, WJEH Gallipolis, Ohio. University of Missouri, Columbia.

■Indicates first or revised listing.

TWO WAY S-T-R-E-T-C-H

WTHI-TV CHANNEL 10

TERRE HAUTE, INDIANA



THE ORIGINAL STATION REPRESENTATIVE

UP AND OUT

WTHI's NEW T V TOWER is double the height of the old tower . . . a total height of 993 feet.

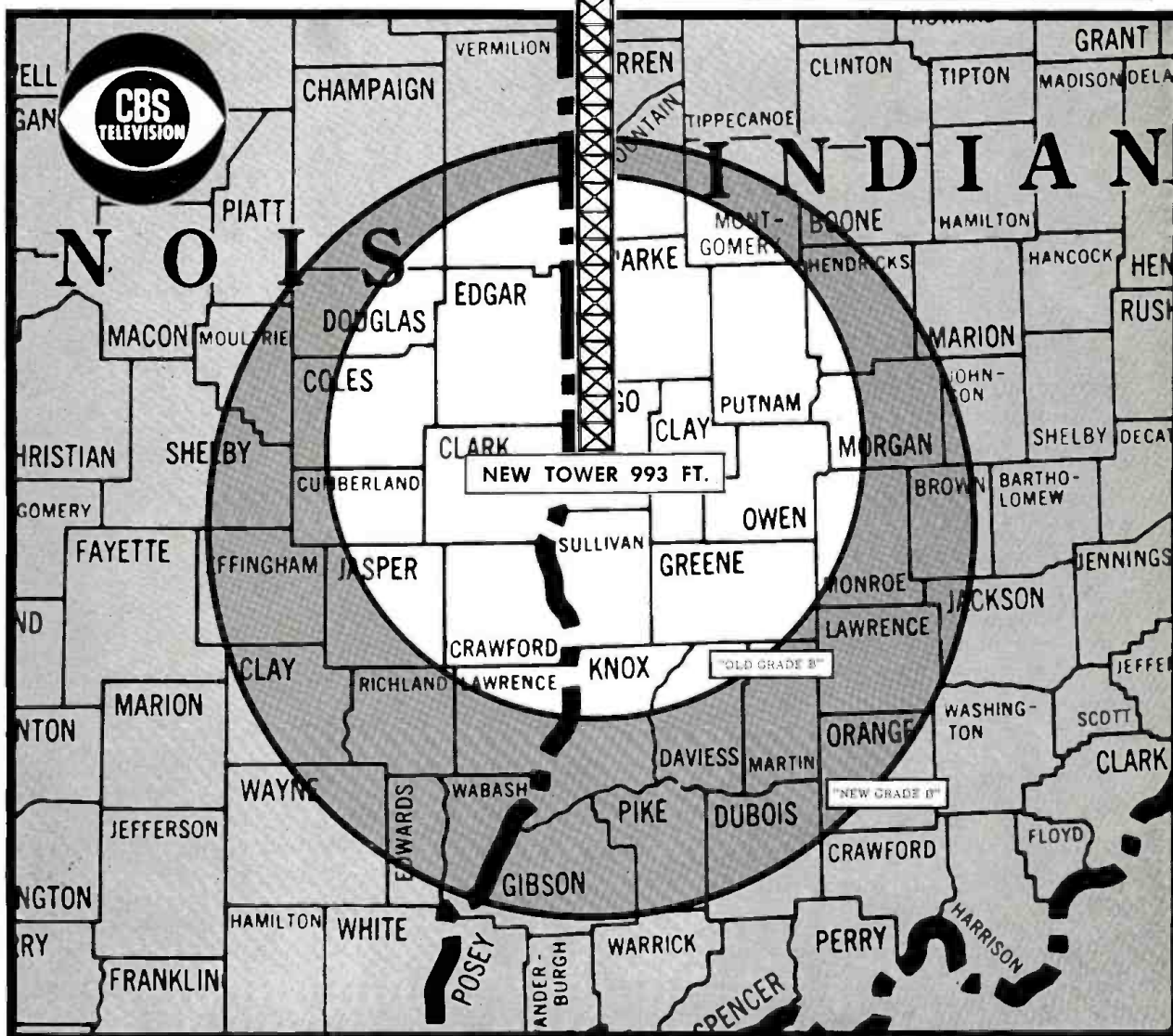
THE RADIUS of the new signal stretches OUT to approximately 65 miles—(radius of old tower 50 miles).

THE AREA covered stretches OUT approximately 65%, from 7850 square miles to 13,300 square miles.

THE POPULATION reached in Indiana and Illinois will show an increase of approximately 48%.

WTHI T V reaches more homes per average quarter hour, from sign-on to sign-off, than any other Indiana station*.
(*except Indianapolis)

(November 1964 ARB)



Catches banker's eye

EDITOR: Your March 8 review and analysis of the Seiden report to the FCC were so interesting that we wonder if copies of the full report are available and if you can advise us where copies might be obtained.—*E. W. Mayhew, assistant cashier, Bank of America, Los Angeles.*

(The report of Dr. Martin H. Seiden to the FCC, entitled "An Economic Analysis of Community Antenna Television Systems and the Television Broadcasting Industry," is available from the Government Printing Office in Washington at 50 cents a copy.)

Liquor for cigarettes?

EDITOR: How does [Emerson] Foote reconcile his statement [BROADCASTING, March 15] "There is no medical evidence that liquor hurts most people" with the fact that the United States Public Health Service has deemed alcoholism the country's fourth most serious health problem (after heart disease, cancer, and mental illness)?

It might be "smart business" for broadcasters to take liquor advertising to replace the business they are bound to lose in cigarettes, but would it be smart for the public?—*Elizabeth Turnell, general manager, WGRE(FM) De-pauw University, Greencastle, Ind.*

Some help needed

EDITOR: . . . Could you ask in your [OPEN MIKE] section . . . if any of your readers made an audio copy of the Governor Wallace TV program on *Face The Nation*? We would like to borrow this material for purposes of speech research.—*Lloyd Bitzer, assistant professor, department of speech, University of Wisconsin, Madison.*

'Secret' report puzzles

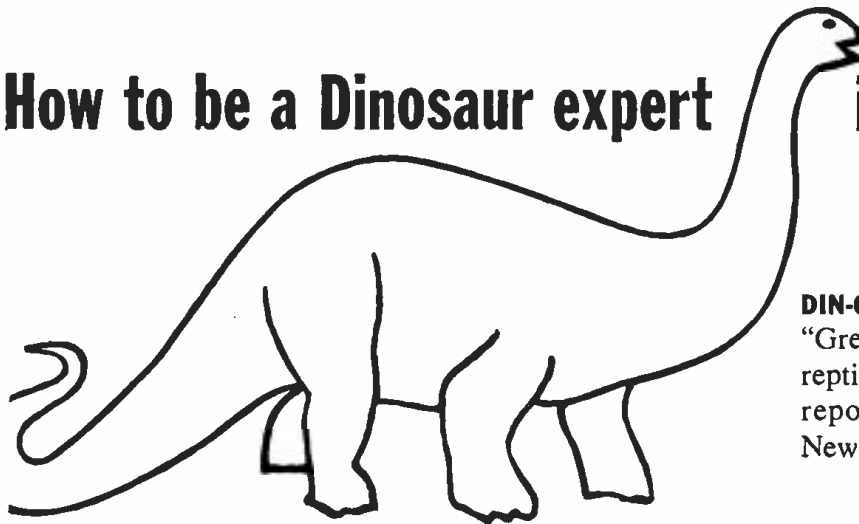
EDITOR: The article on educational FM interference with channel 6 in Indianapolis (BROADCASTING March 22) echoes some of the complaint confusion with which WIAN(FM) must frequently deal. WIAN grants that its 90.1 mc signal can interfere with channel 6 reception in sets with poor selectivity in a two-block radius of its antenna.

However, it is unlikely that the complaint of the viewer who reported to channel 6 [WFBM-TV] that she watched *I've Got a Secret* and heard *Why Americans Don't Vote* is germane because (1) *I've Got a Secret* is locally on channel 8 (not channel 6); (2) *I've Got a Secret* is programed on Monday nights and WIAN has been on the air

Nobody in Washington argues about which is the important station.



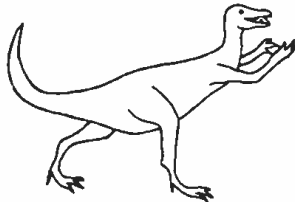
How to be a Dinosaur expert in 9 easy lessons



DIN-O-SAUR

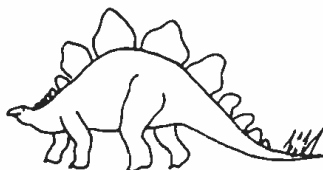
"Great Lizard"—giant prehistoric reptiles once thought extinct—now reported at Sinclair Dinoland, New York World's Fair.

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.



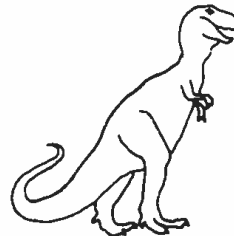
OR-NITHO-LES-TES

"Bird Catcher"—lived during Jurassic Period in Wyoming. Ancestor of Tyrannosaurus.



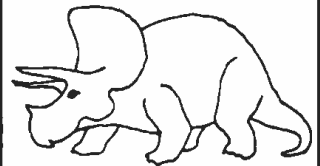
STEGO-SAU-RUS

This 25-foot long dinosaur had a brain no bigger than a walnut. Note the bony plates on his back.



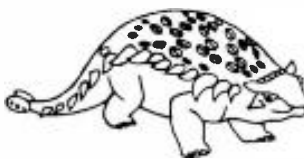
TY-RAN-NO-SAU-RUS

"Tyrant Lizard"—king of creation. Largest meat-eater that ever lived.



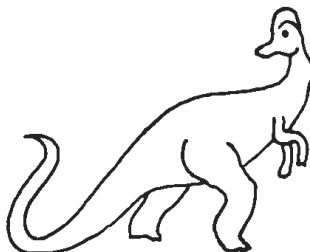
TRI-CER-A-TOPS

"Three Horns on Face." Looked like a rhinoceros but was much bigger and heavier.



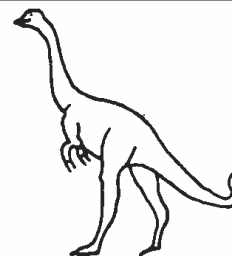
AN-KY-LO-SAU-RUS

"Curved Lizard" was a "walking fortress" 20 feet long, 6 feet wide. Lived in Cretaceous Period.



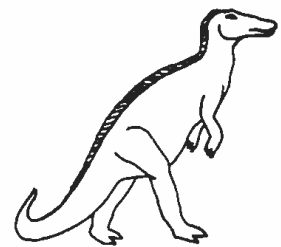
CO-RYTH-O-SAU-RUS

"Helmet Lizard" was one of the most numerous dinosaurs. Lived in water, ate plants and shellfish.



STRU-THIO-MI-MUS

"Ostrich Mimic"—14 feet long, 7 to 8 feet high. Lived in North America.



TRACH-ODON

"Rough Tooth"—and he had 1,500 of them. He was duck-billed, web-footed, ate plants.

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 Public Relations Department, Sinclair Oil Corporation, 600 Fifth Avenue, New York, N. Y. 10020. Phone CI 6-3600.





YOU'VE MET THE

when he says "get this,"
people say
"I'll buy that"

TYPE

Such a chap is Rog Russell. His sincerely believable, informative style adds importance to his brightly paced music show. It adds importance to the advertisers' products too. WKOW's 10,000-watt power carries Rog Russell — and your sales message — throughout all Southern Wisconsin.

The PROgramming Station

WKOW 1070

MADISON, WISCONSIN CBS

Wisconsin's Most Powerful Station

TONY MOE,
Vice-Pres. & Gen. Mgr.
Ben Hovel, Gen. Sales Mgr.
Larry Bentson, Pres.
Joe Floyd, Vice-Pres.

represented nationally by H-R

A **MIDCO** STATION



only two Monday nights in the past year; and (3) on these two nights, WIAN broadcast either Christmas choirs or basketball games (not *Why Americans Don't Vote*). Thus the implication of educational FM interference with channel 6 in this particular case appears a bit specious.

On the other hand, your March 1 article on this same problem was a good explanation of the situation; WIAN appreciated this clarification and plans to refer complainants to its text.—*Nancy L. Hendricks, supervisor, radio-television department, Indianapolis Public Schools.*

(Miss Hendricks is right: "I've Got A Secret" is carried by the CBS channel 8 station. The complaint had to do with educational WISU(FM) at Terre Haute which causes interference to viewers of channel 6 Indianapolis in the Terre Haute area.)

Put out the welcome mat

EDITOR: Congratulations to Sid Hix on his cartoon in the March 29 issue.

MFA Insurance has individual contacts, contracts and schedules with 214 radio stations and 74 TV stations in



Drawn for BROADCASTING by Sid Hix
"That insurance man you so cleverly avoided didn't come to sell you a policy. . . . He wanted to buy time."

11 midwestern states. That means knocking on a lot of doors.

The original of Sid's cartoon would mean a lot to us.—*W. Judd Wyatt, director of advertising, MFA Insurance Co.'s, Columbia, Mo.*

(It's on the way)

Well done

EDITOR: Having for the first time in several years attended the full [National Association of Broadcasters] convention from Sunday through Wednesday, I am in a position to judge the coverage afforded by you and your staff. I say unhesitatingly that this is as fine a coverage and complete reporting as I have ever seen. Extend to the members of your staff my sincere congratulations on a tremendous job. It is this kind of reporting that makes BROADCASTING so indispensable to everyone connected with broadcasting.—*Walter J. Brown, president, WSPA-AM-FM-TV, Spartanburg, S. C.*

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*Reg. U. S. Patent Office
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BROADCASTING, April 5, 1965

**Have you been following
the trend in our
brand-new ball game
in St. Louis?**



Since October of '64 . . . **Spencer Allen News** has
doubled its ratings while
increasing total homes by **64.8%.***

And the game's still in the early innings. So, keep an
eye on how Spencer Allen News continues to run up
the score in St. Louis.

THE EXCITING NEW

KTVI *Channel* **2**

ST. LOUIS



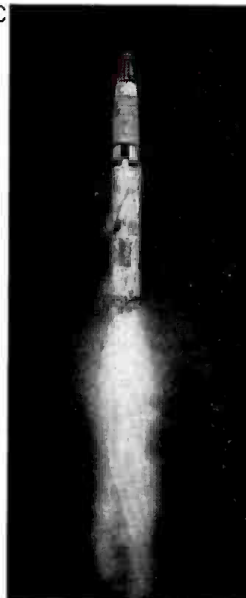
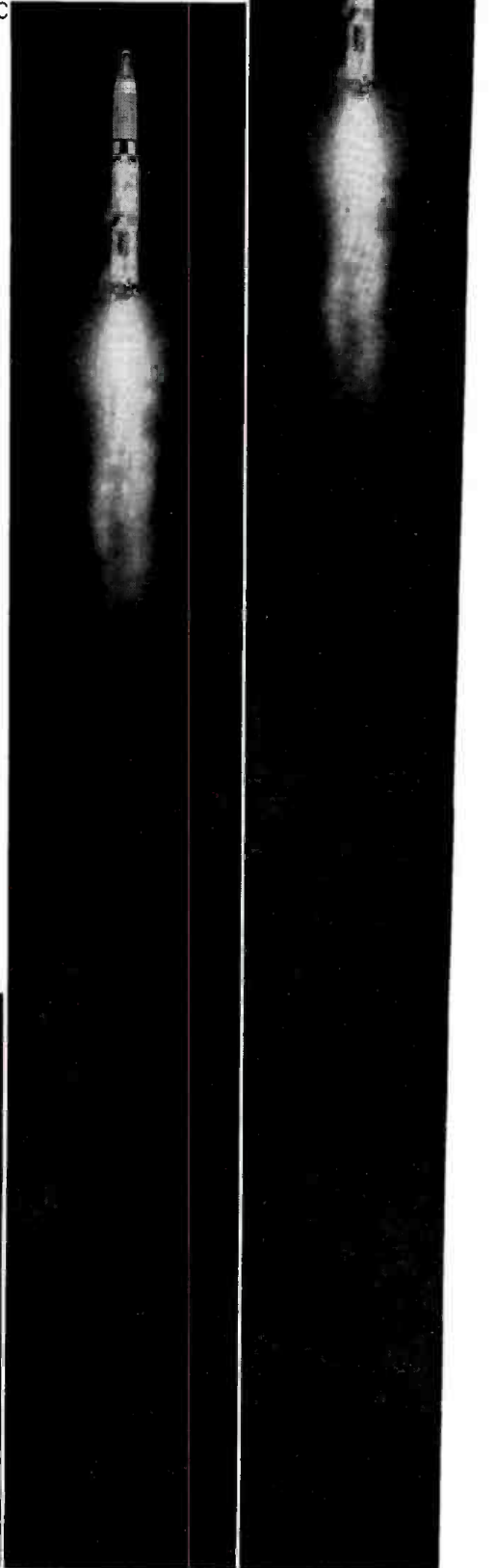
*Source: ARB, Jan./Feb. 1965

We Had More

CBS

NBC

ABC



Gemini 'Boosters'

CBS News coverage of Project Gemini on Tuesday, March 23, attracted 11% more viewers than that of NBC and 220% more than that of ABC.



Source: National Arbitron estimates of average audiences, starting at 7am in each time zone, ending at 4:30pm EST. Subject to qualifications available from us upon request.

Station promotion: tips for winning agency attention

Not long ago a station promotion man asked how he could most effectively attract the attention of advertising agencies so as to give the best possible support to the national representative in his regular calls.

I suggested he send wastebaskets for all the sales promotion materials that stations mail to agencies. My remark was made as a joke but the point contains some truth too.

There are two basic things a station should remember in its efforts to win the notice of agencies, timebuyers and others in advertising. First, agencies retain very little of the sales promotion material that is sent to them. Second, each station is competing with hundreds of other stations for the media buyer's attention all of the time.

Then how can a station break through such formidable barriers even occasionally let alone on a regular basis? It can be done.

Stations obviously are doing a good job advertising and selling the products of the agencies' clients or they wouldn't be in business long enough to look for more. Therefore a station should learn to think of itself more in the terms of a "product" and how to sell this product to its agency "customers."

Everything a prospective agency sees or hears about a station can well be considered to fall in the category of sales promotion. The key point for the station then is what is said, where it is said, to whom and how often.

Key Phrase ■ For these reasons it is vital for a station to develop a central theme, a purpose of identity—an image that can be carried throughout all activities. This includes on-air material as well as communication with customers and the general public.

This may be stating the obvious to many in broadcasting, but in actual practice we find frequently that there is little continuity or correlation in station sales promotion in the trade advertising or the programing which the station puts on the air. This seems to be most true in smaller markets where it is needed most because the market must be sold as well as the station.

Although I'm against sales promotion mailings to agencies in general, there is an exception. Every station should have a brochure on its local programing. This is especially useful at the beginning of each new season. I don't necessarily advocate that it be mailed direct to agencies, however. But it should be supplied to the station's national repre-

sentative for use when he makes his agency calls.

Stations should not overlook consistent promotion of their individual markets and their most prominent programs and personalities through advertising campaigns in the trade magazines. This approach is an excellent way to actively create awareness among the agency fraternity and to build both station and market image.

The quality of the trade advertising is often a good barometer too. It shows the professional attitude that a station is likely to employ in its own internal procedures to assure the on-air quality of the sponsor's commercials.

Eye Catchers ■ In talking with timebuyers at NH&S and other agencies on what makes station sales promotion sparkle, they say it's the unusual—the unusual story itself or the means of presentation. A detailed study of the buying habits in a given market would be the former while an armed guard escorting the station rep to "protect the most valuable schedule in the country" fits the latter.

The pretty girl in an attractive outfit still makes an impression and opens doors. So do costumed individuals like a frogman promoting a new sea story show.

Agencies pride themselves on being creative and I'm sure most wouldn't complain if a station uses a little inventiveness in its promotion. But be very judicious. No one wants strange characters in the office every day.

Straight station promotion gimmicks may be very effective and if useful they are likely to stay around. In this category are calendars, desk pads, letter openers or even a convenient three-network daytime schedule, for example.

These, however, should be limited to relatively inexpensive items.

One TV network is using an interesting approach to present new program and research information. It is a miniature "TV set" that functions as a cigarette lighter and slide viewer. A turn of the channel selector illuminates the slide on the TV screen. The network periodically sends out new slides.

Many timebuyers feel one of the most effective sales promotions is the visual presentation including films, slides, audio tapes, etc. While this often takes place at a luncheon or cocktail party it can be just as effective when done in the agency office if scheduled carefully in cooperation with the rep.

Seeing in Person ■ Some agencies today send their media buyers on field trips to various markets so they can make first-hand observations and reports. Stations on occasion supplement this with their own market junkets for agency people. When handled in a business-like way the junket has proved to be a two-way street, helping both agencies and stations to understand each other better.

Once in a while a station can mix work with fun and have a successful local promotion outing. The fun aspect can be a trip to a baseball game or a boat cruise. But like the junket it must be only a prelude for some informative presentation or it is of no real value.

Too expensive for most stations? No, not if they would stop grinding out those endless "how great we are" pieces and curb other haphazard activities which counted together are costly. The money saved could better be spent on a planned and more effective sales promotion program, a unified program with a reason.



Larry Frerk is TV-radio merchandising manager for Needham, Harper & Steers' Chicago division along with other broadcast duties there. He joined the agency almost four years ago. A graduate of the University of Illinois, Mr. Frerk was with WPTA(TV) Fort Wayne, Ind., first as a cameraman and floor manager, then TV director and promotion director. Needham named him assistant TV-radio promotion and merchandising manager initially, elevated him to his present job 1½ years ago.



how to sell BEVERAGES in Detroit

Talk to most of the people with Detroit's leading radio station

No matter whether it's a soft drink, a glass of milk or the favorite six-pack, WKNR delivers the audience you want effectively and efficiently.

The new Pulse* shows WKNR tied for second in the morning (with shares as high as 17% at 7:30 AM), first in the afternoon and first at night.

Our new afternoon share is 18%—nighttime is 30%. Couple this with our low cost-per-thousand and you have the efficient way to sell beverages in Detroit.

For the complete story of WKNR's *Complete Audience* . . . for beverages or almost anything else you have to sell . . . call your KeeNeR salesman or your Paul Raymer man.

*Detroit Metro Area Survey, Oct., Nov., Dec. 1964.

WKNR

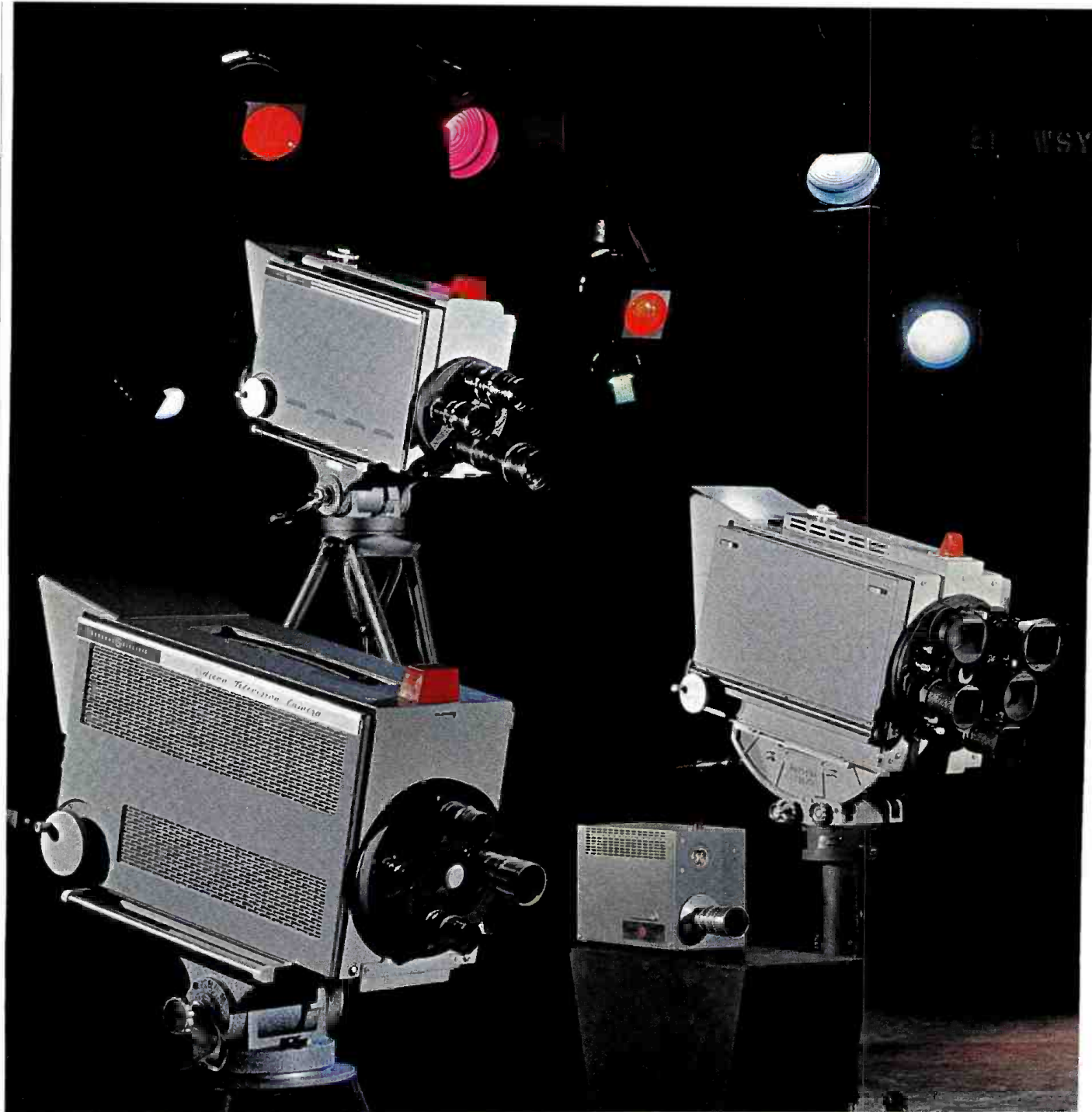
**THE STATION THAT
KNOWS DETROIT**



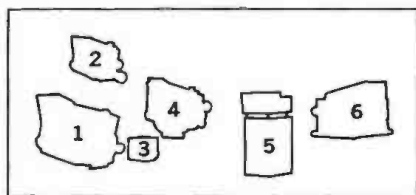
KNORR

BROADCASTING CORPORATION
Mrs. Fred Knorr, President
Walter Patterson, Ex. V. P. & Gen. Mgr.

Represented nationally by the Paul H. Raymer Co.



Improve your image the proven way



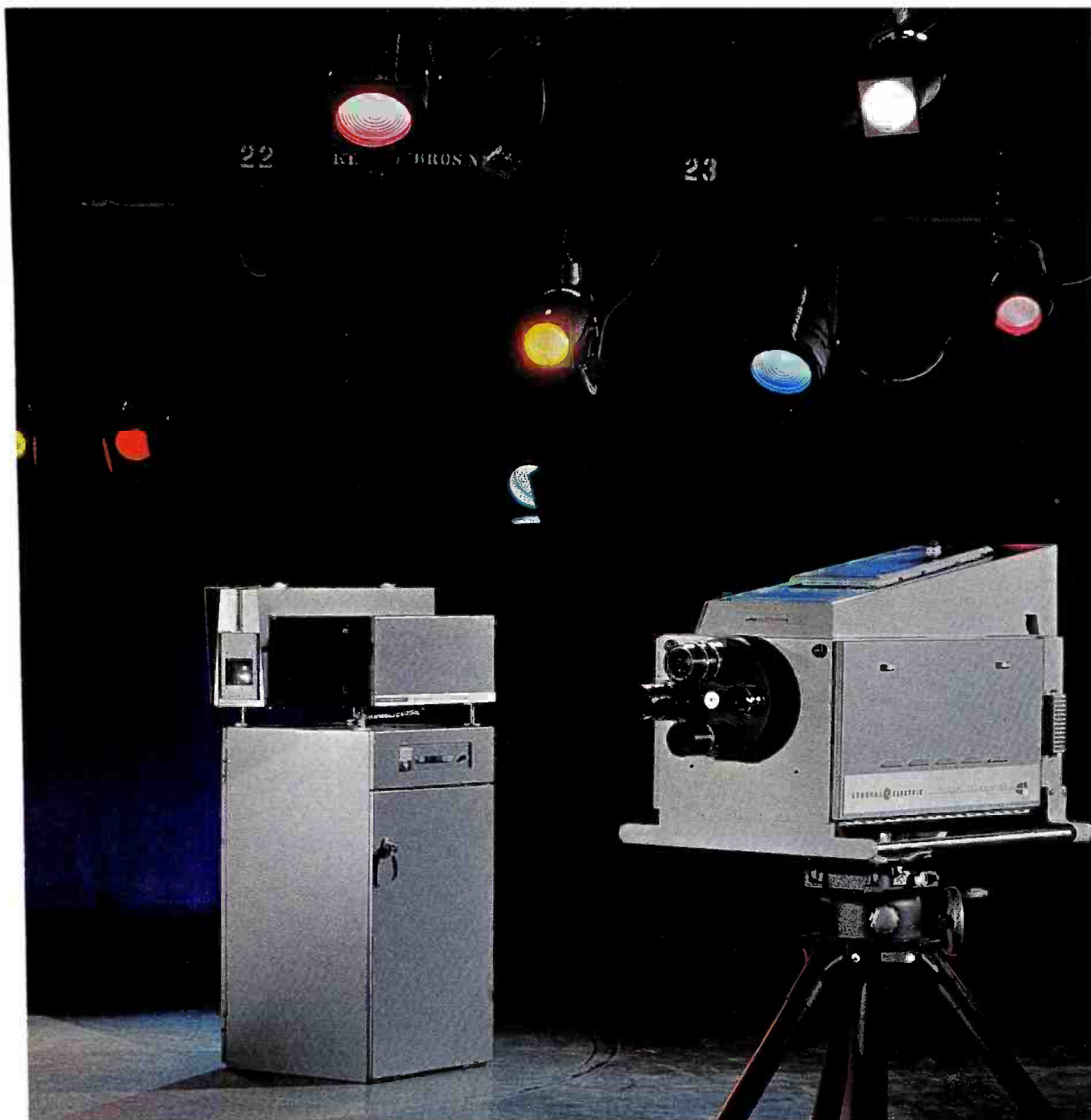
From G.E.'s complete line you will find the camera that will add just the right snap to both your station image and your viewers' reception. G-E camera

systems are the finest...the result of pioneering research in solid-state circuitry that has led to increased reliability, optimum performance and greater economy. G-E camera systems are user proven...in station after station where G-E equipment is now building better images...creating better pictures.

1. PE-23—First Professional Transistorized Studio Vidicon Camera. Proven by more than two years of network

use. Ideally suited for news, panel and quiz shows, as well as educational programming. Soon to be available with advanced lead-oxide pickup tubes.

2. PE-26—Television's Newest, Portable, All Transistorized 3" I.O. Studio System. Best 3" I.O. picture you ever saw—in a smaller, lighter package. Completely transistorized. Perfect for remote applications.



Studio location courtesy WSYR-TV, Syracuse, N.Y.

with General Electric 1965 Cameras.

3. PE-27—Advanced Transistorized Version of Television's Most Widely Accepted Film Camera. Best response, lowest noise, least lag from a 1" separate mesh vidicon tube. Transistorized. Designed for hands-off operation.

4. PE-29—The Aristocrat Of All Monochrome Cameras. Designed to give finest picture quality for exacting studio productions and video tapings. Owners agree. Side by side comparisons prove it.

5. PE-24 — First 4-Vidicon Universal Film Camera. Now programming finest quality color and monochrome film for 26 local stations and the ABC-TV Network.

6. PE-25—Television's Most Advanced 3-I.O. Studio Color Camera. Unmatched stability and excellent color registration. Extensively transistorized. Consistently sharp, true and clear pictures.

For all your camera requirements, contact your G-E Broadcast Equipment Representative, or, General Electric Company, Visual Communications Products, Building 7-315, Electronics Park, Syracuse, N.Y. 13201. GE-12

Visual Communications Products,
GENERAL  ELECTRIC
 Electronics Park, Syracuse, N.Y.

EQUATION FOR TIMEBUYERS

$$\frac{\text{ONE BUY}}{X} = \frac{\text{DOMINANCE}^*}{\text{WKRG-TV} \cdot \begin{matrix} \text{MOBILE} \\ \text{ALABAMA} \end{matrix}}$$

*PICK A SURVEY --- **ANY** SURVEY



Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager



Film backbone of TV programs

Hollywood product, to tune of about \$10.5 million weekly, fills majority of prime-time slots; study shows film furnishes 84.2% of scheduled shows

With the question of network control of prime-time programming the subject of a proposed FCC rulemaking the source of programs occupying these night time slots becomes increasingly interesting.

Schedules for the 1965-66 season are virtually firm and an examination indicates films from Hollywood, rather than those from New York, will form the backbone of the \$10.5 million a week business of supplying network programming. This trend reinforces the position of the major TV producers as the primary programming sources for network programs.

In sales to the networks for next season, an average half-hour represents approximately \$68,000 a week in production cost while an hour production goes for an estimated \$125,000. Costs

of specific properties vary above and under these figures, depending on individual programs.

The accent on film is related to the expansion in Hollywood and to the sturdier role to be played next season by the major producers—companies affiliated with motion picture studios or those historically regarded as steady network suppliers. Usually, though not unanimously, network tape programs originate in New York from the independent producers and packagers.

Though film has been a predominant prime television form for more than five years, it appears to have reached its zenith for the fall. A study released last week by the Eastman Kodak Co. reveals that in prime hours next fall, 84.2% of regularly scheduled network programs (excluding specials) will be

on film. This compares with 82.9% on film in 1964-65 and 70.5% on film in 1962-63, when there was a "live renaissance" on network schedules.

A statistical breakdown in the Eastman's "TV Film Trends" newsletter places 89.8% of ABC-TV's prime-time block (7:30-11 p. m.) on film, as against 87.8% for NBC-TV and 75% for CBS-TV. It points up that ABC-TV's film percentage swelled from 83.3 in 1964-65 and NBC-TV's from 85.8 while CBS-TV's dipped from 79.6% this season.

The newsletter commented: "Regarding film versus tape, it looks as though the arguments over which production medium is best for what type of program have been resolved as far as week-to-week shows are concerned. All of the dramatic shows, action-adventure

In 'The Golden Age' of TV the tab was half that of today

How has television changed and progressed (if it has) over the past decade? An examination of the prime-time schedule of 1955 and an accompanying BROADCASTING article on the subject at that time provides some answers and clues, and food for thought regarding what some critics called the "golden age of television."

The best estimates at that time were that advertisers would spend about \$4.9 million a week on TV production costs, less than half of the \$10.5 million weekly tab reported for 1965-66. The 1955-56 season boasted such shows as *Producers Showcase*, *Ford Star Jubilee* and the *Chevy Show* with Bob Hope, high-budget programs reported to cost in the neighborhood of \$150-200,000 per show.

But the schedule also was replete with low-cost series, such as *Midwest*

Hayride (\$2,000 per week); *Name That Tune* (\$15,000); *Chance of a Lifetime* (\$20,000); *Life Begins at 80* (\$12,500); *Down You Go* (\$8,500).

It was the year in which such live-dramatic series as *Robert Montgomery Presents*, *Climax*, *Goodyear TV Playhouse*, *Armstrong Circle Theater* and the *Kraft TV Theater* were on network schedules. The year also marked the beginning of the "big money" quiz shows with *\$64,000 Question* on CBS-TV and *The Big Surprise* on NBC-TV.

The schedule included 15-minute presentations, such as the Eddie Fisher and Tony Martin shows. In prime schedules were such properties as *Brave Eagle*, *Beat the Clock*, *The Adventures of Champion*, *Ethel and Albert* and the *Dotty Mack Show*.

Among the personalities with their

own regular network shows were Bishop Sheen, Burns and Allen, Sid Caesar, Danny Thomas, George Gobel, Martha Raye, Milton Berle, and Arthur Godfrey. Present-day regulars who had their own programs in 1955 were Johnny Carson, Jackie Gleason, Red Skelton, Ed Sullivan and Lawrence Welk.

Network advertisers in 1955 included Serutan, Brillo, Western Union, Wine Corp. as well as the blue-chip sponsors such as General Foods, Procter & Gamble, P. Lorillard and Lever Brothers.

As an indication of how long ago this was, ABC-TV used to close down the network at 10:15 p. m. on Sunday; at 9:30 p. m. on Monday; at 10 p. m. on Tuesday, Thursday and Saturday and at 10:30 p. m. on Friday. It ran until 11 p. m. on Wednesday when it presented *Wednesday Night Films*.

FILM BACKBONE OF TV PROGRAMS continued

shows and situation comedies in the 1965-66 season will be on film. All of the prime-time variety shows with star hosts, as well as all of the quiz or panel shows at night, will be on tape or televised live."

Film Impact ■ The modest expansion in film for next season, coming on top of 1964-65's emphasis on this form, has had some effect on curtailing production in New York and widening Hollywood activity. From a sampling of network programming sources last week emerged a report that for 1965-66, New York will be responsible for only 10 entertainment series, a low point, as compared with 86 programs originating in Hollywood.

Under current planning, not a single dramatic series is scheduled to be produced in New York for the fall season. Among the present New York dramas (on film) that will not return next fall are *The Defenders*, *The Nurses and the Doctors* and *For The People*, all presentations of Plautus Productions and on CBS-TV. Other film drama shows that were produced in New York and begun on networks in 1964 and have since been cancelled were *The Reporter* and *Mr. Broadway*, both on CBS-TV.

Among the live-tape programs that originated in New York this season and will not return next fall are *That Was The Week That Was* and *The Jack Paar Show* on NBC-TV and *Password* and *The Entertainers* on CBS-TV.

Of the 10 programs to be presented from New York next fall, only one is on film, *The Patty Duke Show* on ABC-TV. The other New York series, produced live and/or on tape are *The Ed Sullivan Show*, *Candid Camera*, (some film), *What's My Line*, *To Tell The Truth*, *I've Got A Secret*, and the new *Steve Lawrence Show* all on CBS-TV; *Hullabaloo* on NBC-TV and the *Jimmy Dean Show* on ABC-TV.

Network program executives cited superior facilities on the West Coast as the prime reason for producing a large number of series there, though they claimed that the amount of production will vary from season to season. It will depend on the types of shows to be made and the availability of talent in the performing, directing and producing areas, they pointed out.

Back to Majors ■ The film-Hollywood thrust will have the effect next season of adding substantial weight to the scale of the so-called major program producers. During 1964-65 there was a healthy resurgence by independent producers, who enlarged their share of the prime-time pie. For 1964-66, the pendulum has swung back to the majors. For next season, only Filmways in the independent classification, will re-

cord gains in programs produced for prime time, as compared with last season when five such companies expanded their output. Nonmajors who will sustain losses for 1965-66 are Plautus Productions and Richelieu Productions (both of which are batting "zero") and Bob Banner Associates, Danny Thomas Enterprises and Jack Chertok Productions.

In contrast, increases were registered for the fall by such majors as 20th Century-Fox Television, Screen Gems, United Artists Television, Warner Brothers Television and Four Star Productions. The other majors remained in relatively the same position as last year with the exception of the kingpin producer for many years, Universal TV

CBS-TV adds more color

CBS-TV's commitment to color programming in its 1965-66 schedule became stronger last week with the report that a minimum of three, and probably more, of the network's Tuesday night news hours (10-11 p.m.) would be broadcast in color.

A CBS News spokesman said at least one *CBS Reports* program and two news specials would be in color and that the policy would be to use color whenever the subject matter of the programs would lend itself to such presentation.

In a related color move CBS-TV purchased a color mobile unit from Sports Network Inc. It will be delivered to CBS this week.

CBS-TV last month announced it would colorcast two regular prime-time series and most of its feature films (BROADCASTING, March 15).

(formerly called *Revue*). Universal TV will be tied for first place with Fox TV, each with seven and one-half hours of programming. This was a drop-off of an hour and a half for Universal next season, as compared with 1964-65.

The most spectacular rise in the past two years has been unquestionably that of Fox TV. This producer has skyrocketed from no prime-time programs in 1963-64 to seven and one-half hours for the fall. This season Fox TV accounted for four and a half-hours of programs and its surge for 1965-66 was achieved by renewal of four of five of its current properties (only *Valentine's Day* on ABC-TV will be cancelled) and

the introduction of four new series and the addition of a third segment of *Peyton Place* on ABC-TV.

Programming specialists at agencies were frank to acknowledge that providing reasons for the up's and down's of production company fortunes can be a risky and frustrating experience. They pointed out that some companies hit high points and then decline, while other companies remain fairly consistent, even though there may be some peaks and valleys to their production levels.

The Jackpot ■ Several agency executives said Fox's success could be accounted, at least in part, to the appointment by the company of William Self, executive vice president, who was described in such words as "imaginative, dedicated and highly competent." They noted, too, that about two years ago, Fox decided to spend "a lot of money to develop its TV properties and they have now hit the jackpot."

Television production companies must be alert to develop new and salable shows to replace their "veteran" shows that may falter, one agencyman ventured. Universal Television, still a powerhouse producer but no longer the undisputed leader, loses ground in the fall, primarily because its replacements trail its cancellations, this agency official claimed.

Universal TV shows of 1964-65 that have been or will be dropped total six—*Kraft*, *Suspense Theater*, *90 Bristol Court*, *Jack Benny Show*, *Alfred Hitchcock Hour*, *Wagon Train* and *Broadside*. New shows for next season number four—*Mr. and Misses*, *Run For Your Life*, *Streets of Laredo* and *Tammy*.

Universal's dip to seven and one-half hours takes on added significance when evaluated against its high point of 13½ hours of weekly programming in 1957-58 and 11½ hours in 1962-63.

Several agencymen held the opinion that the departure of former president James T. Aubrey Jr., from CBS-TV could explain partially the comparative eclipse of independent production. They pointed out that Mr. Aubrey was inclined to deal more frequently with the independents, particularly with such companies as Richelieu, Plautus and Talent Associates.

Plautus supplied two hours of programs for the start of the 1964-65 season and added another hour this past January but is shut out of the new season. Similarly, Richelieu started the current season with two hours of production but its three programs on CBS-TV—*Cara Williams Show*, *The Reporter* and *The Baileys of Balboa*—are not set for renewal for the fall and Richelieu has not come up with program replacements.

Screen Gems, a fairly consistent sup-

Universal, 20th Century tie for program producer lead

The scramble among TV program producers for prime-time network slots in 1965-66 has finished in a tie for first place by Universal TV and the fast-stepping 20th Century-Fox TV. The following compilation shows the programs and number of weekly hours for each of the following companies and compares the hourly totals with those for the fall of 1964 (feature films and irregular programs are not included):

20th Century-Fox TV: *The Legend of Jesse James*, *The Long Hot Summer*, *Peyton Place*, *Voyage to the Bottom of the Sea*, *12 O'Clock High*, on ABC-TV; *Lost in Space*, *The Loner*, on CBS-TV; *Daniel Boone*, on NBC-TV. Total: seven and one-half hours. Up three and one-half hours.

Universal TV: *The Virginian*, *Mr. and Misses*, *Run for Your Life*, *Bob Hope-Chrysler Theater*, *Streets of Laredo*, on NBC-TV; *The Munsters*, CBS-TV; *McHale's Navy*, *Tammy*, on ABC-TV. Total: seven and one-half hours. Down one and one-half hours from last year.

Screen Gems Inc.: *Wackiest Ship in the Army*, *Camp Runamuck*, *I Dream of Jeannie*, on NBC-TV; *Hazel*, on CBS-TV; *Bewitched*, *Gidget*, *Farmers Daughter*, *Donna*

Reed Show, *The Flintstones*, on ABC-TV. Total: Four and one-half hours. Up one and one-half hours.

MGM-TV: *Dr. Kildare*, *Please Don't Eat the Daisies*, *Man From U.N.C.L.E.*, *Flipper*, on NBC-TV; *Man Called Shenandoah*, on ABC-TV. Total: three and one-half hours. Down one-half hour.

United Artists TV: *My Mother the Car*, *Mona McCluskey*, on NBC-TV; *The Fugitive*, *Okay Crackerby!*, *Patty Duke*, on ABC-TV; *Gilligan's Island*, on CBS-TV. Total: three and one-half hours. Up one-half hour.

Filmways: *The Addams Family*, on ABC-TV; *Beverly Hillbillies*, *Country Cousins*, *O'Brien*, *Petticoat Junction*, on CBS-TV. Total: three hours. Up one and one-half hours.

Four Star Television: *Smothers Brothers*, on CBS-TV; *The Big Valley*, *Amos Burke—Secret Agent*, *Honey West*, on ABC-TV. Total: three hours. Up one hour.

Warner Brothers: *Hank, Mr. Roberts*, on NBC-TV; *The F.B.I. Story*, *F Troop*, on ABC-TV. Total: two and one-half hours. Up one and one-half hours.

Bing Crosby: *Hogan's Heroes*, *Slatery's People*, on CBS-TV and *Ben Casey*, on ABC-TV. Total: two and one-half hours. Same as last

year.

Danny Thomas Enterprises: *The Andy Griffith Show*, *Gomer Pyle*, *USMC*, on CBS-TV; *I Spy*, on NBC-TV. Total: two hours. Down one-half hour.

Bob Banner Associates: *The Jimmy Dean Show*, on ABC-TV; *Candid Camera*, on CBS-TV. Total: one and one-half hours. Down one hour.

Richelieu Productions: None. Down two hours from last year.

Plautus Productions: None. Down two hours.

Goodson-Todman: *Branded*, on NBC-TV; *What's My Line*, *To Tell the Truth*, CBS-TV. Total: one and one-half hours. Same as last year.

Jack Chertok: *My Favorite Martian*, CBS-TV. Total: half-hour. Down one-half hour.

Desilu: *The Lucy Show*, CBS-TV. Total: one-half hour. Same as last year.

In addition, the following programs are owned or produced by the networks themselves:

CBS-TV: *Gunsmoke*, *Rawhide*, *Wild West*. Total: three hours. Down one and one-half hour.

Selmur Productions (owned by ABC): *Combat*, *Shindig I*, *Shindig II*. Total: two hours. Up one-half hour over last year.

plier of network shows, reached its peak in 1962-63 with six hours of prime time, fell to three hours during the present season, but has rebounded to four and a half-hours for 1965-66.

Warner Brothers, which had been a substantial program producer in the later 1950's with its cycle of westerns on ABC-TV, has declined in influence in the past three years, down to one hour for 1964-65. It bounces back for next season with four new programs for a total of two and a half hours.

MGM-TV must still be rated as a formidable network supply house, though its hours of programing have fallen gradually from its perch of five and a half hours in 1963-64. MGM-TV slipped to four hours for this season and slides to three and a half hours for next fall.

Four Star is on the move upward. It gains a notch for 1965-66, providing three hours of weekly programing to the networks, as compared with two hours for the present season.

Similarly, United Artists television edges up slightly over the 1964-65 mark, adding a half-hour to present

schedules for a total of three and a half hours.

Desilu Productions, despite an ambitious pilot program push, was unable to add to its single series—*The Lucy Show* on CBS-TV—for the new season.

A rerun by any other name is still a rerun

NBC-TV announced last week that two program series, *Moment of Fear* and *Cloak of Mystery*, consisting of selected episodes of past dramatic series shown on the network, are scheduled as summer replacements.

Cloak of Mystery replaces *That Was The Week That Was*, (Tuesdays, 9:30-10 p.m.) which will end its network run May 4. On May 25 *Cloak* will expand to occupy the second half of the one-hour *Hullabaloo* series (9-9:30 p.m.). The other half hour of *Hullabaloo* (8:30-9 p.m.) will be filled, also starting May 25, with *Moment of Fear*.

Both *Moment* and *Cloak* will run on the network until Aug. 10. NBC has

not disclosed plans for programing from that date to the start of the new season.

Hullabaloo reruns will be used to replace *Bell Telephone Hour* starting with the June 15 program (Tuesdays, 10-11 p.m. EDT).

CBS-TV sets 5½ hour Sat. morning schedule

CBS-TV's Saturday daytime schedule for the 1965-66 season, announced last week lists two programs new to the lineup, *Tom & Jerry* and *Lassie*.

The changes give the network a five-and-one-half hour block of children's programing between 8 a.m. and 1:30 p.m.

The fall Saturday lineup: *Mister Mayor*, 8-9; *Alvin*, 9-9:30; *Tennessee Tuxedo*, 9:30-10; *Mighty Mouse Playhouse*, 10-10:30; *Linus the Lionhearted*, 10:30-11; *Tom & Jerry*, 11-11:30; *Quick Draw McGraw*, 11:30-noon; *Sky King*, noon-12:30 p.m.; *Lassie*, 12:30-1 and *My Friend Flicka*, 1-1:30.

Dixon: FTC will stick to guns

Tells Senate hearing trade commission will start regulating cigarette advertising and labeling unless Congress says it should not

The Federal Trade Commission is going to regulate both cigarette advertising and cigarette labeling unless Congress specifically forbids it, FTC Chairman Paul Rand Dixon told the Senate Commerce Committee last Monday (March 29). His remarks raised congressional eyebrows and some congressional ire in the second and final week of Senate hearings on the subject.

He reviewed the commission's "leading role in the initiation of remedial measures," culminating in rules requiring on packages and in advertising the warning "cigarette smoking is dangerous to health and may cause death from cancer and other diseases." These rules will take effect July 1, provoking a long court test, if Congress doesn't preempt the field.

He said the FTC supports both of the bills under consideration "because either, if enacted, would contribute to the protection of the consuming public. . . ." He also recommended changes in both. The required warning that habitual smoking "is injurious to health" in S 547 (introduced by Senator Maurine B. Neuberger [D.-Ore.]) "overstates the medical and scientific evidence of the health hazards of smoking," he said, while the warning in S 559 (identified with committee chairman Warren G. Magnuson [D.-Wash.]) that "continual cigarette smoking may be hazardous" to health is too mild. He suggested that it be changed to read "habitual cigarette smoking is hazardous to health."

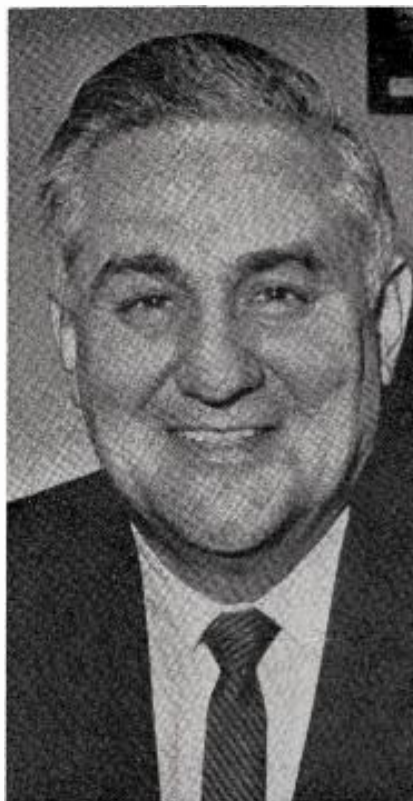
He noted with approval the provisions for regulation of advertising in S 547, adding that the FTC would interpret the omission of such provisions from the Magnuson bill "as no preemption of its existing authority under existing statutes to prevent, if necessary through a requirement of affirmative disclosure, unfair and deceptive cigarette advertising."

Mr. Dixon was questioned at length by Senator Vance Hartke (D-Ind.) and sharply by Senator Ross Bass (D-Tenn.), the latter proclaiming that if Congress did not choose to require a warning in advertising, it would be "a mandate to

to the FTC not to act." "I don't agree with you," said Mr. Dixon, who didn't budge an inch.

Robert Meyner, former governor of New Jersey, now administrator of the manufacturers' cigarette advertising code, told the committee he has a "strict conception" of his post.

The governor noted that the code has two major provisions: It prevents advertising in form of appeals to youngsters and forbids health claims. And, he told the committee, the code "can move faster than governmental agencies" in straightening out any problems that do exist in advertising. If



Paul Rand Dixon
Ready to roll

some form of regulation has to come, Governor Meyner said he would prefer it to be a federal law than a score

or more of individual state regulations, a point made repeatedly by industry spokesmen.

Under questioning from the committee, he repeatedly went back to the provisions of the code relating to health claims, which state that the administrator of the code is the sole judge of what claims are allowable. To date, he said, no commercial or ad which makes a health claim has been offered to him which meets the provisions of this section of the code.

Mr. Meyner said he was concerned over the number of young people watching and listening to shows that are sponsored by cigarette manufacturers. But he said he has "been so busy trying to clear up ads in periodicals and TV shows that I haven't made an intensive effort to move into this field."

The governor said he has been accumulating statistics regarding audience composition of cigarette-sponsored programs and told the committee he had just hired someone with a marketing and legal background and expects to put him to work in this area.

As the questioning of the committee got into the area of the number of commercials in a given program, Senator Magnuson jumped in to say that how many there should be in a show or time period is a subject that the FCC has been in a "hassle" over and "it hasn't been resolved yet."

Governor Meyner described the "informal procedure" he has followed in weeding out ads and commercials he feels violate the code. He said he has talked with the lawyers and advertising executives of the tobacco companies, never with the agencies, and following any "of my rulings, I haven't found one conscious violation." He told the committee he was "not afraid to impose a fine" if a conscious violation did occur. The code calls for an unappealable fine of up to \$100,000 per violation.

In addition to the money penalty, Mr. Meyner felt, "adverse publicity would be a deterrent" to any violations and this, he said, is another course the

administrator has to follow, "if he wants to flex his muscles."

The area of programing provided the hottest discussion of the morning. Senator Bass asked if Mr. Meyner's office, acting under the code provision which states that advertising will not be used in any media directed primarily toward young people, could stop a cigarette company from sponsoring a sporting contest between two colleges.

If it were primarily a local event, which would draw a large university audience, the governor said, "I think we could forbid it."

However, Senator Bass felt that would be carrying the code "too far." When you reach that point, he said, it becomes a simple question of whether tobacco is going to be part of American commerce or "should it be outlawed."

Senator Magnuson noted that none of the bills regarding cigarette advertising and labeling talk of program content. "We don't suggest you get off the air," the senator said, "just put on the package what's in there. Regulating programing is a field we don't believe in."

Viewpoint ■ Statements submitted by the National Association of Broadcasters and the NAB Code Authority dealt primarily with industry self-regulation. Vincent Wasilewski, NAB president, noted that "a substantial expansion of the role now played by government could seriously impair the effectiveness of industry self-regulation by undermining incentive." He said industry "should be permitted to regulate itself in those areas where it has demonstrated a willingness and ability to do so."

The NAB, he said, opposes S 547. The association does not oppose S 559, "but believes that it should be amended to provide that a health statement on the cigarette package is sufficient and that no further statement is required in advertising."

Mr. Wasilewski charged that requiring a "mandatory warning in advertising" would be "discriminatory in its effects upon the various media. The differences in form or presentation of the print and broadcast media would make the proposed rule grossly unfair in its application to broadcasting. The greatest discrimination would fall on radio."

Howard Bell, NAB code director, pointed out that parts of the NAB's radio and TV codes dealing with cigarette advertising were amended following the surgeon general's report in 1964, as part of a "continuing review in order to be fully responsive to public needs."

He said his code office has "an in-

formal liaison" with Governor Meyner's tobacco industry code office and called the "self-policing efforts" of both demonstrative of "the ability of private industry to respond to public interest."

As has been the case throughout the hearings, medical and statistical experts argued the merits of evidence indicating links between smoking and disease (BROADCASTING, March 29). Two marketing experts told the committee that advertising warnings were unnecessary because of the healthy skepticism with which American consumers regard all sales pitches, and that a package warning would be a good idea because people are conditioned to look for warnings there.

The committee will consider the evidence in executive session on April 6, and is expected to report out a bill by the end of the month.

The same day, April 6, a similar series of hearings will begin on the House side of the Capitol. Hearings on smoking and health were held by the House Commerce Committee last summer, but the issue died with the 88th Congress (BROADCASTING, June 29, 1964, et seq). Mr. Dixon is scheduled to appear before the House group on Tuesday, U. S. Surgeon General Luther L. Terry on Wednesday, and witnesses for the Interagency Council on Smoking and Health on Thursday and Friday. Witnesses for the tobacco industry will testify Tuesday and Wednesday (April 13 and 14) of the following week. The National Association of Broadcasters has offered to send witnesses or submit statements, at the pleasure of the committee.

ABC Radio gets big campaign from GE

The Photo Lamp Department of General Electric Corp., New York, will begin April 12, a four-week saturation campaign on ABC Radio, tying-in with GE's activities at the International Photography Exposition scheduled May 3-7 in New York.

GE will advertise on the network's *ABC Reports*, *Flair Reports*, and *Alex Dreier News*, and also on *The Breakfast Club with Don McNeill*.

During the campaign, Mr. McNeill will personally deliver 26 GE commercials on his program. In addition, the company will bring Mr. McNeill and the cast of *Breakfast Club* to New York during the exposition from Chicago where the program usually takes place.

Grey Advertising, New York, is agency for General Electric.

CBS-TV adds 5 1-minute breaks

Plan would increase weekly prime-time allotment to 7

CBS-TV last week informed affiliates that it plans to provide seven station breaks weekly in prime-time next fall that will accommodate one-minute commercials, an increase of five over the two currently available.

The proposal was prompted by the desire of affiliates for additional one-minute adjacencies in prime time programs for sale to spot advertisers. Historically minute availabilities in prime time have been in short supply. It was also pointed out that stations, particularly those in smaller markets, would welcome the contemplated reduction of the number of 20-second mid-breaks. Spot salesmen find the 20-second lengths are hard to sell.

An NBC spokesman said his network had received "similar" requests from various affiliates but has not made a formal proposal. It was reported that this was one of the topics discussed at the NBC affiliates convention in New York on March 17 and 18.

An ABC official said flatly that his network had no such plans for the fall.

The CBS proposal is for two 62-second breaks in *Thursday Night Movies*, one at approximately 9:40 p.m. and the other at 10:30 p.m. (EST).

The other 62-second breaks will be placed at 8:30 p.m. Wednesdays between *Lost in Space* and *The Beverly Hillbillies*, at 8:30 p.m. Fridays between *Wild West* and *Hogan's Heroes* at 9:30 p.m. Saturdays between *Trials of O'Brien* and *The Loner*.

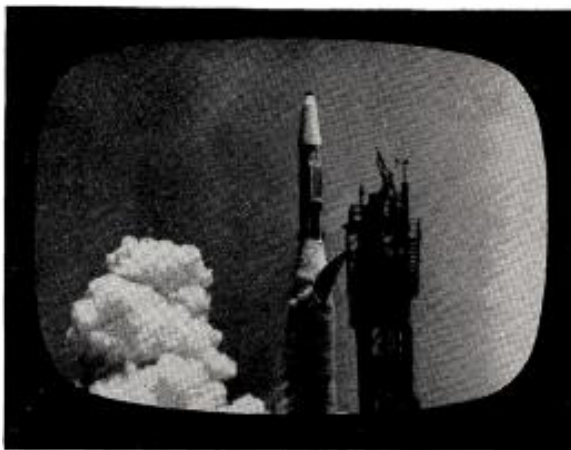
The last three breaks between programs, under the CBS plan, will be obtained by shortening the mid-break in the preceding program to 12 seconds.

Same Time ■ CBS told affiliates that under its plan the total time of the network program itself will not be changed.

As outlined to affiliates in a wire from Robert F. Jamieson, director of station clearances, CBS will continue to provide a 70-second break preceding the start of *The Ed Sullivan Show*. This break is set at 7:59:20 to 8:00:30 p.m. Also to be continued would be the 70-second break preceding the start of *Reports* at 9:59:20 to 10:00:30 p.m. He said both the *Sullivan Show* and *Reports*

You Could Call It Coincidence...

Source: Trendex multi-city ratings. Audience and related data are based on estimates provided by the rating service indicated and are subject to the qualifications issued by this service. Copies of such qualifications available on request.



From the time the United States launched its very first earth satellite more than seven years ago, NBC News has devoted some 96 hours of special television coverage to space projects—many more hours than any other network has spent on this all-important subject. NBC Television's continuing space coverage has not only been the most comprehensive, but has attracted by far the largest audiences of any network.

What's more, in just about every space exploit covered by *all* the networks, it is NBC Television that has drawn the greatest number of viewers.

You *could* call it coincidence. But you'd be ignoring



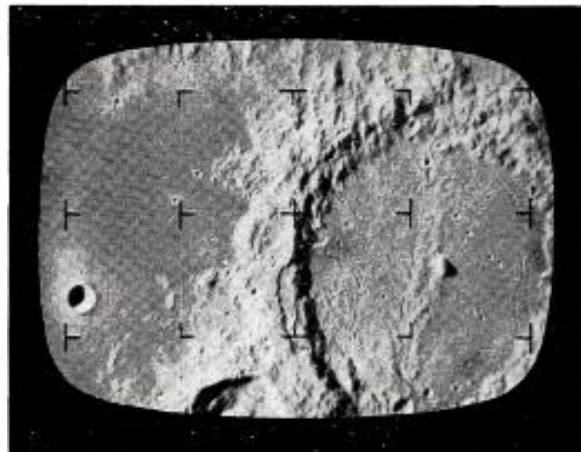
the fact that viewers *expect* the best space-flight reporting from NBC News.

Most recently, when Ranger Nine took its remarkable pictures of the moon, many more viewers watched the spectacle on NBC-TV than on any other network

(193% more than CBS; 318% more than ABC).

It was this same NBC News organization which—just a few days earlier—provided Sunday's only live coverage of the Ranger Nine *launching* from Cape Kennedy and the same day's only live TV reporting from the Alabama Civil Rights march between Selma and Montgomery.

Whether the subject is space exploration, or Civil Rights, or any other area of national interest, it is NBC News to which the public looks for the most accurate and most complete coverage.



Among the more pointed examples of that leadership: —When President Johnson addressed both Houses of Congress on the Voting Rights issue March 15, more viewers watched on NBC-TV than on any other network.

—For the telecast of Washington's reception in honor of astronauts Virgil Grissom and John Young on March 26, NBC-TV had the largest audience of any network.

Attention to exciting, important news—whether the event be an excursion into space, a reception for returning heroes or a protest march along a Southern highway—is a working credo of NBC.

The nation's viewers know this. Which is why, for example, more people continue to get the news from the "Huntley-Brinkley Report" than from any other news program in broadcasting.

In sum, the public's repeated preference for following the news on NBC can't be explained as coincidence. A much more accurate word would be *confidence*.

NBC NEWS



Network billing up 1.3% in January

Network television net time and program billings by day parts
(Source: TVB/LNA-BAR)
(add 000)

JANUARY			
	1964	1965	% Change
Daytime	\$ 28,590.3	\$ 30,840.1	+ 7.9
Mon.-Fri.	21,514.8	22,016.8	+ 2.3
Sat.-Sun.	7,075.5	8,823.3	+24.7
Nighttime	75,076.7	74,214.3	- 1.1
TOTAL	\$103,667.0	\$105,054.4	+ 1.3

will continue on the fall schedule with the mid-breaks eliminated as they have been this season. *Sullivan* continues in its 8-9 period on Sundays and *Reports* moves from its current Monday, 10-11 berth to Tuesday at that same hour.

In a supplementary wire to affiliates, William B. Lodge, CBS-TV vice president, affiliate relations and engineering, noted that it was "immaterial" to CBS whether the new station-break lengths were used between programs on Wednesdays, Fridays and Saturdays or whether the conventional pattern would be continued in those periods.

He explained that in the conventional pattern, the network normally allows for 42-seconds plus a 32-second mid-break in these hour programs. Mr. Lodge told the affiliates that the network will schedule the breaks according to the preference expressed by "a majority of the affiliates."

The subject, it was indicated, will be placed on the agenda at the annual general conference of the CBS-TV affiliates which will be held May 5-6 in Los Angeles.

Authorities noted that in the larger markets, stations generally have less difficulty selling 20-second spots in prime-time to advertisers but that the reverse is true in a substantial number of smaller markets. The availability of additional one-minute commercials in prime-time, it was pointed up, will permit stations in the smaller markets to integrate them in packages offered to national spot, regional or local advertisers.

NBC-TV announces one rate for color or B&W

NBC-TV last week announced a uniform rate for its color and black-and-white studio rental.

Nicholas C. Gilles, network vice pres-

ident for business affairs, commenting on the new single rate, said the newly established charges "represent a significant reduction in the existing cost of color programing."

Before the change, he said, studio rental for color use was as much as \$100 an hour higher than that for black and white. An NBC spokesman noted that average hourly rental costs previously had come to \$450 for color and \$350 for black-and-white. The new studio rental cost comes to about \$400 for either tint or monochrome. NBC absorbs added color charges for time and production in its regular color programing.

The new charges, contained in rate manual No. 7, also include a standardized rate for live daytime commercials produced in color.

Six buy into NBC-TV for 1965-66 season

NBC-TV last week reported purchases by six new advertisers in its prime-time lineup for the 1965-66 season.

They were American Dairy Association through Compton Advertising for sponsorship in *The Virginian*, *Flipper* and *Daniel Boone*; Dodge Division of Chrysler Corp. through BBDO for *The Man From U.N.C.L.E.*, *Run for Your Life* and *Tuesday Night Movies* and Nestle Co. through Leo Burnett for alternate week sponsorship in *Flipper*.

Also Remington Electric Shaver Division of Sperry Rand through Young & Rubicam for *The Man From U.N.C.L.E.*; Union Carbide through William Esty for participation in *The Virginian*, *Daniel Boone*, *The Man From U.N.C.L.E.* and *Saturday Night Movies* and Vick Chemical Co. through Morse International for participation in Saturday night and Tuesday night *Movies*.

Eastern buys 3 WCBS-TV public service programs

What was described as "the largest single purchase of community affairs programming in a single TV market," was announced jointly last week by Clark B. George, vice president of CBS-TV stations and general manager, WCBS-TV New York, and Arthur D. Lewis, senior vice president and general manager of Eastern Airlines, New York.

Eastern has purchased sponsorship for 52 weeks, beginning April 6, of WCBS-TV's *Eye on New York* (Tuesday, 7-7:30 p.m. EST, and repeated Sunday, 4-4:30 p.m. EST); *This is . . .*, a monthly half-hour biographical series, programmed on various Monday evenings throughout the year at 10:30-11 p.m. EST, and also of *WCBS-TV Specials*, a series of special programs an hour or more in length on community and world affairs, presented quarterly.

Advertising agency for Eastern Airlines is Young & Rubicam, New York.

Three stations accept 'near beer' commercials

The controversial question of youth appeal appears to have been erased from radio-TV commercials for Jet Near Beer, a new product of United States Brewing Co., Chicago, it was indicated last week, according to reports from the code authorities of the National Association of Broadcasters and Jet's agency, Livingston and Associates Inc., Chicago (BROADCASTING, March 15).

The agency reported that orders for spot schedules for the nonalcoholic soft drink beverage that looks like and tastes like beer have been accepted by WBBM, WGN and WIND, all Chicago. Other stations are expected to be added for the drive to start May 1. TV is not yet set. If Jet Near Beer makes good in the Chicago area the brewery hopes to expand the market elsewhere.

Fred Livingston, agency president, said the broadcast commercials are aimed at the housewife "and it is not the client's intent to sell to the youth market." He said the TV copy uses the theme of "thirst quencher for everyone," while the jingle portion includes "bold beer flavor, real beer flavor, in a new low-calorie drink." Radio copy is similar, he said.

The NAB radio code office noted the original radio spot drew queries from subscribers because of a "direct approach to teen-agers and the youth audience" but the NAB now is "completely satisfied" with the new version



DEPENDABILITY—SAN FRANCISCO STYLE

During 1964 KTVU lost only 5 minutes and 40 seconds of commercial air time due to technical difficulties. This unusual record of dependability is due to an exceptional engineering staff and the finest broadcast equipment.

Advertisers who buy KTVU are assured their commercial messages will be aired when scheduled—and with high technical quality.

Dependability is one more reason why KTVU is the Nation's LEADING Independent Television Station.

[†] Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton;

WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC (TV), Pittsburgh.

KTVU
CHANNEL
2

SAN FRANCISCO • OAKLAND
Represented by H-R Television

COMMERCIAL PREVIEW: Sun Soft fabric softener



Using a U. S. Department of Agriculture report as the stepping stone, the Barcolene Co., Boston is using a saturation TV campaign in New York, Philadelphia, Baltimore and Washington to introduce its Sun Soft germ-proof fabric softener.

The spots report the Agriculture Department's finding that as many as 30 kinds of bacteria can survive the usual washing process. But with Sun Soft, the spots say, the laundry is sanitized and made "safe for all the

family."

Two taped spots are being used. One, made in a "laundry room of a typical lower-middle class home," stresses importance of keeping babies' laundry sanitary. The second spot, taped in a coin laundry, emphasizes germ-proofing laundry machines "used previously by others while sanitizing the wash."

Agency for the Barcolene account is Firestone & Associates Inc., Philadelphia.

aimed at housewives.

The NAB TV code office said it has asked for a storyboard so that it may rule on the TV commercial. It said the audio portion of the TV spot, which is similar to radio, has already been approved.

All three radio stations said they have accepted the near beer business with qualifications. Among these are stipulations ranging from adult appeal only to possible cancellation if the new product becomes too "controversial." WBBM said it won't accept the "low calorie" claim and it won't use the agency recorded spot but will allow live copy on the *Paul Gibson Show*, a program for housewives.

Fred Niles Communications Center,

Chicago, is handling creative and production work for both radio and TV. The radio spots are to be produced this week, according to the agency.

Business briefly . . .

NBC-TV's color special *The Middle Ages* from the *Men and Freedom* series and scheduled for telecast May 18 (10-11 p.m. EST), has been completely sold, it was reported last week. The sponsors and respective agencies are: P. Lorillard Co., Grey Advertising; Polaroid Corp., Doyle Dane Bernbach; S. C. Johnson & Son, Foote, Cone & Belding; The Goodyear Tire & Rubber Co., Young & Rubicam; General Foods Corp., Benton & Bowles, and Scott

Paper Co., J. Walter Thompson.

The Kool-Aid Division of General Foods Corp., White Plains, N. Y., through Foote, Cone & Belding, New York, will introduce its new Twist Orangeade Mix with participations in CBS-TV daytime programs, beginning in late May and continuing throughout the summer.

SCM Corp., through BBDO, and Institute of Life Insurance, through J. Walter Thompson, all New York, will sponsor NBC-TV's *Our Man in Washington*, second of the *David Brinkley Journal* specials (April 20, 10-11 p.m. EST). The program will be telecast in color.

For new packing ■ Iron City Brewery, Pittsburgh, to promote its new no-return quart bottle with a resealable cap, has started 20 and 60-second film commercials on TV stations in the tri-state area adjacent to Pittsburgh. Agency is Ketchum, MacLeod and Grove, Pittsburgh.

Clairol Inc., through Foote, Cone & Belding, both New York, has renewed participating sponsorship for remainder of the season, in ABC-TV's *The King Family* (Saturday, 7:30-8:30 p.m. EST).

The Sinclair Refining Co., New York, for the sixth consecutive year, will advertise its Dino Supreme and Sinclair regular gasolines, on Keystone Broadcasting System radio stations.

Sinclair has scheduled 30-second spots during peak weekday traffic periods on 86 Keystone stations in small markets east of the Rockies, supplementing spot television in major markets.

Also in advertising . . .

Moving? ■ WTS-Pharmcraft, Rochester, N. Y., was reported last week to be moving approximately \$4.8 million in billings from Papert, Koenig, Lois to Doyle Dane Bernbach, both New York. Products involved in the switch, "Fresh" deodorant, "Allerest" and "Coldene," together spent \$4 million in spot and network TV during 1964. Neither the agencies nor advertiser would comment on the report.

Pork Promotion ■ New series of 16mm TV film commercials promoting pork and for use by local retailers is being offered by the National Livestock and Meat Board's pork committee, 36 South Wabash, Chicago. Spots include four 10-second commercials, 15-second commercials and 10-second silent segments.

Rep Relocates ■ Select Station Representatives has moved its expanded New York operation from 400 Madison Avenue to 551 Fifth Avenue.

A radio station to fit every sponsor's needs

Peters, Griffin, Woodward, New York, last week introduced a new tool for radio buyers, "Radio Programming Efficiency Index," designed to locate the best station in a given market for a sponsor's product.

The index is the result of a year's study of radio listenership and demographic data on specific types of radio listeners. The research included 12,000 personal interviews in four major markets. It was developed by PGW's radio research and promotion department in association with Data Inc. (CLOSED CIRCUIT, March 29). The markets surveyed were Boston, Cleveland, Philadelphia and Chicago.

A PGW report on the project last week said the study had confirmed two basic precepts on which the index is founded:

- That for specific types of programming, no matter what the market, audiences will be substantially similar by demographic characteristics.

- That most radio listeners tune in to stations having one of six definable program formats.

PGW notes that while some products appeal to all consumer groups, there are many which are only purchased by special segments of the public. For the latter type the agency must know the audience profile of particular stations to find the most efficient buys.

Stations themselves are profiled according to seven criteria considered to be the prime reasons for tune-in. They are type and amount of music generally programed, news, sports, personalities, talk programs, network affiliation and special interest.



Peters, Griffin, Woodward officials look over the new pocket piece. (l-r) Art Bagge, midwest radio vice president, Chicago; Ray M. Stan-

field, vice president, director of radio, New York and John Brigham, vice president, radio sales manager, New York.

PGW condensed the study into a pocket-piece slide rule which will connect breakdowns in four demographic areas—age, education, occupation and marital status—with the efficiency index figure for each of the six basic station types. On an-

other scale the pocket piece offers an efficiency rating for each of the station types for 19 product categories.

The representation firm emphasized the index does not measure the number of listeners to a particular type of program format.

Agency appointments . . .

- Bardahl Manufacturing Corp., Seattle, has named Botsford, Constantine & McCarty, Los Angeles to handle the account. Early April has been set for introduction campaign of two new products on West Coast with radio as primary medium. Harry Roe will be account supervisor. Bardahl had been with McCann-Erickson, Seattle.

- Simpson Advertising Inc., Seattle, has been named to handle public relations and advertising for "Alaska '67," Alaska's centennial celebration. The exposition site will be set in Fairbanks and is scheduled to begin in May 1967.

- Air New Zealand, known as TEAL prior to April 1, names Campbell-

Ewald, San Francisco, as North American agency. Airline plans to promote planned jet service from Los Angeles to South Pacific via Hawaii and Fiji. Budget and media planning not yet set.

- Freezer Queen, Buffalo, N. Y. has appointed Monroe F. Dreher Inc., New York, to handle advertising and publicity. Freezer Queen is a national processor and distributor of frozen meats and dinner entrees. Future media plans include spot radio, according to the agency.

- Firestone & Associates, Philadelphia, has been named to handle Mrs. Schlörer Mayonnaise and other products. Products are expected to be promoted heavily in TV this spring and summer.

Rep. appointments . . .

- KCIJ Shreveport, La.: The Bolling Co.

- KGLA(FM) Los Angeles and KJLM (FM) San Diego, Calif.: Good Music Broadcasters.

- KCOR San Antonio, Tex.: Savalli/Gates's, New York. Savalli/Gate's Chicago, Atlanta, Dallas, Los Angeles and San Francisco offices formerly represented station regionally. New York office assumed full national representation April 1.

- WSAR Fall River, Mass.; WJAB Portland, Me., and WEGP Presque Isle, Me.: Bill Creed Associates, Boston, as exclusive New England representative.

Westclox will change time for NBC audiences

The Westclox Division of General Time Corp., LaSalle, Ill., has scheduled a special radio-TV campaign emphasizing the changeover to daylight savings time which will begin April 25.

Westclox will sponsor NBC-TV's *Today* and *Tonight* programs on April 23, and will also run 28 commercials on NBC Radio's *Emphasis* (April 21-23) and *Monitor* (April 24, 25) programs.

In addition, Westclox is conducting a separate national spot radio campaign in 100 major markets. The campaign is being conducted through MacManus, John & Adams, New York.

Want your own suite? New firm will write it

Audio Designs has been formed by adman Kenneth Snyder and composer-conductor Jack Fascinato to create audio vehicles to project corporate and company images aurally in same way that trademarks, product symbols and corporate logos do visually.

The firm, whose principals believe it to be the first of its kind, has already completed a 40-minute "Johnson Wax Corporation Suite," which tells in seven movements the story of the company's founding, development and future aspirations. Mr. Snyder, currently president of The Funny Co., producer of the syndicated TV program of that title, was formerly vice president and

TV-radio creative director of Needham, Louis & Brorby, Chicago, agency for Johnson Wax. Mr. Fascinato has been musical director for Tennessee Ernie Ford since 1955, and was formerly with *Kukla, Fran and Ollie* for six years in the same capacity. Audio Designs is located in The Funny Co. Building at 6335 Homewood Ave., Hollywood.

Erickson: \$5 billion in annual TV billings by '75

Within the next decade total television time sales will have reached \$3.26 billion and radio sales, \$1.7 billion annually, according to Rodney Erickson, senior vice president and marketing director for the American Research Bureau.

In a wide-ranging ten-year forecast of developments in the broadcast marketplace, Mr. Erickson predicted television dollars will be spread over at least double the present number of stations, leading to slower network growth and faster advances for independent outlets, especially UHF's.

In the case of radio, he said, local billings will outweigh national sales by a two-to-one ratio. FM, he asserted, "will assume an equal status with AM in the latter part of this decade."

Mr. Erickson estimated color TV set saturation will reach 35% by 1968 and 75% by 1971. He bases these figures on "pent-up demand for color, an affluent society, easy payments, complete color programing, a price reduction due to mass production and other variables."

He forecast a rapid growth for com-

munity antenna television because "it equalizes all signals for a nominal amount of money. In metropolitan areas in the next decade, this service will mushroom until about 50% of the population has the ability to connect to a system."

Mr. Erickson said the "startling" growth in international billings now being experienced by advertising agencies would be accelerated in the next decade "as all Europe goes commercial and a type of TV network in color will be devised."

The predictions were made at a seminar of the International Radio & Television Society in New York.

ABC-TV signs more 1965-66 business

ABC-TV last week reported \$12.5 million in new business in prime time shows for the 1965-66 season.

New season buys were announced for Pontiac through MacManus, John & Adams, U. S. Plywood through Kenyon & Eckhardt, Drackett Co. through Young & Rubicam, Miller Brewing through Mathisson & Associates, Lincoln Mercury through Kenyon & Eckhardt, Breck through Y&R, Chesebrough Ponds through Esty, Sherwin Williams through Griswold Eshelman, duPont through N. W. Ayer and Bulova through Doyle Dane Bernbach.

Commercials classified

Eight commercials have been classified as integrated and seven as piggyback in the latest group reviewed by the code authority of the NAB.

Of 370 spots now reviewed, 188 have been classified as integrated, 182 as piggybacks.

The spots with the firm's name, agency code number and products are:

Integrated

Ideal Toy Corp.: IG-162—Mouse Trap/Combat, Addams Family, No Time for Sergeants. Mattel, Inc.: ZMNSC-60—Zero-M Night Fighter/ Snapshot Camera; ZMRPG-60—Zero-M Radio Rifle/Pens/Glasses; BFAS-3-60—Barbie/'65 Barbie Fashions Spring Line; CMDS-60—Cement Mixer/Dump Truck & Skip Loader; SCBC-60—Singing Chatty/Baby Cheryl. Ralston Purina Co.: 64-R-191-60 and 64-R-192-60, both Purina Dog Chow/Puppy Chow.

Piggybacks

Colgate Palmolive Co.: BP-43—Action Bleach/Sweepstakes for Palmolive Gold, Action Bleach & Vel; PG-7A—Palmolive Gold/Sweepstakes for Action Bleach & Vel. Pillsbury Co.: 1322-PINE/LEMON/PK-60—Lemon Creme Cake & Hawaiian Frosting/Pillsbury Buttermilk Pancake Mix; 1285-DP/PK-60—Double Dutch Devils Food Cake Mix/Pillsbury Buttermilk Pancake Mix. Toni Co.: TC-60-10—Adorn/Tame. V. La Rose & Sons Inc.: 64-3560—Egg Noodle/Macaroni; 39-60—Spaghetti/Mariners Sauce.

BAR estimates for 19 markets

Estimates of the dollar volume of nonnetwork television business on the air in 19 U. S. markets during the week ended March 19 are reported below as compiled by Broadcast Advertisers Reports.

The estimates are based on monitoring, using discounted-rate formulas developed with the assistance of leading advertising agencies. BAR monitors and makes estimates for about 15 to 20 markets a week, covering the top 75 markets in the course of a month. These estimates appear weekly in BROADCASTING.

In the list below, the numeral in parentheses immediately following the market name indicates the number of stations monitored. The dollar figures are BAR's estimates of all

national spot, regional and local business on the air in the respective markets during the week indicated.

Week ended March 19:

Cedar Rapids-Waterloo, Iowa (3)—\$74,357
Charlotte, N. C. (2)—\$114,622
Cincinnati (3)—\$265,493
Cleveland (3)—\$513,221
Dayton, Ohio (2)—\$182,178
Flint, Mich. (2)—\$97,856
Fresno, Calif. (4)—\$93,419
Grand Rapids-Kalamazoo (3)—\$210,076
Hartford, Conn. (3)—\$366,371
Indianapolis (4)—\$296,590
Lansing, Mich. (2)—\$63,480
Nashville, Tenn. (3)—\$136,351
Oklahoma City (3)—\$174,377
Omaha (3)—\$134,248
San Francisco (4)—\$628,571
Shreveport, La. (3)—\$75,158
St. Louis (4)—\$376,647
Washington (4)—\$340,669
Youngstown, Ohio (3)—\$47,143

THE SPERRY AND HUTCHINSON COMPANY

CREED *of* RESPONSIBILITY

to its Employees • to its Customers • to the Public

THE SPERRY AND HUTCHINSON COMPANY believes that its service offers a promotional tool to stimulate sales in behalf of a variety of retail enterprises. It believes that its service offers a unique means of actually creating an extra value; that in creating this value, it provides profit for itself, benefits for the retailer who uses this service, and extra benefits for the American consumer.

✿ The company is in business to make a profit. It believes firmly that a fair return on invested capital and the application of human energy and ingenuity is necessary to the successful operation of our economic system.

✿ The company also recognizes that any business or industry must, in the process of operating to make a profit, perform necessary or desirable services, confer benefits upon others, and seek no more than a fair return from its enterprise.

✿ In providing its service to retail establishments throughout the country, The Sperry and Hutchinson Company seeks to enable merchants better to compete for their share of business.

✿ In making possible an extra value to the American housewife in the form of redemption merchandise or cash, The Sperry and Hutchinson Company tries to provide the highest possible value in quality of merchandise for the stamp saver, or to give the highest possible value in cash redemption, where cash redemption may be preferred or required.

✿ As a citizen in the thousands of communities across America where it does business, The Sperry and Hutchinson Company is grateful for the opportunity to do business in these communities and accordingly desires to bear its fair share of obligation through

contributions and activities in these communities. Likewise, it encourages and supports the participation of its employees in public affairs and community activities.

✿ As a matter of company policy, The Sperry and Hutchinson Company seeks to purchase materials in areas where it does business, whenever such purchases at the local level are possible and economically feasible; and in keeping with this belief, the company makes purchases from manufacturers in virtually every state in the nation.

✿ The Sperry and Hutchinson Company is proud of the people who work for it. Its people are employed without regard to race, creed, or color. It tries to provide a maximum of job security, a sense of individual human worth and dignity and an opportunity for advancement within capabilities for all its employees. It believes in providing superior working conditions and a fair return for effort.

✿ The Sperry and Hutchinson Company is a firm believer in the American system of political democracy and free economic enterprise. It also believes in existing political machinery, particularly the two party system, as an effective means of assuring continued political vigor and a society marked by minimum need for government in economic affairs.

✿ The strength of any political system can be measured only by the intelligent interest and participation of its constituents. Consequently, The Sperry and Hutchinson Company has a vital interest in political affairs. It encourages its employees to vote, to support the party which best represents their convictions, to support the candidates of their choice, and, should occasion arise, to stand for political office.



AN AMERICAN WAY
OF THRIFT
SINCE 1896

Balance out, chaos in—if

That's what the networks tell Sen. Hartke they think will happen if the FCC's proposed rule on program ownership is eventually approved

Balanced and diversified programming and public service shows will probably go out the window while chaos in schedule planning comes in the door, in the event the FCC adopts its proposal to limit network ownership of prime-time programming.

ABC, CBS and NBC make these points in correspondence with Senator Vance Hartke (D-Ind.), who has taken the lead in Congress in criticizing the commission's proposal (BROADCASTING, March 29).

The senator last month submitted questions on the proposed rulemaking to the commission as well as to each of the networks. The commission, in its reply, said that the increased competition that the proposal is intended to generate is in itself desirable (BROADCASTING, March 22). The commission says the networks own or control more than 90% of their prime-time programs.

The proposal, which was issued two weeks ago (BROADCASTING, March 22), would limit networks to equity holdings in no more than 50% of nonnews programming between 6 and 11 p.m. or two hours of nonnews programming, whichever is more. The remaining time would be filled by advertiser-supplied programs. The proposal would also bar networks from domestic syndication and from the sale abroad of independently produced programs.

ABC, in its reply to the senator, said the commission should be asked whether advertisers will bear the burden of public-service programs. ABC noted that the networks carry a number of special-interest programs on a sustaining basis but, if reduced in the amount of programming they could own or control, they might decide to rely on advertisers for such public-service shows.

Would Hurt Small Advertisers ■ ABC also said that the proposal might work to the disadvantage of small advertisers. Over half of all network shows have multiple sponsors, the network said. But under the proposed rules, it added, advertisers would have to sponsor complete programs. It said only the largest advertisers could afford that.

CBS said the proposal would prob-

ably result in less rather than more program diversity. It said that sponsors, who would have the burden of supplying a large part of network schedules, probably would not "assume the risk of acquiring programs." If they do, CBS added, they will probably purchase programs "from the few large motion picture studios," rather than risk funds in program development, as the networks do. (ABC estimated the three networks spend \$12 million an-



Sen. Hartke

ably on program development.)

CBS also said that since networks would be barred from financing new programs in return for equity rights in them, it would probably be unable to acquire material from as many sources as it now does. It said that 26 of its prime-time programs in the current season were acquired from 31 different sources. This is exclusive of programs produced by the networks or provided by advertisers.

NBC's Position ■ NBC said the networks' ability to achieve balance and diversity in their schedules would be reduced if networks were limited in the amount of programming they could furnish. The network recalled that the commission, in 1946, issued a statement

in which it held that "a well-rounded structure" can't be maintained if programming decisions are left preponderantly in the hands of advertisers, "each concerned with his particular half hour," rather than of stations and networks.

NBC also said that advertisers would not fill the quota of time the commission proposal would allot them. The result, the network said, "would be a forced reduction in network service." It added that the proposals would "inject uncertainty" into schedule-planning "at every stage." NBC noted that the organization of network schedules is "a long and complicated process which begins more than a year in advance of a new broadcast season."

NBC also expressed concern over the likelihood of large advertisers gaining "enormously increased bargaining power" in dealing with the networks.

The networks also supplied Senator Hartke with data on their prime-time programming. Some of the questions and answers follow:

Q. How many hours of prime-time programs are produced by your network?

A. ABC: Four and one-quarter hours on a regular series basis per week. CBS: Eight hours. NBC: Three and three-quarters hours news; one and one-half hours entertainment.

Q. How many hours do you buy from independent producers?

A. ABC: 20¼ hours. CBS: 17¾ hours. NBC: 20 hours.

Q. How many hours are filled by advertiser-supplied programs?

A. ABC: One-half hour per week. CBS: Two and one-quarter hours. NBC: Three and one-half hours.

Q. Does the network refuse to air any documentaries but those it produces?

A. ABC: Outside documentaries are accepted, including those on news and public affairs. CBS: Outside documentaries have been accepted, but none dealt with matters of public controversy. NBC: It insists on ownership or supervision and participation in "reportorial programs."

Q. How many hours consist of shows sponsored by a single advertiser? By two single advertisers operating on an alternate-week basis?

A. ABC: No single sponsors of a single program series; programs sponsored by two single advertisers on an alternate-week basis total three and one-

half hours. CBS: Two and one-half hours are sponsored weekly by a single advertiser; 1½ hours by two single advertisers on an alternate-week basis. NBC: Six programs, totaling five and one-half hours weekly, are sponsored by single advertisers; two programs, totaling one and one-half hours weekly, are sponsored by two alternating advertisers.

Q. How many hours of programing consist of shows in which you sell spots?

ABC: 21¼ hours. CBS: 14 hours. NBC: 20¾ hours.

Asked by Senator Hartke how they achieve balance "in news, documentaries, specials and various kinds of entertainment" programs, the network's make these points:

ABC: "We have no fixed percentages or limitations arbitrarily used to balance the network program schedule. Our best efforts are used to present to the public a well-rounded program schedule. . . . The chief criteria are quality, compatibility, public service within affordable limits and advertiser interest."

CBS: (Quoting testimony given the FCC by former CBS-TV President James T. Aubrey.) "There is no rigid formula by which [balance] is achieved . . . a network schedule at any one time is the result of development and growth over a period of time. . . . It develops or grows by 'feel' rather than by formula."

NBC: The current patterns of operation result from two factors—the networks' obligation to provide programing and the advertisers' decision to fore-sake the risks of program development for "the efficiency and flexibility" of shared sponsorship in a program schedule supplied by the networks. With control over scheduling, networks are able to plan well in advance. This in turn allows the networks to designate ahead of time where regular programs will be withheld to permit the broadcast of specials and to plan a schedule covering a wide range of entertainment forms.

City gives money to ETV

In its second annual presentation, the City of Philadelphia gave \$250,000 to WHYI Inc., licensee of WHYI-TV Wilmington, Del., and WUHY-FM-TV Philadelphia (noncommercial stations).

The check was presented by Frederic R. Mann, city representative and director of commerce, to Philip Klein, treasurer of WHYI Inc.

The contribution was given to the company in recognition of its cultural and educational achievements.

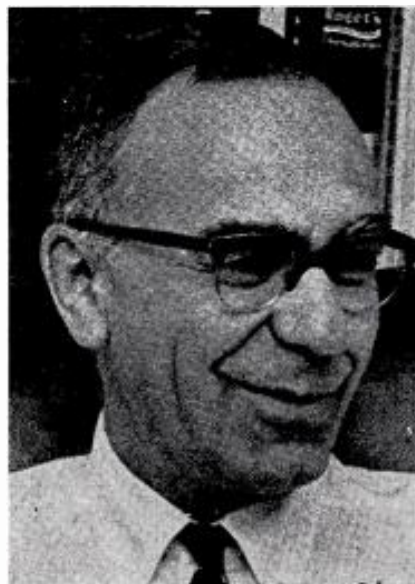
BROADCASTING, April 5, 1965

How FCC staff sways policy

Loevinger calls for 'administrative common law' to cure the problem

After 21 months as a federal regulator, FCC Commissioner Lee Loevinger has come to feel that the "basic, endemic vice of the administrative agencies" is "parochialism."

But he has no recommendation for dramatic changes. The cure, he feels, is in the development of "administrative common law," and the means for accomplishing this, he adds, are at hand, in the workings of the permanent Ad-



Comr. Loevinger

ministrative Conference of the U. S.

Commissioner Loevinger expressed his views March 27 in an address on a survey of the administrative process; delivered before the Law Forum of the University of North Dakota, in Grand Forks.

His remarks were aimed at administrative agencies generally. But he made public some of the criticisms he has often expressed privately about the FCC—the disposition of the staff, as he sees it, to control policy and the agency's institutional approach to its work.

The commissioner, who joined the FCC in June 1963, noted that agencies, in disposing of the vast amount of work for which they are responsible, rely to a great extent on their staffs. And ordin-

arily, he said, the system works well.

But "the routine reliance upon staff work inevitably generates a tendency for the policy makers to rely upon the staff for the formulation of policy and creates a natural disposition on the part of the staff to feel that it should control policy."

"The institutionalization of agency operation and the tendency for policy direction to be influenced, if not wholly controlled, by the permanent professional staff," he said at another point, "also has the tendency to establish fixed viewpoints, policies and procedures which become very nearly immutable."

Chief Problem ■ In asserting that the chief problem of administrative agencies is "parochialism," he noted that each of the agencies deals with limited subject matter and with a limited segment of the public. The result, he said, is the reinforcement "of any institutional bias that may exist."

He observed that courts and legislatures, like regulatory agencies, "develop peculiar viewpoints of their own." But, he added, they deal with "a wider and more heterogeneous public than regulatory agencies and, consequently, are subjected to the advocacy of institutionally unconventional ideas."

"In contrast," he said, "the successful administrative law advocate soon learns to accept the institutional way of looking at things and seldom mounts a very vigorous challenge to any basic institutional viewpoint."

No Precedents ■ He noted also that administrative agencies have "no general source of administrative law precedents" to draw upon and hardly ever borrow precedents from one another. "As a result, the administrative agencies become intellectually inbred and reflect the limitations of their jurisdiction in limitations of their viewpoint," he said.

"The great need," he said, "is for the development of an administrative common law . . . in the original, literal sense of a body of legal principles which is common to numerous jurisdictions." He foresaw no greater difficulty in developing this kind of common law than in developing judicial common law.

He expressed the belief that administrative common law will be developed, though slowly, by the cooperation of the agencies through the Administrative Conference of the U. S. The conference, whose roots go back to 1949, was established on a permanent basis in 1964. It is designed to review procedures of administrative agencies and recommend improvements. It consists of representatives of the agencies as well as the lawyers who practice before them.

Commissioner Loevinger, in an ap-

How broadcast news grew into long pants

The development and scope of broadcast news, particularly television, are explored in the April issue of *Harper's* magazine by Robert E. Kintner, NBC president.

The vast expansion in broadcast journalism is underscored by Mr. Kintner with financial data. He reports that in 1936 the total NBC revenues for its two networks (the Blue, now ABC, and the Red) amounted to \$38 million. In 1964, NBC News spent \$53 million while the three TV networks last year spent more than \$125 million on news.

The article is the first in a three-part series by Mr. Kintner in *Harper's* under the title, "Broadcasting The News." The first part covers such areas as the growing importance of TV news; the attributes of the TV correspondent; responsibility and news judgment; and TV "actualities" and special programs.

He recounts an incident to indicate the rising prestige attached to broadcast news:

"On election night, 1960, the news desk at NBC received an unexpected telephone call. The voice

at the other end of the line identified itself as the Associated Press, and it wanted a favor.

"When you run down the board, could you keep the figures on the screen a little longer? You're going so fast we can't copy them'.

"Less than a quarter century before, the Associated Press had established a secondary service to supply radio stations with brief reports, mainly synopses of the detailed items that moved to the newspapers on the AP's trunk wires. Newspapermen in those days—and I was among them—regarded broadcasters as upstarts, whose idea of legwork was to run out and buy all the newspapers so they could read the headlines over the air."

Held in Little Regard • Mr. Kintner adds that up until 1939, Washington newspapermen would not let radio correspondents in the House of Representatives or Senate press galleries. Their attitude, he explains, was that "if the broadcasters wanted somebody to tell the news from Washington, they could pay a working newspaperman to give a talk

every once in a while. They did, too."

By 1964, Mr. Kintner writes, press associations requested and were granted access to the networks' pool coverage of the national election returns as nonvoting partners and as contributors to a share of the cost. He adds: "In the future, the press associations will have a vote in any such syndicate, and they should have had one last year."

Roper Study • To illustrate another point in the development of broadcast journalism, Mr. Kintner cites a survey taken by Elmo Roper which emphasizes the public's reliance on TV for news (BROADCASTING, March 15).

The broadcast news field, he asserts, is developing a new breed of correspondent and this accounts, in part, for "the great jump in broadcast journalism." He quotes Julian Goodman, vice president of the NBC News Division, as saying that a top TV-radio news reporter is "the quintuple-threat man—he can write, report, speak, edit and put it all on the air."

parent reference to former FCC Chairman Newton N. Minow, noted that some former agency members have suggested structural reform. Mr. Minow proposed splitting the FCC in two, with a single administrator making policy and an administrative court handling adjudicatory matters (BROADCASTING, June 10, 1963).

Representative Oren Harris (D-Ark.) said the idea appears to come from those frustrated at being unable to win agency approval of their proposals. And William L. Carey, former chairman of the Securities and Exchange Commission, said the proposal would fragment responsibility and thus increase inefficiency.

Philosophy More Important • Commissioner Loevinger said he agrees with both criticisms. He said the "structure" of the regulatory agency is less important than the "traditions, viewpoints and philosophy of the administrators."

In this connection, he provided one explanation as to why labels such as "liberal" and "conservative" are meaningless if not misleading when applied to members of the regulatory agencies. Commissioner Loevinger, for instance, a Democrat who was tabbed a liberal when he was appointed to the commission, frequently votes with Republican

Commissioner Rosel H. Hyde, popularly regarded as the commission's most conservative member.

"Conventional political viewpoints are of equivocal or ambivalent significance in regulatory action," he said. "Conventional liberals tend to favor freedom of the individual from government constraint and larger areas of liberty, but, on the other hand, also favor strong government control of economic forces.

"Conventional conservatives tend to favor the protection of economic and business interests, but, on the other hand, tend to favor the limitation of government action and weak government power in the control of economic forces. Thus, both conventional liberals and conventional conservatives find that their principles pull them in opposite directions in confronting many regulatory problems."

Radio series sales . .

Boating Tips (Alan Sands Productions, New York): WDSU New Orleans and WILZ St. Petersburg, Fla.

Minute Tips on Your Child and You and *Your Home Handyman* (Alan

Sands Productions, New York): KOYN Billings, Mont.

Let's go to Church (Alan Sands Productions, New York): KRAY Amarillo, Tex.

Jimmie Fidler Hollywood News News (Jimmie Fidler in Hollywood): KRBN Red Lodge, Mont.; WZEP De Funiak Springs, Fla., and WMUS Muskegon, Mich.

July 4, 1776 (Woroner Productions): WVTR White River Junction, Vt.; KGBS Los Angeles; KOGO San Diego; WTIG Massillon, Ohio; WIMA Lima, Ohio; WPOP Hartford, Conn., and WMOU Berlin, N.H.

The First Christmas (Woroner Productions): KGBS Los Angeles, KOGO San Diego, WOKE Charleston, S.C.; WJNC Jacksonville, N.C.; WVTR White River Junction, Vt.; WMOU Berlin, N.H., and WNCT-FM Greenville, N.C.

Tips on Tots (Woroner Productions): KOGO San Diego and WVTR White River Junction, Vt.

Points on Pets (Woroner Productions): KOGO San Diego.

Your Green Garden (Woroner Productions): KOGO San Diego and WLIQ Mobile, Ala.

Supreme Court hears Estes' case

Plea made for adoption of ABA's Canon 35 as requirement for all of nation's courts

Mr. Kintner believes that the area of "greatest and most complicated responsibility" is that of news analysis and interpretation. He points out that NBC does not editorialize and does not employ "commentators."

Fairness Questions ■ Questions about fairness of interpretation are most likely to arise in connection with "actualities," Mr. Kintner reports. Programs on such subjects as a highway scandal, civil rights or birth control are likely to "raise hackles and they should," he observes.

Programs falling between regular news shows and the studied "actuality" constitute what Mr. Kintner calls "television's finest hours." He points out that they range from the "glory of the space shots to the tragedy of a President's assassination and a nation's mourning; from the malevolency of a Mafia renegade testifying before a Senate committee to the good cheer of an inaugural parade."

In next month's article, Mr. Kintner will discuss the interplay between broadcasting and politics.

Higher line charges urged for news groups

News-gathering organizations using the private lines of the American Telephone & Telegraph Co. and Western Union will have to pay higher rates if the FCC adopts a staff recommendation.

Bernard Strassburg, head of the commission's common carrier bureau, proposed last week that news media be required to pay the higher rates imposed on the general public in 1963.

The commission suspended the rate increase for news-gathering organizations after they complained their ability to perform their function would be impaired.

Mr. Strassburg, however, after an 18-month study, concluded that the higher rates "would not have any materially adverse effect on the dissemination of news if applied to press users."

The higher rates would affect news services and other news media using telegraph lines used for teletypewriter circuits and telephone lines leased for photo transmission.

According to estimates made in 1963, the total cost to press users would be \$1.7 million annually.

The future of television's access to courtrooms may be decided by the U. S. Supreme Court. Last week it heard argument on the contention by Billie Sol Estes that the TV coverage of his trial in Tyler, Tex., in 1962 violated his right to a fair trial.

Convicted of swindling Texas farmers in his financial didoes with ammonia tank leases, Estes asked the court to reverse his conviction in a state court because pretrial arguments on his objections to having TV cameras in the courtroom, and his request for a continuance were covered live on television. He also claimed that his right to due process was violated because TV was permitted to cover his actual trial, although not live and without sound.

Backing Estes are the American Bar Association and the American Civil Liberties Union. Opposing the Estes request are the state of Texas (joined by Colorado) and the National Association of Broadcasters.

During the argument last week, Supreme Court justices peppered counsel with questions about:

- The impact of the live televised coverage on prospective jurors.

- The effect of TV cameras in the courtroom on the decorum and dignity of the court.

- Whether the presence of the TV cameras, or the material broadcast, prejudiced Estes' right to a fair trial.

- When the size of an audience to a trial (those inside the courtroom as well as those reached by news media) conflicts with the defendant's right to due process.

- Whether station time was sold to advertisers for the live broadcasts.

- When the right of a defendant to a public trial conflicts with the right of news media to cover the trial.

At another point Chief Justice Earl Warren seemed to question whether a judge could control coverage that is going outside the courtroom.

TV coverage, he said is "contrived" not for the protection of the defendant but for "commercial reasons."

The chief justice expressed an interest in what the scene looked like at the prehearing argument. He was given pictures of that session.

Rights Violated ■ John D. Cofer, Austin, Tex., lawyer for Estes, hammered away at what he termed his client's right not to have to appear be-

fore television cameras. "Due process," he said, "means the right to appear in court without any invasion of fundamental rights."

At another point, Mr. Cofer said that the lack of judicial restraint permits the "press" to be irresponsible in its reporting of a trial.

Television, he added, "idealizes" the courtroom. If the Supreme Court were to be televised, he stated, the justices could not wear black robes "because black, it is well known, projects a bad image" but would have to wear blue robes.

Although agreeing that there's nothing unconstitutional in having a trial televised, Mr. Cofer maintained that anything in a courtroom that has nothing to do with determining the guilt or innocence of the defendant should be removed if defense objects.

Mr. Cofer stressed that he was not claiming prejudice; only the effect of the TV cameras on a fair trial for his client.

At another point he acknowledged that he wouldn't object to newspapermen covering a court trial; only to TV cameras which, he said, "dramatize" trials.

Justice Arthur Goldberg (who was at one point referred to by Chief Justice Earl Warren as "Justice Goldwater") interjected at this point: "You mean," he said, "television puts on a performance, not a trial."

"Yes," responded Mr. Cofer.

Mr. Cofer called on the court to require all states to adhere to the ABA's Canon 35. This is the canon of ethics recommended by the bar association which calls on courts to prohibit the taking of pictures in a courtroom during a trial. All states except Texas and Colorado adhere to this canon. There television and still cameras are permitted at the discretion and under the supervision of the presiding judge.

Freedom of speech and the press has been limited before, Mr. Cofer said; it doesn't mean that the whole world must hear and see a trial. And, he added, freedom of press means the right to discover, but not the right to interfere with the processes of a court.

Fair Trial ■ Waggoner Carr, attorney general of Texas, contended that the presence of TV cameras, and the live broadcasts of the pre-trial arguments on motions, did not impair Estes' right to a fair trial.

Using a 3 by 4 foot model of the

'How-to' theme to dominate program clinics

Basic agendas for the spring series of radio program clinics of the National Association of Broadcasters were announced last week. Sherril Taylor, NAB vice president for radio, said the six clinics would feature in-depth studies of successful programming in large and small markets.

Each of the day-and-a-half clinics will be limited to 125 registrants with a fee of \$15.

Four topics cover the opening day sessions: "How to be all things to all people in a small market," "How to

program a modern music station," "How to program an information station" and "Information, inspiration and profit." The second day's session will be devoted to separate large and small-market meetings.

The clinics: May 17-18, Hilton Inn, Atlanta; May 20-21, Essex House, New York; May 24-25, Sheraton Charles, New Orleans; May 27-28, Edgewater Beach, Chicago; June 7-8, Denver Hilton, Denver, and June 10-11, Continental, Los Angeles.

Tyler, Tex., courtroom in the Supreme Court chambers (¾-inch to the foot), Mr. Carr described the television set-up at the pretrial and at the two-week trial.

No part of the testimony of any witness was telecast or recorded, he said. During the actual trial, television cameras filmed (without sound) portions of the trial for delayed broadcast in news programs. The film cameras were noiseless, and no special lighting was permitted.

Sound was allowed for the state's closing arguments and for the return of the jury verdict, he explained.

Mr. Carr quoted the presiding judge's comments that he had no trouble with the TV coverage. He also submitted affidavits from each juror testifying that they were not discommoded by the TV cameras.

Juries in major cases in Texas are sequestered, Mr. Carr noted, and there was no way for the jury to be influenced by the telecasts of the trial.

Mr. Carr asked that TV coverage of trials not be banned. Leave this responsibility to the presiding judge, he suggested.

Arguing against imposing the provisions of Canon 35 on all states was Leon Jaworski, noted Texas lawyer, who appeared as special assistant to the Texas attorney general.

Canon 35, first adopted in 1937, was recommended originally and until 1963 as a voluntary action, Mr. Jaworski said. In 1963 the ABA recommended that it become a requirement. TV cannot be barred by rule, he added, without showing unfairness to one of the elements of news media.

In a rebuttal, defense counsel Hugh Corfer told the court that two radio reporters admitted having recorded the testimony of witnesses, but that this had never been aired. He also stressed that although the TV cameras were behind a partition at the back of the courtroom

during the actual trial, still photographers were permitted to roam at will taking pictures.

A suggestion by Justice William O. Douglas that the court might like to look at the films or video-tapes brought an offer by Mr. Carr that a closed circuit television showing could be arranged.

16 information bills get hearing by Moss

The House Government Information Subcommittee opened hearings on 16 "freedom of information" bills last Tuesday (March 30) with a statement by Representative John E. Moss, chair-



Rep. Moss

man, that a 10-year study proves government secrecy tends to grow as the government grows.

Under the proposed legislation, news media and citizens would have access to the courts if denied information by a government agency. Eight categories of information—relating to national security, private matters such as individual tax returns and personnel records, and trade secrets or privileged information such as the financial figures broadcasters submit to the FCC—would be exempted. For all other kinds of information, the burden would be upon the challenged agency to show why contested records should remain secret.

Executive departments have opposed the measure, generally on the grounds that such matters are left to executive

discretion by the Constitution and specifically because they feel the eight exemptions are too tightly drawn and would therefore cause trouble.

Representatives of print media, journalistic societies, legal groups, the National Press Photographers Association and the U. S. Chamber of Commerce have all supported the legislation. The National Association of Broadcasters has agreed to submit a supporting statement, "but we have yet to hear from a single broadcaster or network," grumbled a generally pro-broadcaster staff member.

Hearings will end today (April 5) and the record will remain open until April 9. The subcommittee will probably recommend legislation to its parent Government Operations Committee before the end of the month.

A similar bill, S 1666, was approved last year by the Senate Judiciary Committee (BROADCASTING, July 27, 1964), but it died with the 88th Congress. It has been reintroduced this year.

100% color in TV's future—Schneider

Television will eventually become a "full color medium," with 100% of its programs broadcast in color, John A. Schneider, new president of CBS-TV, said Thursday (April 1) in Hollywood. He met the TV news corps of that city in an informal news conference.

Mr. Schneider declined to provide any timetable for the transformation of television from its present mostly black-and-white status to all color, except to comment, "it's proceeding faster than we thought it would." Neither would he discuss the speed with which his network will switch its own program schedule to color. Noting that CBS-TV has already announced that its Thursday night movies and the Red Skelton and Danny Kaye weekly one-hour shows will be colorcast in the 1965-66 season, he stated that if any more color is to be added to the new season it will have to be done quickly. "Any color decision has to be made by April 15 or 20," he said, "to give the producers time to prepare for it."

CBS-TV is looking at all new programming with an eye to its suitability for color, Mr. Schneider said, but he observed that "color is not just bringing in color cameras instead of black-and-white." This is especially true of special programs picked up from out-of-studio locations, he said, citing the Miss America finals which CBS-TV broadcasts each September. The huge hall where this event is held is lighted with mercury vapor lamps, which make colorcasting very difficult.

Mirisch-Rich TV on the starting line

Mirisch-Rich Television Productions has been formed by the Mirisch Brothers, independent motion picture producers, and Lee Rich. Mr. Rich, who was senior vice president of Benton & Bowles, New York, in charge of media and programming until his resignation to enter the TV production field (BROADCASTING, Feb. 22), will be president of the new firm.

The new company will make its headquarters at Goldwyn Studios in Hollywood. It will start immediately on the production of pilots for the 1966-67 season, Mr. Rich told a news conference last Tuesday (March 30). He declined to release details until contracts have been signed, but admitted that two series, both one-hour action-adventure programs, have already been assigned to writers.

Mirisch-Rich expects to have five or six pilots completed in the fall and hopes that two or three of them will get on the air the following year, Mr. Rich said. They will be produced for network showing, with no current M-R plans for producing programs for first-run syndication. He also denied having any plans to produce programs for pay TV.

FCC reverses field in equal-time area

Broadcast newscasters planning to run for political office should either transfer to off-air duties during the campaign or face the possibility of running up an equal-time obligation for his employer. The 1959 amendments exempting news-type programs from the law don't apply to the man reading the news on the air.

The FCC handed this decision down last week in a letter to WMAV Springfield, Ill. The station had asked for a declaratory ruling on whether the equal-time law would apply to the broadcasts of its news director, Robert Brown, who is a candidate for the school board.

Previous commission rulings had indicated that the 1959 amendments exempting news programs, news interviews, news documentaries and on-the-spot coverage of news events, would apply to newscasters.

The commission last week, however, said it had re-examined the question of the applicability of the amendments, and concluded that their main purpose "was to allow greater freedom to the

broadcaster in reporting news to the public."

The amendment didn't deal with the question of whether the appearance of a station employee who becomes a candidate should be exempted on a news-type show when he announces the news, the commission said.

"In summary, we are of the view that the appearance of the employee candidate as a newscaster would be 'use' under the equal-time law, the commission said.

But it indicated that there could be cases in which the appearance of a candidate-newscaster might be exempt. The letter stated that the decision is "limited strictly to the facts" presented by WMAV. Mr. Brown had been identified on the air up to the date of his candidacy and he prepares as well as broadcasts the news.

AP wire added 109 stations in '64

Wes Gallagher, Associated Press general manager, last week reported membership for the AP broadcast wire increased by 109 stations during 1964 to a total of 2,673.

Mr. Gallagher said broadcasters continued to play an increasingly important role in contributions to the AP wire and that constant improvement in the report was responsible for attracting more stations to membership.

In his annual report to AP members, Mr. Gallagher noted closer cooperation in some sections between radio-TV members and newspaper members dealing with problems of regional news gathering.

Among major developments noted for the year was the extension of the service's wirephoto link to Moscow.

Copyright group meets

Representatives of networks and stations will meet today (April 5) to examine the proposed new copyright bill (BROADCASTING, Feb. 15) and prepare comments for use by the congressional committees that will probably begin hearings on the bill later this year.

The meeting today is the first session for an ad hoc committee organized by the National Association of Broadcasters. Members of the committee who will meet with Douglas A. Anello, NAB general counsel, are: Robert Evans, CBS New York; Harry Olson, ABC, New York; Joseph Keating, Mutual, New York; Howard Monderer, NBC, Washington; Robert T. Mason, WMRN Marion, Ohio, and Richard Smiley, KXXL Bozeman, Mont.

BMI board to meet to select new head

Broadcast Music Inc. board members will hold a session on the future leadership of the music licensing organization as soon as a meeting can be arranged.

Robert J. Burton, BMI's president and chief operating officer, died in a hotel room fire in Vancouver, B. C., on March 29 (see page 105) while attending meetings of the Canadian Association of Broadcasters and of BMI Canada's board of directors.

It was indicated by sources close to the operation of BMI, however, that for the present the 25-year-old music licensing operation, organized along divisional lines, will be operated by its vice presidents who are well versed in their roles.

There was conjecture that BMI may elect to make an interim arrangement by appointing either a board member or an acting president until a new president is formally elected.

Sydney M. Kaye, BMI's chairman of the board, said it could be "anticipated that the forthcoming meeting of the executive committee and board of directors would be expedited."

Paul W. Morency, WTIC-AM-FM-TV Hartford, Conn., is chairman of the executive committee.

AI-TV announces film sales

The completion of sales on various feature packages was announced during the NAB convention in Washington by Stanley E. Dudelson, vice president in charge of distribution for American International Television.

He reported WABC-TV New York has bought 60 features from AI-TV's *Thriller From Another World*, *Adventure '66* and *Amazing '66* packages; KHJ-TV Los Angeles has purchased *Adventure '66*, *Amazing '66* and *Operation Snafu* (a total of 60 pictures) and KTTV-TV Los Angeles has acquired *Thrillers From Another World* (20 features).

AFTRA complaint dismissed

First-round victory in the long dispute between KPOL Los Angeles and the Los Angeles local of the American Federation of Television and Radio Artists has gone to the station. The National Labor Relations Board has dismissed an AFTRA complaint of unfair labor practices against KPOL, upholding a trial examiner's ruling that

there was no evidence of the station conducting individual negotiations with its staffers, as the union had charged.

KPOL and AFTRA are now waiting for a date to be set for an NLRB election at which the station's announcers will have the opportunity of renewing or canceling their certification of AFTRA as their collective bargaining agent. Meanwhile, talks are proceeding between station and union over terms for a new contract covering wages and working conditions.

Program notes . . .

Travel show ■ Now available is a one-hour, five-days-a-week color travel show, . . . of *Lands and Seas*. The live show features one lecturer a week who visits the individual station, shows films on his travels, narrates them and answers questions from the station's local host. Information on the program can be obtained from Bob Buchanan, Hillcreek Lane, Gates Mills, Ohio. Phone: (216) 449-2680.

Patsy Awards ■ Flipper, porpoise star of the NBC-TV series of the same name, won the American Humane Association's 15th annual PATSY award as Performing Animal Television Star of the Year. Lassie and Mr. Ed, dog and horse stars of the CBS-TV series of those titles, received second and third honors.

Easter Program ■ A week-long Easter series, *The Greatest Week in History*, is being offered on a one-to-a-city basis by the producers of *The Mennonite Hour*. The six seven-minute "newscasts" simulates special broadcasts and interviews during the week preceding the Crucifixion. Charges and further information are available from Mildred Graybill, media director of Mennonite Advertising Agency, 1123 North Main Street, Harrisonburg, Va.

Population answer ■ *Japan: Answer in the Orient*, the third one-hour documentary in a six program series entitled *The Population Problem*, to be presented this year on National Educa-

tional Television's 90 stations, will be telecast tonight (April 5).

VPI Editors ■ VPI of Illinois Inc., Evanston, has formed new company, Video Editors of Illinois Inc., at 450 East Ohio, Chicago, to serve agency producers and industrial clients. Chief editor is Ed Fricke.

Official buys travel series

The acquisition by Official Films of Bing Crosby Productions' *Across the Seven Seas* half-hour travel-adventure series in color was announced last week by Howard B. Koerner, vice president of operations at Official.

Initial sales of the 39-episode series have been made to WNEW-TV New York; WTTG(TV) Washington; KTTV(TV) Los Angeles; WFLA-TV Tampa, Fla. and KOOL-TV Phoenix. The series was produced for the Crosby organization by Jack Douglas and was sponsored by American Home Products in 11 western states.

EQUIPMENT & ENGINEERING

TV help to space program suggested

SMPTE told medium can improve public awareness, provide commercial sponsorship funds for project

Television could do the job of keeping the American public informed on our space program and commercial sponsorship of those informative telecasts might help finance it, according to R. W. Hallet Jr., director of research and development, missile and space systems division, Douglas Aircraft Co. Mr. Hallet said this Wednesday (March 31) at the 97th semiannual technical conference of the Society of Motion Picture & Television Engineers, held Monday-Friday, in Los Angeles.

His paper was one of 122 technical papers presented during the five-day meeting, which ran concurrent sessions during the daytime hours and added evening sessions for the edification of the attending technicians.

Opening the meeting on Monday, SMPTE President Ethan H. Stifle, of Eastman Kodak Co., reported that the society now has over 6,300 members, an increase of 5% in the past year. To

keep abreast of the times and prepare for the future in its fast-moving field, he said, the SMPTE has divided its major areas of interest into five general sections, each headed by a vice president: motion pictures, television, instrumentation and high-speed photography, photo-science and education.

Warning Against Complacency ■ The SMPTE members also heard Albert A. Dorskind, MCA vice president and treasurer, urge scientists to sell management on adopting the up-to-date methods they have developed and to discard the complacency endangering American leadership in the global field of recorded entertainment (see page 87).

Discussing photography in the Space Age, Mr. Hallet said: "If we really expect to be able to get the space program to the people, we must make them a part of it. This can be accomplished through television, as the National Aeronautics and Space Administration

did when Ranger IX crashed on the moon.

"As a matter of fact, through commercial sponsors, we might even finance a portion of the Mars program, and who knows, considering the number of television sets that should be in existence throughout the world in the 80's, we might even pick up some foreign sponsors and help in solving the gold flow balance of payment problem, if that continues to be a threat to our economy in the 80's."

Television could also help our space program in the other direction, Mr. Hallet observed. Noting that psychologists have become concerned with the effect of isolation for long periods on space explorers, he suggested that television might play a major role in solving this problem by transmitting to each astronaut live TV pickups of "things that are important to him: his wife, his children, his favorite pet, his home, his friends."

The Plumbicon color broadcast camera was described in a paper prepared by E. F. de Haan, A. G. v. Doorn and N. V. Philips. The essential light-splitting process is performed by a prism block made up of three individual glass prisms which was said to have these advantages: freedom from ghost images and spurious reflections, no astigmatic aberrations, a complete screening from dust and a length of less than three inches for the whole optical split assembly, permitting a very compact cam-

Continued on page 86

It was the 'sellingest' convention

Interest in color development brought crowds of broadcasters into the exhibit halls to ask questions, see new models—and buy equipment

Broadcast equipment salesmen this week began turning into sales orders the outpouring of commitments which they received during the equipment show at the convention of the National Association of Broadcasters in Washington.

Reporting a general upbeat in sales in the equipment field, particularly in color for TV, manufacturers acclaimed virtually unanimously the recent NAB convention as the "sellingest" ever (BROADCASTING, March 29).

Color, undoubtedly the future of television, enlivened the equipment show as well as the engineering conferences.

Targets of great interest were the Plumbicon tube color cameras, made by Norelco and sold through Visual Electronics Corp.

The lead oxide tube, developed by Philips of Eindhoven, is about 1¼-inch in diameter and 8 inches long. It is said to reduce lag, enhance color stability, and retain color values in changing light levels.

The Norelco color camera contains three Plumbicons.

Luminance Channel ■ Moving to meet the challenge of the Plumbicon, RCA unveiled its Selenicon tube for color cameras. This is the regular 1-inch vidicon using a selenium alloy to heighten sensitivity. The RCA color cameras on a regular production basis also now include a fourth monochrome image orthicon for the luminance channel.

General Electric's color cameras also are 4-tube instruments, including the black and white tube.

This factor—whether or not a monochrome tube is necessary in color cameras—became the subject of a major engineering meeting when representatives of top exhibitors discussed color cameras. Alone for the three-tube color camera was the Norelco delegate; the other three on the panel agreed that a luminance channel in the color camera helps sharpen the color rendition and is a decided help in producing a high quality black-and-white picture on black-and-white receivers.

The 4-tube approach to color was also a significant element in color film

chains. GE's 4-V (vidicon) color film chain was again a major attraction.

Monochrome Cameras ■ A significant development is the movement toward more simple and portable black-and-white cameras. The trick is in removable viewfinders for easier portability. This was shown by RCA, Norelco and Thomson-Houston.

In the recording field, all major companies presented the latest up-dated apparatus; with hardly an exception all were transistorized and contained provision for high and low band operation.

The solid state revolution, it was

with tiltable lenses or viewfinders; the lenses moved vertically with the camera itself remaining steady; same for the viewfinder. One was the RCA PK-330, other, the Marconi Mark V.

■ Two companies showed combination TV and movie cameras: Thomson-Houston and TV Zoomar.

■ A unique development was Machtronics' Video Disk. This records up to 20 minutes of TV signals for instant playback. The underside of the aluminumized disk records each TV picture as a still; also available for instantaneous playback.



On Tuesday afternoon, no meetings were scheduled at the National Association of Broadcasters' convention March 22-24 in Washington and everyone and his brother, it seemed, flocked

obvious, is in for broadcast equipment. Hardly a piece of gear was not using transistors and other solid state devices for low current drain and a major reduction in heat (reducing air conditioning loads).

Not only were camera heads, film chains and recorders solid state but virtually every element in broadcast equipment—monitors, amplifiers, switches, even cartridge tape decks.

Other highlights of the exhibits:

■ Several firms showed TV cameras

down into the basement exhibit halls of the Sheraton-Park hotel to see equipment. Here's a typical scene at one of the exhibits that afternoon—crowded with hot prospects.

■ A method of superimposing lettered information on a TV picture was shown by two exhibitors: RCA and Telesync.

■ RCA uses a special, digitalized typewriter to impose its letters electronically into the signal. Telesync's system uses a regular electric typewriter and projects a light source through the perforated ribbon upon a screen from where the letters are picked up by a camera and sent into the electronic circuit.

New cameras focus attention on color

Plumbicon and Selenicon tubes are featured as well as refinements in camera accessories

Two types of color tubes drew the most attention: the Plumbicon, made by Philips of Eindhoven, and the Selenicon, made by RCA. The Plumbicon was used also in black-and-white cameras by several manufacturers. A feature of some of this year's cameras was the demountable viewfinder, making the camera chain more portable.

Shown by Visual Electronics Corp. was the color Norelco PC-60 incorporating Plumbicon tubes in a completely solid-state camera which is considered no bigger or heavier than a regular black-and-white camera. The Norelco color camera includes a 10:1 servo-controlled zoom lens.

The Plumbicon tube is 1¼ inches in diameter and 8 inches long. Image lag is greatly reduced, it has good sensitivity and a low "dark current" which eliminates shading problems. It uses lead oxide as the photo conductive layer. Its low noise level makes high quality tape recordings and its linear light transfer characteristic permits good color representation in various light levels. It is highly stable. Color values were considered impressive.

The new line is being manufactured by North American Philips in Mt. Vernon, N. Y., and in Eindhoven. The

PC-60, with three Plumbicon tubes, sells for \$57,000.

RCA displayed its color cameras, using the new Selenicon pickup tubes said to double the sensitivity of the camera. The Selenicon 1-inch tube uses selenium in its photosensitive layer to multiply the tube's sensitivity to light. The selenium alloy is deposited on the inner surface of the glass window at the front of the tube. In addition to greater sensitivity, other advantages are quicker response time, truer colors over a wide range of scene lighting and more uniform picture background.

Used in RCA's standard four-tube color cameras, the Selenicons generate the three color signals (red, blue and green), while a fourth tube, a 4½-inch image orthicon, provides a separate black and white signal. Use of the fourth tube for the luminance channel improves the color picture, and also results in a sharply defined monochrome picture.

Now in production the TK-42 sells for \$71,000.

A new, portable, 3-inch image orthicon, the PE-26, led the GE camera exhibit. The completely transistorized system is 30% smaller and lighter than the previous model. GE also introduced



RCA's TK-33, black and white field camera, with demountable viewfinder, is explained by RCA demonstrator.

a new 4½-inch IO black-and-white camera and a new solid-state studio vidicon model, the PE-23, designed especially for news, panel and quiz show use. The PE-23 offers 700-line horizontal resolution, 10mc bandwidth, high signal-to-noise ratio and 60-gauss focus field. GE also displayed samples of its full line of color and b&w cameras, film chains and studio accessory equipment.

Solid State Sony — Completely solid-state, Sony Corp. showed its Model 11C-500, a 3-inch image orthicon camera that is compact, lightweight and rugged. Silicon transistor circuits are used and a five-inch viewfinder is included. Price is \$10,900 without tube.

New EMI Electronics cameras, using both vidicon and Plumbicon tubes were displayed by Whittaker Corp.'s Gencom Division. The Type 208 is transistorized and incorporates a 10:1 zoom lens with servo-controlled iris and zoom and manually controlled focus, producing broadcast quality TV signals. Containing a built-in 7-inch electronic view finder, it sells for \$17,800 with zoom lens. Type 206 EMI camera employs a 4½-inch image orthicon pickup tube, offers transistor circuits throughout and a four-position lens turret for standard fixed focus lenses and zoom. Including the 7-inch electronic viewfinder, this sells for \$20,500 without tubes or lenses. Also on display was an EMI ½-inch vidicon camera weighing 10 ounces, selling for \$6,000 including associated equipment.

Using the Philips-developed Plumbicon tube, the Norelco PM-50 black and white camera was shown by Visual Electronics Corp. A solid-state camera, with integral 10:1 zoom lens, the apparatus is compact and lightweight (it weighs only 65 pounds). Viewfinder and lens are removable for easy portability. Iris may be remotely controlled through servo mechanism, in-



Two interested broadcasters operate Norelco zoom Plumbicon and are flanked by Visual's Mark 10 image

orthicon camera (l) and the Norelco Plumbicon turret camera (r) all at Visual Electronics studio setup.

Just What Does a TV Computer Programmer Do?

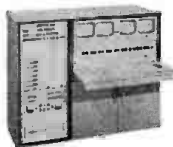
First thing it does is go to work saving money—if it's Tarzian's new Automatic Programmer for Television (APT). APT starts paying its own way immediately by eliminating make goods caused by operator error. It can't get flustered—can't panic. Prime time, or any time.

With a Tarzian computer programmer, productions run smoother . . . faster. At APT's command, intricate combinations of switches, fades, dissolves, supers, pre-rolls, previews, etc. are executed precisely as required by your programming. With NO mistakes. And all automatically, free-

ing station personnel for more productive effort. APT speaks your language, too. All this solid state workhorse needs to go into action is the information right off your program log. No confusing translation into computer lingo. And anyone who can read the log can load it into the computer. It's really that simple.

APT is a true computer—not just an automation switcher. It was designed solely for television—not modified from some other use. It's all solid state. It interfaces readily with existing equipment. And, it costs less than a VTR.

First computer programmer designed specifically for television by a major television manufacturer.



A call or letter brings our brochure with all the details.

S A R K E S
BROADCAST EQUIPMENT DIVISION



T A R Z I A N
BLOOMINGTON, INDIANA



Sylvania Newschief portable miniaturized camera is shown.

cluding a preset "shot box." Price: \$18,850.

A line of Plumbicon cameras was on display at the Sarkes Tarzian booth. Completely transistorized with plug-in card electronics, the cameras have an eight-inch viewfinder, remote iris, electronic lens cap, viewfinder peaking switch, overscan switch, variable aperture correction, external viewfinder input and hinge out yoke assembly for easy Plumbicon tube replacement.

Visual Electronics Corp. again showed its Mark 10 image orthicon black and white camera with 10:1 zoom lens. Using plug-in modules, the solid-state



The Seine River is the background at the Thomson Electric booth, showing French Thomson-Houston cameras using Plumbicon tube.

cameras weighs only 85 pounds complete with lens and 7-inch viewfinder. Power supply and processor, also solid-state, draws 300 w and requires 7 inches of rack space. Remote control panel is available.

Video-Medical Electronics Corp. exhibited a 3-inch image orthicon studio or field camera (KO-75-D), which it claimed is the first temperature stabilized camera with complete maintenance accessibility—camera opens from sides, top and rear, with inside decks slanting out. Selling for \$25,000 for the whole chain, the camera has automatic temperature control of the tube. A noiseless fan virtually eliminates pick-up by studio microphones. It contains heater equipment for hot camera warm-up, iris control driven by noiseless servo motor, remote control and remote in-

dicator.

Ampex Marconis ■ Ampex displayed a selection of British Marconi cameras, including the Mark V, featuring solid-state construction, tilting viewfinder, single zoom lens with servo or manual control of zoom and focus, fully screened yoke and a compact camera control unit incorporating control panel and all power supplies in a single rack mounting unit.

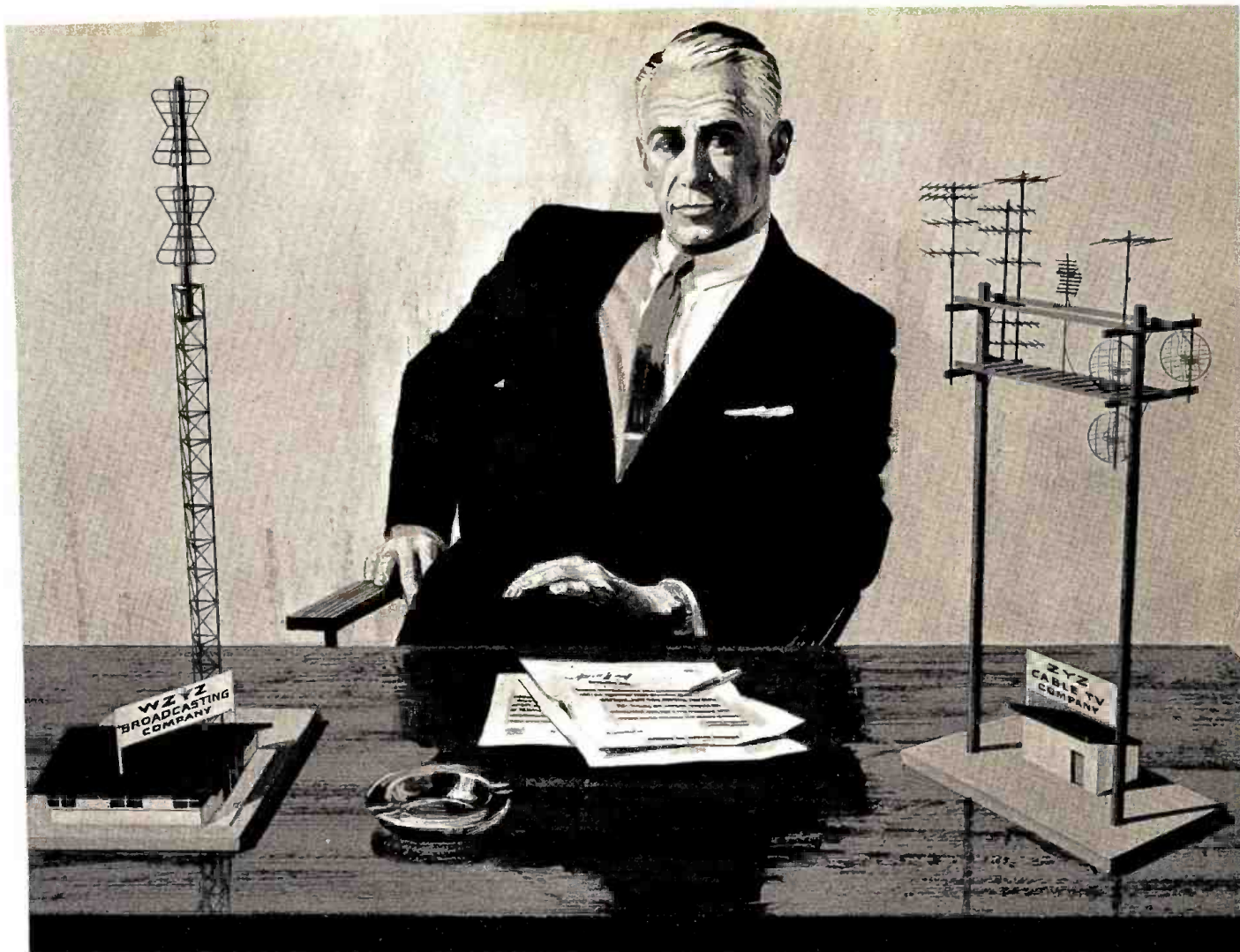
A portable TV camera for field use was shown by RCA. Fully transistorized, the TK-33 camera uses a new 3-inch image orthicon for pickup, breaks down so that its 8-inch viewfinder and the camera itself can be carried as two units. The viewfinder, mounted on top of the camera case, may be quickly detached by moving a simple finger catch. The camera weighs 58 pounds, the viewfinder 22 pounds. Operation is almost entirely automatic, with single operating knob for iris control. It uses a 10:1 zoom lens. Modular in design, the camera uses a standard plug-in circuit board. Price: \$18,900 including zoom lens.

Thomson-Houston showed a fully transistorized vidicon television camera (the TH.T 600) which uses interchangeable printed wiring boards, zoom 15-150 mm lens, single-button control for both optical focusing and zooming, iris manual control, with removable camera block, designed as a plug-in unit, and removable 7-inch electronic viewfinder. Also shown was a 3-inch image orthicon camera (TH.T 679) fully transistorized and weighing 99 pounds without a lens, and the TH.T 629, a 4-inch image orthicon camera weighing only 40 pounds for both studio and field use. It also is transistorized and uses an interchangeable vari-focal zoom lens (35 mm to 350 mm). A combination TV and movie camera is the TH.T 605 which is used as a single unit for



EMI's 4½-inch image orthicon camera is trained on two airline hostesses who sat as models in the Whittaker Corp. booth.

who sat as models in the Whittaker Corp. booth.



MR. BROADCASTER: You belong at both ends of the signal

More than 40 commercial broadcasters, including CBS, Westinghouse, Reeves, RKO General, Rollins, General Electric, Cox, Meridith Broadcasting and Crosley, have already entered the CATV field—many with multiple systems.

Today, CATV is the fastest growing segment of the communications field. Almost 20,000 new subscribers are being added to CATV systems every month, and the pace is accelerating rapidly. It has even been estimated that within 10 years more than 20% of all U. S. houses will be connected to CATV cable.

Further, CATV is moving into larger and larger

communities. There are already CATV applications in many of the Nation's largest cities, including Philadelphia, Cleveland, Detroit and New York City.

More and more broadcasters are finding that the operation of CATV systems is a natural business for them. Like broadcasting, CATV is a public service. CATV offers subscribers a wide choice of quality television pictures.

Are you interested in going into CATV? Jerrold—pioneer and leader in the field—can help you every step of the way: conducting signal surveys; engineering the systems; supplying equipment, including microwave; construction; financing; and management.

**HERE'S HOW JERROLD MAKES IT EASY
FOR BROADCASTERS TO ENTER THE BOOMING CATV FIELD**



JERROLD CATV

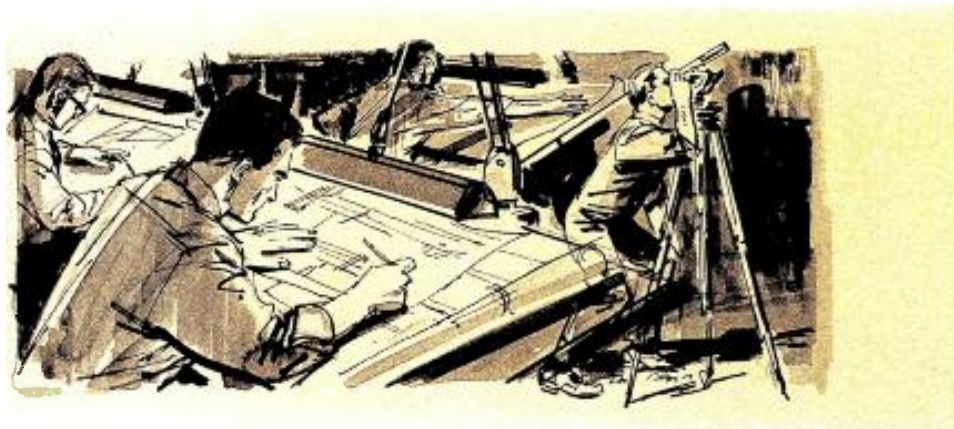
Jerrold

1. HELP IN GETTING STARTED

Here's how Jerrold helps you to get the right start in CATV:

- ☐ **Market and Feasibility Surveys**—enable you to estimate system potential, based on TV channels offered and area to be served.
- ☐ **Cost Estimates**—Jerrold experience will help you to come up with realistic system and operating cost figures.
- ☐ **Franchise**—guidance in franchise applications.
- ☐ **Pole Attachment Rights**—help in making favorable arrangements for use of utility company poles.
- ☐ **Financing**—flexible financing to suit your needs.

2. SYSTEM ENGINEERING



A CATV system must deliver TV signals through miles of cable into thousands of homes without noticeable deterioration. To do this 24 hours a day, year after year—in spite of signal fluctuations, changes in temperature or power—requires hundreds of matched, balanced, reliable components.

Jerrold engineering will assure your subscribers of the

finest possible color and monochrome reception—the high quality broadcasters insist upon.

Jerrold engineering includes: selection of channels to be carried; selection of antenna site; “walking” the poles; making complete layout drawings; selection of microwave, head-end, trunkline, and distribution equipment; and a complete bill of materials.

3. SYSTEM CONSTRUCTION

Jerrold employs the largest, most highly skilled crews in the CATV industry. We can provide you with specialists in all phases of construction. These specialists can complete a CATV system with amazing speed and efficiency. Your system starts earning income at the earliest possible date.

4. MANAGEMENT SERVICES

Even before system construction starts, you must start selling your services to the community. Jerrold's proven advertising, public relations and promotional services can help you to get the maximum number of subscribers in the shortest possible time. We can also train your personnel in proper CATV management and maintenance techniques. Jerrold has been conducting CATV schools on a continuous basis for more than 13 years.



OVER 15 YEARS

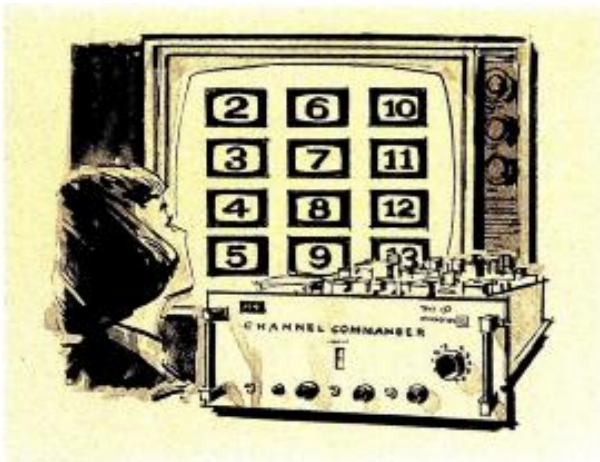
SERVICES

provides any or all of the following services

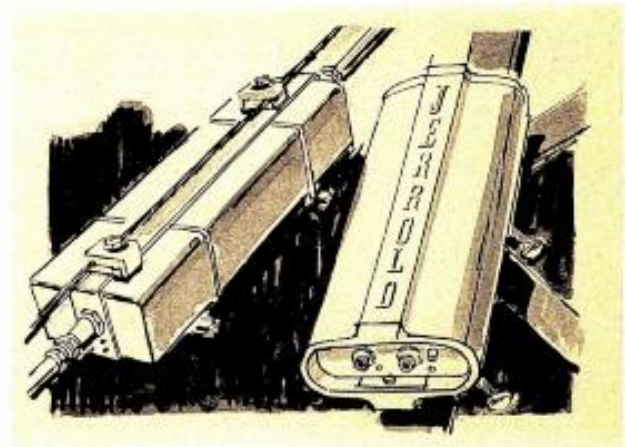
5. CATV INDUSTRY'S MOST RELIABLE EQUIPMENT

More than 1000 CATV systems rely on Jerrold equipment. We are the only company in the nation that engineers, manufactures and distributes a **complete** line of CATV equipment including:

- Antennas—our TACO division engineers and builds antennas noted for ruggedness and performance. TACO antennas are used extensively in the U. S. space programs for satellite tracking and telemetry stations. The TACO antennas engineered specifically for CATV have proven their excellence under the most adverse reception conditions.



- Had-End equipment—The Jerrold Channel Commander rigidly controls sound and picture carriers of every channel.
- Trunkline equipment—The transistor has proven to be extremely valuable in CATV trunklines. It has a low noise figure, flat response, and requires little power, facilitating cable-powered systems. Jerrold transistor trunkline equipment is recognized as the finest in the industry. It includes the only transistorized AGC unit (automatic gain control) that really works.
- Distribution equipment—Jerrold also makes a full line of transistorized distribution amplifiers, and line extenders, as well as high quality splitters, subscriber tapoffs, and matching transformers.
- Cable—Jerrold does not manufacture cable. However, we have worked closely with Times Wire & Cable Company in developing coaxial cable that precisely meets the needs of CATV. The most important CATV cable characteristic is its return loss. Jerrold engineers have devised methods of measuring return loss, as well as standards based on system performance. Times' new



aluminum sheathed cables are rated by return loss. They are the only solid sheath cable in the industry offered in 2,000 foot lengths—important because every discontinuity increases the system's return loss.

- Microwave—The Jerrold microwave division also grew up around the CATV industry. Our microwave gear is specifically designed to meet the needs of Community TV systems. Whether you need a short "one-hop" system or a complex multi-channel, multi-hop system, Jerrold microwave equipment can transport signals from point-to-point over any terrain.

6. TURNKEY SERVICES

We can handle any or all aspects of building your CATV system. If you contract for "Turnkey Service," Jerrold does the entire job, turning the key over to you only after the system is operating full blast. **Jerrold has built more CATV systems on a turnkey basis than any other manufacturer-contractor in the industry.**



ATV EXPERIENCE

"It's not that you can't have CATV without Jerrold, it's just that it wouldn't seem the same." So said Television magazine recently in describing The Jerrold Corporation.

Jerrold was founded in 1948 by Milton J. Shapp. The company's first products were boosters for improving home TV reception and master TV antenna systems for large hotels, motels and apartments.

In 1950, Jerrold installed the nation's first commercially successful CATV system, in Lansford, Pa. For the past 15 years, CATV and Jerrold have been inseparable. It would be hard to find a CATV system in the United States that doesn't use some Jerrold equipment.

At Jerrold, the accent has always been on quality and reliability. We maintain the industry's largest staff of advanced development engineers, however, the most important part of our product development program is extensive testing under actual field conditions. No Jerrold product is put onto our production line until it has been thoroughly proven. Among Jerrold FIRSTS are: sub-channel trunkline systems, for transporting signals over long distances; the Channel Commander, still the only practical method of providing a true 12 channel system; and the recently introduced TAGC-213, the only transistorized AGC unit to date that really works.

Jerrold equipment is manufactured to rigid quality control standards. Amplifiers are not just "spot tested." Instead,

each individual amplifier is "cooked," thoroughly tested, and painstakingly aligned before shipment. For many critical items, more factory time is spent on quality assurance testing procedures than on actual assembly.

Jerrold equipment is presently being installed to send educational TV signals via cable throughout the entire state of Delaware. Jerrold Wideband TV distribution systems—with resolution rivalling that of video—are being used in such diverse applications as the Pacific Missile Range and CBS Studios. And Subscription TV's (STV) widely acclaimed success with colorcasts in San Francisco and Los Angeles was accomplished through Jerrold trunkline and distribution amplifiers.

The state of the CATV system management art has also been advanced by Jerrold. Many of the methods we developed have become industry standards. For example, Jerrold techniques met with typical success in Lafayette, Indiana. This Jerrold managed system signed up more than 6,000 subscribers—40% of the potential—before the system was even turned on.

The Jerrold Corporation comprises: Jerrold Electronics, specializing in TV reception improving equipment for homes, large buildings and entire communities; Harman-Kardon, quality high fidelity component public address equipment manufacturers; and TACO, one of the most respected names in defense, industrial and home antennas.

FOR MORE INFORMATION CONTACT ONE OF THESE JERROLD CATV SALES OFFICES

Jerrold Electronics today has the largest network of experienced factory trained field engineers and sales engineers in the industry. These men are experts, with an average of 7 to 8 years experience in CATV.

HOME OFFICE

Elmer Metz, Sales Manager
(215) 226-3456
15th and Lehigh Ave.
Philadelphia, Pa. 19132

EASTERN REGIONAL OFFICE

Frank Martin, Regional Manager
Walter Mccleary, Sales Engineer
(215) 226-3456
15th and Lehigh Ave.
Philadelphia, Pa. 19132

ATLANTA OFFICE

Jim Taglia, Sales Engineer
2292 North Peachtree Court
Chamblee, Ga. 30005

NEW YORK STATE OFFICE

Joe Conowall, Sales Engineer
(607) 739-9598
829 South Main Street
Horseheads, New York

MASSACHUSETTS OFFICE

Mel Gray, Sales Engineer
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40 Lantern Lane
Sharon, Mass. 02067

MEADVILLE, PA. OFFICE

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970 Park Avenue
Meadville, Pa. 16335

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Robert Pesick, Sales Engineer
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2186 South Holly Street
Denver, Colorado 80222

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WESTERN REGIONAL OFFICE

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Sy Syversen, Sales Engineer
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PORTLAND, OREGON OFFICE

Al Michell, Sales Engineer
Jerry Laufer, Sales Engineer
(503) 255-1048
3612 N.E. 82nd Avenue
Portland, Oregon 97220



FIRST IN CATV!

The nation's largest and most experienced manufacturer and supplier of CATV equipment and services



Couple of exhibit shoppers look over Sarkes Tarzian's image orthicon TV camera.

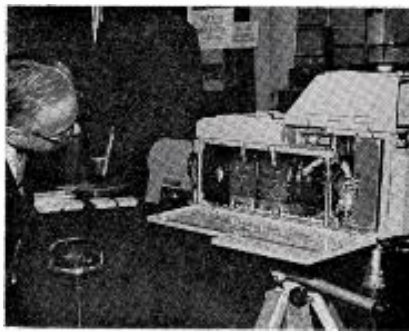
both 16 mm filming and live TV.

Portable Model — Cordless and fully transistorized, Sylvania's "Newschief" vidicon with back-packed power supply and camera controls was shown as a complete unit weighing under 30 pounds. Costing \$14,500, camera unit weighs 6 pounds, 2 ounces; pack transmitter, 16 pounds. Camera contains reflex viewing-focusing viewfinder. Transmitter operates with 1 w in 1,990 mc to 2,110 mc band. Other Sylvania cameras were the 800 series vidicon cameras which are able to be separated from their control unit, selling at \$3,000, and the 800/V with 8-inch viewfinder, selling for \$5,000.

Kin Tel Division of Cohu Electronics Inc. showed its 2000 series self-contained miniaturized portable TV camera which is solid-state, and contains plug-in units. It sells for \$3,000



Special lens applications shown by Video Medical at exhibit.



An inquisitive broadcaster peers at the insides of Sony's 3-inch image orthicon camera.

without lens. The camera control (No. 2,000-100) furnishes power and control signals and is directly coupled to the camera itself creating a single-unit, self-contained camera. Both the camera and the control unit are 3 inches in diameter. Also shown by Kin Tel was the 3100 series high resolution self-contained camera, containing modular circuitry for all camera and control functions. Optional video bandwidths (10 mc to 20 mc) and a selection of scanning patterns (525 lines to 945 lines) permit a choice of resolution combinations for any use.

Featured by Video Medical Electronics Corp. was the new back-packed Fernseh wireless TV camera, using a vidicon tube with the camera weighing 6 pounds and the back-pack 20 pounds. Synchronizing and transmitting equipment can be located in a truck up to a mile away.

A transistorized vidicon camera with 8-inch viewfinder was shown by Dage Television Co. The Type 520 contains all features necessary for both commercial and educational use, including 800 lines horizontal resolution at center. A 10 mc bandwidth is gained with high signal-to-noise ratio through the use of a cascade nuvistor front end. Side panels are hinged to fold down and provide the operator with a convenient work surface when testing the camera.

All-transistorized cameras for closed circuit and industrial use were shown by RCA. The cameras are of two kinds, one with a viewfinder, selling for \$7,500; the other, without a viewfinder, selling for \$2,500. The PK-330 viewfinder camera features a lens which tilts up and down while the camera itself remains stationary; it also contains a combination focus and zoom control knob. Both cameras use a one-inch electrostatic focus vidicon tube. The non-viewfinder camera can be obtained as a self-contained unit, weighing 16 pounds, or as a two-unit system with processing circuitry housed separately.



Fairchild's miniaturized vidicon camera for specialized application is discussed.

Camera accessories

Autocam, a servo remote control camera and zoom lens unit, highlighted several new products at the Television Zoomar booth. By presetting pan, tilt, zoom and focus, the firm says, one man can operate four cameras from the control room. The system will pan 380° at 50° per second, and tilt 90° at 30° per second. Speed is completely variable within those limits. Through a tone multiplexing mechanism, also offered by Zoomar, zoom, focus, iris, pan-tilt, video switching filter insertions and linear gradient density wedges may be controlled through existing telephone lines, video cable, microwave link or private two-wire system. [In addition to the remote control units, Zoomar displayed its line of Angenieux zoom lenses and the new Cine-Vide, a compact combination of 16 mm film camera and GE vidicon camera with an Angenieux 16 mm motion picture zoom lens, enabling the user to produce color or b&w film using TV production techniques.]

The Dynalens gyro-stabilized TV camera lens first used in the Johnson inauguration was demonstrated by CBS Labs, which also displayed a new version of the Audimax automatic level control and Volumax automatic peak controller. The two solid-state units in combination have improved program power by a factor of eight. Also available is a complete line of broadcast, industrial and high fidelity test records for testing all audio equipment, including ballistic calibration of VU meters.

New deflection components to upgrade performance of older studio cameras highlighted the Cleveland Electronics display. The OY-64 deflection yoke and OA-3-5 alignment coil offer improved linearity and resolution, extended Orthicon life and simplicity of installation and adjustment. A complete line of

custom and special coils and transformers was also shown.

Albion Optical Co. showed a complete line of zoom lenses made by Taylor-Hobson Division of the Rank Organization including the Varotal V 10:1, as well as the Ortol, a fixed focus lens for broadcast television; the Vidital, designed for vidicon cameras, and the Plumbital, designed for Plumbicon cameras. Also shown was the Sental, a remote control servo system for Varotal lenses.

The TM-Disascope, shown by Tele-Measurements Inc., is a quality set-up and measurement instrument designed for vidicon cameras in the field. Alignment is achieved by optically imaging a built-in high resolution grey scale test pattern directly on the face plate. Containing its own low-voltage battery, it is 15-inches long, two inches in diameter and weighs 21 ounces. Price is \$495.

Quick-Set's Gibraltar tripods, dollies and heads were featured. The Gibraltar line handles loads up to 200 pounds. Legs are fitted with nonslip foot plates, attached by ball and socket joints. The Model 6302 sells for \$360. Other items: Gibraltar 6601 dolly is \$215; heavy duty 6645 is \$316. Three friction heads run from \$395 to \$435.

Video tape is improved item

High band recorders are featured; solid state improvements shown

Video-tape recorders featuring the new high band mode were shown by the major manufacturers.

Ampex' new "high band" video tape recorder led the firm's large exhibit. The VR-2000 is capable of broadcast-quality fourth generation monochrome and third generation color dubs, European 625 line operation, and a wide guard band. (A copy from a copy is a generation beginning with the first copy from the master tape.) It is equipped with standard Ampex teleproduction accessories. Signal-to-noise specifications on the 525-line high band standard measure out to 46 db. Ampex also showed a closed-circuit, video tape recorder, the VR-303, that operates with 1/4-inch tape and sells for \$3,950. It is available with camera, monitor, tuner, tripod and mikes in a \$6,000 teacart system.

RCA showed a new "deluxe" TV tape recorder, the 22-HL. Fully solid-state, it incorporates technical advances in headwheel design and in video and FM circuit techniques. The 22-HL, priced



Rank Taylor Hobson lens is shown at the Albion Optical booth and attracts earnest interest of these two broadcasters.

at \$72,000, may be switched instantly to high band universal, low-band color or low-band monochrome modes of operation. The machine is pre-wired for color and full-color operation is achieved by plugging in accessory circuit modules. A switch is available to change line standards for international use, as is the selection of 7 1/2 or 15 inches per second tape speed. Also shown were the TR-22, completely solid-state recorder; the TR-3, playback only; the TR-4, compact recorder-reproducer, and the TR-5, a transportable unit which can be used on-the-air by adding a separate signal processing amplifier.

The "Allenized" video tape recorder shown by Visual Electronics Corp. is a rebuilt Ampex machine which features solid-state components, fewer controls, stability, "go/no go" plug-in maintenance, less complicated equipment, and



RCA's 22-HL, deluxe TV tape recorder is center of interest of these two broadcasters.



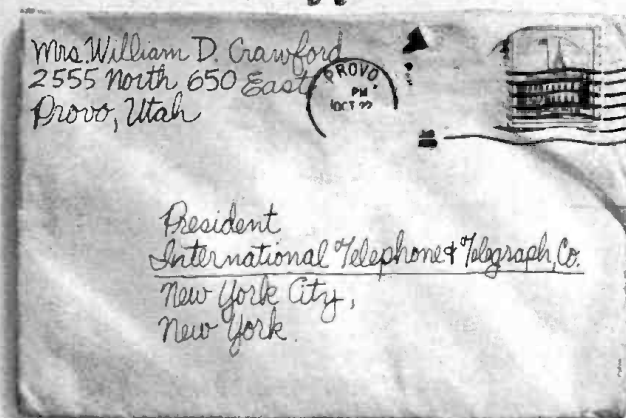
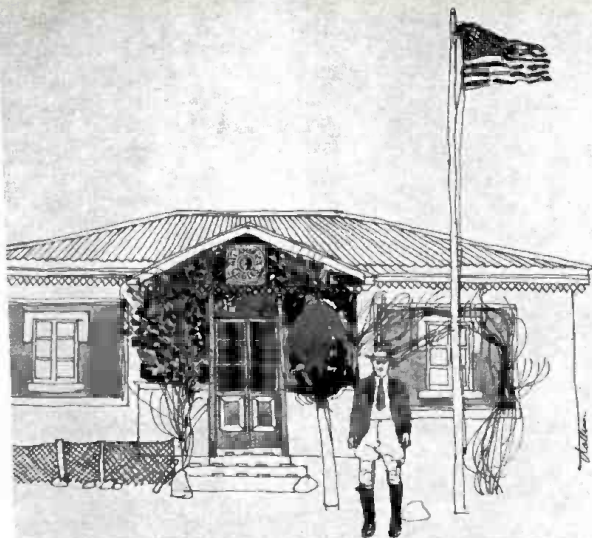
Interested priest checks out products of Cleveland Electronics at exhibition hall.

virtually trouble-free operation by regular employees. The Allenized VTR system for color and monochrome and all-band is substituted for a used Ampex machine and the cost is \$60,000 less a \$10,000 allowance for the old machine. For monochrome only, the machine is \$36,000.

Portables, Too ■ Portable, transistorized video recorder, selling at \$11,900 plus \$2,700 for playback was shown by Dage Television Co. Features of DV-300 are variable speed, slow motion both forward and reverse, stop frame, plug-in modules. Dage warrants recording head tips, with full replacement during the first 500 hours of operation and pro-rated replacement between 500 and 2,000 hours of operation, or two years of service. Uses 1-inch



Byron Reid Carpenter, KUTV(TV) Salt Lake City (r), is being indoctrinated with one of the features of the Ampex VR-2000 TV tape recorder.



Dear Sir,

In a day and age when the advance of human technology has reached such a tremendous peak, I wish to pay tribute to the telephone and to its magnificent contribution to our well proportioned way of life.

As a child in the early 1930's I was reared beside telephones, cables, telephone poles and dedicated "linemen," in Villa Mercedes, San Luis, Argentina. I am the daughter of the late Jerome B. Johns who was the superintendent of all the transandine land lines -- the telephone cables that crossed the Andes -- for All America Cables. In those days, my father covered many miles of rugged country on horse- or muleback.

Remote as we were in those days we were a link with the world for we had the only telephone for miles around. When help was needed people would say "El Americano tiene telefono." The American has a phone. Or in other words, All America Cables will help.

In those days we were a vital force in the community, and many and countless were the errands of mercy "run" by this member of ITT. The American flag always flew proudly over the different buildings where All America had an office. Even in times of strife, my father was allowed to fly his proud flag, for he was the respected American who was representative of the good power of the telephone.

We had a small fire in our home the other day. I reached first for the telephone. Guess what I reached for after my children were safe? Not my sterling silver nor our hard-earned furniture or clothes. My hands fell lovingly on an old, old album with some very old pictures. Somehow they are the proudest things I own. Here are some of them for you to see.

Very sincerely yours,
Caroline B. Crawford
(nee Johns)



"Remote as we were in those days we were a link with the world"

Mrs. Caroline B. Crawford said it. The pioneer spirit of men such as her father characterizes ITT and our 185,000 people. Today, as in the past, many of them work in remote areas of the world -- as well as on the

frontiers of the communication sciences. Thank you for your letter, Mrs. Crawford, and for allowing us to reproduce it here. International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N. Y.

ITT



Visual Electronics' Sam Kichas lifts the panel of the Alienized tape TV recorder so heads are shown.

tape. Dage also has the same instrument using 1/2-inch tape, DV-700, but it is not up to broadcast standards.

A disk-type TV recorder, housed in a solid-state unit, was introduced by Machtronics at the MVR Corp. exhibit. Device, priced at \$15,000, uses aluminum disk, coated with magnetic material, which is spun like phonograph record. Top of disk records 20-seconds of video for instantaneous reproduction; bottom side records stills. The disks can be erased and used over again. MVR also showed the MVR-65, a portable TV tape recorder.

Shown was Sony's portable TV tape recording equipment, all transistorized.

A video tape machine that is capable

of reproducing its own or other standard-speed tapes in 1:5 slow motion attracted interest at the Shibaden Corp. exhibit. The solid-state machine, developed in collaboration with NHK Japan, will also reproduce still pictures of any scene on a standard tape.

Video tape accessories

Gotham Audio Corp. showed the Vid-E-Dit, an electronic splicer for video tape, with self-contained oscilloscope for precise sync-pulse location.

Reeves Soundcraft showed its Micro-Plate video tape which eliminates head fouling, oxide shedding and loose powder and has improved base properties like surface smoothness, transverse gauge variation and improved strength. The tapes are pre-tested at the factory, and are said to show a four-time increase in reliability and a five-time increase in head life.

Color featured in film chains

Refinements in equipment and accessories are offered by many makers

Film chains, featuring color, were prominently displayed in the major exhibits.

Dage's four-input prism multiplexer film chain (FC-11) was shown consisting of film camera, controls, cabinet with prism multiplexer and provisions for 35 mm slide projector, 16mm film

projector and associated equipment.

A low cost, utility film pickup in a compact vidicon 16mm film chain was shown by Visual Electronics Corp. The equipment consists of a Graflex projector unplexed to a solid-state GPL PD-700 vidicon camera. Featured are easy film loading, automatic sound sync, pushbutton projector control and choice of manual or automatic camera control.

Thompson-Houston Division of RTT showed a color flying spot scanner for slides. Fully transistorized, the machine accommodates a drum capable of carrying 20 slides. The slides may be selected manually or by remote control. With a color sync generator and a coder the color signals (either the NTSC system or SECAM system) can be obtained for broadcast purposes.

GE's 4-V color film camera system was prominent. The PE-24 uses four vidicons—one for the luminance signal and three for the color information—to improve registration and monochrome resolution. Rack or console mountable, the system consists of a camera, remote control panel, monitor selector panel, encoder and automatic balance control unit. It serves as both a color film system and a monochrome system (using only the luminance channel). Features include solid-state circuitry, tantalum capacitors, substantial derating of all components and vernier controls for each vidicon assembly.

Slide System ■ Television Zoomar displayed a new, random-access slide projection system with resetting capability. The noiseless system uses servo motors to preset slides, with any slide on its magazine available in a maximum of one second.

The Telefader Twin dual douser system was featured by TelePro Industries. It handles a full range of special slide



Solid-State projection system by Telesync is demonstrated by salesman while a broadcaster and his wife listen attentively.



Wallace J. Ceglarek, WJBK-TV Detroit (c), is given some pointers on the operation of the Harwald Mark IX film inspector by Dick Wallace (r) and Bill Stelcher (l) of the Harwald company.



Arriflex film cameras, including one with self-blomp, are under discussion at that company's booth at the show.



The spirit of 76 (tv)

We'd like to urge you to buy our 76TV microwave relay system next time you are in the market for monochrome or color video transmission equipment. Not for the obvious reasons, though, like its outstanding performance, low price, and easy maintenance.

No, we think you ought to buy our 76TV because of its demonstrated heroism and valor. And long-suffering patience in the face of overwhelming odds.

How do you think it feels when, year after year, hundreds of tons of explosives are fired off inside you? When, in a typical week — besides three glorious concerts and five exciting football games — about 30 murders, 24 auto accidents, twelve divorces and four or five extortion schemes are perpetrated

through your unflinching innards? When headaches, backaches, congested nasal passages all get their appropriate fast relief through you?

To do this day-in and day-out takes solid-state guts. Such devotion ought to be rewarded. Buy a 76TV microwave relay system from Lenkurt Electric Co., Inc., San Carlos, California, now! That's the spirit.

LENKURT ELECTRIC
SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS GTE



A broadcaster peers closely at Filmline's 16 mm film processor.

projection effects, including dissolves, fades, flashes, and either half of the system may be separated to operate as a single rear screen projector. TelePro also showed its line of Teleprompter equipment.

The Q-Dispatcher, for superimposing news and other bulletins from a moving tape, was featured at the Q-TV booth, along with a line of special typewriters and associated prompters.

For news bulletins and special effects, a new Telesync Corp. machine projects moving letters typed on an ordinary plastic carbon ribbon used on office model Royal electrics. The unit adapts to multiplex systems, projects onto rear or front screens and eliminates the need to reverse TV camera polarity. Transport speed is variable. Telesync also showed new models of its automatic and dual automatic rear screen projectors, with forward and backward slide change operation, individual slide holders, solid-



Singer Anita Bryant is given an explanation of the Eastman Kodak Viscomat, a film processor shown at the GE exhibit area.

state brilliance controls, super and dissolve continuity, cinemascope and multiple screen effects, and large screen polarization effects.

Arriflex Corp. showed its new 16BL, a lightweight, self-blinded sound-film camera. Selling for \$5,500, it loads 400 feet of film, and is equipped with an Angenieux 12-120 zoom lens. Total weight is 16 pounds, and it can be used with a shoulder pod and pistol grip.

Filmline exhibited its Model R-15 TC, a film processor selling for \$4,750 for 16mm film. Running from 300 to 1,200 feet per hour, the R-15 TC is straight line machine processing for reversal and

negative-positive film. Also shown by Filmline was the 18-foot long FE-30, a 16mm Ektachrome processor for color film, handling 30 feet per minute, and costing \$24,000.

Harwald Co. showed its Model Q, Mark IX automatic film inspection and editing machine. Selling for \$5,950, the solid state model inspects film electronically for breaks or tears, footage is measured and can be timed, splices are counted, film is cleaned, rewound and viewed, the sound is read and can be synchronized. The Mark IV-B Auto-Thread was also shown; this standard model Inspect-O-Film sells for \$3,950.

Solid state, print circuits featured

Broadcasters have wide choice of switching gear, amplifier, sync generator, monitor models

Television switching gear, amplifiers, sync generators and monitors were shown in profusion; many of them using solid-state components and other printed circuitry.

A solid-state video distribution system of modular design where the output to any number of monitors may be selected from an input of any prescribed number of inputs is the Kin Tel—Cohu 9,000 series. Six basic frames are available, which may be wired to specified equipment.

Whittaker showed two reed-relay switchers, one the TPS-60 is a pulse switcher and the other, the TVS-90, is a video and audio distribution switcher. The pulse switcher uses reed-relay matrices, switches six sets of pulses from five sources to 20 loads, uses standard plug-in modules and is easily expandable. The distribution switcher, also using reed-relay matrices, switches 10 sets of two audio and one video to 10 outputs. It also uses plug-in modules and is expandable. The TVS-81 is a video-audio distribution switcher that includes a special color effects generator.

An audio-video preset switching system, VSA-102, was shown by Ward Electronic Industries. The system, made by Central Dynamics Ltd., selling for \$32,500 (a mixing amplifier is \$1,500 extra), features storage of up to 12 audio-video events, provision for 18 composite or noncomposite video inputs and their audio sources; accommodates seven audio inputs, can be operated in three different methods: automatic, pre-

set and direct. Instrument contains read-out panels for on-air, preview and next event.

Marconi Switchers ■ Two Marconi switchers were on display by Ampex. The B3723 is a simple, four-channel A/B switcher of small size, light weight with a transistorized circuitry. The B3720 is a semi-automatic, master-switching system with vision and sound



Cal Williams, WFPB Middletown, Ohio, looks over silicon diode rectifiers exhibited by Northern Electronics in the Wilkinson Electronics booth.



Marconi's switcher and mixer control panel is under consideration by these two broadcasters at the Ampex area.

switching for 12 inputs, full color standard, transistorized construction, vision switching in field blanking, eight-event switching memory, separate sound input facilities and roving preview and rehearsal facilities.

Dynair Electronics showed a new switcher-fader, the VS-121A, designed for smaller studios. With solid-state design and priced at \$1,650, it handles 12 video inputs and all control functions necessary for smooth studio programming. Dynair also exhibited closed-circuit TV transmitters for cable networks, transistorized stabilizing amplifiers, clammers and pulse and video distribution systems.

New concepts in video switching systems were demonstrated by Visual Electronics Corp. Providing maximum flexibility, Visual Electronics' custom switching system features solid-state cross-points and amplifiers for long life and stability. It has lap-switching, synchronous and nonsynchronous signals into one switching bus. Custom panels can include film projection, slide projection, and tape start-stop-show-slide change, automatic electronic lap, fade, super controls operated by pushbuttons or from external automation equipment, plug-in solid-state video distribution amplifiers, complete with trays and plug-in power supplies. Also video switching systems with thumbwheel presetting of 15 or more events into a preview bus and cut-bar switching from preview to on-air. Common start bar rolls next (or next and upcoming) preset film projector or tape recorder. Timer operates a cut-bar at the end of pre-roll time.

Dage's new broadcast TV switcher-fader, SF-8 and SF-12, features solid-state circuitry throughout, eight video inputs in a completely self-contained unit with separate preview channel. The unit, selling for \$1,295, also contains an additive or nonadditive mixer.

Star of Sarkes Tarzian display was



A serious parley in a corner of the Telemet booth is held by a broadcaster and a company representative.

the new APT-1000, a solid-state, digital computer designed to control TV programming. Input is the program log, output is the activation of all video source and video effects. An on-air display, next-event display and utility display are provided, in addition to displays for



The features of the Tektronix oscilloscope are explained to Richard L. Biby (r), Washington consulting engineer.

next clock time and a digital clock. An accessory card reader allows completely automated input for a full day's programming. The computer may be overridden at any time at the push of a button by an operator.

Amplifiers

Vital Industries featured its new solid-state video clamper-stabilizer amplifier, model VI-500. Selling for \$1,390 with remote control, the instrument maintains constant video and sync levels at output, as well as providing a clean



Features of Sarkes Tarzian's computer switching unit for TV are described

by company salesman to couple of broadcasters.



G. C. Kanen (r) of Miratel shows off his company's solid state monitor.

video signal at output even if input signal is mixed with as much as 10 volts of hum or other low frequency disturbances. Use is for inputs of video tape recorders, microwave systems and transmitters, and at the outputs of cameras, switchers, tape recorders, microwave systems, long lines and off-air pickups.

Solid-state video-mixing amplifier, shown by Northern Electric Co., features a sync set-up stripper, as well as basic mixing amplifier and arm assembly. The VMA-1, selling to \$1,900, provides for the mixing of two composite or noncomposite synchronous 75-ohm monochrome video sources in complementary or noncomplementary modes. Color signals may be mixed in a complementary (arms together) mode in model VMA-2 which consists of basic mixing assembly or arm assembly for extra \$1,400.

Grass Valley Group Model 712 pulse



Smiling Phyllis Townsend operates special RCA digital printer which superimposes lines of type on TV picture.



Conrac showed its new line of solid state video monitors; shown here is the 9-inch transistorized model.

delaying amplifier is a solid state, regenerative bridging pulse amplifier incorporating a continuously variable pulse delay. Among its features: It will accept any of the pulse sequences used in TV, remove up to 100% hum and other low frequency disturbances and deliver a clean, uniform and identical train-delayed a minimum of .3 uv/m and a maximum of .5 uv/m. The delay is adjustable with a screw driver adjustment from the front panel, or remotely controlled by a line carrying only d.c. It is priced at \$350.

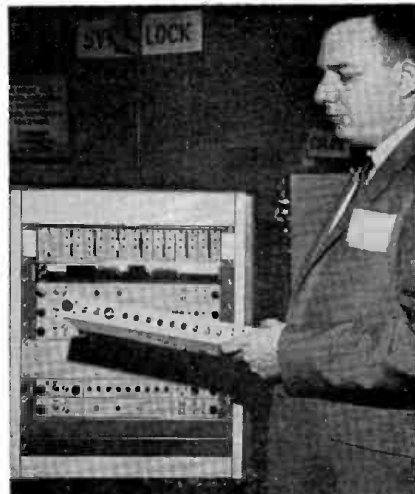
Self-Contained Amplifier • The Tele-Measurements Inc. Tele-Amp pulse amplifier is a self-contained solid-state color-monochrome distribution amplifier for video or pulse with optional sync mixing. Any number of outputs up to six may be added. Price is \$8,000.

Providing 16 amplified outputs, four for each of the original signals, is the AG-2, Sylvania's pulse distribution amplifier. When used in conjunction with the AG-1 pulse distribution panel, the AG-2 provides 28 outputs, seven for each pulse. Price for the AG-2 is \$750.

Modular constructed, completely solid-state is the Central Dynamics Ltd.



Working the controls of Altec Lansing's graphic equalizer while W. H. Hazlett of that company looks on.



Karol Freed, Field Communications Co., looks over a tray Telemet sync generator at exhibit.

video signal processing amplifier, CDL 2080. Selling for \$2,250 for monochrome and \$2,750 for color, the equipment provides remote control of chroma, gain, fade to black, white clip, black clip and sync level. The instrument was shown by Ward Electronics Inc.

Telemet's clamper amplifier is a solid-state device which removes the 60 cycle modulation and other low-frequency deviations from composite and noncomposite video signals. The model 3203-A1 may be used for clamping either color or monochrome video; with the clamped video signal available at four independent outputs. Price is \$700. Also shown by Telemet was the model 3209-AL processing amplifier, a completely self-contained solid state unit providing a noise and hum free composite video output signal. It contains a sync locked sync regenerator which provides both



Looking over the specs of Marti Electronics 950 mc aural broadcast STL equipment is a prospect and a salesman.

The soundest sound in Broadcasting is the new sound of GATES

Gates Executive, 10-channel stereophonic, fully transistorized console, meets the critical needs of stereo or monaural dual-channel broadcasting.



Gates Diplomat, 10-position dual-program channel, completely transistorized console, provides all of the audio-system facilities of the Executive with exception of stereo.



Gates President, dual-channel, completely transistorized console, provides 8 input mixing channels, has totally new 12-position control center. Program selection is by individual illuminated touch-control keys for precise finger-tip control. Eight ladder-type mixers accommodate 28 inputs for exceptional versatility in AM, FM or TV dual-channel broadcasting.

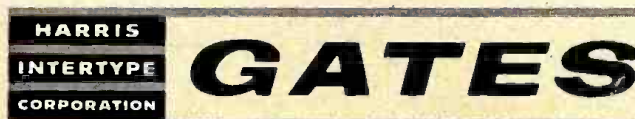


Gates Ambassador, completely transistorized 5-channel console. 22 medium- and high-level inputs are provided with input expansion potential to 30 by using all of the 3-position utility switches.



The "Solid Statesmen" of Broadcasting... Gates Fully Transistorized Consoles

Transistor amplifiers for superb sound reproduction. Precise finger-tip control. Ease and versatility of programming. These are the features you'll like in Gates Audio Control Consoles. And there are infinitely more. To name them all takes 24 pages in our four new illustrative brochures. "Must" reading for the progressive broadcasting engineer or executive. Write for "Solid Statesmen" console brochures.



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A Subsidiary of
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Two RCA exhibitors flank company's new transistorized sync generator.

horizontal and vertical sync and blanking signals which are phase and frequency locked to the incoming composite video signal. Price is \$4,000.

Riker Industries previewed the View-Pointer, a pencil-sized device that electronically reproduces an arrowhead-shaped marker in the program picture at the spot where the View-Pointer is placed on a video monitor.

For broadcasters who yearn to send video signals by ordinary telephone line, Telequip Corp. showed two special amplifiers, the LEV-31 and LSV-31. Using the former at the transmitting end and the latter at the receiving end, excellent video signals may be sent up to 3,000 feet over any two-conductor line. With an LZV-31 intermediate amplifier, the distance can be increased to 6,000 feet. The amplifier units are compact and portable.

Sync generators

A feature of the Grass Valley Group's model 750 sync generator is the wide range of front porch adjustment provided in the solid-state generator. It is capable of operation for 525-line, 60 cycle, or 625-line 50 cycle standards. Model 750-1, without sync lock and color standard is \$1,500; model 750-2, with sync lock and without color standard is \$1,950, and model 750-3, with sync lock, color standard and color chain counter, \$2,750.

Kin Tel Division of Cohu Electronics Inc. showed its rackmounted 2490 series sync generator for single or multichannel TV systems, for both monochrome and color. Designed for mounting in a standard 19-inch wide rack, the dual compartment enclosure is equipped with either one or two sets of solid-state, plug-in circuit assemblies to provide one or two complete sync generators. Four standard scanning patterns are provided (525-line, 729-line, 873-line and 945-line). Available plug-ons include bidirectional, genlock and dot-bar genera-



Dr. John L. Dennis, University of the Pacific, Stockton, Calif., is given a lecture on Dage's switching equipment by salesman Joe Shidecker.

tor.

Sylvania showed its G-100 studio synchronizing generator, selling for \$1,400, and the AG-2, a sync generator switcher, selling for \$400.

Self-Contained Model • A completely self-contained solid-state sync generator, model 3519-A1, was shown by Telemet Co. It sells for \$1,300. The unit produces standard sync, blanking, H-drive and V-drive signals. Four operational modes can be selected from a front panel switch, sync lock, line lock, internal-crystal lock and free run or lock to external 31.5 kc signal, color.



Jack R. Popple, veteran broadcaster, adjusts Ball Bros. special effects color generator shown in Telemeasurements booth.



James W. Butts, KBTW(TV) Denver, operates Visual Electronics' LS-8 switcher with Telemet effects positioner.

A new Ball Brothers Research Corp. color special-effects generator was shown by Tele-Measurements Inc. The Mark VII permits imposition of color effects using black-and-white sources. Containing its own internal-external key power supply rack, the Mark VII sells for \$2,400. It has different matting and pattern cards and remote control functions at individual prices running from \$140 to \$820 for an 18 station panel.

The transistorized Telechrome color-bar generator model 3518-A1 generates full-field and split-field color-bar signals for color monitors, encoders and other color equipment. The unit provides two identical and isolated outputs for each of the three color signals and single I and Q outputs for direct application. A sync output is also provided to synchronize the color monitor.

Monitors

The new development at Tektronix was a video wave-form monitor for making precise measurements of vertical interval test signals. The 1S1 sampling plug-in for line testing and a spectrum analyzer plug-in line were also shown, in addition to the new type 422 dual-trace portable oscilloscope, weighing less than 21 pounds.

Miratel celebrated its tenth anniversary with a new series of professional transistor monitors, running from 8-inch to 23-inch picture tube sizes. Features include glass epoxy module boards, plug-in transistors, 10 megacycle video bandwidth and regulated low voltage power supply.

Conrac Division of Giannini Controls Corp. introduced a 9-inch transistorized video monitor which, providing broadcast quality signals, draws less than 50 w. The RNB-9 utilizes a new

tube, also manufactured by Conrac, which gives a crisp 800-line center resolution, and 700-line corner resolution. Similar monitor, using a 14-inch tube, the RLB-14, was also shown. The RNB-9 costs \$440 and the RLB-14, \$455.

New developments in microwave relay

For studio-transmitter links and for inter-city relays, the latest in microwave relay equipment was shown.

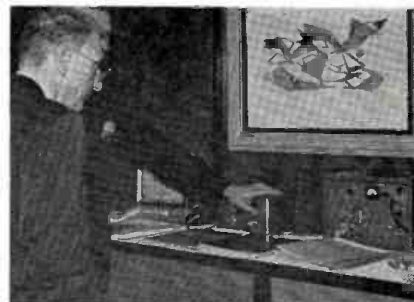
Lenkurt's 76TV is a one-way repeater completely solid state except for the transmitter and local oscillator. Easy maintenance is available because most circuits are on plug-in cards; all components are accessible from the front. Each transmitter and receiver has two built-in meters to monitor all functions. Exceptional linearity of baseband and radio circuits reduces differential phase and differential gain to very low values resulting in superior color TV, for the equipment which sells for \$6,000-\$8,000 for both 6,000 and 12,000 mc range.

Marti Electronics featured a new 450-mc remote pickup transmitter, the M-20B, and a line of 950-mc STL and



Wesley Johnson, KOAT-TV Tucson, Ariz. (r) looks on as companion tries out Riker Industries switching device.

intercity relay equipment incorporating the latest solid state techniques. The M-20B provides broadcast quality for remote pickup and civil defense applications and continuous duty cycle without modification. It operates on 100-kc channel spacing and is available

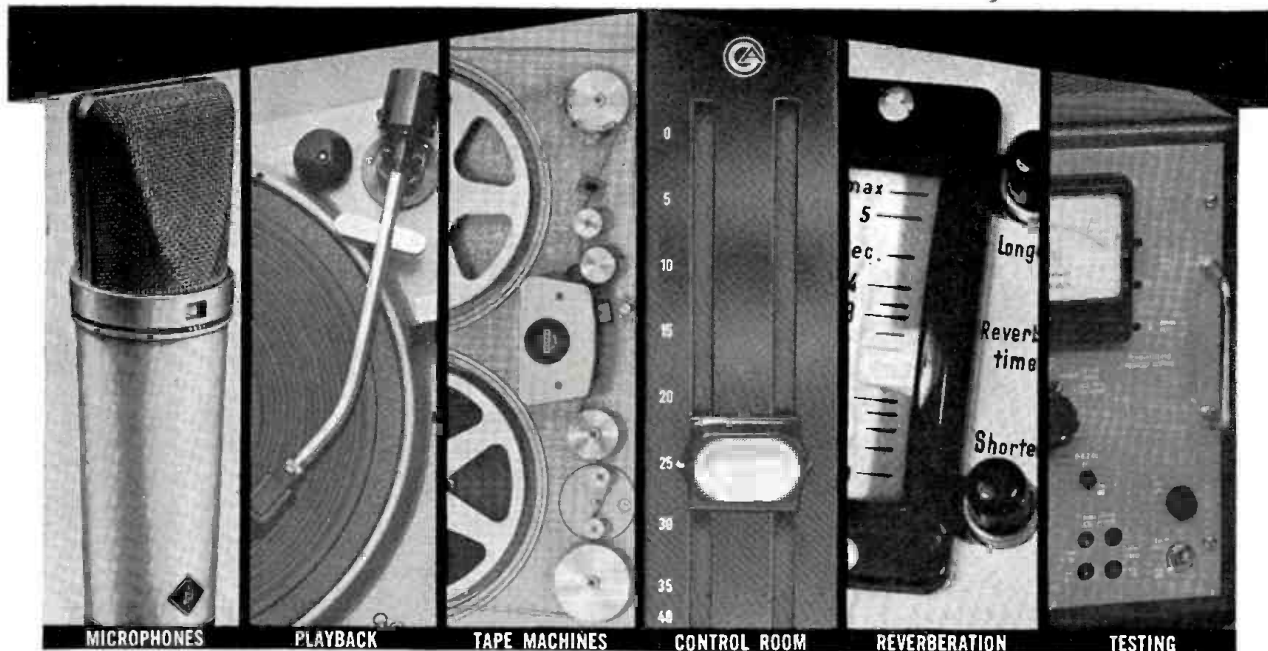


Microwave Associates' Erick Stromsted shows a prospect some solid-state microwave relay equipment.

in either rack-mount or portable configurations.

Raytheon showed its KTR II, solid-state microwave relay gear operating over frequencies 5,925 mc to 8,400 mc, with transmitter power of 1.5 w, and its Dual Link II, which includes automatic switching and duplicated receiver protection. All solid state, the 1-w equipment transmits in the 6,875 mc to 7,125 mc range. Both instruments use a Klystron transmitter tube, and both are guaranteed for five years. The KTR II is \$8,000; the Dual Link II is \$19,000.

The new, solid-state MA-2 TV relay system was featured at the Microwave



SATISFYING THE HIGHEST QUALITY DEMANDS OF BROADCAST TECHNOLOGY

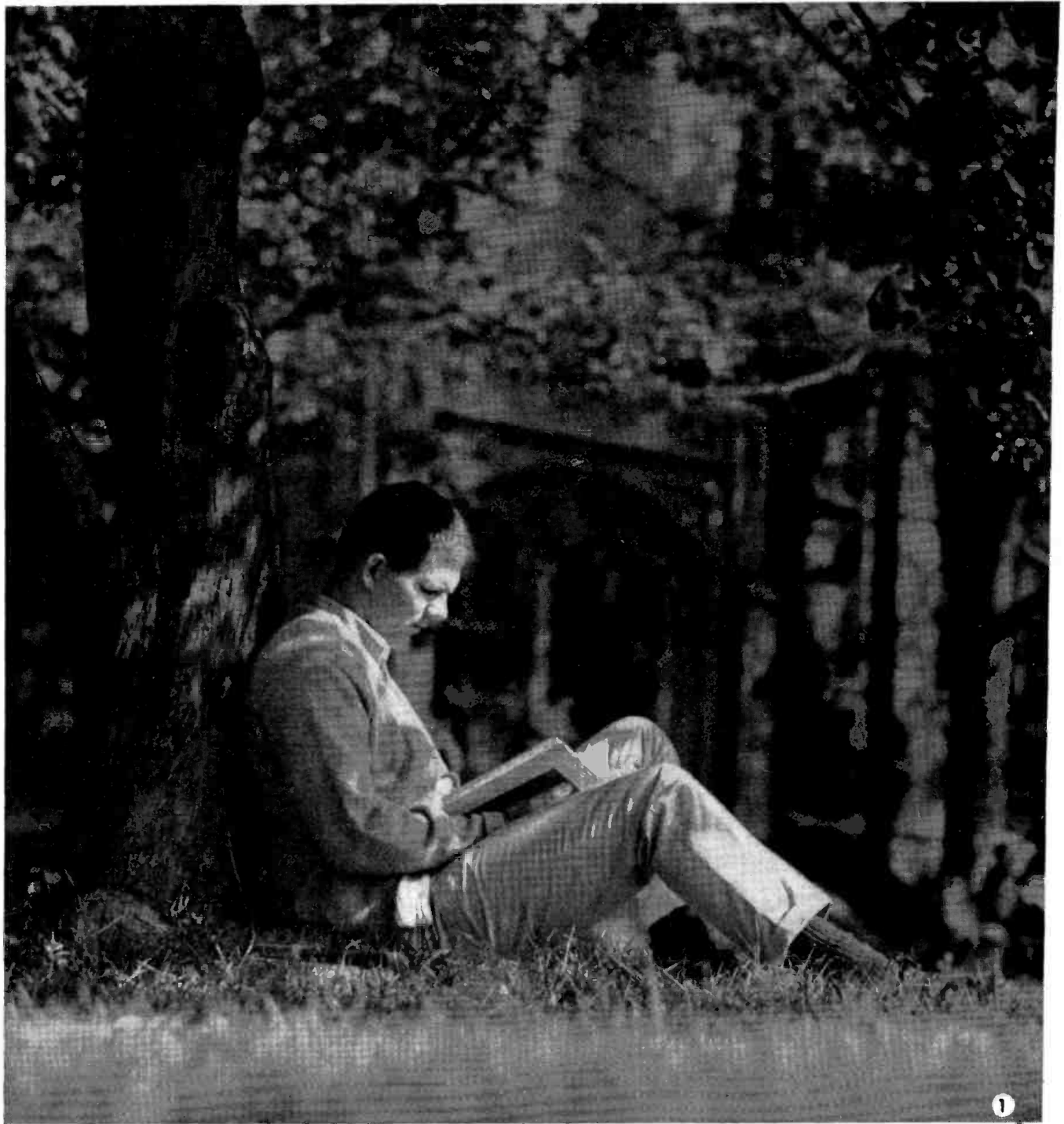
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Today's rapid changes demand that people in industry keep pace with technological, economic and social trends. That's why thousands of Western Electric people are taking advantage of opportunities to increase their knowledge and skill.

Many of these opportunities for self-improvement are sponsored by Western Electric in the realization that alert, well-trained people are the company's best asset in meeting today's needs and tomorrow's challenges.

People like these are vital to the job of bringing to America the most advanced communications in the world. This is the job Western Electric people share with their teammates in Bell

Laboratories and in the 21 Bell telephone companies.

Campus study (1). W.E.'s Tuition Refund Plan has enabled Gary Plessl to pursue a degree in chemistry from Muhlenberg College, Pa., while working as a metal plater at the Allentown Works. He is one of 6,495 employees who have attended schools in 41 states under this plan. Western Electric refunded more than \$1 million in tuition costs to employees in 1964.

High school study (2). Western Electric's Indianapolis and Oklahoma City Works operate in-plant high schools with the cooperation of local school officials. W.E. employees, like Billie Talley, shown at study before her shift begins at Indian-



Electric meet changing needs.

apolis, can make up credits and earn a high school diploma.

Masters degree (3). Advanced engineering study, under the direction of Lehigh University, is conducted at Western Electric's Engineering Research Center in Princeton, N. J. Selected employees are sent there from all over the country for a year's concentrated study leading to a Masters degree. W.E. engineers Dick Muchial, Jim Voytko, and Howard McDaniel discuss a problem in solid state diffusion at the school.

Management training (4). These Western Electric men, shown on a field trip in Washington to learn about government activities, are taking part in a six-month program designed to

provide middle-level Western Electric supervisors with a broad base of managerial skills and values.

Clerical class (5). Arranged in cooperation with the Chicago Urban League, this special course helps qualify girls for clerical duties at our Hawthorne Works. Instructress Frances Krywanio explains one of the exercises to Hazel Hicks.

These are but some of the ways in which W.E. people are preparing for tomorrow's challenges.



Western Electric
Manufacturing & Supply Unit of the Bell System



Display of the new RCA VHF and UHF television transmitters is the back-

ground for a huddle around control console.

Associates exhibit. It is lightweight, portable and weatherproof; offers drift-free, crystal-stabilized reception. Components include a 12 pound, self-contained video-audio transmitter with built-in power supply (line-of-sight capability with two-foot dish antenna: 12 miles) and a receiver-transmitter relay station for extended range.

Improved lighting to meet all needs

Lighting apparatus for TV studios ran the gamut from spots to scoops, with the latest lines using quartz-iodine sources.

The Edkotron dimming system, with a recently added filter unit to prevent



Well lighted was the Kliegl Bros. booth featuring quartz-iodine units for all fixtures.

audio-video interference, Quartzline fresnel, scoops and border lights, and a new die-cast aluminum Lekolite were shown by Century Lighting.

Colortran Industries booth featured a new dimmer console with modular units capable of individual use with a special adapter. Also on display were Pole-Kings, floor to ceiling supports for lights, backdrops and reflectors, a new line of quartz-iodine lighting equipment, and quartz-iodine converters for older studio lights.

Focusing Spot ■ Kliegl Bros. showed its new Q-Lite, a focusable spot-flood light, using a quartz-iodine unit. Light intensity is adjustable with the turn of one knob from spot to flood or vice versa. It comes with four-way barn door blinkers. Size is 4 x 4 x 9 inches and 10-feet, delivers 100 foot candles in spot, 60 foot candles as flood, price is \$87. Kliegl showed entire line of lighting fixtures running from 1,000-watt Klieglights to 300-400 w Klieglights, fresnel (both 500 w and 1,000 w), both permanent and portable border-lights, footlights, scoops and control systems.

Telequip Corp. showed its new L-F-R studio flood lighting fixtures. At 1,000 w, color balanced at 3200° kelvin, they provide as much light as a 1,000-w scoop, with one-third the size and one-half the weight. Sealed, integral lens-filament-reflector Westinghouse lamps are used with a special dichroic backing that passes 70% of the heat through to the rear, placing less heat on the subject and reducing air conditioning load.

Choice of television console models offered

Special consoles for TV were exhibited by two manufacturers.

Shown by Visual Electronics Corp. was the McCurdy SS-4724 solid state custom audio console for TV stations. It provides 24-channel studio mixing, complete with solid-state amplifiers and power supplies which plug into pre-wired mounting frames to form an integrated and self-contained system. Slide attenuators permit fast and accurate changes in output levels, and illuminated pushbuttons provide rapid evaluation of systems in use.

Full-sized and transistorized, Sparta Electronic Corp.'s Model A-20 employs eight separate mixing faders plus master, monitor and cue controls, selected from 16 audio inputs. Multiple input key switching is possible with five of the eight mixing channels. Designed for AM, FM or TV, the A-20 measures 30-inches wide, 10-inches deep and 6½-inches high. Delivery by June 1, price tentatively is \$795.

Transmitters ready for boom in UHF

New UHF transmitters were shown by a number of exhibitors, in anticipation of the expected growth of UHF broadcast stations.

RCA showed its new UHF transmitter, a 55 kw unit using a vapor-cooled klystron. The TTU-50B, which supersedes an early 50-kw model, uses an integral cavity, vapor cooled klystron which reduces input power by 10 kw over other transmitters using water cooling. Coupled with an ultra-high gain



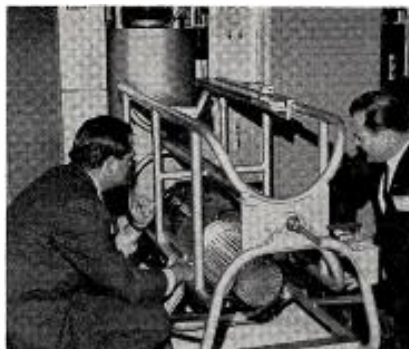
Two pretty hostesses decorate GE's 35 kw UHF transmitter.



A prospect gets the word at a Standard Electronics transmitter — front view of transmitter.

antenna, the new transmitter, priced at \$275,000, will produce more than 2 megawatts of effective radiated power. Accompanying the transmitter is a stretcher for use in changing the klystron.

Standard Electronics Corp. showed VHF and UHF transmitters, with a 2-



A feature of RCA's new 55 kw UHF transmitter is the stretcher used to replace the klystron, here being given the once over by a couple of broadcasters.

kw V driver for \$35,000 and a 5-kw V driver at \$45,000. In UHF, a 2-kw transmitter sells for \$45,000; a 10-kw U transmitter sells for \$85,000; a 20-kw for \$135,000 and a 40-kw for \$215,000.

Townsend Associates displayed a UHF transmitter with Eimac klystron, available in 12.5, 25 and 50-kw models. The transmitter has identical visual and aural amplifiers, each operating independently with its own power supply and heat exchanger. Should any component of either amplifier fail, the re-



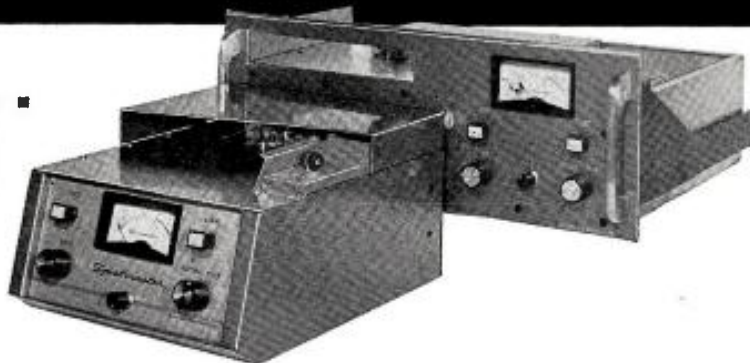
Couple of broadcasters look over innards of Townsend Associates 50 kw UHF television transmitter.

maining amplifier may be converted within five minutes to perform the work of both through multiplexing operation, thus providing a built-in emergency substitute.

GE showed several transmitters, including the featured 15/30/50 kw UHF

Spotmaster

NEW 500 SERIES ... World's Most Advanced Cartridge Tape Equipment



From the established leader in tape cartridge systems —SPOTMASTER—comes today's most advanced units, the 500B series. Featuring all-modular, all-solid-state design and your choice of 1, 2 or 3 automatic electronic cuing tones, the 500B continues the SPOTMASTER tradition of superior quality at sensible prices.

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- Meets or exceeds all existing and proposed NAB standards.
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- Popular 500A series, today serving over 1,000 sta-

tions world-wide, now available at new low prices.

- 14 models match every programming need: recorder-playback and playback-only... compact and rack-mount... monophonic and stereo.
- Delayed Programming option permits instant deletion of objectionable material from live originations.
- Heavy duty construction throughout, with rugged hysteresis synchronous motors, top specs and performance.
- Lease/purchase option. Ironclad guarantee for one full year.

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model.

A new, 100-w UHF translator was shown by Adler Educational Systems, a division of Litton Industries. The UST-105, which sells for \$6,875, can receive all VHF and UHF channels and can transmit on any of the UHF channels. Tube life has been improved through a recently developed new cooling system. Complete unit is housed in a single steel cabinet. A single, permanently wired front panel meter measures, through a function-selector switch, combined output power, VSWR and all critical voltages and currents throughout the unit. Adler also showed its new ETT-10, 2,500-mc educational TV transmitter developed for the 2,500-mc fixed instructional television service. It is rated at peak 25-w output.

A new broadband converter capable of changing up to four UHF signals to VHF led the translator exhibit at Electronics, Missiles & Communications Inc.

CATV gear is prominent

Four firms specialize in all requirements of cable companies

CATV gear, from head ends to tap devices, was shown by the four major companies in this field.

Ameco featured its new solid-state modulator, as the most recent in its line of all solid-state units for CATV. The ATSS-11 is a broad frequency modulator capable of modulating a new carrier on any desired channel. It permits



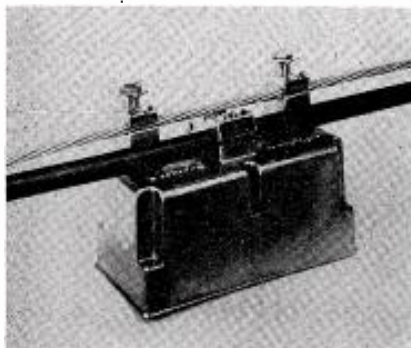
Dean W. Kiner, KOWN Escondido, Calif. (r), looks over Ameco line unit for CATV.

remodulation with no loss of picture quality or degradation of color signal. Ameco also showed its new line extender, the ATE-70 containing a self-contained four output directional tap.

Entron featured an outdoor (B-1) and an indoor (B-2) transistorized bridging amplifier covering the entire VHF band, including FM. Designed for strand mounting, it handles four distribution line outputs. Also shown was Entron's transistorized repeater amplifier, which covers the entire VHF band, including FM. Model R-1 is designed for use in CATV trunklines and comes in 28-volt and in 60-volt models.

Jerrold Units ■ New in the Jerrold line is the company's first solid-state automatic gain control unit, Model TAGC. Acting as a continuously variable attenuator ahead of its amplifier, there is no deterioration in signal-to-raise ratio and no variation in amplifier gain. Price is \$165. Also featured by Jerrold is Model JVA-8, an automatic alarm and program switcher for microwave relay, closed-circuit TV or CATV systems. The solid-state unit automatically senses loss of program, substitutes off-air picture, standby slide or identifying bar pattern, identifies fault location, and operates completely unattended. For the 10,000 to 13,000-mc band for microwave relay, Jerrold showed its microwave relay equipment containing dual transmitters and receivers for TV relaying. Using an 8-mc baseband, the unit is completely modularized and can be used with service channel, alarm and control, DC operation and with 15 and 125-kc multiplex channels.

Viking showed its new No. 560 solid-state line Mustang extender, featuring low-power consumption, small size, stable gain, and flexibility. Including bracket for cabinet or pole mount, each extender is \$30. Viking also displayed its Mavric pressure tape (No. 534 for four-way or No. 535 for two-way). All tapes are isolated by over 25 db from each other.



Viking's "Mavric" pressure tap for four-way or two-way tap-offs was shown at company's display.



Lydia Davis, Raytheon's girl in red, demonstrates the company's control knobs to interested conventioners.

Amplifier models to meet all needs

Transistorized and solid-state radio amplifiers were exhibited by a number of manufacturers.

McMartin Industries showed a new rf amplifier (88-108 mc) with heterodyne circuitry; a new FM stereo monitor with direct meter reading of separation and better-than-35 db channel separation and a new FM/SCA battery-operated multiplex signal generator. Also a complete line of audio amplifiers, multiplex receivers and transistor mixer preamplifiers.

Johnson Electronics showed a 10 w, solid-state audio amplifier, with all silicon transistors for long life under high-heat conditions and a line of multiplex solid-state tuners and receivers.

Featured by Northern Electric Co. was a compact, forward-acting-program-



Frank Martin, Jerrold Electronics, shows off company's new solid-state AGC unit.

controlled amplifier, all solid state with control circuitry integrated to function in automatic and external modes of operation. The PCA-1 combines fast attack time and a flat output for 40 db variation in input program levels. The price is \$990.

A new line of transistorized, portable remote amplifiers led the Gates Radio Co. exhibit this year. The units handle from one to four channels and up to nine input sources. Battery life is 200 hours. All mixing is high level; all pre-amplifier inputs are balanced and have input transformers. The largest, Dynamote 70, weighs 12¼ pounds and measures 12¾ inches wide, 4¾ inches high and 12½ inches deep. Any reasonable number of units may be paralleled for a large field broadcast.

Altec Lansing exhibited a line of silicon solid-state amplifiers designed for use as original equipment or replacement of older, tube-type units for line, booster, program or preamplifier functions. They feature plug-in design, 20-20,000 cps frequency response, ± 5 db, and require only 130 ma for full + 27 dbm output.

Automation is radio theme

Many refinements
in cartridge use,
consoles offered

For radio, automation was the principal theme, and the systems ranged from desk consoles to roomful bays of reel transports, cartridge carousels, and special cartridge decks, all operating from cue tones.

An automatic program control system, capable of handling 360 events when stretched to capacity, was shown by Ward Electronic Industries Inc. This Central Dynamics Ltd. system, the APC-101, which sells for \$59,500, is solid-state throughout, using plug-in modular construction. Its basic storage capacity is 180 events, but it is expandable to twice that number. The system provides control of up to 128 video signal sources and 16 audio sources. Operator can program for true time, duration time or cue time, and he may override auto-control at any time. Stored programs may be changed right up to the last minute. The system is adaptable to punched card data handling modes.

Featured in Visual Electronics' audio section was an audio automation system permitting manual preset control which allows random entry of changes or corrections, with 30 events for each panel.



Quality Programming Control with a BAUER AUDIO CONSOLE!

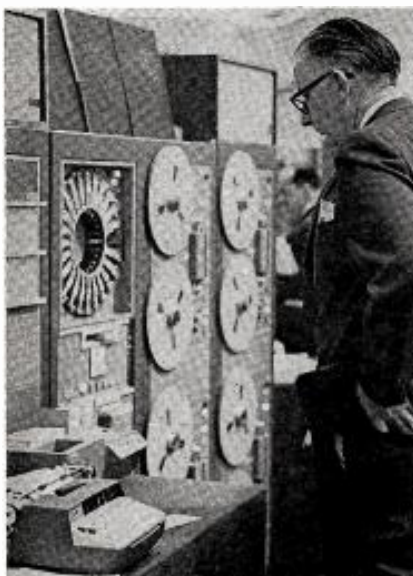
With a Bauer Model 910 "solid state" Audio Console you have *quality programming control* at tube prices. It will also provide you with more facilities per inch than any other console available today: Eight mixing channels, thirty inputs, a unique cue and talk-back system and vertical attenuators that permit the split second operation required to meet modern programming techniques (a feature usually found only on high price custom consoles). All this in a package only 28 inches long.

You will like the specifications on the Bauer Model 910 Console. Your Bauer representative has all the details. See him, or write direct for all the facts today.

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CORPORATION

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A broadcaster stands pensively in front of IGM automatic tape control setup which includes eight transport reels, and a 24-unit cartridge tape carousel.

There are 16 source selections available for each event. Included is manual override for emergency announcements. Another version permits all day automatic operation using IBM punched card control. Punch reader and automatic typewriter combination prints log from control cards with time stamped for each event. Source material is coded and automatically printed on the log. Multi-deck cartridge machines permit daily setup and simple manual override where necessary.

Logging • Prolog, furnished by LTV Continental Electronics, is one answer to personnel problems. The system uses the station log to accomplish any degree of automatic programing and logging desired. It can operate completely unattended for 24 hours or more, and will assemble any selected program element from as many as 253 sources and mix it into a tightly integrated, on-the-air format. Modular design affords a wide selection of basic systems with provision for future expansion. The Traffac-counting system, also featured, uses IBM equipment to perform a variety of fully automated traffic scheduling and accounting functions.

Shafer Electronics featured a new 800-S stereo program control system designed to automatically operate six music playback decks, an S-100 spot locator and a TM-8 audio clock. Tape components are Ampex, and the Shafer line has been updated to solid state this year. The new model 500 transmitter remote control, capable of controlling 40 different operating functions and metering 20 different circuits, was also shown.

IGM showed its automated 600 series



Turntables were among the equipment displayed by Fairchild Recording Equipment Corp.

consisting of control unit, four tape transports, one 24-cartridge playback carousel, cartridge recorder and a stereo cartridge playback unit, all for \$19,710. New was a solid-state amplifier with four modular control channels for stereo. It includes cue circuits and amplifier, line amplifier for each channel and mixing network for \$950.

Chrono-Log's central digital clock system is designed as a precision timing



3M Co. had a professional audio mastering recorder on display in its exhibit.

system for broadcast application. The STEP system is a self-contained unit providing a precision of one to two seconds a year. Additional display units are available, Basic unit is \$2,900. The system is used for automatic functions in broadcast station.

Refinements in basic radio needs are many

Tape recorders, cartridge units offer new ease of operation, newly developed accessories

Basic radio equipment, tape recorders and cartridge devices, were displayed in profusion, with many units using solid state or printed circuit boards for ease of maintenance.

The EMI Type L-4 portable tape recorder was shown by Whittaker Corp. and is a transistorized recording unit which is battery-operated and uses a 5-inch reel, providing TV or film synchronization through the use of a synchronizing head. There are two microphone inputs with mixing facilities, and erase and rewind facilities. The price is \$521.

The new, transistorized Magnecord 1021R is a revised version of last year's 1021 and includes a remote relay control. Selling for \$887, the 1021R handles both 3.75 and 7.5 inches per second, with frequency response of 35 to 8,000 cps at 3.75 inches and from 45 to 18,000 cps at 7.5 inches, both

plus/minus 2 db. Consisting of both transport and amplifier, total weight is 47 pounds.

The Revere-Mincom division of 3M displayed its new professional mastering system, a solid-state tape machine employing a new tape transport arrangement. Features include as much as 15 db improvement in signal-to-noise ratio, dynamic braking, interlocked controls which cannot break tape, "flutter"-free and wow-less operation. The transport mechanism has no brakes, tension arms or complex mechanical linkages.

A West German machine capable of changing pitch without changing tempo, or tempo without changing pitch, attracted attention at the Gotham Audio Corp. booth. The MLR 38/15 attaches to audio tape recorders and will vary tempo of a selection from 50% to 180% of 15 ips tape speed or pitch from three octaves lower to seven half-



Sparta's portable cartridge tape recording unit in attache case, leaves room for additional cartridges, order blanks and other paper.

tones higher than original pitch.

Cartridge refinements

Audio Devices Inc. showed its Model A Audiopack tape cartridge which sells from \$2.20 for 25 feet of tape (40



Broadcasters give study to the Automatic Tape Control's presentation of a reel tape, cartridge tape combination designed for WDEL-FM Wilmington, Del.

seconds) to \$4 for 294-feet of tape (10.5 minutes).

New from Sparta Electronic Corp. was the Model BP-211 portable tape cartridge playback. Encased in an attache case, providing cartridge storage space, and room for business papers, rate cards and contracts, the \$189.95 unit is both battery and AC operated.



Gene Hill of Kaiser Broadcasting tests Fairchild's reproduction desk.

Also shown was the MC-105, a multiple tape cartridge playback which employs five decks in a unit measuring only 15-inches high and 8½-inches wide. It can be operated automatically or manually.

A new 10-deck, spot-cartridge playback system was introduced by Spotmaster at the Visual Electronics Corp's

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Audio Devices Jules Sack (l) shows Audiopak tape cartridge to Phil Costin of WIMA-TV Lima, Ohio, and Mrs. Costin.

area. The 10-deck system can be mounted on a table top or in rack. It is completely solid state, and can be pre-programmed for automatic or sequential operation, yet full manual control is always available. The Spotmaster Ten-spot has 10 identical playback decks in two banks of five each, operated by a single, heavy duty hysteresis synchro-



Ross Beville, of Spotmaster, discusses details with a broadcaster; on left is Spotmaster's tape cartridge winder.

nous motor. Also shown by Spotmaster was its Super B series, including record-playback and playback only, compact and rack mounted, and its compact 400, a smaller version of the Super B series. New also was the Portapak 1, a spot cartridge playback package which can be carried by salesmen. Powered by a rechargeable nickel-cadmium battery, the Portapak 1 weighs 11 pounds.

RCA Recorder ■ RCA featured a new tape recorder, the RT-22, which combines reel-type transport with cartridge tape, available both in monaural or stereo. The RT-22 incorporates three cue tones, cue search and erase facilities and a choice of 3¼ or 7½ inch tape speeds. Cartridge tape equipments for both monaural and stereo are designed to fit into automation plans, and are simple to operate. Modular in design, the units use plug-in tape desks, playback amplifiers and power supplies.

The Marcata Mark II carousel holds 24 cartridges and can be remotely operated, including random selection. The Mark II playback can hold unbalanced cartridge loads, has up-front pushbutton controls, and is all solid state. With cue and auxiliary signal and direct drive hysteresis motor and slide rack assembly, it sells for \$590. Mark II record center units are completely transistorized for both record and playback functions, feature ease of operation and simplified routine maintenance, sell for \$890. Record center units are also available for stereo FM, at \$1,050. Marcata also shows Fidelipac tape cartridges, automatic continuous single reel endless loop tape magazine, in tape



An exhibitor salesman lends an ear to an inquiry about the Audimax III for automatic level control, shown at the CBS Laboratories booth.

lengths of a few seconds to four hours.

Automatic Tape Control showed its new Criterion series of playback units in solid state, single tone cue-only machine with slide out rack panel mounting of trimline desk console for either monaural or stereo versions. Featuring plug-in design, the heart of the playback unit is a heavy duty tape transport with hysteresis synchronous positive speed direct capstan drive motor. A companion amplifier, also solid state is available. The Basic Criterion playback unit with 1,000 cps cue amplifier and monophonic program pre-amplifier for rack mount sells for \$650.

The Nortronics exhibit featured a new line of cartridge mount assemblies for use with the firm's "no-mount"



This new audio control panel was displayed by the Collins Co.

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heads, and a complete selection of magnetic recording heads and accessories.

The EMT 930, a studio turntable capable of remote-controlled, wow-less starts cued to the syllable, was shown by Gotham Audio Corp. Models are available in three speeds, with switchable equalization, in 13 or 17-inch diameter.

Audio consoles offer great adaptability

Audio consoles for radio stations were primarily solid state, with many adaptable to stereo for FM stations.

The newest thing in consoles by Collins was the 212S-1 solid-state model with photoconductive control, a system using a photoconductive cell and lamp in a sealed container. Mixer controls vary the intensity of the lamp, affecting the cell, which has a high resistance when the lamp is off; a low resistance when it is on. Consequently, the switch has no contacts to wear, bounce or become contaminated. The unit is designed to eliminate maintenance time normally required for cleaning and re-lubrication of mixer controls. A monaural version, the 212M-1, is also available.

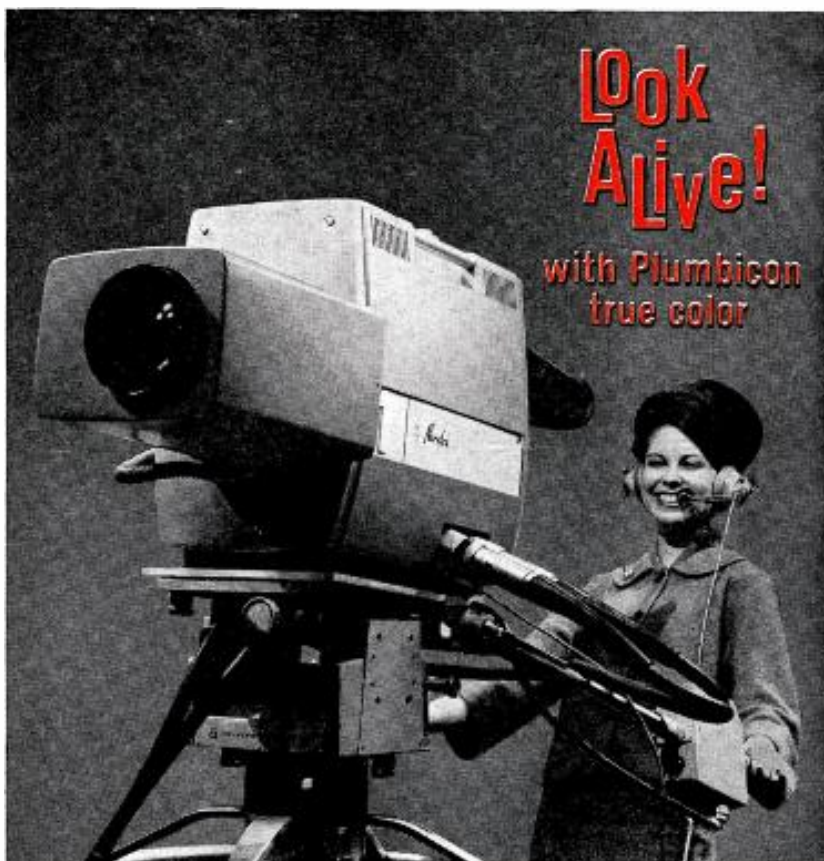
The new Fairchild production desk, is designed to handle 12 inputs on four input faders; has slide attenuators with cue position, and provision for reverberation equipment (also shown by Fairchild). Fairchild's Integra/ Series audio control components this year include the Lumiten, noiseless light-actuated attenuator, with remote or direct control.

Gates Radio Co. showed a new series of modular "building block" control room desks in walnut grain and textured Formica, for use with a variety of control room equipment, including Gates' large selection of tube-type and solid-state control consoles.

Rust Corp. displayed a new console, the AC-8A2S, a stereo, solid-state unit designed to handle up to 24 inputs.

Visual's Model ■ The McCurdy, solid-state dual-channel model SS-4400 was shown by Visual Electronics Corp. Easily customized, the SS-4400 is flexible, accommodates up to four monitors from 5 to 30 watts, with filters capable of being added to any channel. It has space for up to three PA and foldback modules, jack fields. It comes complete with talkback to three studios, two input line selectors, remote control facilities for tape recorders, turntables and cartridge machines. All amplifiers and the power supply are silicon solid-state modular, plug-in construction. They are also available in stereo versions.

GE showed its BC-31-B solid-state



"LOOK ALIVE in '65", says Miss Nancy Edling

LOOK ALIVE

■ and see this amazing color camera boost TV audience and time sales ■ and see operating simplicity and economy never before possible in any color camera system ■ and see the results of the Plumbicon pick-up tubes — in a lightweight, compact camera, providing unexcelled color ■ and see why major broadcasters insist on "immediate first" deliveries to re-equip their studios ■ and see why universal opinion at the NAB was: "this achievement proves color is ready for me!"

LOOK ALIVE in '65...

and join the many broadcasters going Plumbicon color.

Manufactured by North American Philips Company, Inc., Studio Equipment operations in Mount Vernon, N. Y.

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LOOK TO VISUAL FOR THE FIRST NEW CONCEPT IN COLOR BROADCASTING



The Gates 'President' audio console is inspected by two broadcasters.

monaural/stereo with new modular design. The system will handle up to 12 low-level inputs, 21 high-level inputs, 12 mixers, three mixer buses, single or dual or stereo program channels, two output lines, a headphone jack for each output channel, built-in relay circuits for speakers, audition and "on air" lights, override from remote lines to monitor amplifier input and program cue to remote lines.

Sparta Electronic Corp. showed a production-remote studio which includes the new model TT-12 custom turntable, tentatively priced at \$950 for

monaural use, Model A-500, and \$1,350 for the same unit for stereo, Model AS-500. The TT-12 custom turntable selling for \$139.50 for four-pole motor, or \$179.50 for hysteresis synchronous motor, is built of one-piece cast aluminum alloy, using oilite bushed bear-

ing at main table and other vital points, and with only three rotating parts.

Altec Lansing showed a wide line of attenuators in both rotary and straight-line design. Features include fine silver contacts, less than one million contact resistance and low noise operation.

Transmitter displays feature FM, stereo

Antennas offer horizontal and vertical polarization; special accessories shown

Radio transmitters on exhibition featured FM mainly, with special attention to stereo capability. Special antennas for horizontal and vertical polarization, as well as special accessories, were also shown.

The new FM-1G was star of the Gates transmitter display. A ceramic tetrode is employed in the one tube, 1-kw FM amplifier. Standard equipment includes solid state rectifiers, built-in VSWR/output power meter, auto-

matic recycling and a low pass filter. Room is provided to mount the optional Gates Stereo Generator, which in turn can house the optional 41 kc or 67 kc sub-carrier generators. Gates also showed its Vanguard I, a 1-kw, one-tube transistorized AM transmitter, and several other models in its AM-FM line.

Collins Radio Co. showed its new 820 E/F 5 and 10-kw transmitters. The units feature solid-state components in the rf exciter, low-level audio and driver and power supply circuits. Metering and control of the transmitter is accomplished from a separate extended control panel, which requires no remote control authorization. The new exciter is a high stability ovenless-crystal oscillator operating in the 2.1 to 4.3 mc range, with division to standard broadcast frequency by thin-film components. Collins also displayed its 830 H 20-kw

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Among the models on display at the General Electric exhibit was this stunning brunette and a scale model of GE's VHF zig zag transmitter, built for WPIX (TV) New York.



Tom Conner, Bob Bradbury, KFNE (FM) Big Spring, Tex., are given the word about Rust's transmitters by Bill Dunbar of that company.

FM transmitter and 900C-1 FM stereo modulation monitor.

American Electronics Laboratories showed its 5-kw and 7.5-kw FM transmitters, selling for \$11,800 and \$12,900 respectively. Both the crystal-controlled exciter and the amplifier are housed in one cabinet (40x76x35 inches), taking up 9.7 square feet of floor space. Designed both for stereo and SCA operation, it has less than 1% distortion between 30 cps and 15,000 cps. It has only 18 tubes in the body of the equipment, and only 8 tube types.

Bauer Electronics Corp., which sells its transmitters in kit form or assembled, featured its Model 607, a 1-kw FM transmitter. It sells for \$5,650 assembled, or \$5,250 in kit form. Bauer also showed its Model 910 solid-state audio console, providing eight mixing channels and capable of handling 30



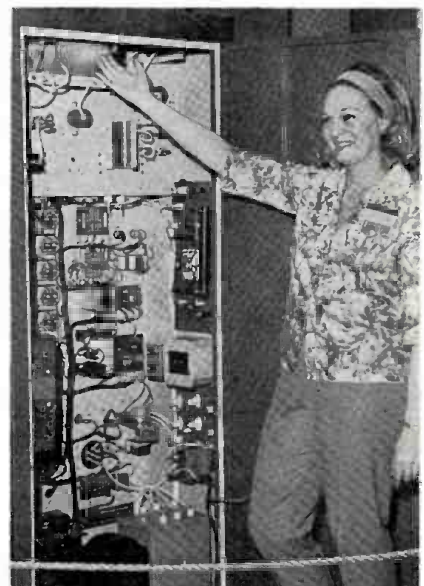
All three of CCA Electronics' transmitters were sold off the floor. Here a lone exhibit surveyor casts an eye at CCA's 5 kw AM transmitter.



D. C. Loughry, WFRB Frostburg, Md. (l) is shown a feature of Gates' FM top level protection device for over-modulation in FM transmitters.

inputs. In assembled form the price is \$1,450; in kit form, \$950.

Featuring solid state rectifiers and a high mu zero bias triode in PA in its FM transmitter line (1 kw to 40 kw) was CCA Electronics Corp. Shown was the 3 kw transmitter, priced at \$8,495. Also in the CCA line for the first time



Kelly Girl Dolores Gardner, who once worked in a soldering job at Douglas Aircraft, put a Bauer 707 (1 kw AM transmitter) together from a kit during the convention. Here she is at completion of job.

are AM transmitters from 250 w to 10 kw, featuring accessibility and protection.

LTV Continental Electronics also showed a new 50-kw AM transmitter.



ROHN TOWERS "STAND UP" to Hurricane Hilda!

A series of ROHN micro-wave towers, used on Shell Oil Company offshore platforms near the Louisiana coast, took on the full fury of "Hurricane Hilda" and withstood the test!

Designed for 50 pound windload per square foot, these towers stood up to winds known to have been well in excess of this.

For towers proved in design, engineering and construction, specify ROHN. Complete tower, lighting kit, microwave reflector, and tower accessory catalogs and specifications available on request. Representatives world-wide.

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"World's Largest EXCLUSIVE Manufacturer of Towers; designers, engineers and installers of complete communication tower systems."



Dynair Electronics' featured a dual polarized FM antenna and other gear.

Antennas and accessories

Jampro Antenna Co. showed a new zig-zag UHF antenna, dual polarized FM antenna and a VHF batwing with corrosion resistant construction and bolt-on connectors and seven-eighths inch copper heliax cables for interbay harness.

Antennas for both horizontal and vertical polarizations for FM were shown by RCA. Also shown were two new directional FM antennas, one, the BFA-BD series, providing a cardioid pattern; the other, a bi-directional figure-eight configuration.

A new rf switching matrix for television stations highlighted the Andrew Corp. exhibit. Andrew also had on hand a five-inch, flexible air dielectric cable, other sizes of heliax, including AM and FM types, and relay antenna systems showing the use of small diameter foam heliax cables with a special microwave antenna.

Moseley Associates showed a new,



Among the antennas displayed by Jampro Antenna Co. was this UHF zig zag model.

solid-state transmitter remote control system, the PBR-21, which uses a single, voice-quality telephone circuit or STL, with 21 telemetering channels and 42 control functions, for AM, FM or TV. Also displayed was a new remote pick-up system, the model RPL-1 (148-174 mc/s), PCL-2B studio-transmitter links, the LPE-10 FM exciter with 10-w direct modulation, the SCG-3 stereo generator and the SCG-4 SCA multiplex generator.

Phase Monitor ■ A new, solid-state phase monitor for directional AM antenna systems of up to nine towers highlighted the Vitro Electronics exhibit. It may be remotely operated with phone line reception of phase readings. Vitro also had on display field intensity meters, jack panels and FM spectrum display monitors.

The series 6000 Balanced-Line equipment from Dynair Electronics affords a means of sending video signals through twin-conductor, common shield cable for up to one mile. It is modular, completely transistorized and develops a signal bandpass range of up to 12 mc. The modules may be combined to operate as transmitter, receiver or repeater terminals.

Rust Corp. showed a new directional array ratio comparator, the BCR-11, which provides an automatic logging system capable of monitoring up to an 11-tower directional array. Other items included two versions of the firm's automatic transmitter logging synchronous continuous line system, the AL-100 and 100-R, improved remote control gear.

Boston Insulated Wire & Cable had a new line of cable-gripping, color-coded neoprene boots and connectors, waterproof and resistant to oils, acids and abrasion. The firm also showed microwave control cables with lightweight, demountable connectors and



Anthony Neese, WAVA Arlington, Va. (r) seems to be hearing good news about the Gates 1 kw FM transmitter.

high-performance connector accessories.

Wilkinson Electronics showed its family of plug-in silicon rectifiers as replacement for regular tubes in transmitters. Featured in all high-power units are individual diode indicators to warn of any single diode failure. Each individual diode is replaceable. Prices per unit run from \$9.90 to \$110.

Gates also showed the Top Level for the first time, a transistorized audio instrument designed to prevent overmodulation of FM signals for both stereo and monaural broadcasts.

Alford showed a new, UHF TV multiplexer for feeding three or more UHF



The details of Standard's new klystron driven UHF transmitter are discussed by a prospect and a Standard salesman.



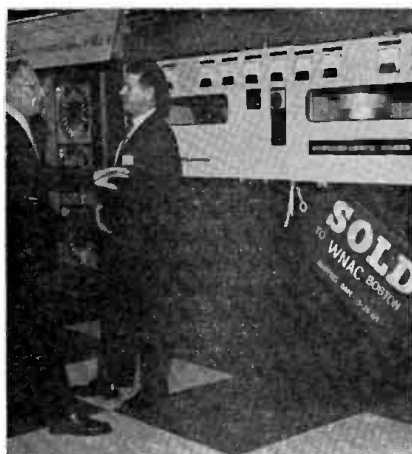
Vitro's John Birch changes control of phase meter which is reading out factors from transmitter over pair of telephone lines as Ogden Prestholdt, CBS Radio, New York, looks on.

channels into one common antenna. Features include over 30 db isolation between channels.

Tower, engines, other exhibitors are on hand

A passive reflector was shown by one tower manufacturer, with the others showing pictures of their jobs and the accessories they supply. Also exhibited were diesel generators, and modern copying machines for the business offices of stations.

Utility Tower Co. exhibited its new Microreflector, an 8 x 12 foot passive microwave reflector constructed of aluminum and designed to withstand a 50 psf wind load and a 1/2-inch ice load. Also on hand were various design configurations for towers, tower base insula-



Continental Electronics Co. did not have to ship this transmitter back to the factory after the convention.

Oxide shed after one hour use



What happens too frequently *during* one hour use can't be illustrated. The picture is *gone*—the inevitable result of oxide shedding from your ordinary video tape.

One of the major causes of lost or poor quality video images is oxide shedding which takes place when ordinary video tape passes over your recording heads! Deposited there as a powdery substance, it can melt under heat (friction). It can foul the head or be redeposited on the tape. This progressive buildup ultimately prevents intimate tape-to-head contact resulting in loss of video picture.

But here's *proof* that Soundcraft MICRO-PLATE* Video Tape eliminates undesirable oxide shedding.

Run any ordinary video tape for one hour. Clean your heads with a cotton swab. Note the large residues of oxide on the swab. Now repeat the process with Reeves Soundcraft. By comparison, the swab is spotless. *Even after 500 hours with Reeves Soundcraft, your head wheel panel is as clean and free of oxide discoloration as when it was installed in the machine.*

A unique oxide/binder system combined with the MICRO-PLATE* process makes the difference. The result is the smoothest surface of any tape made today. Prove it—by making your own oxide shed test. Order a reel of Soundcraft MICRO-PLATE* Video Tape today—or write for complete specifications. *T.M.



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"...a
couple of
supercalifragilistic-
expialidocious
brothers."

Should Bob and Dick Sherman gently soar over the Disney studios on an umbrella, no one would be terribly surprised. For the brothers Sherman aren't expected to do anything expected—and they haven't since the 50's when their history of hits began. As the only songwriters in the world under contract to a motion picture producer, Bob and Dick have composed for more than 19 films, exhibiting a versatile magic that skips from ragtime to romance, from British puffery to French fluffery, from sad songs that make audiences laugh, to happy songs that, incredibly, make them cry. BMI takes special pride in Robert and Richard as well as in all the other esteemed composers for motion pictures whose music we license for public performance.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE

Among the Sherman brothers' happiest successes are: *Pineapple Princess*, *You're Sixteen*, *Tall Paul* (singles); songs for *The Parent Trap*, *The Absent Minded Professor*, *The Castaways*, *Bon Voyage*, *Summer Magic*, "Walt Disney's Wonderful World of Color" and *Mary Poppins*. Current project: *Winnie the Pooh*, for Walt Disney Productions.

BMI

BROADCAST MUSIC, INC.



Ozalid copier (General Aniline) is given a tryout by broadcaster who's interested in use in business side of station operation.

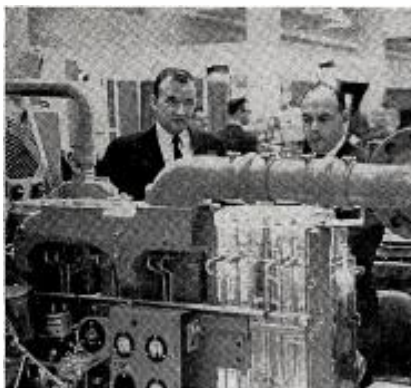
tors, and a model microwave hop.

Three other tower builder-construction exhibitors exhibited their services. Dresser-Idenco, Fort Worth Tower Co. and Rohn Manufacturing Co. showed pictures of their installations, featuring both tubular and flanged steel tower sections plus accessories including tower lights.

Cummins Engine Co. showed its new NH-220 125 kw six-cycle diesel generator, which sells for \$8,500, and its 20 kw PJS, which sells for \$3,030 (more expensive frequency control costs \$1,000 more).

Bruning showed its new Model 2000, a dry, electrostatic copier that is 11 x 17-inches in size, has automatic feed (14 copies per minute) and sells for \$4,475.

General Aniline & Film Corp. showed its new Ozalid copying machines; the



The Cummins' giant size standby generator, with features shown by cut-away sections, is contemplated at the exhibit.

150 thermal diazo copier, a desk model, and the automatic feed 5017 which will supply up to 800 prints from a single roll of standard reproducing paper.

Sarkes Tarzian's Tascom traffic, availabilities, scheduling computer will print program logs, determine long and short term availabilities, verify time sales, schedule orders, and act as station film and tape file. It is fully solid-state and expandable to multiple station control.

Microphone quality improvements offered

Microphones with special patterns were introduced by specialists in this field.

Shure displayed a new line of broadcast-quality microphones in ribbon, cardioid dynamic and omnidirectional dynamic versions, ranging in price from



Two broadcasters go over details of tower construction at the Rohn booth.



Pretty girls are screened by a flanged steel tower section in the Fort Worth Tower Co. booth.



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WITH THESE KEY FEATURES:

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>>> 3-YEAR WARRANTY



A spectator sits at the desk of a Bruning 2000 copier in the Addressograph exhibit as he visualizes its use for station business operation.



Robert G. Kyle, KAKE-TV Wichita, Kan. (r) examines Comrex wireless microphone gear at Visual Electronics booth.



Pictures of Dresser-Ideco installations, including candelabra units, were the background for that tower company's booth.

\$63 to \$225 for the SM-5 boom model. The SM-5 has a plastic foam wind-screen surrounding pickup element and suspension elements to minimize wind noise. Designed without transformers or response correcting inductors, it rejects electrical noise and may be used in extreme hum fields. Shure also showed its M55E phonograph cartridge with

elliptical stylus and the British-made SME tone arm, with less than .020 gram pivot friction at stylus tip.

Gotham Audio Corp. showed the Neumann, U-67 condenser microphone, featuring 20-16,000 cps frequency response, electronically switchable pickup pattern (cardioid, omni and figure 8). The input circuit permits flat response

to 40 cps with sharp roll-off below to prevent "popping." Microphone, with accessories, starts at \$460.

Fairchild Recording Equipment Corp. displayed a new, American-made condenser microphone, the F-22. Priced at \$219, it features self-contained power supply, 30-18,000 cps response, cardioid pattern and Mylar diaphragm.

Continued from page 50

era arrangement.

Other Papers — Progress reports on the thermoplastic recording process were given by W. E. Glenn and Norman Kirk of General Electric Co. "This technique of recording," Mr. Glenn reported, "uses an electron beam to scan a special film and record video signals in the form of a pictorial image on it. The image is visible on the film immediately after the recording position in the recorder. It has very high resolution and recording bandwidth. The images can be recorded and projected in color. It can be erased and reused."

This process, first announced in 1959, is the basis of the Talaria system of projection television which GE had planned to install in theatres throughout the country for closed circuit TV coverage of entertainment and sports events in cooperation with National General Corp., theater chain owner-operator. But GE's failure to perfect the system has led NGC to drop plans for its use at this time and to substitute Dalto equipment, at least on an interim basis (BROADCASTING, Oct. 12, 1964, page 81).

Mr. Kirk, explaining that the thermoplastic surface is mounted on a moving tape, which is heated to soften the thermoplastic and then cooled to freeze

the deformations into place to give a permanent record, discussed experiments with various types of thermoplastics and bases. "No completely satisfactory thermoplastic was found" among those on the market, so new materials had to be developed. He described one successful formulation. "The best transmissive tape base used to date," he reported, "has been Dupont's Cronar polyester 4-mil thick photofilm base."

Mobile users seek share of TV space

Hungry for more spectrum space, the land-mobile-communications users last week expressed the belief that they can (1) use unused VHF channels on a noninterference basis to adjacent VHF channels, and (2) use UHF channels 14 and 15 on a share basis with broadcasters without interference.

The land-mobile section of the Electronic Industries Association pounded its belief arguments for unused VHF channels in comments filed last week in the FCC's inquiry on land-mobile space problems.

The inquiry, issued almost exactly one year ago (Docket 15398), asked for comments on optimum frequency

spacing between assignable frequencies in the land-mobile service and the feasibility of sharing between TV and land-mobile services.

Use of the UHF channels on a shared basis was suggested by Victor G. Reis, Bethlehem Steel Co., chairman of the communications committee of the National Association of Manufacturers, at a meeting last week of users of the Manufacturers Radio Service in Washington.

Also last week the FCC postponed to May 3 and June 3 the deadlines for comments on the land mobile inquiry (from April 1), and to June 18 for reply comments. The move was made at the request of the Joint Technical Advisory Committee.

The EIA said it believes that the geographical sharing of VHF frequencies by both TV and land-mobile users is feasible. It recommended that such sharing be limited to base stations only at first until further studies show that mobile units can also share these frequencies.

In an illustration, the EIA document says that the five unused VHF TV channels in Los Angeles could permit the assignment of 307 land-mobile channels (each 25 kc wide). The illustration shows that 42 land-mobile channels could be operated on channel 3; 139 on channel 6; and 42 each on

Lethargic thinking a threat—MCA's Dorskind

The American recorded entertainment industry is in danger of losing its global superiority if it does not take advantage of the many technical improvements that are now available and drop its all-too-prevalent attitude of complacency, Albert A. Dorskind, vice president and treasurer, MCA Inc., stated Monday (March 29).

Addressing the Society of Motion Picture and Television Engineers in Los Angeles (See page 50), Mr. Dorskind asked the assembled engineers, scientists and others: "Why the dichotomy between electronic camera and film camera production? What of color—the high lab and negative film base material costs—can we merge the two and why two sets of unions? Do the technical reasons still exist for the strict stratification of labor as in the past and must they continue into the future?"



Mr. Dorskind

"Why do we still use a 35mm camera on our stage which has had no major improvement in 20 years? Why should I have a reflex lens on

my amateur camera and yet have directors on our stage tell me they cannot be sure of exactly what was filmed in a pan shot? Why is there only one commercially accepted source of supply for color film negative?"

Mr. Dorskind noted that today, the film producers "are failing to take notice that the requirements for the Main Street theater are not necessarily the same as those for the home theater . . . For TV we project into a noisy livingroom or den on a 4-inch speaker. Do we need the same sound standard as a large theater and huge ratio of amplification? We only strike off 20 prints instead of hundreds. Do we need all the negative protection of features? Our TV screen is 20 inches or so. Does it require the same 35mm film used for the giant theatre screens?"

Yet, the management which failed to realize the effect TV would have on theatrical feature motion pictures will listen to the engineers a little more readily today, he stated. This is true because of the favorable government depreciation allowances and investment credits, which make it easier to recover the cost of a one-time investment in new equipment, and because of the ever-increasing competition from foreign sources.

channels 8, 10 and 12.

It recommends however that field tests be undertaken before this full maximum number of land mobile channels is assigned.

Glass Curtain ■ Terming TV opposition to land mobile suggestions that it share space in the TV band the "Glass Curtain," Mr. Reis said that the Manufacturers Radio Service is planning to file a petition with the FCC asking that the idea of sharing channels 14 and 15 with TV be tested in the field under "practical operating" conditions.

Mr. Reis also expressed alarm at the burgeoning paging service being used in industrial plants. It is now allocated to the Manufacturers Radio Service bands, he said, and this has begun to raise a space problem.

"Where do we get new frequencies to take care of this fast growing use?", Mr. Reis asked. "Do we get them from the FM broadcast band, where four megacycles (88-91 mc) are reserved for educational FM stations and where only 240 stations are operating through-

out the country?

"Or do we propose that some of the idle space between operating stations in the VHF television band be put to use for this purpose?"

Calling for a new look at the UHF television allocation, Mr. Reis said that the report by Dr. Martin H. Seiden on community antenna systems indicates that the FCC over-assigned UHF channels to "scores, if not hundreds" of communities which will never be able to support a television station. He expressed the hope that the economics of television, as developed by Dr. Seiden, will be "cranked in" any new consideration undertaken of the UHF allocations.

In the "critical" 25-960 mc band, broadcasting takes up 76.6% of the nongovernment spectrum, Jeremiah Courtney, Washington communications lawyer, told the NAM meeting. Broadcasting and other services share 1.9% of the nongovernment spectrum and 21.4% are for the remaining services (sharing 53% of this with government).



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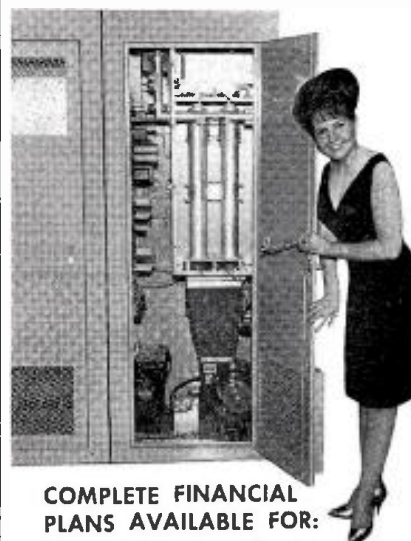
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- NEW STATION
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Microwave comment deadline extended

The FCC last week extended from April 1 to July 1 the deadline for filing comments on the second phase of its proposed rulemaking relating to the licensing of microwave radio stations used to relay TV signals to community antenna TV systems.

The delay had been sought two weeks ago in a joint petition submitted by the National Community Television Association and the National Association of Microwave Common Carriers.

The subjects of last week's extension are parts II and IV of the rule proposals

concerning frequency allocations for common carriers serving CATV's and technical standards for a new Community Antenna Relay Service. Comments on parts I and III of the same rule proposals were submitted last December (BROADCASTING, Dec. 7, 1964).

At the same time the commission also extended from May 3 to August 3 the time for filing reply comments on the second phase of the rulemaking. In seeking the delay, NCTA and NAMCC said they needed additional time to study a related commission report released two months ago, "A study of the technical factors pertaining to the assignment of frequency modulation CATV microwave relays" (BROADCASTING, Feb. 15).

Two stations told they're liable for fines

The FCC last week notified two AM stations that they were each liable for \$500 fines for failure to have licensed personnel on duty.

KFAZ Liberty, Tex., owned by Southeast Texas Broadcasting Co., was cited for repeated violations by using unlicensed and unqualified radio operators, unattended transmitter, improper logging and over-modulation.

WTRL Bradenton, Fla., which is owned by Fletcher-Mitchell Corp., was notified of its fine for failing to have a licensed operator on duty.

INTERNATIONAL

Moses scolds U.S. broadcasters

Australian says aid to young nations lags;
also decries caliber of programs exported

American networks were rapped on the knuckles last week for allegedly failing to respond to national responsibilities and obligations. The man wielding the verbal ruler was Sir Charles Moses, secretary general of the Asian Broadcasting Union and for 30 years head of the Australian Broadcasting Corp.

Speaking at the annual awards banquet of the Alfred I. duPont Foundation in Washington, Sir Charles said American broadcasters have not moved with the speed or size of other broadcasting groups of the world in aiding young nations.

He said these young nations don't seek charity, and they are short of

money, equipment and "more fully trained professional" staffs. He explained that these nations have to sell education to their peoples and "this requires as much subtle skill in persuasion, and research into methods suitable to the circumstance of each country, as the selling of soap to sophisticated New Yorkers."

This training, he pointed out, can "best be undertaken" by the U. S. networks and the major national broadcasters of Europe and Asia on a "direct professional relationship" that doesn't have a "taint of patronage or charity."

Sir Charles noted that the Australian Broadcasting Corp., with about 4,700 employees, has had to make sacrifices to

send staff personnel overseas or to accept trainees at home. But "your big networks," he claimed, "with their large resources, could and should do far more. . . . You must remember that the channels allocated to any broadcasting organization are national property, and all who are permitted to use them have an obligation to accept national responsibilities."

The head of the recently formed Asian Broadcasting Union pointed out that Dr. Frank Stanton, president of CBS Inc., has said CBS may be ready to assist in setting up a technical training institute in Asia for radio and TV. Sir Charles called this institute a "vital ABU project" and added he had no reason to think that "others would not be equally responsive . . . to other aspects of the ABU's work." He said he hoped to interest the networks in sending engineers or producers to some of the developing Asian nations for six months in each of the next three years.

Sir Charles also criticized the TV programs America puts on foreign TV screens. He said the U. S. image is damaged by the "stream of westerns, crime shows and cheap films that almost monopolize" our screens. "Your fine documentaries and public affairs programs, are, of course, in a very different category," he continued. "It is a pity there isn't a ban on the exporting of cheap action shows, and a bounty on the good programs."

Canadian content case dismissed by magistrate

Is a Canadian-produced commercial considered part of Canadian program content? The question was posed in a magistrate's court at Barrie, Ont., late in March. CKVR-TV Barrie appeared at the request of the Board of Broadcast Governors on a complaint of having



WRCV-TV Philadelphia and WFTV(TV) Orlando, Fla., received the 1964 duPont Awards in Washington last week ("Broadcasting," March 22). Shown are (l-r): Professor O. W. Riegel, curator of the duPont Awards Foundation, director of Washington and Lee University's Lee Memorial Journalism Foundation;

Arthur A. Watson, general manager, WRCV-TV; Raymond W. Welpott, NBC executive vice president and general manager of WRCV-TV in 1964; Fred C. Cole, president, Washington and Lee; Joseph L. Brechner, president and general manager, WFTV, and Sir Charles Moses, Asian Broadcasting Union.

less than 55% Canadian content in its programs for a four-week period last May.

The BBG log examination was calculated at 50.46% of Canadian program content, while CKVR-TV stated the percentage was 55.29. The BBG spokesman stated it did not include commercials, promotions and public service announcements in its program count, even though they are Canadian produced.

CKVR-TV's counsel pointed out the Broadcasting Act does not define a program and therefore the station counted the Canadian-produced commercials and public service announcements as part of Canadian content. The magistrate dismissed the case and admonished the BBG for coming to court instead of bringing the matter to the station's attention.

AFRTS may revive its TV service in Germany

The long-dark American forces TV service in Germany may go on the air by July 1 with stations at Wiesbaden and Rhein-Main. Negotiations with Fernmelde Technisches Zentralamt (FTZ), the West German government communications agency, are at an ad-

vanced stage according to Major P. P. (Pete) Ballas, commander of the European support squadron of the Armed Forces Radio and Television Service (AFRTS).

FTZ has agreed in principle to American forces operating their own TV network and is discussing frequencies with AFRTS engineers, who have plans for relay and transmitting stations at Wiesbaden and Rhein-Main carrying programs which would be broadcast from the AFRTS facility at Ramstein.

CBC doesn't like new financial rules

The Canadian Broadcasting Corp. raised objections to new regulations proposed by the Board of Broadcast Governors, requiring separate annual financial reports from each broadcasting station in the country. CBC spokesman Ron Fraser told the BBG at its Vancouver, B. C., meeting late in March, that the regulations would mean the CBC would have to make up 50 annual reports. This, he said, would be hard to do as the CBC is a national operation reporting annually to the Canadian parliament. It operates more than 50 stations, many of which act only as an outlet for the national net-

work. Dr. Andrew Stewart, BBG chairman, agreed to discuss with the CBC the effect the new regulations would have on the national network.

CJQR Vancouver, B. C., appeared before the BBG on complaints that its "hot line" program was not in good taste. Complaints had come from listeners, legal and ministerial organizations. In an unusual move the BBG played a recording of some CJQR programs in which, among other matters, a homosexual and lesbian explained in physical terms how certain acts were performed. Mrs. Marie Chandler, owner of the station, told the BBG that she had taken action after these broadcasts, hired a new manager, and had employees sign a policy statement providing for greater control by station management over open-line subject matter.

FC&B may buy agency

Foote, Cone & Belding, New York, is negotiating to acquire C. J. Palm N. V., Netherlands advertising agency with billings of over \$7 million.

FC&B said representatives of the agencies were meeting in Amsterdam last week. C. J. Palm has offices in Rotterdam, Amsterdam, the Hague and Brussels.

FANFARE

ABC offers charity incentive

A special cover commemorating ABC International's first Worldvision symposium, held March 21 during the National Association of Broadcasters convention in Washington, and which includes a John F. Kennedy memorial stamp cancelled the same day, is being offered by ABC International to the first 900 persons sending donations of one dollar or more to the Cerebral Palsy fund.

Checks or money orders made out to the Cerebral Palsy fund should be sent to ABC International, 7 West 66th Street, New York 10023.

Drumbeats . . .

Birthday broadcast ■ Jackson Weaver and Frank Harden, the morning personalities on WMAL Washington, celebrated their fifth anniversary as a team by having an open broadcast breakfast party at the Statler-Hilton hotel in Washington. Approximately 2,000 people attended the six-hour broadcast, some of them waiting at the doors at 5:30 a.m. when the party began. During the broadcast Mr. Weaver was

honored for his role as the originator of the voice of Smokey the Bear, the fire-preventing bear of the Department of Agriculture.

Help wanted ■ WSMA Smyrna, Ga., has established a relief fund for the victims of the March 28 Chilean earthquake. All contributions sent to the station (WSMA Relief Fund for Chile, P.O. box 12289, Atlanta 30305) will be forwarded to the Chilean embassy in Washington.

Radio to aid Calif. growers

Knowles Robertson Enterprises, San Francisco, will produce a 39-week radio series for the California Council of Growers on the history of California.

The programs are scheduled to be carried as a public service by 24 California radio stations. The series, to be broadcast in prime time, is entitled *Insights* and will show the importance of agriculture to the state and the nation.



What mutuals and brokers own

New reports show how mutual funds and financial houses have bought into broadcast companies to put them over station quotas under existing rules

A report filed with the FCC last week has disclosed that at least nine mutual funds each hold 1% or more, ranging up to nearly 6%, of the outstanding stock of two or more publicly owned group station owners (see table).

The commission's "one percent" rule, which was adopted in 1953 to prevent undue concentration of control of broadcast facilities, prohibits any company or person from acquiring 1% or over in more than seven standard broadcast stations (AM), seven FM stations and seven TV's (no more than five of which can be in the VHF band).

The report, which was prepared as of June 30, 1964, by the Investment Co. Institute, also notes that a single mutual fund has purchased more than 1% of as many as 18 AM stations, 14 FM's and 23 television stations.

Another filing submitted jointly last week by 22 publicly held broadcast

corporations shows holdings of seven brokerage houses that might come within the scope of the FCC's study. The biggest, according to the report which is effective as of March 10, is Merrill Lynch, Pierce, Fenner & Smith Inc. The brokerage house holds 1% or more of 14 broadcast companies which collectively own 51 AM stations, 39 FM's and 56 TV's (see table). It should be pointed out, however, that brokerage houses most often hold, rather than own themselves, various stocks.

The two filings were submitted at the request of the commission which issued last September a notice of inquiry and proposed rulemaking on the problem of broadcast ownership by mutual funds and other investment groups.

The inquiry stemmed from the commission's concern with the growing problems in the enforcement of certain facets of its multiple-ownership rules,

particularly the "one percent" rule, its "duopoly" policy against dual interests in two stations in the same service in the same city, and the ownership reporting requirements.

The purpose of the inquiry is to gather as much information as possible on the problem so the commission can strengthen its ownership reporting requirements, and to augment enforcement procedures where necessary to insure adherence to its rules.

The commission has pointed out that after the inquiry is completed, should it find that divestitures of shares of certain owners is required, "all necessary steps will be taken" to insure the disposition of shares in such a manner as to avoid any disruptions in the stock market. The commission said this would be accomplished by permitting divestiture over a specific period of time.

The deadline for comments, originally Nov. 23, 1964, is now April 26.

In a further attempt to clarify numerous questions evolving from ownership of broadcast companies by investment groups, the commission has scheduled a meeting with a group of financial and stock brokerage authorities.

The meeting, formerly set for Thurs-

AB-PT sees new highs

N.Y. security analysts given report on past performance, things ahead

Leonard H. Goldenson, president of American Broadcasting-Paramount Theaters, last week predicted first quarter earnings for AB-PT in 1965 would reach an all-time high.

Continuing growth for the company, he said, could be expected with a healthy economy, expanding leisure time and growth in advertising expenditures, all contributing factors.

Mr. Goldenson and other AB-PT executives presented their company's financial outlook to some 300 analysts at a Tuesday night (March 30) dinner

of the New York Society of Security Analysts.

With AB-PT revenues and operating profit at record levels in 1964 further gains were forecast based primarily on the stronger position of its television business.

Mr. Goldenson was asked if AB-PT had plans for diversification into community antenna television. He answered: "We have been studying the situation and have not yet determined what our ultimate policy will be."

He said it is "a little too early to tell what the answer is" to the problem of the FCC's proposal to cut back network ownership and control of prime-time programming, but that whatever the rules, "we can probably adjust to them."

Thomas Moore, ABC-TV president cited high viewing per TV household (now 6.4 hours a day), multi-set ownership which will see one-half of all TV homes owning more than one set by 1975 and a color TV breakthrough as healthy signs for the business generally and for ABC-TV in particular. By 1967 he said, color set penetration will probably have reached 10 million homes.

He noted that of 79 markets where there is full three-network competition, ABC-TV-affiliated stations showed audience improvement in 76 of these in the past year.

Mr. Moore said the network's Saturday baseball schedule is about 63% sold, that it had been "a difficult sale," but would probably be closer to 70% sold before the season starts.

Theodore Shaker, president of the owned TV stations division said the five owned television properties now reach 29% of all U. S. TV homes and that national sales for the group had risen 132% between 1960 and 1964. Total sales, national and local, increased by 101% over the same period, he said.

ABC Radio president Robert Pauley told the analysts radio set sales over the past eight years have grown 87% against a population increase of 15% and that research indicates the average household has more than three sets. The network's sales growth (1963 to 1964), he said, was 15.36% compared to a four-network growth over that span of 3.96%. Since January 1962, he noted, the network has signed 86 new

Brokerage Houses owning 1% or more of two or more publicly held group broadcast companies.

1. Carl M. Loeb, Rhoades & Co.**	shares
Crowell-Collier (3 AM's)	13.39% (526,595)
Metromedia (6 AM's, 6 FM's, 6 TV's)	1.06% (20,021)
20th Century-Fox (1 TV)	2.86% (78,913)
2. Walston & Co.	
Chris-Craft (3 TV's)	2.185% (33,660)
Rollins (7 AM's, 1 FM, 3 TV's)	2.700% (81,600)
20th Century-Fox (1 TV)	1.670% (46,039)
3. Brown Bros., Harriman & Co.*	
Plough (5 AM's, 5 FM's)	2.230% (61,275)
Tribune Co. (2 AM's, 1 FM, 3 TV's)	2.020% (37-7/9)
4. Francis I. DuPont & Co.*	
Chris-Craft (3 TV's)	1.875% (28,892)
20th Century-Fox (1 TV)	3.560% (97,930)
5. Goodbody & Co.*	
Chris-Craft (3 TV's)	1.795% (27,648)
20th Century-Fox (1 TV)	1.780% (49,082)
6. Merrill Lynch, Pierce, Fenner & Smith Inc.	
Avco (1 AM, 4 TV's)	Holds 1% or more of each of these 14 group bcstg. corporations. The exact percentage over 1% was not given.
Capital Cities (6 AM's, 3 FM's, 6 TV's)	
Chris-Craft (3 TV's)	
Cox Bcstg. (4 AM's, 4 FM's, 5 TV's)	
Crowell-Collier (3 AM's)	
General Tire-RKO (7 AM's, 6 FM's, 6 TV's)	
Metromedia (6 AM's, 6 FM's, 6 TV's)	
Plough (5 AM's, 5 FM's)	
Scripps-Howard (3 AM's, 2 FM's, 4 TV's)	
Taft (5 AM's, 5 FM's, 7 TV's)	
Time (4 AM's, 4 FM's, 5 TV's)	
20th Century-Fox (1 TV)	
Westinghouse (6 AM's, 3 FM's, 5 TV's)	
Wometco (1 AM, 1 FM, 4 TV's)	
7. Oppenheimer & Co.	
Capital Cities (6 AM's, 3 FM's, 6 TV's)	3.200% (45,402)
Taft Bcstg. (5 AM's, 5 FM's, 7 TV's)	1.700% (28,524)

Mutual funds that were listed as owning 1% or more of two or more publicly held group broadcast companies.

1. Dreyfus Fund	shares
Cowles (2 AM's, 2 TV's)	1.68% (49,700)
RCA (6 AM's, 5 FM's, 5 TV's)	1.15% (603,000)
Taft (5 AM's, 5 FM's, 7 TV's)	3.50% (57,300)
2. Fidelity Trend Fund	
Metromedia (6 AM's, 6 FM's, 6 TV's)	2.92% (53,700)
Taft (5 AM's, 5 FM's, 7 TV's)	1.47% (24,000)
3. Investors Mutual Inc.	
Avco (1 AM, 4 TV's)	1.79% (200,000)
CBS (7 AM's, 7 FM's, 5 TV's)	1.07% (206,000)
4. Investors Stock Fund Inc.	
Avco (1 AM, 4 TV's)	2.24% (250,000)
CBS (7 AM's, 7 FM's, 5 TV's)	1.50% (288,600)
5. Keystone K-2	
AB-PT (6 AM's, 6 FM's, 5 TV's)	1.02% (46,300)
Storer (7 AM's, 5 FM's, 5 TV's)	1.59% (32,000)
6. Keystone S-4	
Avco (1 AM, 4 TV's)	1.80% (201,000)
Capital Cities (6 AM's, 3 FM's, 6 TV's)	5.58% (80,000)
Metromedia (6 AM's, 6 FM's, 6 TV's)	4.89% (90,000)
Taft (5 AM's, 5 FM's, 7 TV's)	3.32% (54,300)
7. United Accumulative	
CBS (7 AM's, 7 FM's, 5 TV's)	2.35% (453,400)
General Tire-RKO (7 AM's, 6 FM's, 6 TV's)	1.49% (250,000)
8. United Income	
Avco (1 AM, 4 TV's)	1.79% (200,000)
CBS (7 AM's, 7 FM's, 5 TV's)	1.40% (269,000)
9. United Science Fund	
Avco (1 AM, 4 TV's)	1.79% (200,000)
Crowell-Collier (3 AM's)	2.91% (100,000)
General Tire-RKO (7 AM's, 6 FM's, 6 TV's)	1.11% (185,000)

* Duopoly only.

** Has interest in more than 5 VHF stations in violation of FCC rules.

day (April 8), has been postponed to May 14. The conference was requested by Washington communications at-

torney W. Theodore Pierson, who is representing the group of broadcasters, and will discuss the proposed rulemak-

ing's impact on the financing of publicly held broadcast companies (BROADCASTING, March 22).

affiliates, eight 50-kw outlets.

Harold Neal, president of the owned radio stations division, said the six ABC owned AM-FM properties now reach 21% of the country's population. Local sales for these outlets, he reported, were up 102% from 1960 to 1964 and total time sales were ahead 79% over the same span.

Life Line loses tax exempt status

The Internal Revenue Service has revoked the tax exemption of Life Line, the anti-communist, conservative foundation principally supported by H. L. Hunt, Texas oil millionaire.

Mr. Hunt was notified that the foundation's exemption had been revoked on March 29. The IRS confirmed it the next day. The exemption was revoked, IRS indicated, because Life Line was largely engaged in propaganda.

Life Line's principal activity has

been its daily, 15-minute radio program carried on more than 300 stations. These programs included attacks on the nuclear test ban treaty, Medicare, the U. S. Supreme Court, and urban renewal.

The attack by Life Line on the nuclear treaty caused the FCC in 1963 to warn radio stations carrying the program that they are obligated under the "fairness doctrine" to provide their listeners with the other side of a controversial issue, even if they cannot get sponsors for it.

Life Line is the successor to the Fact Forum, organized in 1951. It, too, was principally supported by Mr. Hunt.

According to testimony before a House committee last year, Life Line-Fact Forum had income of \$5.1 million in 1951-63; spent \$4.9 million for administrative and operating expenses; charitable contributions, \$1,000. Under its exemption, Life Line paid no federal income taxes; and donors to it could deduct their contributions.

Mr. Hunt said that Life Line would continue its work in the hope that the IRS would reverse its decision.

Scripps-Howard calls '64 its banner year

Scripps-Howard Broadcasting's stockholders last week were told that 1964 brought record earnings and a further strengthening of stations' relationship with the communities they serve.

Net operating revenues for 1964 reached \$15,296,987 compared with \$14,194,808 the previous year. Net income per share in 1964 rose to \$1.37 per share, 20 cents per share higher than 1963.

S-H stations are: WCPO-AM-FM-TV Cincinnati; WEWS(TV) Cleveland; WMC-AM-FM-TV Memphis; WPTV(TV) Palm Beach, Fla., and WNOX Knoxville, Tenn. S-H stock is currently being traded at approximately \$22 per share as of April 1.

For the fiscal year ending Dec. 31:

	1964	1963
Net income per share	\$1.37	\$1.17
Net operating revenues	15,296,987	14,194,808
Net income	3,549,269	3,030,835

The cash CBS Inc. directors and officers took home in '64

The aggregate remuneration to CBS Inc. directors and officers during the last fiscal year was \$1,561,916 according to a proxy statement mailed to the company's shareholders last week. "Additional compensation" brought the total to \$2,565,815.

Other payments to CBS officers and directors included \$771,972 in additional compensation, \$231,927 in deferred additional compensation, \$45,200 in directors' fees and \$483,725 in estimated annual benefits un-

der pension plans.

Shareholders of nominees for the company's board were listed as follows: William S. Paley, board chairman, 1,714,587; Leon Levy, board chairman of Delaware River Terminal Inc., 366,960; Ralph F. Colin, attorney, 4,622; Frank Stanton, CBS Inc. president, 306,552; Robert A. Lovett, partner, Brown Brothers Harriman & Co., 11,176; Arthur Hull Hayes, CBS Radio president, 10,131; Millicent C. McIntosh, president emeritus, Barnard College, 32;

Goddard Lieberson, Columbia Records president, 25,690; Merle S. Jones, president, CBS Television Stations, 30,966; Richard S. Salant, vice president and assistant to the president, 10,836; William Burden, partner, William A. M. Burden & Co., 3,822; John A. Schneider, president CBS-TV, 3,182. The CBS annual meeting will be held at 10 a.m. April 21 at 530 West 57th Street, New York.

Individual salaries listed in the proxy statement:

	Salary	Additional compensation paidout	Additional compensation deferred	Estimated pension plans benefits		Salary	Additional compensation paidout	Additional compensation deferred	Estimated pension plans benefits
James T. Aubrey Jr. (former CBS-TV president)	\$127,404	\$125,000	—	\$38,100	Goddard Lieberson	61,154	15,000	45,000	19,080
Arthur Hull Hayes	66,250	35,000	\$15,000	24,168	William S. Paley	152,885	185,000	15,000	59,729
Merle S. Jones	117,212	47,500	42,500	26,160	Richard S. Salant	65,385	26,050	11,450	19,500
					Frank Stanton	152,885	185,000	15,000	59,023

Comsat has income but not from satellites

The Communications Satellite Corp. last week presented its first annual report. The report for fiscal 1964 stated that the corporation received \$196 million from its initial stock offering.

Even though stockholders were told that Comsat will not realize any revenue for months and profit is out of the question for years to come, the corporation earned \$4,312,714 income on temporary cash investments. Total outlay for 1964 was \$10,041,813 with \$7,023,062 spent for the "space segment."

Comsat executives said that a com-

mercial global communications satellite network system will be established by the end of 1967. Early Bird, the first of the series is scheduled to be launched this week. A major issue that remains to be ironed out is the priority of those who wish to lease circuits.

Comsat stock on April 1 was being traded at about \$61 a share.

THE MEDIA

ETV sponsor experiment is approved

WNBT WOULD IDENTIFY DONORS WITH ENTIRE NIGHT'S PROGRAMING

The FCC has given its approval to a new plan for underwriting the cost of programming on noncommercial educational stations that permits donors to be identified with blocs of programming throughout an entire season. Donors are now mentioned on the air in connection with the specific programs they make available.

The plan was submitted by WNBT (TV), the Newark, N. J.-New York area's financially hard-pressed noncommercial station in connection with a new program concept it hopes will attract and hold a wide prime-time audience.

The station hopes the plan will help it raise \$3 million in production costs annually.

The new concept, called vertical programming, was disclosed by the FCC last week in making public a letter to the channel 13 station. WNBT had informed

the commission of the proposed programming change. And the commission said it had no objection to it.

The commission said that, consistent with principles of noncommercial broadcasting, it is "appropriate that noncommercial educational stations experiment with new programming concepts." The letter was adopted by a 4 to 1 vote, with Chairman E. William Henry and Commissioners Rosel H. Hyde, Robert E. Lee and Kenneth A. Cox in the majority and Commissioner Robert T. Bartley dissenting. Commissioner Bartley feels the plan might open the door to advertising on educational stations.

WNBT, which will put the new concept into effect on an experimental basis in the 1965-66 season, hopes to obtain \$200,000 each from 15 corporations to finance the plan. The station was saved from possible bankruptcy in Jan-

uary by an emergency grant of \$500,000 from the Ford Foundation.

Under the vertical programming concept, WNBT will present each night between 8 and 10 p.m., Monday through Friday, programs devoted to a single major subject. On Monday, "The Arts" will be featured; on Tuesday, "Science"; on Wednesday, "Public Affairs"; on Thursday, "The Campus"; and on Friday, "The World and Travel."

Purpose ■ According to a brochure prepared by WNBT, one purpose "vertical programming" is intended to serve is to distinguish the station from the six commercial VHF stations with which it competes for the attention of the 15 million viewers in its service area.

Money ■ Another purpose is to provide a new approach to "the time-honored custom of underwriting by American business." Instead of seeking

funds on the basis of individual programs, the station would solicit help on the basis of an entire evening's programming.

The station said the 15 corporations it hopes to line up as donors would participate in groups of three for each of the five nights. Identification would be made in accordance with the commission's sponsorship identification rules.

But the announcements would be limited to four during the two-hour period, and the corporations would be identified in rotating groups of three, so that each will be associated with the entire vertical programming schedule, rather than with a specific program. The station said this would reduce the likelihood of individual donor control over program content.

It also said that a contributing corporation would, if it wished, be identified with the same subject and evening each week. But the commission suggested that the "basic procedure of rotating identification announcements" would "better assure operation fully in accord" with the policies governing non-commercial educational stations "and therefore should be followed in all cases."

Nevertheless, Commisisoner Bartley, in the discussion preceding the vote on the commission's response to the station, said the plan is not in keeping with the spirit of commission rules barring advertising on educational stations. He saw a distinction between the plan and the identification of donors in connection with individual programs they supply.

The station said the \$3 million it hopes to raise for its vertical programming would finance 35 weeks of original broadcasts and 17 weeks of repeats.

CATV meeting up in air

Any future action on community antenna television by the National Association of Broadcasters is predicated on the possibility of action by the FCC at its April 14 meeting. A meeting of the NAB's Future of Broadcasting Committee has been called for the Park Lane hotel in New York, April 22, but only if the commission makes a move before then. If the NAB committee does convene, a special meeting of the NAB boards will be called, probably in early May.

If the boards don't get called into a special session, they will next meet in their regular summer gathering in Buck Hill Falls, Pa., June 23-26.

Brandeis reports status of ETV

The growth of educational television is reflected in a 100-page report by the Morse Communication Research Center of Brandeis University, Waltham, Mass. Based on a one-week period, April 19-25, 1964, the report notes that news and public affairs programming on ETV stations went from 7% in 1962 to 13% in 1964 and that since the Morse Center's 1962 study, ETV stations on the air increased 40%.

The report "One Week of Educational Television" noted that the 88 ETV stations on the air during that week were available to about half of the nation's TV homes and were located in 21 of the nation's top 25 population and economic centers. The 88 stations represent an increase of 26 stations over the 1962 figure of 62. Those 62 stations, the report showed, broadcast an average of 44 hours, 50 minutes weekly, an increase of almost three hours over 1962.

However, the study says, only 37% of the programming in 1964 came from local production against 53% in 1962. This decrease is taken to show growing significance of regional networks, program exchange plans and National Educational Television network.

WOL-AM-FM sold for \$1.25 million

The sale of WOL-AM-FM Washington from the Washington Broadcasting Co. to Sonderling Station Group for \$1.25 million was announced early last week.

Henry Rau, Washington Broadcasting president, purchased the stations in 1953 from Peoples Broadcasting Corp. for \$75,000. Mr. Rau said last week that he will continue to operate WNAV-AM-FM Annapolis, WARK-AM-FM Hagerstown, both Maryland, and WDOV-AM-FM Dover, Del. A CATV system is presently under construction in the Delaware community for Delaware Teleservice Inc. Mr. Rau is president of the firm (see page 96).

Sonderling Stations are WDIA Memphis; KDIA Oakland, Calif.; WOPA Oak Park, Ill.; Krox Long Beach, Calif., and WWRL New York. Egmont Sonderling, group president, said that WOL will join WDIA, KDIA and WWRL with all Negro programming. Mr. Sonderling said that Washington has long been in need for an additional facility with programs for the Negro community.

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He's gone but not forgotten

CBS stockholder's suit against Aubrey charges he 'shared in' Richelieu Productions' profits

Court action disclosed in New York last week provided a new episode in the Jim Aubrey story.

A suit was filed March 26 in New York Supreme Court by a CBS minority stockholder naming James T. Aubrey Jr., former CBS-TV president, as a principal defendant. The complaint alleges Mr. Aubrey had a financial interest in Richelieu Productions Inc., New York, and charges Mr. Aubrey "shared directly and indirectly in its profits."

Richelieu Productions, in which actor-producer Keefe Brasselle is the principal, produces TV programs and had three series in prime time on CBS-TV at the start of the current season. Richelieu also is named in the suit.

The complaint was filed by CBS stockholder A. Edward Morrison, president of Ralph Stark Inc., New York a company that fabricates automobile parts. His attorney who filed the complaint, Leonard I. Schreiber, New York, said that the action had been started about a week before actual court filing but because of Mr. Aubrey's absence from New York, final service of papers was delayed.

CBS's Statement ■ The third prin-

cipal named in the suit is CBS. Mr. Morrison, whose CBS stock holding was said to be "not substantial," asked the court to enjoin CBS "from honoring further exercises of options on its shares by [Mr.] Aubrey." The complaint also charges it would be "futile" to press the directors of CBS to bring an action because of an alleged foreknowledge.

In this respect, CBS issued a statement noting that the complaint was "basically against Mr. Aubrey and Richelieu Productions and not CBS. Its charges that the CBS directors have knowledge of alleged wrongful acts by Mr. Aubrey and Richelieu is without foundation."

Mr. Aubrey, whose sudden resignation and immediate replacement as president of the CBS-TV network in late February stunned the television world (BROADCASTING, March 8), was not available in New York for comment.

Attorney Schreiber said the action was instituted on March 17. Substitute service on Mr. Aubrey was accomplished with the mailing of a copy of the complaint to Mr. Aubrey's apartment in New York and by the leaving

of another copy with the doorman at that building, according to the attorney.

The complaint charged that Mr. Aubrey had a financial interest in Richelieu, that he shared in its profits and that he "derived additional financial benefits and advantages through his relationship with Richelieu."

In asserting that Mr. Aubrey had "sole charge" of programming TV entertainment at CBS and of "selecting, purchasing and producing its television shows," the complaint charged that "in or about 1963, [Mr.] Aubrey and Richelieu entered into a conspiracy" in the programming and purchasing of shows in such a way that was to their "most advantage" but not in the "best interests" of CBS.

Series Mentioned ■ The program series identified were *The Reporter*, *Baileys of Balboa*, and *The Cara Williams Show*. All of these series were produced by Richelieu. *Reporter*, an hour show, and *Baileys* a half-hour series, were cancelled and *Cara Williams* goes off the schedule this month. The complaint alleges that the series produced by Richelieu in 1964 were selected and given prime-time scheduling without benefit of the "usual" pilot film.

It further charged that Mr. Aubrey "caused Columbia to pay Richelieu for such shows prices far in excess of their true or usual value and substantially higher than prices paid by Columbia to others for comparable shows."

The terms and conditions of the transactions were unfavorable to CBS,

Boycotted Bogalusa station gets more help

Broadcasters from around the country began rallying last week to help financially beleaguered WBOX Bogalusa, La. The station's roster of local advertisers reportedly went from 75 to 6 when Ralph Blumberg, WBOX owner, became involved in racial affairs (BROADCASTING, March 22).

The Greater New York Broadcasters Committee was formed last week and planned to meet Friday (April 2) to discuss ways of soliciting funds from local broadcasters, businessmen, civic groups and listeners. The organization is headed by Edith Dick, WRFM (FM); Frank Ward, WWRL, and Harry Novik, WLJB, all New York. Any funds collected would be administered by the Louisiana Association of Broadcasters. LAB a fortnight ago came out in support of Mr. Blumberg.

The executive board of the New Jersey Broadcasters Association condemned the harassment of WBOX by members of the Ku Klux Klan and others and said "such intimidation is a threat to freedom of expression by a broadcaster." In addition several New Jersey stations pledged donations to the Louisiana station. Among them are: WJRZ, WFME (FM) and WVNJ-AM-FM Newark; WCAM Camden; WTTM-AM-FM and WTOA (FM), Trenton; WHWH Princeton, and WCMC-AM-FM Wildwood.

In Iowa, Frederick Epstein, president of KSTT Davenport, said he had sent a check to Mr. Blumberg "to indicate my support." He said Mr. Blumberg "deserves the wholehearted support of the responsible members of the broadcasting industry . . . It makes no difference whether or not you agree with Mr. Blumberg's

point of view; it is his right to participate, as a broadcaster, in this fight for free speech that is at stake," he added.

KTLN Denver said it had purchased a series of spots on the Bogalusa station and the announcements "are an excerpt from the Declaration of Independence." The Denver station said it had "suffered this same kind of reprisal" in 1962 when it editorially criticized city officials in the "expose of the Denver police scandal." KTLN added that "radio must have the right to speak out on local and national issues without fear of economic reprisal."

Prior to last week's broadcaster support, a New York merchant group purchased 100 spots on WBOX. That order called for five readings of the preamble to the Constitution each day for 20 days."

the complaint alleged, asserting also that the "assets, credit and prestige" of CBS were utilized while the network allegedly was deprived of an opportunity to produce programs and use time slots otherwise occupied by the Richelieu series.

The suit seeks judgment requiring payment to CBS by Mr. Aubrey and Richelieu of the alleged losses the network sustained and the profits and revenues the defendants were said to have derived through the transaction.

The suit further seeks the return to CBS of all compensation received by Mr. Aubrey as a director and officer and the requirement that he surrender all shares in the company obtained by exercising stock options. Mr. Aubrey received \$127,404 in salary last year, and additional compensation and benefits, according to a proxy statement issued to stockholders by CBS (see page 92).

In February 1964, Mr. Aubrey exercised options on 27,429 shares of CBS stock at an average price of \$15.91 for a total of \$436,395 (BROADCASTING, March 8). He sold 5,000 shares in February, 1965. The court is asked to enjoin Mr. Aubrey from exercising and CBS from honoring further options for CBS stock purchase.

Local information rule is adopted

A two-and-one-half year old rule-making proposal looking toward permitting public inspection of certain records of broadcast stations at their main studios or other accessible places in the communities they serve, was finally adopted last week by the FCC. It becomes effective May 14.

The new rule requires that stations make available for public inspection certain documents including construction permits for major changes in facilities, license renewals, transfers of control or assignment of licenses, and requests for extensions of time to complete construction of new stations.

The amendment also provides that all minor applications involving program changes, as well as ownership and supplemental ownership reports, be kept in the local file for review.

Multiple-station owners are required to keep in the local file of each station only that material pertaining to that particular station.

Among the documents stations need not make available for inspection are applications for minor changes in the station's facilities, licenses to cover minor CP's and extensions of time other than those for new facilities.

The rulemaking was originally proposed in November 1962.

BROADCASTING, April 5, 1965

The UHF application go-round

Ultravision, Superior ask application of new order;

UA agreement would leave it in Lorain, remove it in Boston

Activity involving UHF applicants flared across five comparative hearings last week, sparked in part by an FCC panel's decision to add tough new financial issues to three of them. (BROADCASTING, March 22, March 15).

These were the developments:

Ultravision Broadcasting Co. and The Superior Broadcasting Corp., in separate pleadings, asked the commission to review the panel's order. Ultravision is an applicant for channel 29 in Buffalo, N. Y., Superior for channel 65 in Cleveland.

Cleveland Telecasting Corp., Superior's only opponent, asked that its own application be dismissed.

United Artists Broadcasting Inc. entered into agreements which, if approved by the commission, would leave UA the sole applicant for channel 31 in Lorain, Ohio, and an ex-applicant for channel 25 in Boston. The agreement affecting Lorain provides for a subsequent merger with the only other applicant, Ohio Radio Inc. The Boston hearing, in which Integrated Communications Systems Inc. is the only other applicant, is the third one affected by the panel's decision.

And the Chicago Federation of Labor and the Industrial Union Council (WCFL Chicago), asked the commission to add the same financial issue in the hearing on Chicago's channel 38 that the panel ordered for the Buffalo, Cleveland and Boston markets. WCFL is competing with Chicagoland TV Co.

Proof of Survivability — The panel of three commissioners, noting that each of those three markets contains three network-affiliated VHF's, said it is essential that UHF applicants demonstrate an ability to survive the competition for three years.

Accordingly, it directed the applicants to provide detailed information on estimated revenues projected over three years, on station-construction costs and on estimated operating expenses for the first year, or for three years if desired. The order was adopted by a 2 to 1 vote.

WCFL noted that the Chicago case is similar to those on which the panel ruled. It said Chicago is a major market, with four commercial VHF's and one educational VHF station. WCFL also said Chicagoland's financial resources appear inadequate and its cost estimates too low.

The WCFL petition also said the panel's decision appears to be binding on the review board, has authority to

add issues to hearings, and on hearing examiners. But commission officials said last week there will be no decision on this until after the FCC rules on requests for review.

The decision of Cleveland to withdraw and the agreements that would terminate the comparative hearings on the Lorain and Boston channels appear to have little, if any, direct connection with the panel's order. Peter Roper, counsel for Cleveland, said the order was not the sole or principal reason for withdrawing, although it did have "a bearing" on the decision.

A spokesman for Ohio Radio said the decision to reach agreement with UA was made before the panel's decision was announced. And it was UA which requested the addition of the financial issues in the Cleveland and Boston cases. United Artists dismissed its application for the Cleveland channel after requesting the addition of the issue.

New Corporation — The Lorain agreement provides that, in the event UA wins the grant and Ohio Radio wants to own part of the new station, UA would establish a new corporation to own the outlet. Ohio would then be given a choice of three options to acquire stock in the new corporation. It would be able to acquire 33⅓%, 20% or 10%, depending on when it notified UA of a desire to acquire a share in the corporation.

In the Boston case, UA agrees to drop out in return for partial reimbursement of its expenses in prosecuting the application. The agreement provides for a payment of \$15,000. UA said it has spent \$16,654.

The proposed withdrawals of Cleveland Telecasting and United Artists would not relieve their opponents in those contests of the responsibility for meeting the new financial issues, if they are upheld by the commission. Only Ultravision, however, would have a competitor to challenge its financial qualifications. WEBB Inc. has asked for the addition of a financial issue.

And UA would not have a clear field for the Lorain channel in the event that Ohio Broadcasting drops out of the contest. It faces a number of issues, including the question of whether past antitrust law violations by its parent, United Artists Corp., reflect adversely on its character qualifications.

The same issue faces UA in its unopposed bid for channel 23 in Houston.

Petitions in Review — Ultravision, in

seeking relief, asked the commission to delete the financial issues added by the panel and to stay the designation of the issues until it hands down a ruling. Superior asked for reconsideration by the commission and for a rehearing en banc.

Ultravision also asked the panel to stay the running time of the 60 days given the applicants to provide additional information, until the commission acts on the petition for review.

Ultravision and Superior, in their pleadings, said the panel's order requires the applicants to demonstrate qualities of survivability that are not easily proved. The order, said Ultravision, goes beyond the commission's authority to require a demonstration of financial qualifications, to questions of an applicant's managerial ability. Superior called the order a "fundamental refutation" of precedent.

Customarily, the commission requires broadcast applicants to demonstrate only the financial ability to build a station and to operate it for three months without revenue.

Ultravision and Superior also said the test proposed in the order would tend to favor wealthy applicants as opposed to those of lesser means, with the result that UHF's would come under the control of nonresident multiple owners rather than local owners.

Meanwhile, at a preliminary proceeding in connection with the issues, a commission official acknowledged that no attention is now paid to an application-form question asking new station applicants about estimated revenue.

Thomas Fitzpatrick, head of the commission's hearing division, was asked by Hearing Examiner Sol Schildehouse what weight the commission staff gives to the answer.

"None," Mr. Fitzpatrick said.

The exchange came at a prehearing conference involving the remaining applicants in the three hearings. The purpose was to discuss the preparation of data required under the new issues. WEBR was the only party ready to proceed, however.

The examiners directed the parties to be prepared to go ahead at a second conference, scheduled for April 15. They said, however, the conference would be called off if the panel grants Ultravision's request for a stay.

New TV stations

As of April 1 there were 105 television construction permits outstanding for stations not yet on the air. Of these 20 were commercial VHF's, 58 were commercial UHF's, 5 were educational VHF's and 22 were educational UHF's.

Rau starts building CATV in Dover, Del.

Coincident with the sale of his radio stations in Washington (see below), Henry Rau announced the start of construction on a \$300,000 community antenna system in Dover, Del., which will be completed this fall.

The 10-channel system is being built by Entron Inc. for Delaware Teleservice Co. Inc., of which Mr. Rau is president, and will consist of 70 miles of cable. A potential of 3,000 customers exists, Mr. Rau said. The system will bring in nine TV signals by microwave (three from Philadelphia, one from Wilmington, three from Baltimore and two from Washington [channels 4 and 5]). It will also furnish a weather-time-local news channel. Charges will be \$5 a month, Mr. Rau said.

Delaware Teleservice also holds a franchise for CATV in Smyrna, Del. Mr. Rau is principal owner of WDOV-AM-FM Dover, as well as WNAV-AM-FM Annapolis, Md.

Changing hands

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

■ WTVH(TV) Peoria, Ill.: Sold by Metromedia Inc. to Len H. and Burrell H. Small, for \$2 million. WTVH is on channel 19 with 186 kw visual and 18.6 kw aural. (See page 47).

■ WOL-AM-FM Washington: Sold by Henry Rau and associates to Egmont Sonderling and associates for \$1.25 million. Sonderling stations are WOPA-AM-FM Oak Park, Ill.; KDIA Oakland, Calif.; WDIA Memphis; KFOX-AM-FM Long Beach, Calif., and WWRL New York. WOL is on 1450 kc with 1 kw day and 250 w night while WOL-FM is on 98.7 mc with 20 kw (see page 93).

■ WBGR Jesup, Ga.: Sold by W. Glenn Thomas Sr. to Lem Jay Clark Jr., for \$134,000. WBGR is on 1370 kc with 5 kw day. Broker: Chapman Co.

APPROVED ■ The following transfers of station interests were among those approved by the FCC last week (For other commission activities see FOR THE RECORD, page 106).

■ WGBB Freeport, N. Y.: Sold by Edward J. Fitzgerald to Louis J. Appell family and associates, for \$452,000. The Appell family owns WSBA-AM-FM-TV York, Pa.; WARM Scranton, Pa.; WHLO Akron, Ohio, and WICE Providence, R. I. Mr. L. J. Appell Jr. has a 25% interest in WCTC-AM-FM New Brunswick, N. J. WGBB is on 1240 kc

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with 1 kw day and 250 w night.

■ **KLIN** Lincoln, Neb.: Sold by James I. Mitchell and Jack L. Callaway to Paul C. Schorr and Donald C. Shurtleff, for \$415,000. Mr. Schorr has interests in electrical contracting firms while Mr. Shurtleff has holdings in real estate and insurance firms. **KLIN** is on 1400 kc with 1 kw day and 250 w night.

■ **WMOX** Meridian, Miss.: Sold by Birney Imes Jr. to Grace B. and James B. Skewes, for \$157,000. Mr. Skewes has a minority interest in **WTOX-TV** Meridian. The Skewes have a majority interest in the *Meridian Star*. **WMOX** is on 1010 kc with 10 kw day and 1 kw night.

■ **KDEF-AM-FM** Albuquerque: Sold by John C. O'Brien to Jack C. and Grady H. Vaughn Jr., and Cecil L. Trigg, for \$100,000. Messrs. Vaughn and Trigg have interest in **KOSA-AM-TV** Odessa, Tex.; **KROD-AM-TV** El Paso, and **KRNO** San Bernardino, Calif. **KDEF** is on 1150 kc with 1 kw day and 500 w night while **KDEF-FM** is on 94.1 mc with 1.6 kw.

FCC's Taylor keynote speaker at IBS meet

Some 250 representatives from almost 100 campus broadcasting stations, were expected at the 26th annual national convention of the Intercollegiate Broadcasting System scheduled for Saturday (April 10) at the University Heights Campus of New York University.

The keynote speaker will be Beverly Taylor of the FCC's research and education division. Among broadcast representatives scheduled to appear are Marion Stephenson, vice president for administration, **NBC** Radio, and Robert Northshield, general manager of **NBC** News in New York.

Topics to be covered include audience measurement and analysis, popular music programing, engineering, legal aspects of FM broadcasting, station management and news programing.

Station looted second time

Vandals broke into the studios of **wzum** Carnegie, Pa., for the second time in two weeks causing enough damage to force the station to suspend broadcasting.

The damage was discovered when employees went to work at 5:15 a.m. James Psihoulis, vice president and general manager of the station, estimated that more than \$5,000 worth of equipment had been stolen, and whatever had been left behind had been wrecked. The first time the thieves entered the station they had carried off several hundred dollars worth of records but did not touch the equipment.

BROADCASTING, April 5, 1965

Metromedia sells WTVH(TV) for \$2 million

WILL BUY ANOTHER UHF IN A LARGER MARKET

Metromedia last week announced the sale of **WTVH** (TV) Peoria, Ill., to Len H. and Burrell L. Small for \$2 million.

Metromedia acquired the Peoria station in 1959 for \$610,000.

John Bone, general manager of **WTVH**, will remain with Metromedia. Howard Frederick, vice president-general manager of the Small's **WIRL** Peoria, will become general manager of **WTVH** after FCC approval.

Messrs. Small are owners of the **Kankakee** Journal chain which includes **WKAN** Kankakee, **WRRR** Rockford, **WQUA** Moline, and **WIRL** Peoria, all Illinois, and **WIRE** Indianapolis. Newspaper interests are the *Kankakee Daily Journal*, *Ottawa* (Ill.) *Republican Times*, and *La Porte* (Ind.) *Herald Argus*.

Metromedia owns **WNEW-AM-FM-TV** New York; **WTTG** (TV) Washington; **WHK-AM-FM** Cleveland; **WIP-AM-FM** Philadelphia; **KLAC-AM-FM** and **KTTV** (TV) Los Angeles; **KMBC-AM-FM-TV** Kansas City, Mo.; **WCBM-AM-FM** Baltimore, and **WTVP** (TV) Decatur, Ill. Metromedia on March 24 purchased the *Diplomat* magazine from the Diplo-

mat Publishing Co., Washington, for 6,000 shares of its common stock, or approximately \$244,000. The firm also has interests in outdoor advertising, transit advertising, Ice Capades and real estate in Mount Wilson, Calif.

KWK denied again; FCC invites bids

The FCC last week rejected a third bid by **KWK** St. Louis for a reprieve from a revocation order and invited applications for operation on the station's frequency, 1380 kc. The commission order allows **KWK** to continue operating until June 30.

The commission on May 27, 1963, ordered the station's license revoked for "willfull misconduct" in connection with the broadcast of two fraudulent treasure hunts in 1960. The station has stayed on the air while it fought the order all the way to the U. S. Supreme Court.

The commission dismissed the station's petition for reconsideration be-

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Committee named to aid ETV

John P. Cunningham, former board chairman of Cunningham & Walsh, New York advertising agency, last week announced the names of 17 communications industry and business figures who will serve on a committee seeking ways to foster the growth of educational television.

Mr. Cunningham was appointed chairman of the group by the International Radio & Television Society last December. He said a prime purpose of the committee would be to determine "practical" ways for the broadcasting and advertising businesses to strengthen ETV. This might include, he said, ways of raising money and help in programing.

Mr. Cunningham indicated that an initial meeting with an advisory group of educational broadcasters had not resulted in any definite plans. He said appeals to commercial broadcasters for donations to ETV would not necessarily be a function of his group.

Members of the committee are

Newton N. Minow, former FCC chairman; David Yunich, president of Macy's Department Stores; Jack Wrather, president of Wrather Corp.; Vincent T. Wasilewski, president of the National Association of Broadcasters; James T. Quirk, publisher of *TV Guide*; Dr. Sydney Roslow, president of The Pulse Inc.; Dan Seymour, president of J. Walter Thompson; Fairfax M. Cone, chairman of executive committee, Foote, Cone & Belding; Jerome R. (Tad) Reeves, director of programing, Corinthian Broadcasting; Norman Cousins, editor of *The Saturday Review*; Sam Cook Digges, administrative vice president of CBS Films; Edwin Ebel, vice president of General Foods; Chet Huntley, NBC News commentator; Thomas J. McDermott, vice president of N. W. Ayer; Claude Barrere, executive secretary of IDTS; Dr. Clifford M. Hardin, chancellor, University of Nebraska, and Edward Ryerson, president, Inland Steel.

cause it "presents no matters warranting further consideration." The station had asked that the commission substitute a fine or short-term renewal, or both, for the revocation order.

The request was filed March 12, after the Supreme Court refused to review the appeals court decision affirming the commission's order (BROADCASTING, March 22). Previous petitions for reconsideration were filed in December 1964 and in June 1963.

The revocation order was to have become effective 30 days after the disposition of kwk's court appeal, and the final court action was handed down March 8.

But the commission said it would permit kwk to operate until June 30 to permit time for consideration of applications for operation on kwk's frequency on a permanent or interim basis, or both.

The commission said it would consider such applications "immediately" and that the deadline for filing is May 31.

There was speculation last week that one of the applicants for kwk's frequency would be Arthur W. Wirtz, majority stockholder in and chairman of Kwk Radio Inc., and its parent corporation, Milwaukee Broadcasting Co. Mr. Wirtz acquired major stock interest in Milwaukee after the events occurred that led to the revocation order.

Baker has no objection to reopening hearing

W. R. G. Baker Radio & Television Corp., the winning applicant for channel 9 Syracuse, N. Y., informed the FCC last week that it has no objection to reopening the record in the TV proceeding.

The company said, however, that the burden of proving the charges made against two of the company's principals should be borne by the six losing applicants that have sought to rescind the grant and reopen the hearing record.

The action stems from a law suit filed last December by the state of New York charging seven building contractors, including the Edward Joy Co., with "conspiracy, price-fixing and anticompetitive" practices (BROADCASTING, March 1).

The Joy Co., a plumbing firm, is wholly owned by T. Frank Dolan Jr., president, and Leonard P. Markert, vice president. Messrs. Dolan and Markert are also president and vice president, respectively, of W. R. G. Baker and each holds a 17% interest in the broadcasting company.

Late last February six of the eight losing applicants for the Syracuse VHF channel—Syracuse TV Inc., Onondaga Broadcasting Inc., WAGE Inc., Syracuse

Civic TV Association, Six Nations TV Corp., and George P. Hollingery—jointly petitioned the commission to rescind its final decision made in January awarding the channel to Baker, and reopen the record (BROADCASTING, Jan. 25). The six parties claimed that because of the serious charges made in the law suit, Baker and its principals lacked the character qualifications to be a licensee.

In denying the allegations last week, Baker said that the Joy Co. was not guilty of any of the alleged violations, and, in addition, the company's two officers, Messrs. Dolan and Market, were not named defendants in the suit.

Baker said that if the commission feels that the hearing record should be reopened, the six contestants seeking the action should be required to submit proof within 30 days. And if they can't provide this proof, Baker continued, the commission should make its decision on the evidence it now has.

The FCC's Broadcast Bureau suggested last week that the commission give the six parties "a reasonable period of time to buttress" their charges. The bureau recommended that they be given 60 days to produce evidence in order that the commission can determine whether a rehearing or a redetermination of its final decision may be warranted.

Channel 9 has been operated as WNYS(TV) under an interim agreement by the nine original applicants since September 1962. Although Baker was awarded the grant early this year, the company has not yet filed an application for a license to cover construction or to terminate the interim operation.

TV station criticized for its CATV action

The FCC's Broadcast Bureau has sharply criticized KCOY-TV Santa Maria, Calif., in connection with its agreement to abandon its fight to bar microwave service to community antenna television systems in the station's service area in Santa Barbara county.

The bureau said the channel 12 station "is ready to sacrifice the public interest to serve its own selfish interest."

The criticism was expressed in an opposition the bureau filed to a petition by Lompoc Valley Cable TV Inc., a subsidiary of H&B American Corp. Lompoc is seeking a grant without hearing of applications for microwave stations to relay the programs of seven Los Angeles stations to Lompoc's CATV's in Vandenberg Village, Vandenberg Air Force Base, Mission Hills and Lompoc.

The commission had granted Lom-

poc's unopposed applications for microwave service on Nov. 6, 1963. Later, however, KCOY-TV, although not yet on the air, urged the commission to reconsider its action and to set the applications for hearing. KCOY-TV said competition from seven Los Angeles stations would overwhelm it. The station began operating March 16, 1964.

Lompoc had agreed to grant local stations the standard 15-day nonduplication protection. But KCOY-TV said this would not be sufficient. As a result, the commission set the applications for hearing. At the time, it was thought that the case would help the commission devise new guidelines in its regulation of CATV.

After the hearing got underway, the two parties reached an agreement under which KCOY-TV withdrew its opposition (BROADCASTING, Jan. 11). It was that agreement, which provided for various business arrangements, that prompted the bureau's criticism.

It stipulates that Lompoc Valley's four CATV's afford KCOY-TV simultaneous nonduplication protection. But this is less than the protection the station could have received under the commission's interim rules.

'Payoff' Charged ■ Accordingly, the bureau said, the station's "change of heart" must be attributable to "a payoff by H&B." This is a reference to the business arrangements under which, the bureau noted, KCOY-TV is to be given \$15,000 worth of stock in a new CATV corporation to be established by H&B in Santa Maria. H&B plans to finance the corporation by acquiring \$100,000 worth of stock and lending it \$750,000.

The bureau added that the station will be given an option to acquire 240 shares at \$100 a share. In addition, the arrangement provides for loans to KCOY-TV totaling \$100,000, \$50,000 from H&B and \$50,000 from the new CATV corporation when it gets a franchise from the city of Santa Maria.

FCC gets another plea to put reins on CATV

Community antenna television played a lively role in the National Electronic Week convention held last week in New York and attended largely by electronic parts manufacturers and distributors.

In a resolution adopted just before formal meetings began, the National Electronic Distributors Association called upon the FCC to regulate CATV "in the public interest," and authorized a NEDA representative to give the association's views on CATV to the FCC. The distributors said they believed CATV growth could reduce their sources of revenue.

Canadian-U.S. differences outlined

MARK CENTURY SEMINAR ALSO HEARS ABOUT RATINGS

The differences in U. S. and Canadian radio programming were put into focus March 22 by Allan Slaight, vice president and program director of CHUM Toronto. He spoke at a sales seminar during the National Association of Broadcasters convention in Washington, conducted by Mark Century Sales Inc., New York.

Mr. Slaight listed three differences, or reasons for differences, in the programming of the two countries. First was the regulatory agencies.

He contended that the FCC in the U. S. is more strict in some instances and more liberal in others. One of his complaints about Canada's Board of Broadcast Governors was that it approved the weekly diary audience measurement system compiled by the Bureau of Broadcast Management which, he claims, gives an inaccurate total since the nonresponse figure isn't compiled.

On programming, Mr. Slaight said: "Talk is big in Canada, even bigger than here, but he added that originality gets the big audience.

He stated that news commentators in Canada are more outspoken than those in the U.S. and gave samples of programs aired on Canadian stations.

While on the subject of the weekly diary measurement device, Mr. Slaight cited the nonresponse figure at 87% of the total of questionnaires mailed out and said that surveys carried out by CHUM had moved the station's rating from sixth (by the weekly diary survey) to the second spot in Toronto by telephone surveys.

Others on the program were H. D. (Bud) Neuwirth, president of Metro Radio Sales, New York; Robert D. Atkinson, vice president of C. E. Hooper Inc., New York, and Ellis Agee, sales service manager of Mark Century.

Mr. Agee discussed the sales aids

Mark Century sells. He said that the same types of people are found in all parts of the country in all markets. He cited the national advertisers' use of the same spot material in all parts of the country as proof that they had found this out and that with a little adaptability anything that would work in one market would work and work well in another. "I deplore the statement that 'this market is different, unique, the people here are individuals, they wouldn't go for that sort of thing,'" he continued. It isn't the material that's different, the thing that produces sales is the way in which the material is used.

Task Force ■ Mr. Neuwirth called for a national task force of radio salesmen to push the "most vital medium in the world . . . radio" by playing up the good points of the radio industry and not by trying to knock the stations in the market that differ in programming.

He said that negative selling is the most injurious thing in radio today and asked that station salesmen sell their own good points, not point out the weakness of others.

Radio is shackled today by the weekly diary and the all-media diary that doesn't give a true picture of the audience and the response of radio, Mr. Neuwirth stated. People can't remember from one week to the next how many times they went to the bathroom and that radio was just that vital to the public. He said that radio was the first medium for news headlines, for weather, time and sports results. He said that it also served a vital need in nearly all homes, in automobiles and at work.

He urged that a daily diary survey be compiled to show the truth.

Robert Atkinson reported on the ratings for radio and what they mean. Ratings are not exact or perfect, he

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said. They are only approximations of what the probable audience was. He espoused the qualities of telephone surveys. The telephone is faster, less expensive, and produces a greater number of responses than other methods Hooper has used. He added that the person interviewed on the telephone is more likely to give an answer than the one who has to take the time to fill out a questionnaire.

Record reopened in Puerto Rican case

The FCC reopened the record last week and remanded to the hearing examiner the revocation proceeding involving three commonly owned Puerto Rican radio stations. The action had

been sought by the stations' former manager and minor stockholder, George Mayoral, who claims that he was denied participation in the original hearings by the examiner and therefore was not able to refute "the erroneous testimony" presented against him (BROADCASTING, March 8).

The case involves alleged rebroadcast violations of Armed Forces Radio Service news programs in 1962 by WKYN and WFQM(FM), both San Juan, and WORA-FM Mayaguez. The stations are owned by Alfredo R. de Arellano Jr. and his family.

An initial decision issued last December by Examiner Forest L. McClenning recommended that the licenses of the three stations be revoked. The examiner's findings also linked Mr. Mayoral most closely with the violations (BROADCASTING, Dec. 28, 1964).

In his request that the commission reopen the hearing record, Mr. Mayoral noted that as a result of circumstances beyond his control, he was never able to secure legal representation for the purpose of obtaining leave to intervene in the case.

Mr. Mayoral also pointed out that because of his inability to testify and cross-examine witnesses who had presented damaging evidence to his character and reputation, the examiner's findings "adversely affect his reputation for truth and veracity, his reputation in the broadcasting community, his standing before the commission, and his ability to continue to earn a livelihood in the broadcasting industry."

While granting Mr. Mayoral's petition for intervention, the commission also waived its rules governing such late filings.

FATES & FORTUNES

BROADCAST ADVERTISING

John G. Lee Jr., formerly in marketing for American Home Foods, named to newly created position of VP of marketing for Chun King Corp., Duluth, Minn.



Mr. Myers



Mr. Wertans

Sid Myers, art group supervisor at Doyle Dane Bernbach, New York, and **Jerry Wertans**, production manager there, both named VP's of agency.

Kenneth E. Davis, national advertising manager of *Appleton* (Wis.) *Post-Crescent*, joins WLUK-TV Green Bay, Wis., as sales executive.

Dorothy Brumlop, production manager of Freeman & Gossage, San Fran-

cisco, named traffic manager of Campbell-Ewald, that city.

D. Arthur Lavery, formerly with Univac Division of Sperry Rand Co., New York, named controller, H-R Television Inc. and H-R Representatives, New York.



Mr. Warren



Mr. Bracken

B. Clark Warren, manager of Young & Rubicam's international department in New York; **Joseph R. Bracken Jr.**, account supervisor at Y&R, that city, and **Eugene R. McMasters**, account executive in contact department there, all named VP's.



Mr. McMasters

Arthur A. Fishbaine, director of advertising and public relations for Endicott Johnson Corp., Endicott, N. Y., promoted to newly created position of director of marketing.

Richard I. Clark, director of media in San Francisco office of Foote, Cone & Belding, elected VP.

Louis N. Bryant, sales manager of WSJZ Huntington, W. Va., named sales manager of WTCR Ashland, Ky., and WVQM(FM) Huntington, both Connie B. Gay stations.

Marie Kachinski, media director, elected VP-media at Siltan, Callaway and Hoffman, Boston.

Dick Cusack and **Jack Keane**, copy group supervisors, and **Jack Griffin**, executive art director, named associate creative directors at Fuller & Smith & Ross, New York.

Eric Mart, assistant research director, Edward Petry & Co., New York, named media supervisor, Richard K. Manoff Inc., same city.

Thomas F. Desmond, sales manager, named general sales manager of Colgate-Palmolive Co.'s household products division, New York.

Nelson Gurnee, formerly with BBDO, New York, as supervisor on food accounts joins Foote, Cone & Belding, New York, as copy supervisor on Jell-o Division of General Foods Corp.

Michael J. Tatich, formerly president of Tatterneff Productions Inc., New York, named manager of WCD Inc.'s industrial film division, also New York.

H. Nevin Gehman, with Interpublic Group of Companies, in management roles of research, media and account service, New York, named senior VP in charge of marketing services at

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McCall succeeds Stowell

David B. McCall, president of C. J. LaRoche & Co. succeeds **S. Esty Stowell**, president of Ogilvy, Benson & Mather, as chairman of New York Council of American Association of Advertising Agencies. **Herbert D. Strauss**, president of Grey Advertising, and **Lester Harrison**, board chairman of Doner-Harrison, were elected vice chairman and secretary-treasurer, respectively. Mr. Strauss, Mr. Harrison, **Stephens Dietz**, executive VP of Kenyon & Eckhardt, and **Thomas R. Vohs**, executive VP of Chirurg & Cairns, elected governors of council. **Rudolph Montgelas**, president of Ted Bates and **Roger A. Purdon**, president, Kudner Agency, continue as governors.

Pritchard, Wood Inc., that city.



Mr. Jacobson

Denman F. Jacobson, station manager of WWJ Detroit, named manager of Detroit office of Avery-Knodel. At WWJ, Mr. Jacobson was local sales manager and headed sales force covering both local and national sales until he became station manager. He succeeds **Arthur O'Connor** who joins sales staff of KDKA-TV Pittsburgh.

Bob Fox, general sales manager of KHJ Los Angeles, resigns after two month tenure at station.

Jack R. Holmes, formerly manager of Los Angeles office of MacManus, John & Adams, named public relations director of Speer & Mays in that city.

Michael J. Lutomski, account executive with The Katz Agency, Detroit, joins sales department of WJBK-TV, that city.

Glen Jocelyn, executive VP and creative director of Weightman Inc., Philadelphia, joins Omaha offices of agency.



Mr. Bergeson



Mr. Kanter

Julian Kanter, midwestern sales manager of Storer Television Sales, Chicago, named national sales manager of WJW-TV

Cleveland. **Charles W. (Chuck) Bergeson**, local sales manager of WJBK-TV Detroit, named general sales manager and assistant general manager of WJW-TV.

Phil Messina, formerly supervising editor at Elektra Films, New York, named staff editor at Video Editors Inc., same city. He succeeds **Ed Fricke** who joins Video Productions Inc. of Illinois as chief editor of newly-formed Video Editors of Illinois Inc., Chicago.

Robert H. Powell, manager of Chicago office of Ogilvy, Benson & Mather, joins Young & Rubicam, that city, as account executive.

James M. Ellers, VP with Warwick & Legler Inc., New York, with major responsibility on Timex account, named to agency's management committee.

Keith M. Swinehart, general sales manager of KJEO-TV Fresno, Calif., named sales manager of KHVH-TV Honolulu.

Charlene Hirst, head of media department of Kushin, Anderson and Takaro Advertising, New York, named media director of Storm Advertising, Rochester, N. Y.

Doug Sinn, account executive with WJBK-TV Detroit, named local sales manager of WSPD-TV Toledo, Ohio.

Dennis McCormick, formerly copy group head of J. Walter Thompson Co. in Australia, appointed senior copywriter of Cole Fischer Rogow, Beverly Hills, Calif.

Harry A. Johnson and **Robert W. Allrich**, who joined Earle Ludgin & Co., Chicago, last year as VP's, each promoted to senior VP and management supervisor.

William Merkelbach, with Norman, Craig & Kummel, New York, named traffic manager of Daniel & Charles Inc., that city. **Bill Teitlebaum**, with The Lampert Agency, New York, joins Daniel & Charles, that city, as copy-

writer.

Thomas J. Johnson, with E. F. McDonald Co. in sales management, market research and analysis, named sales manager of WSAZ-AM-FM Huntington, W. Va.

Thomas R. Boyd, account executive on Guardian Maintenance account of General Motors Co. at D. P. Brother & Co., Detroit, promoted to VP.



Mr. Tenaglia

John F. Tenaglia, assistant sales manager of KQV Pittsburgh, appointed general sales manager there, replacing **E. A. W. Smith**, who resigned March 26.

Robert B. Davidson, with WTVM(TV) Columbus, Ga., named account executive at WAVY-TV Portsmouth-Norfolk-Newport News, Va.

Robert O. Ragland, formerly with Compton Advertising, Chicago, joins sales staff of WMAQ-TV there.

Jean Brown joins Knox Reeves Advertising, Minneapolis, as VP and member of creative department and plans board. Mrs. Brown formerly was VP at Benton & Bowles, New York. **Frank Miller**, for 20 years in both creative and account departments at Knox Reeves, promoted to VP.

Neil Tardio, supervisor in TV art and commercial production department of Young & Rubicam, New York, named to newly created post of television art and production supervisor in creative department.

Bernard J. Gross, senior VP of McCann-Erickson Inc., New York, joins Johnstone Inc., member of Interpublic Group of Companies Inc., as executive VP.

James T. Rhodes, with William Esty as account executive on Leeming-Pacquin Division of Charles Pfizer &

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Co., New York, joins Foote, Cone & Belding, that city, as account executive on Kool-Aid Division of General Foods Corp.

Donn E. Winther, advertising and sales promotion manager of WABC New York, named national sales manager, succeeding **Lee M. Vanden-Handel**, promoted to director of national sales for ABC-owned stations.



Mr. Rothermel



Mr. Stanton



Mr. Casey

Albert W. Rothermel, VP and treasurer of Benton & Bowles, New York, and **Frank Stanton**, VP and newly appointed director of information management at agency, elected to board. **Richard F. Casey**, senior

VP and former head of information management, named director of administrative management.

Jeanne McInerney, formerly with Compton Advertising, joins Wade Advertising, Chicago, as assistant account executive on Toni account.

Ronald Streibich, formerly with New York and Hollywood offices of Norman, Craig & Kummel, joins Post-Keys-Gardner, Chicago, as radio-TV producer.

Jim Watson, manager of sales development for NBC Radio, joins NBC Radio Network Sales as account executive, both New York.

Warren Paul, account executive in San Francisco office of Blair Television, moves to Philadelphia office in similar capacity.

Kevin Cox, with Chicago sales staff of Metro Radio Sales, division of Metro-media, named manager of Philadelphia office, succeeding **William S. Dallman**.

MEDIA



Mr. Wesley

Jim Wesley, assistant sales manager of WSB-AM-FM Atlanta, named station manager of WIOD-AM-FM Miami. Both stations are owned by Cox Broadcasting. Replacing Mr. Wesley is **Jim Bridges**, on sales

staff of WSB since 1958. In addition to

Koster, Peebles named

H. William Koster, general manager, WEAN Providence, R. I., and director of District 1, CBS Radio Affiliates Association, elected by association to fill unexpired term of secretary-treasurer. **Robert M. Peebles**, VP and general manager, WROW Albany, N. Y., elected to fill remaining term as director of District 2. Messrs. Koster and Peebles fill posts held by **William H. Bell**, station manager, WHEN Syracuse, N. Y., who has resigned to join Syracuse University Research Corp.

his managerial duties at WIOD, Mr. Wesley will be in charge of national sales.

Otto P. Brandt, VP broadcast division of King Broadcasting Co. (KING-AM-FM-TV Seattle; KREM-AM-FM-TV Spokane, Wash., and KGW-AM-TV Portland, Ore.), elected to board.

Len Soglio, account executive, Peters, Griffin, Woodward, New York, joins Television Advertising Representatives, that city, in similar capacity.

Stanley J. Cole, business manager of KRON-TV San Francisco, joins WMAR-TV Baltimore, in similar capacity. Mr. Cole was also with WBAL-TV Baltimore, as operations manager.



Mr. Cole

Paul Lewis, account executive for WNOB(FM) Cleveland, named station coordinator in addition to duties as sales executive.



Mr. Connolly

Eugene F. Connolly, assistant controller since May 1963, named controller, CBS Inc., New York.

James H. Ferguson Jr., VP for sales of Springfield Television Broadcasting Corp. (WWLP[TV] Springfield, Mass.; WRLP[TV] Keene, N. H.; WJZB-TV Worcester, Mass., and WKEF[TV] Dayton, Ohio), elected executive VP of company.

Terry Clarke, KALG Alamogordo, re-elected president of New Mexico Broadcasters Association. Other officers elected at 14th annual convention: **Robert C. Pettingell**, KOB Albuquerque, VP, and **Darrel Burns**, KRSN Los Alamos. Elected to board: **Walter Rubens**, KOBE Las Cruces, **Carl Goodwin**, KTRC Santa Fe., **Chris Christison**, KGAK Gallup,

Max Sklower, KOAT-TV Albuquerque and Mr. Burns.

Donald D. Schilling, manager of community antenna TV system in Eau Claire, Wis., named manager of Teleprompter's CATV system in Farmington, N. M.

W. O. Corrick, station manager of KWRV McCook, Neb., elected VP and general manager of Regional Broadcasting Corp., Murfreesboro, Tenn. RBC owns KWRV; WGNS Murfreesboro, and KLIX Twin Falls, Idaho. **Fred Choate** replaces Mr. Corrick at KWRV. **Charles H. Westbrook**, commercial manager of WCPs Tarboro, N. C., named general manager of WGNS, and **Don Hague**, assistant manager of KXEO Mexico, Mo., named general manager of KLIX.



Mr. Brines



Mr. Lasco

Paul C. Brines, VP and general manager of WSJV-TV and WTRC-AM-FM South Bend-Elkhart, Ind., has been named executive VP of The Truth Publishing Co. and of The Communicana Group (WKJG-AM-FM-TV Fort Wayne, Ind. and WSJV-WTRC). Succeeding him is **Edwin J. Lasco**, assistant general manager of South Bend stations, appointed assistant general manager and sales director.

Terrence R. Bane, general manager of WKIX Raleigh, N. C., named general manager of WPVA Petersburg, Va. Mr. Bane succeeds **Martin L. Street** who was named VP and director of sales of Smiles Group (WPVA and WSP Kingston; WFBS Spring Lake, and Fayetteville Cablevision Inc., Fayetteville, all North Carolina).

William S. Trump, general manager of WFOX Milwaukee, appointed VP and director of licensee, Fox Broadcasting Corp.

John E. Metts, executive VP and secretary of WICC Bridgeport, Conn., resigns.

PROGRAMING

Mitch Miller, television performer and recording artist, joins creative development division of MCA Inc., New York. For past several years Mr. Miller has been executive producer, artists and repertoire, for Columbia Records, New York. Mr. Miller will be involved

in development of new TV programs, music publication, and development of talent at MCA, including such associated companies as Decca Records, Universal Pictures, Universal TV, MCA TV Ltd., and Music Corporation of America.

John McShane, producer at Young & Rubicam, New York, named staff director, Pelican Films, New York. **John Orr**, production executive with Arco, same city, named studio manager at Pelican.

Allen D. Heacock returns to WBZ Boston, as program manager succeeding **Daniel K. Griffin**, who becomes executive producer. **Squire D. Rushnell** named director of public affairs for station.

Bob Shorey, formerly with WILZ and WSUN, both St. Petersburg, Fla., joins announcing staff of WHLI-AM-FM Hempstead, N. Y.

Jordan Caldwell, production manager of Electra Films, New York, named producer at that firm.

Branch Rickey, baseball executive, signed by Art Lieberman Productions, Hollywood, as host-narrator of Lieberman's hour-long documentary, *The Old Ball Game*, to be shown in conjunction with opening of 1965 baseball season by RKO General stations.

Andy L. Anderson, announcer of KMNS Sioux City, Iowa, named program manager of KLMO Longmont, Colo.

Lee O. Larew of North American Aviation, Los Angeles, joins Barton Film Co., Jacksonville, Fla., as associate producer.

Leonard Bogdanoff, assistant to president and head of international sales of Official Films, New York, has resigned.

George Paris, associate director at KNBC-TV Los Angeles, appointed production manager. **Jay Roper**, administrator of broadcast records at NBC-owned station, promoted to associate director.

Johnny Lewis, formerly with KREO Indio, Calif., has joined announcing staff of KWIZ Santa Ana, Calif.

David E. Rice, producer-director of WJIM-TV Lansing, Mich., named production director of station.

Mel London, executive producer of Wilding Inc., New York, named president of firm's new international division at 405 Park Avenue, that city.

Al Leibert, announcer-disk jockey at WINZ Miami, named to similar capacity at WDAF Kansas City, Mo.

Walter Bien, formerly president of SIB Productions, Hollywood, producer of TV commercials, joins Gibraltar Productions, Beverly Hills, Calif., as

head of industrial and commercial division.

Scotty Day (Jimmie Neill), program director of KCBQ San Diego, named operations manager.

Richard Landau, writer-producer, signed by MGM-TV as associate producer of *A Man Called Shenandoah*, half-hour series starting on ABC-TV in fall.

James Komack, for past year with 20th Century-Fox Television as producer-creator of new programs, joins Warner Bros. to produce *Mister Roberts*. **Gene Reynolds** and **Charles Rondeau** signed by Warner Bros., to direct number of segments of three new Warner TV series, *Hank*, *Mister Roberts* and *F Troop*. All three will premiere in fall, *Hank* and *Mister Roberts* on NBC-TV, *F Troop* on ABC-TV.

William Gordon, associate producer of *The Fugitive* for QM Productions, named producer of company's *12 O'Clock High*, produced in association with 20th Century-Fox TV. Both series are on ABC-TV.

James V. Kern, veteran TV director, named to direct *My Three Sons* for second consecutive year.

Dominic Belmonte, owner of photography firm in San Francisco, has joined Snazelle Productions Inc., same city, as supervisor of still photography and graphic arts.

Buck Herring, disk jockey at KEWB Oakland-San Francisco from 1959 to 1962 and since then program director of KROY and KXOA, both Sacramento, Calif., rejoins KEWB as program director. **Johnny Gilbert**, disk jockey at KFWB Los Angeles, moves to KEWB in similar capacity.

Mort Abrahams, producer on *Kraft Suspense Theatre*, named production executive on MGM-TV's *The Man from U.N.C.L.E.*

Ronald H. Phillips, production supervisor for CBS-TV New York, named production coordinator, Independent Television Corp., same city.

Alan Douglas, supervisor and producer for United Artists in special projects, named director of newly created merchandising-special projects division of company, New York.

Jim Wise, staff announcer at WCNT-AM-FM Centralia, Ill., named program director.

Leonard Weinles, executive producer of public affairs programs for WNBC-TV New York, named general executive in program department of WCBS, that city.

Aaron Spelling, producer for ABC-TV's *Burke's Law*, named executive producer for Four Star Television's *The*

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NYSIAC taps WSYR

E. R. Vadeboncoeur, president and general manager of WSYR-AM-FM-TV Syracuse, N. Y., appointed chairman of New York State's Industry Advisory committee, which is developing detailed primary and alternate plans for operation of state's stations as state defense network during periods of national emergency.

Mr. Vadeboncoeur has appointed **Albert J. Eicholzer**, chief engineer of WSYR, as chairman of broadcast services subcommittee of NYSIAC. Other appointments will be made shortly.

Smothers Brothers Show and *Honey West*. Mr. Spelling developed all three series for Four Star.

Eddie King, announcer at KEWI Topeka, Kan., named music director, replacing **Larry James** (see below). **Allan Kent**, with WROK Rockford, Ill., joins KEWI as announcer.

Larry James, music director at KEWI Topeka, Kan., joins announcing staff of WPGC-AM-FM Morningside, Md.-Washington, replacing **Harv Moore**, who becomes program director, replacing **Dean Griffith**.

Ken Collier, formerly with WLBW-TV Miami, and **Phil Whitelaw**, with WFTL Fort Lauderdale as production manager-announcer, both join announcing staff of WIOD-AM-FM Miami.

Fred Mac, from WMPP Chicago Heights, Ill., joins WLTH Gary, Ind., as disk jockey.

Gary Stevens, air personality for WKNR Detroit, named announcer-disk jockey for WMCA New York.

Steve Lundy, formerly with WKDA Nashville, joins WXYZ Detroit, as host of 1-6 a.m. period replacing **Bob Day**, resigned.

Michael F. Carmichael, formerly assistant director of radio-TV services for Democratic National Committee, Washington, joins WGN Chicago as writer-director.

Howard Christensen, TV consultant to Brunswick Corp., Chicago, joins Walter Schwimmer Inc. there as director of sales.

Vince Lloyd, sports announcer at WGN-AM-TV Chicago, named play-by-play announcer for Chicago Cubs games on WGN succeeding **Jack Quinlan**, killed in auto accident (BROADCASTING, March 29). **Lloyd Pettit**, also veteran in sports there, replaces Mr. Lloyd in assisting **Jack Brickhouse** on WGN-TV coverage

of Cubs and White Sox games. **Lou Boudreau** continues Cubs color commentary.

Julius P. Efflandt, for 10 years production manager at KRNT Des Moines, Iowa, joins KTVH(TV) Hutchinson-Wichita, Kan., in similar position.

Jerry Lee, announcer-air personality at KOB Albuquerque, N. M., joins KGIL San Fernando, Calif., in similar capacity.

Richard Bellis has been made musical conductor-arranger of ABC-TV's *Shindig* set for 37-city road show beginning in Portland, Ore., April 1.

Kenneth S. Reed, assistant program director at KLAC Los Angeles, named director of programs and operation at WINS New York, when station goes to all-news format April 19.

Doris Quinlan, producer for NBC-TV's *Young Doctor Malone*, named producer of network's *Another World* (daily, 3-3:30 p.m.).

NEWS

Paul Shields, newscaster for WAGA-TV Atlanta, named news director there. He replaces **Ed Blair**, who resigns. **Jim Axel**, formerly with WAGA-TV, and now with KYW-TV Cleveland, returns to news duties with Atlanta station April 5.

Bob Wells, weatherman for past five years at WDAF-TV Kansas City, Mo., named weatherman at WJW-TV Cleveland.

Howard Rutledge, news editor of WLEE Richmond, Va., named night news editor of WIL St. Louis.

A. J. (Jack) Baron, news editor of WPAC-AM-FM Patchogue, N. Y., joins news staff of WORC Worcester, Mass.

Don Buehler, newscaster for KSTP Minneapolis-St. Paul, named news editor.

Jerry Girard, sports director of WWCA Gary, Ind., joins news staff of WHLI-AM-FM Hempstead, N. Y.

Milton W. Minarcin, news director at WBUZ Fredonia, N. Y., joins Associated Press assigned to Troy, N. Y., broadcast bureau.

Dave Raymond, formerly with WIMS Michigan City, Ind., joins WAYK Valpariso, Ind., as news director.

Charles Waite, newsman at KNX Los Angeles, named bureau chief of station's newly established radio news bureau at Los Angeles Civic Center.

George R. Kendall, news and public affairs director for WJR Detroit, joins news staff of WWJ, that city.

Jim Gordon, news director of WABC New York, joins staff of WINS, that city, as newsman. **Herb Humphries**, news di-

rector of KNOW Austin, Tex., joins news staff of WINS. **Phil Lanhart**, newscaster and outside reporter at WCBs New York, named feature reporter at WINS.

Gene Wike, with news staff of KOIN-TV Portland, Ore., joins KING-TV Seattle, as night news editor.

Norma Hendricks, news director of WBIL Leesburg, Fla., elected mayor of that city.

Jack Welby, night news editor and announcer for WFBR Baltimore, named to news staff of WEEI-AM-FM Boston.

Charles B. Scott, announcer-producer for WSIX Nashville, named director of news at station.

FANFARE

Guy McElwaine, executive VP of Jim Mahoney & Associates, Beverly Hills, Calif., public relations organization, resigned to form own firm, The McElwaine Co., also in Beverly Hills, at 9000 Sunset Blvd., Telephone is 273-2673.

William Hohmann, director of sales promotion and research for CBS Television Stations National Sales since 1960, named director of advertising and promotion of WCBs-TV, both New York.

Edward I. Metcalf, public relations director of American Society for Prevention of Cruelty to Animals, appointed account director of Infoplan, worldwide public relations service.

Bud Tenerani, formerly with Universal Studios, joins NBC-TV press-publicity department, Burbank, Calif., as unit publicist. He succeeds **George Marakas**, now on military leave.

EQUIPMENT & ENGINEERING

Walter Goodman, manager of distributor sales division of The Jerrold Corp., Philadelphia, named VP in charge of consumer marketing and special products.

John Ma, engineering section manager of Oak Manufacturing Co., division of Oak Electro/Netics Corp., Crystal Lake, Ill., named assistant to VP for engineering.

INTERNATIONAL

Dr. Klaus-Peter Adam appointed executive in charge of international development for TV and advertising division of Associated British Pathe, London. Previously Dr. Adam was international director of TV Advertising Ltd., that city.

Dr. Donald L. Kanter, VP-director of research, Taitham-Laird, Chicago, May 1 becomes director of media and marketing research for Smith-Warden Ltd., London, agency is heavy in broadcast

BMI's Burton dies in Vancouver fire

Robert J. Burton, 50, president and chief operating officer of Broadcast Music Inc., died March 29 in Vancouver, B. C. Mr. Burton, attending Canadian Association of Broadcasters' annual convention, died in fire in his suite at Hotel Georgia. Fire officials reported fire apparently was caused by cigarette. Mr. Burton was believed to have dozed in chair at time.

Mr. Burton's initial law association starting in 1937 was with New York firm headed by Arthur Garfield Hays, and while with firm Mr. Burton performed work for The Songwriters Protective Association and The Artists Guild among others. His assignment in 1941 when he joined BMI — music licensing organization founded in 1940—was that of resident attorney, responsible for internal legal matters. In early 40's, Mr. Burton was involved with BMI's legal battles for recognition and his advancement paralleled organization's growth in music licensing field. He was appointed director of publisher and writer relations in 1943; four years later he became VP, and in 1956, VP in charge of domestic performing rights administration. He was elected executive VP and member of board in 1963, and as BMI's president last year on retirement of Carl Haverlin.

Mr. Burton, who was board member of Copyright Society of United States and who published many articles on legal topics, was frequently cited as an authority in law of in-



tellectual property. He held memberships in several bar associations and industry associations (he was president of Broadcast Pioneers, 1964-65). He was acting city judge of New Rochelle, N. Y., until he resigned in 1963 because of increased demands BMI made on his time. He is survived by his wife, former Linda Patterman, and three children, Theodore, Katherine and William. Funeral services were held April 1 at Temple Israel in New Rochelle.

for such clients as Mennen, Hudnut, Knorr soups and Tetley tea.

Tom O'Leary appointed associate director of McCann-Erickson Advertising Ltd., London. He joined M-E last September from Young & Rubicam Ltd., that city.

Jack F. Gill joins board of Associated Television Ltd., London. He has been with company for nine years and group controller since April 1964. **Bill Yeatman** joins Associated Television, that city, as senior sales executive. He was previously with T. B. Browne Ltd., there.

David Coleman appointed television time buyer at TGA Ltd., London. He was previously with S. H. Benson Ltd., that city.

James Coltart becomes chairman of new executive board of Scottish TV Ltd., Glasgow. He is deputy chairman

BROADCASTING, April 5, 1965

of STV, deputy chairman and managing director of Thomson Organization.

Ben Toney appointed program director of Radio London, Britain's newest offshore commercial station. Mr. Toney has been with several Texas radio stations.

Robert Norris, advertisement controller, **Bernard Greenhead**, technical controller and **Brian Tesler**, program controller, appointed to board of ABC Television Ltd., London. Following these elections to board, 10 key executives of ABC-TV one of Britain's big four commercial TV companies, have been appointed to company's management committee. They are: **George Brightwell**, program administrator; **David Graham**, personnel and labor relations manager; **Eric Flackfield**, program coordinator; **Eric Parry**, production manager; **Lloyd Shirley**, features supervisor; **Nor-**

man Smith, accountant; **E. W. Whitely**, research and promotions manager; **Barry Wynne**, press and publicity manager, and **Ted Harris**, Midlands executive and chairman of ABC-TV's regional management committee.

Jack Stanley joins board of Benton & Bowles Ltd., London, as creative director. He was last with Fuller & Smith & Ross, New York, where he was VP and creative director.

Harry Longrigg promoted to regional sales manager of Border Television Ltd., Carlisle, Eng. Previously he was sales group head. **Phillip Pinnegar** appointed senior sales executive at Border Television's London office. He has been traffic manager for past four years. **Colin Sines** promoted to traffic manager at Border Television. He has been assistant traffic manager.

Lawrence Cooklin appointed marketing director of Erwin Wasey Ltd., London. Mr. Cooklin joined agency in April 1961 and was appointed marketing manager January 1963.

ALLIED FIELDS

Ted Bernstein, artist with advertising and sales promotion department at CBS-TV, New York, named assistant art director, advertising and sales promotion with Columbia Records, same city.

Dick Robinson, with WRBC Hartford, Conn., named director of Connecticut School of Broadcasting, that city.

Robert Mott, manager of radio-TV services at Washington State University, Pullman, Wash., named chairman of department of communications.

C. O. (Ken) Kendrick, president and general manager of KENN Farmington, N. M., becomes media broker with Hamilton-Landis in Rocky Mountain area, with headquarters in Farmington.

DEATHS

Arnold W. Bock, 54, chief engineer for WSLR Akron, Ohio, died March 22 in Washington following heart attack while attending National Association of Broadcasters convention. He is survived by his wife, Florence, son, daughter, and brother, Fred, president of Fred Bock Advertising Co., Akron.

Maurice Scopp, 62, executive VP and general manager of Big 3 Music Corp., New York, and director of American Society of Composers, Authors and Publishers, that city, died March 25 at Mount Sinai hospital, there. Mr. Scopp had worked for Air Features, radio program packager, until 1951 when company was sold to CBS Inc. He remained as consultant to network until 1953, when he joined Big 3. He is survived by his wife, Pearl, daughter and one sister.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 25 through March 31 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: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATIONS

Nogales, Ariz.—Ronald C. Waranch. VHF channel 11 (198-204 mc); ERP 28.12 kw vis., 14.06 kw aur. Ant. height above average terrain 3,987 feet, above ground 183 feet. P.O. address 650 North Sepulveda Boulevard, Los Angeles. Estimated construction cost \$214,000; first year operating cost \$180,000; revenue \$200,000. Geographic coordinates 31° 41' 18.5" north latitude, 110° 53' 5" west longitude. Studio location Nogales; trans. location Mt. Hopkins, Ariz. Type trans. DuMont 8000, type ant. RCA TF-6AH. Mr. Waranch has real estate interests and is vice president of construction company in Los Angeles. Ann. March 24.

Orlando, Fla.—Gordon Sherman. UHF channel 47 (668-674 mc); ERP 23.4 kw vis., 6.3 kw aur. Ant. height above average terrain 174 feet, above ground 178 feet. P.O. address One North Orange Avenue, Orlando. Estimated construction cost \$223,019; first year operating cost \$245,000; revenue \$260,000. Studio and trans. locations both Orlando. Geographic coordinates 28° 32' 32" north latitude, 81° 22' 44" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-24DM. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington; consulting engineer Serge Berken, Fairfax, Va. Mr. Sherman owns WHIY Orlando, and has 47.5% interest in WROD Daytona Beach, Fla. Ann. March 15.

Existing TV stations

CALL LETTERS ASSIGNED

■ KLOC-TV Modesto, Calif.—Redchester Broadcasting Co.
■ *WDCO-TV Cochran, Ga.—Georgia State Board of Education.
■ WFLD(TV) Chicago — Television Chicago. Changed from WOGO-TV.
■ WTWO(TV) Terre Haute, Ind.—Illiana Telecasting Corp.
■ KLPR-TV Oklahoma City — KLPR-TV Inc.

New AM stations

APPLICATIONS

Safford, Ariz. — Tri-County Broadcasting Co. 1380 kc, 500 w, 5 kw-LS, unl. DA-N. P.O. address Box 951, Safford. Estimated construction cost \$40,300; first year operating cost \$38,000; revenue \$50,000. Principals: Thurland Reay (51%), Marshall Darris and Frank C. Hancock (each 24.5%). Mr. Darris is general manager of KATO Safford. Mr. Reay has 87% interest in retail food firm in Safford. Mr. Hancock is chief engineer for Shoecraft Radio Stations. Ann. March 24.

Camden, S. C. — Epperson and Barry Broadcasting Co. 1130 kc, 10 kw, D. P.O. address Box 1, Selma, N. C. Estimated construction cost \$45,000; first year operating cost \$56,000; revenue \$58,000. Principals: Buford D. and Robert H. Epperson, Charles F. Barry Jr. and Charles F. Barry Sr. (each 25%). B. D. Epperson is vice president and general manager and has 20% interest in WBZB Selma. C. F. Barry Jr. has 55% interest in WBZB. Ann. March 24.

Existing AM stations

ACTION BY FCC

■ Commission gives notice that Feb. 2 initial decision which looked toward granting application of Mid-States Broadcasting Corp. to increase power of WMAX Grand Rapids, Mich., on 1480 kc, D, from 1 kw to 5 kw; conditions include no pre-sunrise operation with daytime facilities pending decision in Doc. 14419, became effective pursuant to Sec. 1.276 of rules. Action March 24.

CALL LETTERS ASSIGNED

■ WWSD Monticello, Fla.—Radio Monticello.
■ WNWI Valparaiso, Ind.—Northwestern Indiana Radio Inc.
■ WCWA Toledo, Ohio—Reams Broadcasting Corp. Changed from WTOL.

New FM stations

ACTION BY FCC

Guayama, P. R. — Guayama Broadcasting Inc. Granted CP for new FM on 106.9 mc, channel 295, 25 kw. Ant. height above average terrain minus 242.1 feet. P.O. address Box 615, Guayama. Estimated construction cost \$25,000; first year operating cost \$13,000; revenue \$25,000. Principals: Rafael F. Gonzalez (75%), Gumerindo Codero Jr. (20%) and Lupercia G. Fuster (5%). Applicant is licensee of WXRJ Guayama. Action March 24.

APPLICATIONS

Tucson, Ariz. — Pima Broadcasting Co. 104.1 mc, channel 281, 100 kw. Ant. height above average terrain minus 96 feet. P.O. address Box 5084, Tucson. Estimated construction cost \$31,000; first year operating cost \$18,000; revenue \$24,000. Principals: L. B. Clayton (54.56%), Bob F. Clayton (13.63%), Joe Neil Clayton (13.63%), Dave M. Buton (9.09%) and Kenneth W. Ferguson (9.09%). Pima Broadcasting is licensee of KMOP Tucson. Ann. March 26.

Kewanee, Ill.—Kewanee Broadcasting Co. 92.1 mc, channel 221A, 3 kw. Ant. height above average terrain 300 feet. P.O. address 125 Chestnut Street, Kewanee. Estimated construction cost \$16,500; first year operating cost \$5,000; revenue \$8,000. Principals: Joseph E. McNaughton (51%), George Walker (29%) and J. Richard Sutter (20%). Mr. McNaughton has 69% interest in WRMN-AM-FM Elgin, Ill., and 59% interest in WCRA-AM-FM Effingham, Ill. Mr. Sutter has 15% interest in WRMN-AM-FM. Kewanee Broadcasting is licensee of WKEL Kewanee. Ann. March 23.

Maysville, Ky. — Standard Tobacco Co. 95.9 mc, channel 240, 3 kw. Ant. height above average terrain 211 feet. P.O. address Radio Station WFTM Maysville. Estimated construction cost \$13,837; first year operating cost \$5,000; revenue \$7,000. Principals: Charles P. Clarke and James M. Finch Jr. (each 50%). Standard Tobacco is licensee of WFTM Maysville. Ann. March 26.

Brownwood, Tex.—Kean Radio Corp. 99.3 mc, channel 257A, 700 w. Ant. height above average terrain 114 feet. P.O. address Box 511, Brownwood. Estimated construction cost \$10,428; first year operating cost \$12,000; revenue \$12,000. Principals: Pat Farren Davidson and Eddy Farren (each 50%). Kean Radio is licensee of KEAN Brownwood. Ann. March 24.

Rhineland, Wis.—Oneida Broadcasting Co. 107.5 mc, channel 298, 25.1 kw. Ant. height above average terrain 300 feet. P.O. address Box 738, Rhineland. Estimated construction cost \$29,224; first year operating cost \$4,870; revenue \$15,600. Principals: James Cleary and Clyde Estabrook (each 50%). Oneida Broadcasting is licensee of WOBT Rhineland. Ann. March 26.

Existing FM stations

CALL LETTERS ASSIGNED

■ KOWN Escondido, Calif. — Palomar Broadcasting Co.
■ WDLF-FM Panama City, Fla.—Dixie Radio Inc.
■ WFMB Springfield, Ill.—Capital Broadcasting Co.
■ WBOW-FM Terre Haute, Ind.—Radio WBOW Inc.
■ WEAS-FM Savannah, Ga.—WEAS Inc.
■ WGOV-FM Valdosta, Ga.—WGOV Inc.
■ WFRB-FM Frostburg, Md. — Western Maryland Broadcasting Co.
■ WRPM-FM Poplarville, Miss.—Ben O. Griffin.
■ KOWH-FM Omaha — National Review Inc. Changed from KQAL-FM.
■ WENY-FM Elmira, N. Y.—WENY Inc.
■ WCWA-FM Toledo, Ohio—Reams Broadcasting Corp. Changed from WTOL-FM.
■ WNIK-FM Arecibo, P. R.—Arecibo Radio Corp.
■ WMDD-FM Fajardo, P. R.—WMDD Inc.

BROADCASTING, April 5, 1965

EDWIN TORNBERG

& COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Ownership Changes

ACTIONS BY FCC

KROP Brawley, Calif.—Granted transfer of control of licensee corporation, KROP Inc., from John Blake, W. E. Dyche Jr., Tolbert Foster, Tom E. Foster and Edgar Younger, to Ronke Inc., owned by Ron Strother (51%) and Thomas Kemp (49%). Consideration \$16,000 and agreement not to compete in Imperial county for seven years. Mr. Strother is general manager of KROP. Mr. Kemp is partner in accounting firm. Action March 30.

KKAR Pomona, Calif.—Granted acquisition of positive control of licensee corporation, Intrastate Broadcasters Inc., by Harriscopes Inc. (49½% before, 83½% after), through purchase of stock from Stanley M. Freeman (33½% before, 2.4% after through ownership of Harriscopes stock). Consideration \$27,548. Harriscopes owns KTWO-AM-TV Casper, Wyo. KBAK-TV Bakersfield, Calif., and has 25.2% interest in KFBB-AM-TV Great Falls, Mont. Action March 30.

KOLR Sterling, Colo.—Granted assignment of license from Sterling Broadcasting Corp., owned by Kermit B. Kath (46%), Robert D. Kath (26%), Bessie M. Kath (18%) and Delores M. Kath (10%), to United Broadcasting Co., owned by Jack W. Rogers (75%) and John R. Catron (25%). Consideration \$44,800. Mr. Rogers is attorney. Mr. Catron is employed by KIOA Des Moines. Action March 24.

WSEM Donalsonville, Ga.—Granted assignment of license from William M. Forshee, Esther W. Shepherd and Maxine E. Robinson d/b as Radio Donalsonville, to WSEM Radio Inc., owned by W. M. Forshee, Esther W. Shepherd and Maxine E. Robinson (each 33½%). No financial consideration. Action March 24.

WNWC(FM) Arlington Heights, Ill.—Granted transfer of control of licensee corporation, Northwest Suburban Broadcasters Inc., from Robert A. Atcher and Thomas B. Hogan (each 50% before), to WNWC Inc., owned by Lester Vihon (100%). Consideration \$110,000. Mr. Vihon owns WFMQ(FM) Chicago, and has 25% interest in FM Group Sales Inc., Chicago FM representative firm. Action March 25.

WERX Wyoming, Mich.—Granted transfer of control of licensee corporation, Radio WERX Inc., from Edward F. Fitzgerald (15%), John C. Lane (15%), Elizabeth B. Barrett (15%), Joseph D. Machin (12.5%), William R. Walker (12.5%), Harold A. Holman (10%), Richard M. Shuster (5%), Ronald T. Hutson (5%), Philip Fisher (5%) and Robert E. Schultz (5%), to WSJM Inc., owned by William R. Walker (33.5%), Joseph D. Machin (25.2%), Harold A. Holman (15.1%), Ben C. Fisher (11.8%), and others. Consideration \$8,400. Action March 25.

KPOB-TV Poplar Bluff, Mo.—Granted assignment of license from Turner-Farrar Association, owned by Ethel M. Turner (20% as individual and 25% as trustee of estate of Oscar L. Turner, deceased), O. L. Turner (25%), Charles O. Farrar (25%) and Harry R. Horning (5%), to Turner-Farrar Association, owned by Ethel M. Turner (45%), O. L. Turner (25%), Charles O. Farrar (25%) and Harry R. Horning (5%). No financial consideration. Action March 25.

KPOB-TV Poplar Bluff, Mo.—Granted assignment of license from Turner-Farrar Association, owned by Ethel M. Turner (45%), O. L. Turner (25%), Charles O. Farrar (25%), and Harry R. Horning (5%), to Turner-Farrar Association, owned by O. L. Turner (25% as individual and 40% as trustee for Turner trust), Ethel M. Turner (5%), Charles O. Farrar (25%) and Harry R. Horning (5%). No financial consideration. Action March 25.

KLIN Lincoln, Neb.—Granted assignment of license from Fletcher-Mitchell Corp., owned by James I. Mitchell (89.99%) and Jack L. Callaway (10.01%), to Shurtleff-Schorr Broadcasting Corp., owned by Paul C. Schorr and Donald C. Shurtleff (each 50%). Consideration \$415,000 and agreement between Mr. Mitchell and Shurtleff-Schorr not to compete in Lancaster county for two years. Mr. Schorr has extensive interests in electrical contracting firms in Colorado, Minnesota, Nebraska and Indiana. Mr. Shurtleff has interest in Nebraska real estate and insurance firms. Action March 26.

WJLK-AM-FM Asbury Park, N. J.—Granted assignment of license from Asbury Park Press Inc., to Press Broadcasting Co., owned by Asbury Park Press (97%) and Wayne D. McMurray, Ernest W. Lass and Mabel B. Kinmonth (each 1%). Messrs. McMurray and Lass as well as M. B. Kin-

month have interest in Asbury Park Press Inc. No financial consideration; transaction of asset transfer. Action March 25.

WOHP Bellefontaine, Ohio—Granted assignment of license from Hi-Point Broadcasting Co., owned by D. L. Rike & Co. which is owned by John J. and Virginia C. Cote (each 8.33%), David L. and Catharine C. Rike Jr. (each 25%) and others, to Hi-Point Broadcasting Co., owned by Cote Reality Co. which is owned by estate of Joseph J. Cote Jr. (26.1%), Edward T. Cote (13.2%), John J. Cote (12.3%), Mrs. Carolyn C. Avirett (10%) and others. Consideration \$160,000. J. J. Cote has interest in WKLC St. Albans, W. Va.; KTUC and KFMM(FM) Tucson, Ariz. Application for assignment of license of KOY Phoenix was dismissed at Cote Reality Co.'s request last week. Action March 24.

WDXY Sumter, S. C.—Granted assignment of license from Charles E. Bell and William C. Bochman d/b as B.D.S. Radio and Television Co., to WDXY Inc., owned by William C. Bochman (72.72%), Joseph A. Fratangelo Jr. (13.33%), T. M. Fisher (6.06%), M. M. Weinberg Jr. (4.24%), Robbie H. Bochman, Richard W. Reus and Donald J. Arber (each 1.21%). Consideration \$37,500. Mr. Weinberg is attorney. Others are connected with operation of WDXY. Action March 25.

WHLP Centerville, Tenn.—Granted transfer of control of licensee corporation, Trans-Air Broadcast Corp., from O. O. Smith (100% before, none after) to Carlton D. Swafford, David R. Price and Grant Turner (each none before, 33½% after). Consideration \$38,000. Mr. Swafford is general manager of WHLP. Mr. Turner is announcer at WSM Nashville. Mr. Price is commercial manager of WHLP and is professional entertainer. Action March 30.

KPSO Falturrias, Tex.—Granted assignment of license from Bob Hicks and J. W. Stewart d/b as Bob Hicks Enterprises Ltd., to Bob Hicks. Consideration \$25,000. Action March 25.

KRIG Odessa, Tex.—Granted acquisition of negative control of licensee corporation, KRIG Inc., by Earl J. Garrison and Robert Douglas (each 33½% before, 50% after), through purchase of stock from D. L. Ad-

cock Jr. (33½% before, none after). Consideration \$87,500. Action March 28.

WKLC St. Albans, W. Va.—Granted assignment of license from St. Albans-Nitro Broadcasting Co., owned by D. L. Rike & Co., to St. Albans-Nitro Broadcasting Co., owned by Cote Reality Co. Consideration \$200,000. See grant for WOHP above. Action March 24.

APPLICATIONS

KBBM(FM) Hayward, Calif.—Seeks assignment of license from Bay Shore Broadcasting Co., owned by Keith Moyer (75%) and James Hilderbrand (25%), to Vernon C. Hatfield. Consideration \$15,000. Mr. Hatfield has 33½% interest in KIQS Willows, Calif. Ann. March 24.

KNOB(FM) Long Beach, Calif.—Seeks transfer of control of licensee corporation Cerritos Broadcasting Co., from Raymond B. Torian (50% before), to Raymond B. and Emma A. L. Torian (50% jointly after). No financial consideration. Ann. March 24.

KUBA Yuba City, Calif.—Seeks transfer of control of licensee corporation, Peach Bowl Broadcasters Inc., from Roger R. Hunt (33½% before, none after) and Chester V. Ullom (66½% before, none after), to Sidney A. and Della G. Grayson (100% jointly). Consideration \$100,000. Mr. Grayson has real estate interests. Ann. March 24.

KLWW Cedar Rapids, Iowa, and KWWL-AM-TV Waterloo, Iowa—Seek acquisition of positive control of licensee corporation, Black Hawk Broadcasting Co., by Robert Buckmaster (none before, 50% after) acting as executor of estate of Ralph J. McElroy (50% before), deceased. No financial consideration. Ann. March 19.

WKYX-AM-FM Paducah, Ky.—Seeks assignment of license from Arthur C. Schofield to KICKS of Kentucky Inc., owned by Arthur C. Schofield (40%), George G. Beasley, William R. Britt and James E. Harrelson (each 20%). Consideration, assumption of liabilities and cancellation of \$12,000 indebtedness. Mr. Beasley owns WPYB Benssen, N. C. Mr. Britt is attorney and Mr. Harrelson is manager of WKYX. Mr. Schofield is employed at WORL Knoxville. Ann. March 24.

WGHM Skowhegan, Me.—Seeks assign-

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BCC

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 31

	ON AIR	NOT ON AIR	TOTAL APPLICATIONS
	Lic.	CP's	for new stations
AM	4,011	53	416
FM	1,270	46	285
TV	550 ¹	42	204

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, March 31

	VHF	UHF	TV
Commercial	509 ²	165	674
Noncommercial	59	56	115

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31, 1965

	AM	FM	TV
Licensed (all on air)	3,968	1,212	558
CP's on air (new stations)	42	72	27
CP's not on air (new stations)	73	202	84
Total authorized stations	4,083	1,486	669
Applications for new stations (not in hearing)	189	184	79
Applications for new stations (in hearing)	80	47	63
Total applications for new stations	269	231	142
Applications for major changes (not in hearing)	195	51	32
Applications for major changes (in hearing)	26	3	9
Total applications for major changes	221	54	41
Licenses deleted	2	0	0
CP's deleted	0	1	1

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

ment of license from Pineland Broadcasting Co., owned by Melvin L. Stone (55.49%). Frances M. Stone (44.4%) and Irving A. Isaacson (0.11%), to Kennebec Valley Broadcasting System Inc., owned by John J. Pineau (49%), Gerard R. Pineau (49%), Roberta J. Pineau (1%) and Monique C. Pineau (1%). Consideration \$126,000. Messrs. John J. and Gerard R. Pineau had interest in WCME Brunswick, Me. Ann. March 24.

KAUS and KMMT(TV) Austin, Minn. — Seek acquisition of positive control of licensee corporation, Minnesota-Iowa Television Co., through acquisition of positive control of parent corporation, Black Hawk Broadcasting Co., by Robert Buckmaster (none before, 50% after) acting as executor of estate of Ralph J. McElroy (50% before), deceased. No financial consideration. Ann. March 19.

KXTR(FM) Kansas City, Mo. — Seeks assignment of license from Gene A. DeLeve, receiver, to Senthosound Broadcasting Association Inc., owned by Wilmer C. Andes, R. Edwin Browne, Dwight D. W. Davis, Joseph T. Knoche, William A. Piedimonte, Gerald E. Resch, Paul L. Roberts (each 1.9%) and others. Consideration \$17,500. Mr. Knoche is engineer at KMBC-AM-FM-TV Kansas City. Mr. Browne is director of KANU and KFKU Lawrence, Kan. Ann. March 26.

WYFM(FM) Charlotte, N. C. — Seeks relinquishment of positive control of licensee corporation, Charlotte Broadcasters Inc., Bailey W. Hobgood Jr. (5% before, none after) and others, through sale of stock to Russell A. Langelie (2% before, 7% after). Consideration \$1,000. Ann. March 16.

WMDD-AM-FM Fajardo, P. R. — Seeks assignment of license from WMDD Inc., owned by Jose R. Madrazo (100%), to Pan Caribbean Broadcasting Corp., owned by Richard J. Friedman (38.875%), Samuel E. Friedman (38.875%) and Samuel E. Friedman as custodian for Lauren Friedman (22.25%). Consideration \$284,000. Mr. S. E. Friedman is attorney. Ann. March 26.

Hearing cases

OTHER ACTIONS

■ By memorandum opinion and order, commission dismissed petition by Julius W. and Bernard Dittman, d/b as Radio Station WABB, licensee of WABB Mobile, Ala., for reconsideration of Dec. 16, 1964 action

which granted (1) involuntary assignment of license of WTHR Panama City Beach, Fla., from Gulf Coast Radio Inc. to Robert D. Sidwell, receiver; and (2) assignment of license from Sidwell to Radio Gulf Inc. (C. H. and Ethel W. Grider and Joe W. and Stella H. Collins). Commissioner Bartley dissented and voted for reconsideration on commission's own motion. Action March 30.

Routine roundup

ACTIONS BY REVIEW BOARD

■ In proceeding on AM applications of Flathead Valley Broadcasters (KOFI), Kallispell, and Garden City Broadcasting Inc. (KYSS), Missoula, Mont., in Doc. 15815-6, granted petition by Rust Broadcasting Inc. to extend time to reply to opposition to KOFI's petition to enlarge issues and/or other relief, until time for replying to any other oppositions which may be filed in connection with matter. Action March 30.

■ By memorandum opinion and order in proceeding on AM applications of Community Radio of Saratoga Springs New York Inc. and AM Broadcasters of Saratoga Springs Inc., Saratoga Springs, N. Y., in Doc. 15587-8, denied AM Broadcasters' appeal from examiner's Dec. 7, 1964 action which denied request for issuance of subpoenas to John Lynch and Martin Karig. Member Kessler not participating. Action March 29.

■ By memorandum opinion and order in proceeding on application of Brown Radio & Television Co. for renewal of license of WBVL Barbourville, Ky., and Barbourville-Community Broadcasting Co. for new AM in Barbourville, in Doc. 15769-70, (1) denied motion by Barbourville to extend time to file reply and request for temporary suspension of procedures, but granted motion for leave to file reply and accepted reply to Broadcast Bureau opposition; and (2) directed that Barbourville has five days to file reply to opposition to motion to enlarge issues. Action March 29.

■ By memorandum opinion and order in proceeding on application of Raul Santiago Roman for new AM in Vega Baja, P. R., in Doc. 15135, (1) denied latter's petition for reconsideration of Jan. 18 decision which denied application for new AM; and (2) dismissed Arecibo Broadcasting Inc. (WMNT), Manati, P. R., answer to reply

and Superior Court of Puerto Rico resolution. Members Berkemeyer and Kessler not participating. Action March 29.

■ Granted petition by Ottawa Broadcasting Corp. (WJBL), Holland, Mich., to extend time to April 2 to file replies to exceptions to initial decision in proceeding on AM application. Action March 29.

■ Granted request by Hartford County Broadcasting Corp. to continue March 30 oral argument to April 20 in proceeding on application for additional time to construct WRYM-FM New Britain, Conn. Member Nelson not participating. Action March 26.

■ Granted motion by North Central Video Inc. (KWEB), Rochester, Minn., to correct Feb. 23 transcript of oral argument in proceeding on AM application. Member Nelson not participating. Action March 25.

■ Granted petition by Hartford County Broadcasting Corp. and accepted notice of appearance in proceeding on application for additional time to construct WRYM-FM New Britain, Conn. Member Nelson not participating. Action March 24.

■ Scheduled oral argument for April 29 in following AM proceedings: Abacoa Radio Corp. (WRAI), Rio Piedras, Minn., to correct Feb. 23 transcript of oral argument in proceeding on AM application. Member Nelson not participating. Action March 24.

ACTIONS ON MOTIONS

By commission

■ Commission granted extension of time from April 1 to July 1 to file comments and from May 3 to August 3 for replies in parts II and IV of rule proposals concerning frequency allocations for common carriers serving CATV systems and technical standards for proposed community relay service. National Community Television Association Inc. and National Association of Microwave Common Carriers Inc. filed joint motion for extensions occasioned, in part, by time required to study commission's research division report no. R-6408, "Study of the Technical Factors Pertaining to the Assignment of FM CATV Microwave Relays" which was distributed in mid-February. Action March 29.

By Chief Hearing Examiner

James D. Cunningham

■ Denied Broadcast Bureau request to reassign Hearing Examiner Jay A. Kyle to preside at further hearing on application of Connecticut Coast Broadcasting Co. for new AM in Bridgeport, Conn. Action March 25.

■ Designated Examiner Walther W. Guenther to serve as presiding officer in proceeding on applications of WMEN Inc. and Tallahassee Appliance Corp. for new FM in Tallahassee, Fla. scheduled prehearing conference for April 23 and hearing for May 12. Action March 23.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at March 26 prehearing conference in proceeding on applications of 5 KW Inc. and Marietta Broadcasting Co. for new FM in Marietta, Ohio, in Doc. 15854-5, specified certain procedural dates and continued April 19 hearing to June 7. Action March 26.

■ In proceeding on applications of 5 KW Inc. and Marietta Broadcasting Co. for new FM in Marietta, Ohio, in Doc. 15854-5, granted, retroactive to March 17, 5 KW motion to continue March 17 prehearing conference to March 26. Action March 24.

By Hearing Examiner Thomas H. Donahue

■ Granted motion by Naugatuck Valley Service Inc. (WOWW), Naugatuck, Conn., to continue March 30 hearing to April 29, in proceeding on AM application. Action March 29.

■ In proceeding on FM applications of St. Albans-Nitcher Broadcasting Co., St. Albans, and WCHS-AM-TV Corp., Charleston, W. Va., in Doc. 15593-4, granted WCHS request to continue certain procedural dates; continued April 7 further prehearing conference to June 7 and hearing to July 15. Action March 23.

By Hearing Examiner Millard F. French

■ In proceeding on FM applications of John N. and Alvera M. Traxler, Sunshine Broadcasting Co., Delray Beach, WLOD Inc. and Boca Broadcasters Inc., Pompano Beach, Fla., in Doc. 15803-6, granted petition by city of Delray Beach, Fla., for leave to intervene but limited intervention to 307(b) issue. Action March 25.

■ In proceeding on applications of Brown Radio & Television Co. for renewal of li-

cense of WBVL Barbourville, Ky., and Barbourville-Community Broadcasting Co. for new AM in Barbourville, in Doc. 15769-70, granted in part Barbourville-Community motion, orally joined in by Brown Radio, and canceled March 26 date for exchange of exhibits by each applicant, and scheduled further prehearing conference for April 1 when new procedural dates will be scheduled. Action March 24.

By Hearing Examiner Isadore A. Honig

■ In proceeding on AM applications of Community Radio of Saratoga Springs New York Inc. and AM Broadcasters of Saratoga Springs Inc., Saratoga Springs, N. Y., in Doc. 15587-8, granted AM Broadcasters motion to extend time from March 19 to March 24 to file reply findings. Action March 19.

By Hearing Examiner H. Gifford Irion

■ In proceeding on FM applications of Cascade Broadcasting Co. and Sunset Broadcasting Co. (KNDX-FM), Yakima, Wash., in Doc. 15303-4, granted request to continue April 2 further hearing to April 26. Action March 29.

■ In proceeding on AM applications of Flathead Valley Broadcasters (KOFI), Kalispell, and Garden City Broadcasting Inc. (KYSS), Missoula, Mont., in Doc. 15815-6, granted Garden City motion to continue certain procedural dates and reschedule April 28 hearing for May 11. Action March 29.

■ Continued March 29 further hearing to March 31 in Henderson-Boulder City, Nev., TV channel 4 proceeding. Action March 25.

By Hearing Examiner Jay A. Kyle

■ Pursuant to March 29 prehearing conference in proceeding on applications of TLB Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV), and United Television Inc. (KMSP-TV), all Minneapolis, in Doc. 15841-3, rescheduled April 20 hearing for June 15; by separate action, granted TLB Inc. petition for leave to amend application to change name to WTCN Television Inc.; include corporate data for WTCN Television Inc., and Chris-Craft Industries Inc. which is already on file with commission, and to submit financial data for WTCN Television and Chris-Craft. (WTCN Television is wholly-owned subsidiary of Chris-Craft.) Action March 29.

By Hearing Examiner Forest L. McClenning

■ In proceeding on applications for 1110 kc in Pasadena, Calif., area in Doc. 15751-15766, granted petition by Storer Broadcasting Co. for leave to amend staff proposal to reflect replacement of Wendell B. Campbell by Dale Peterson as general manager of KGBS Pasadena. Action March 26.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ In Chicago TV channel 38 proceeding, in Doc. 15668, 15708, upon request by Chicago Federation of Labor and Industrial Union Council at March 30 hearing conference and with consent of other parties, continued April 27 hearing to May 4. Action March 30.

■ In Chicago TV channel 38 proceeding in Doc. 15668, 15708, upon informal request of Chicago Federation of Labor and Industrial Union Council and with concurrence of other parties, scheduled further prehearing conference for March 29. Action March 29.

■ In Fairfield-Homewood, Ala., TV channel 54 proceeding, in Doc. 15460-1, denied Symphony Network Association Inc. petition for leave to amend application to specify new trans. site and main studio location. Action March 25.

By Hearing Examiner Sol Schildhouse

■ Granted petition by Lebanon Broadcasting Co. (WLBR-AM-FM), Lebanon, Pa., for leave to intervene in consolidated AM proceeding on applications of Lebanon Valley Radio, Lebanon, et al. Action March 30.

■ Held in abeyance further arrangements for trial in proceeding on applications of Robert J. Martin and Talton Broadcasting Co. for new FM in Selma, Ala. until action is had upon petition soon to be filed which is likely to terminate competition for facility, but for time being left undisturbed April 13 hearing date. Action March 26.

By Hearing Examiner Herbert Sharfman

■ In Boston TV channel 5 proceeding, in

Doc. 8739, et al., on unopposed oral request of Charles River Civic Television Inc. rescheduled March 30 further hearing for April 5. Action March 29.

By office of opinions and review

■ Granted petition by Broadcast Bureau to extend time to April 12 to file responses to petition for partial reconsideration in proceeding on applications of WTCN Television Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV), and United Television Inc. (KMSP-TV), all Minneapolis in Doc. 15841-3. Action March 30.

■ Granted request by Brainerd Broadcasting Co. (KLIZ), Brainerd, Minn., to extend time to April 2 and April 12, respectively, to file brief and reply briefs in proceedings on AM application. Action March 29.

■ In proceeding on applications of Chronicle Publishing Co. (KRON-TV), and American Broadcasting-Paramount Theatres Inc. (KGO-TV), San Francisco, in Doc. 12865-6, granted KGO-TV petition to extend time to April 19 to respond to petitions for reconsideration and rehearing. Action March 26.

■ Granted Broadcast Bureau petition to extend time to April 1 to file responses to application for review in proceeding on applications of Dover Broadcasting Inc. and Tuscarawas Broadcasting Co. for new FM in Dover-New Philadelphia and New Philadelphia, Ohio, respectively. Action March 25.

■ In proceeding on AM applications of Nebraska Rural Radio Association (KRVN), Lexington, and Town & Farm Inc. (KMMJ), Grand Island, Neb., in Doc. 15812-3, granted KRVN motion to extend time to March 29 to file reply to oppositions to petition for reconsideration and for dismissal of Town & Farm's application. Action March 25.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of March 30

WFMX(FM) Statesville, N. C.—Granted CP to increase ERP to 12.5 kw, and install new trans.; ant. height 330 feet; remote control permitted.

WGSF-FM Ephrata, Pa.—Granted CP to increase ERP to 10 kw, and install new trans.

WKBC-FM North Wilkesboro, N. C.—Granted CP to change ant.-trans. location; install new trans. and new ant.; increase ERP to 20 kw, and ant. height to 980 feet; make changes in ant. system and make engineering changes; remote control permitted.

WEST-FM Easton, Pa.—Granted CP to increase ERP to 10 kw, and install new trans.; remote control permitted.

WJOL-FM Joliet, Ill.—Granted CP to increase ERP to 3 kw, and ant. height to 300 feet; install new ant., and make changes in ant. system.

WKLS(FM) Atlanta—Granted CP to increase ERP to 100 kw, change studio location; install new trans. and ant., and make engineering changes; conditions.

■ Granted renewal of licenses of following main and co-permitting auxiliaries: KBLT Big Lake, Tex.; KLEE Ottumwa, Iowa; KLGK Algona, Iowa; WFMK(FM) Mount Horeb, Wis.

WGBS Miami—Granted CP to change ant.-

trans. location of auxiliary trans.

WDBC Escanaba, Mich.—Granted CP to install auxiliary trans.; condition.

WYBC-FM New Haven, Conn.—Granted CP to increase ERP to 1.20 kw, ant. height to 125 feet, and install new trans.

WGBS Miami—Granted mod. of CP to make change in nighttime MEOV's; conditions.

WJSM(FM) Martinsburg, Pa.—Granted mod. of CP to change type trans. and type ant.

WMET Miami—Granted license covering use of old alternate main trans. as auxiliary trans. at main trans. site.

WMIE Miami—Granted license covering installation of auxiliary trans.

WFAB Miami-South Miami—Granted license covering installation of auxiliary trans.

WALB-TV Albany, Ga.—Granted mod. of license to reduce ERP to 43.8 kw, and specify type aur. trans.

KBCH Oceanlake, Ore.—Granted mod. of license to change location to Lincoln City, Ore.

WHTC Holland, Mich.—Granted CP to make changes in ant. system; condition.

KLOM Lompoc, Calif.—Granted CP to make changes in ant. system; condition.

Actions of March 29

K12FA Coal Creek, Home Creek, Otter Creek and Ashland, Mont.—Granted CP to replace expired permit for new VHF-TV translator; specify frequency as channel 12, and make changes in ant. system.

■ Granted licenses covering changes for following TV's: WJZ-TV (Main trans. and ant.) Baltimore; KPRC-TV (main trans. and ant., alternate vis. driver and alternate aur. main) Houston; WHIZ-TV Zanesville, Ohio.

■ Granted renewal of licenses of following TV translators: K13EX, Bridgeport Public Utility District, Bridgeport, Calif.; K05BM, K13FM, Long Valley TV Association, Whitmore Hot Springs (Long Valley), and Long Valley, Calif.; K06DK, K10EQ, K12DV, K08EE, Potter Valley Television Association, Potter Valley, Calif.; K11FU, Springville Chamber of Commerce, Springville, Calif.; K12DU, Standard Radio and Television Co., Saratoga-Los Gatos, Calif.; K02CN, K05BE, K13FC, Key Club of Dunsuir, Dunsuir, Mt. Shasta, and Castella, Calif.; K72AD, Alturas TV Club Inc., Alturas, Calif.; K80BC, Bay Area Educational Television Association, Concord and Walnut Creek, Calif.; K70AA, K76BH, Bishop Translator Service, Bishop and Big Pine, Calif.; K76AL, Canby TV Club, Canby, Calif.; K76BG, Golden Empire Broadcasting Co., Chester, Westwood, Greenville, Calif.; K70AL, K73AD, K77AV, H & B Communications Corp., Palm Springs and Desert Hot Springs, Calif.; K70CC, K72AJ, Honey Lake Community TV Corp., Susanville and Herlong, Calif.; K77BC, Kern County Broadcasting Co., Porterville, Calif.; K70AQ, K74AT, K77AU, Likely TV Club, Likely, Calif.; K70BC, K76AJ, K80BE, Morongo Basin TV Club Inc., Twentynine Palms and Twentynine Palms Marine Corps Base, Calif.; K71AB, K73AY, K75AD, Palo Verde Valley TV Club, Blythe and Palo Verde Valley, Calif.; K70DF, K75BK, San Bernardino County Superintendent of Schools, Running Springs, Redlands, Ontario and Victorville, Calif.; K76BQ, Office

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of Education: Department of County of Santa Clara, California, Gilroy and Morgan Hill, Calif.; K02DC, Arroyo Seco Citizens Association, Sycamore Flats, Upper Arroyo, and Arroyo Seco Community, Calif.; K80AD, K82AW, Lone Pine Television Inc., Lone Pine, Calif.; K75AO, Point Arena Television, Point Arena, Calif.

Actions of March 26

■ Granted renewal of licenses of following main and co-pending auxiliaries: KPOB-TV Poplar Bluff, Mo.; WDDS-FM and SCA Syracuse, N. Y.; WISL Shamokin, Pa.; WKOP-FM and SCA Binghamton, N. Y.; WKYX-AM-FM and SCA Paducah, Ky.

*KTCI-TV St. Paul—Granted mod. of CP to change ERP to 47.9 kw vis., and 22.9 aur.; and change type trans.; conditions.

Actions of March 25

■ Granted renewal of licenses of following TV translators: K11DO, K13DI, Emery Town, Emery, Utah; K70AH, Parker Chamber of Commerce Inc., Parker, Ariz.; K70AY Pershing County TV Tax District, Lovelock, Nev.

KJR Seattle—Granted license covering installation of auxiliary trans.

WHIT New Bern, N. C.—Granted CP to change ant.-trans. and studio location.

WGBS-FM Miami—Granted CP to replace expired permit to install new trans. and new ant., change ant.-trans. location and remote control point, and increase ant. height and ERP.

KAYD(FM) Beaumont, Tex.—Granted CP to change transmitting equipment (replace exciter unit).

*KUSU-FM Logan, Utah—Granted mod. of CP to make changes in transmitting equipment (change exciter unit); conditions.

WCME-FM Brunswick, Me.—Granted mod. of CP to change type trans. and type ant.

KBTC-FM Houston, Mo.—Granted mod. of CP to change type ant.

K10EC, K12DI Shelby, Mont. — Granted mod. of CP's to change type trans. and make changes in ant. system for VHF-TV translators.

WCME-FM Brunswick, Me.—Granted extension of completion date to June 1.

Actions of March 24

■ Granted renewal of licenses of following main and co-pending auxiliaries: KSIG Crowley, La.; *KSOZ(FM) Point Lookout, Mo.; WERH Hamilton, Ala.

K80BU, K74CL Neligh, Tilden, Elgin, Elkhorn Valley, O'Neill and Inman, all Nebraska—Granted licenses for UHF-TV translators.

KIXZ Amarillo, Tex.—Granted mod. of license to operate trans. by remote control daytime; conditions.

WMAZ Macon, Ga.—Granted mod. of license to change remote control point; conditions.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KSOO-TV Sioux Falls, S. D., without prej-

udice to whatever action may be taken as result of proceedings in Doc. 15415; KCSJ Pueblo, Colo.; KLAJ Lakewood, Colo.; KMON Great Falls, Mont.; KOOK Billings, Mont.; KOA-TV Denver; KOAA Pueblo, Colo.; KRDO-TV Colorado Springs; KCAP Helena, Mont.; KIMN Denver; KLMO Longmont, Colo.; KLMR Lamar, Colo.; KPRM Park Rapids, Minn.; KTLN Denver; KYSN Colorado Springs; KSHS(FM) Colorado Springs.

KCEY Turlock, Calif.—Waived Sec. 73.30 (a) of rules to extent of permitting relocation of main studio beyond corporate limits of Turlock; remote control permitted; conditions.

WBAT Marion, Ind. — Granted CP to

ETV applications

Following applications for matching funds have been received by Department of Health, Education and Welfare:

■ Fresno, Calif.—San Joaquin Valley Community Television Association Inc.; \$156,073 to activate channel 18; total project cost \$329,052.

■ Carbondale, Ill.—Board of Trustees of Southern Illinois University; \$453,435 to activate channel 16 in Olney; total project cost \$624,700.

■ St. Paul—Twin City Area Educational Television Corp.; \$181,412 to activate channel 10 at Appleton; total project cost \$292,820.

change ant.-trans. and studio location, and make changes in ant. system.

WVJP Caguas, P. R.—Granted CP to change ant.-trans. location, studio location, and delete remote control operation.

WPAT Paterson, N. J.—Granted CP to increase MEOV's nighttime DA pattern; condition.

WJOL Joliet, Ill.—Granted CP to make changes in ant. system; condition.

KCRS Midland, Tex. — Granted CP to change ant.-trans. location, and make changes in DA pattern.

*WMTV(TV) Madison, Wis.—Granted CP to change ERP to vis. 589 kw, aur. to 58.9 kw, ant. height 1,200 feet; redesigne trans. and studio location; change type trans. and type ant., and make changes in ant. system.

WMSL-TV Decatur, Ala.—Granted CP to change ERP to vis. 50.2 kw, aur. to 5.02 kw, and change type aur. trans.

WRAN Dover, N. J.—Granted mod. of CP to make changes in daytime DA pattern.

WEEZ Chester, Pa.—Granted request to cancel CP to change ant. location, changes in DA system, change studio trans. location and install new trans.

■ Following were granted SCA on sub-carrier frequency of 67 kc: KPEL-FM

Lafayette, La.; WSFC-FM Somerset, Ky.; WEAU-FM Eau Claire, Wis.; WMTM-FM Moultrie, Ga.

New call letters requested

■ Sikeston, Mo.—Semo Broadcasting Corp. Requests KMPL.

■ Traverse City, Mich.—Great Northern Broadcasting System. Requests WLDR-FM.

■ New York—Board of Education of City of New York. Requests WNYE-TV.

■ Salem, Ore.—Salem Television Co. Requests KVUE.

■ Pontiac, Ill.—Livingston County Broadcasting Co. Requests WPOK.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ WYSH Clinton, Tenn.—Requests rule-making proceedings to make following changes in FM table of assignments: Clinton: add channel 285A; Oak Ridge, Tenn.: delete channel 285A, add channel 232A. Received March 19.

■ WYGO Corbin, Ky.—Requests rule-making proceedings to assign channel 232A to Tazewell, Tenn. Received March 15.

■ WCKB Dunn, N. C.—Requests rule-making proceedings to assign channel 276A to Dunn and make other changes recommended in engineering report. Received March 22.

■ Zenith Radio Corp. and Teco Inc., both Chicago—Request commission action on joint petition to authorize nationwide pay-TV system. Received March 10.

Processing line

■ In accordance with commission's action of March 26 granting waiver of Sec. 1.571(c) of rules to permit expeditious processing of below-described application, notice is hereby given that on May 4 following application NEW, Payette, Idaho—Payette Radio, Inc. Requested: 1450 kc, 250 w, uni. will be considered as ready and available for processing, and pursuant to Sec. 1.227 (b)(1) and Sec. 1.591(b) of commission's rules, application, in order to be considered with application, or with any other application on file by close of business on May 3 which involves conflict necessitating hearing with application, must be substantially complete and tendered for filing at offices of commission in Washington, by whichever date is earlier: (a) close of business on May 3, or (b) earlier effective cut-off date which application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning above application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.580(i) of commission's rules for provisions governing time of filing and other requirements relating to such pleadings. Action March 26.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through March 29. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants for CATV franchises and sales of existing installations. Reports appear in alphabetical order by states.

Eufaula, Ala.—Applicants include: TV Distribution Center Inc. of Huntsville, Ala.; Video Cable Systems Inc. of Fayetteville, Tenn.; Ed Aldag of Eufaula; Doug Smith of Eufaula; WULA Eufaula; Ed Adams of Columbus, Ohio, and Hugh Morrow of Birmingham, Ala.

Orcutt, Calif.—Santa Maria Valley Cable TV Inc., a subsidiary of H & B Communications Corp., has been awarded a franchise. James H. Ranger of Santa Maria is head of the Santa Maria firm.

Pasadena, Calif.—Two applications have been filed for a franchise to operate a system in the upper Hastings Ranch area. One is from H & B Communications Corp., a multiple CATV owner, and the other is a joint venture of William C. Rubenstein, Abraham Reiter, Harry Green and Lynn Macy. H & B proposes to pay the city \$1,000 to \$2,500 yearly depending on the number of customers while the joint venture group proposes to pay 10% of the gross receipts.

Red Bluff, Calif. — Applicants include: Oroville Communications Co. of Oroville, Calif.; David McKay of Santa Cruz, Calif.; Red Bluff Cable Service, a subsidiary of Televents Inc.; Finer Living of Red Bluff Inc., and Standard Radio & Television Co. of San Jose, Calif.

Lake Alfred, Fla.—Universal Cablevision Inc. of Cocoa Beach, Fla., has applied for a franchise.

Milton, Fla.—The town council gave first reading to an ordinance granting a franchise to Jack C. McCombs. The ordinance must now be approved in a referendum. Mr. McCombs proposes to pay the city 7% of the gross receipts, 15% of the installation charges and a 10% utility tax. The monthly charge to subscribers would be a maximum of \$6.

Naples, Fla.—Marco Island Cablevision

Inc. and Gulf Coast TV have been granted franchises, each to operate in a different section of Naples. Radio Naples Inc. (WNOG Naples) and the Deltona Corp. own 90% of the stock in Marco Island Cablevision. Each firm agreed to pay the city \$500 the first year and 5% of the gross receipts each year thereafter. A third firm which had applied for a franchise was Marco Island TV Cable Corp. Gulf Coast TV already has an operating system in Naples with 3,500 subscribers.

Wauchula, Fla.—Universal Cablevision Inc. of Cocoa Beach, Fla. (Harry Bennett, president) has been granted a 10-year permit. The company agreed to pay the city 3% of gross receipts for the first three years and 4% thereafter. L. E. Griffin, a company engineer, said it will be at least a year before the system will be in full operation.

Carterville, Ill.—A franchise has been awarded to Cablevision Inc., of Nashville, represented by James Wilson, Signals to be carried include KTVI(TV), KMOX-TV, KSD-TV, KPLR-TV, all St. Louis. Service will be \$5.95 per month with a remittance of 4% of gross income to the city.

Cannelton, Ind.—The Kentucky Cable TV Co. has applied for franchise proposing a \$4.75 monthly charge with a remittance to

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the city of 2% of gross receipts. Presently a franchise is held by Channel Towers Inc., represented by Charles G. Gerver. An additional service charge is planned for a limited number of special features to be carried by the system.

Kokomo, Ind.—Latest applicants for a franchise are Telesis Inc. of Chicago, and Kokomo CATV Inc., a firm organized by local businessmen, the interests of WFBM-AM-FM-TV Indianapolis, and Anthony Hulman, president of the Indianapolis Motor Speedway. Previous applicants were Modern Communications Inc., Telesystems Inc., Kokomo TV Cable Co., Booth Corp. and Multi-Cable Co. (BROADCASTING, March 1, 1965).

Ponchatoula, La.—Clear View Communications Inc. has applied for a franchise.

Augusta, Me.—Construction is nearly completed on a system being built by State Cable TV Inc. The system will service Augusta, Hallowell and Gardiner, all Maine.

Bath, Me.—An application for a 20-year exclusive franchise from Mexico Cable Television Inc. has been tabled to allow time for further study. Proposed charges are \$20 for installation and \$4.50 monthly. The system would bring in 8 to 10 TV signals.

Biddeford, Me.—Cumberland Cables Inc., a subsidiary of WGAN-TV Portland, has been denied a franchise.

Stockbridge, Mass.—Applications are on file from Berkshire TV Cable Corp. and the L. P. Cable Co. of Springfield, Mass. (Wallace Sawyer, president).

Ware, Mass.—Pioneer Valley Cablevision Inc. (Albert J. Ricci of Keene, N. H., owner) has been granted a franchise. Charges will include \$19.95 for installation, less a \$10 allowance for the subscriber's antenna, and \$4.95 monthly. Installations will start in about three months.

California, Mo.—A franchise application from John Beatty has been rejected by the city council.

Bordentown, N. J.—Jerrold Electronics Corp. of Philadelphia, a CATV equipment manufacturing and multiple CATV owner, has applied for a franchise. The company would provide 10 TV signals plus a 24-hour weather service. The monthly rate to subscribers would be \$3.75.

Paulsboro, N. J.—Jerrold Electronics of Philadelphia, a multiple CATV owner, has an application on file. The firm proposes to bring in as many as 20 TV signals. Charges would include \$65 for first year and \$5 monthly thereafter. The city would receive 5% of the gross receipts.

Albany, N. Y.—WTRY Troy, N. Y., has applied for a franchise.

Catskill, N. Y.—Mid-Hudson Cablevision Inc. has applied for a franchise. George I. Reynolds Jr., president and treasurer, said the company is offering six to eight signals, FM music and a time-weather service. Installation fee would not exceed \$19.95 plus \$4.95 monthly. Pending are applications from Vidi-Comm, Saugerties, N. Y.; Better TV of Bennington, Vt. and Kingston Cablevision Inc., Kingston, N. Y.

Matamoras, N. Y.—Matamoras Video Cable Corp., owned by Joseph Biondo and Herman Cordisco, both Port Jervis, N. Y., has been granted a franchise. Installation fee will be \$19.95 plus \$4.50 monthly. Also applying was Pike County Video Inc.

Maybrook, N. Y.—TV Cable Corp. of Waynesboro, Pa., has applied for a franchise. The system would offer 12 channels for \$4.95 monthly and \$15 refundable deposit. Better TV of Orange County Inc., Monroe, N. Y., earlier had applied for grant.

Niagara Falls, N. Y.—Thomas W. Talbot, president and general manager, WJL Niagara Falls, has applied for a franchise. He proposes a 12-channel system to be operative two years from date of grant. Installation would be about \$20 with a \$5 monthly charge. The city would get 2% of the gross.

North Tonawanda, N. Y.—Niagara Frontier Television Inc., Buffalo, has applied for a franchise. Alfred E. Anscombe, head of the company is also president of Alfred E. Anscombe Stations—WEPA-TV Erie, Pa. and WBJA-TV Binghamton, N. Y. Twelve signals would be offered with an installation fee of approximately \$18 plus \$4.50 to \$4.95 monthly.

Saratoga Springs, N. Y.—A three-man committee has been named to recommend a grant and terms of a contract to one of five applicants seeking a franchise. Applicants are Unicable Cable TV Inc., Utica, N. Y.; Saratoga Cable TV Inc., (The Saratogan and WKAJ) Saratoga Springs; Better TV Inc., Bennington, Vt.; George Smaldone, a Saratoga Springs businessman and Lancaster Development Corp., Lancaster, N. Y. (BROADCASTING, Feb. 8 et seq.).

Scotia, N. Y.—General Electric Cablevision Corp. has applied for a franchise. Installation charge would be \$19.50 plus \$5 a month. Schools and city buildings would receive the service free.

West Seneca, N. Y.—Blatt Bros. Corp., Pittsburgh, has applied for a franchise. Frontier Television Inc., Buffalo, had previously applied for 20-year franchise (BROADCASTING, March 8). Alfred E. Anscombe, president of Frontier, is president of WEPA-TV Erie, Pa., and WBJA-TV Binghamton, N. Y.

Mt. Vernon, Ohio—Two of the three competing concerns, Tower Antennas Inc., Coshocton, Ohio, and Mt. Vernon Cablevision Inc., have been denied their requests for a franchise. The Neptune Broadcasting Corp. of Steubenville, Ohio, has a request still pending.

New Philadelphia, Ohio—Action on a request by TV Antenna System Inc. for a franchise ordinance has been tabled pending further discussion between city councilmen and TV Antenna System board of directors. The firm has been operating in New Philadelphia without a franchise but has requested the ordinance in conjunction with plans for future expansion.

Northwood, Ohio—An application for a 25-year franchise has been presented by the Buckeye Cablevision Inc. (Cox Cablevision Inc. and the Toledo Blade of Toledo, Ohio).

Ontario, Ohio—A temporary restraining order has been requested in civil court against the Village of Ontario and the Multi-Channel TV Cable Co. of Mansfield, Ohio. Salvatore M. DiBella Jr., of Ontario, is seeking to annul a 20-year non-exclusive franchise granted by the village on grounds that "acts of the defendant are a continuous violation of Section 19, Bill of Rights of the Constitution of Ohio in that such acts constitute taking of property without compensation." At issue are "poles and other structures . . . erected in or over public property in the village."

Sidney, Ohio—The Sidney Cable Television Co. has resubmitted a request for franchise after a first request was rejected in December 1964. A subsidiary of Logan Cable Television Co. with principals from WOHP Bellefontaine, Ohio. Sidney Cable Television Co. is headed by Donald Wheeler and Kenneth Arnold. Also submitting a bid was Multi-Channel Television Service of Portsmouth, Ohio, represented by Paul Setters.

Toledo, Ohio—Woodruff Inc., 600 Edward Lamb Bldg., Toledo, headed by Everett A. Sisson, president, has entered competition for a franchise. Seeking a 25-year ordinance, the firm has offered the city 3.125% of monthly gross receipts plus a flat rate of \$2000 per year. Buckeye Cablevision Inc. (Cox Cablevision Inc. and the Toledo Blade) is a previous applicant.

Troy, Ohio—Applications for a franchise by Trojan Enterprises Inc. and Troy Cablevision Inc. have been tabled pending action on a proposed regulatory bill to be presented to the state senate.

Washington C.H., Ohio—Tower Antennas Inc., of Coshocton, Ohio, represented by Ralph Squires, has applied for a franchise. Proposed rates are \$10 for installation with a \$5 monthly charge.

Aliquippa borough, Pa.—Westinghouse Broadcasting Co., Pittsburgh (KDKA-TV), has applied for a franchise. Allegheny Area CATV already has a nonexclusive franchise, and Gateway Enterprises, Pittsburgh, has also applied for one (BROADCASTING, March 15).

Boyetown, Pa.—The borough council has approved installation of CATV with non-exclusive franchises. Triangle Publications Inc., Philadelphia, has applied for a franchise (BROADCASTING, March 1).

Clark's Summit, Pa.—The borough council has voted to rescind the 2% revenue clause in its CATV ordinance. The action was recommended by James Peck, borough counsel, who felt the clause left the borough open to copyright infringement suits by United Artists Television. Universal Cable Television Systems Inc., Scranton Community Antenna Corp. and Abington Cable Co. have franchises in the community.

East Deer, Pa.—Gateway Broadcasting Co. (WKPA, WYDD[FM] New Kensington, Pa.), has detailed its franchise application (BROADCASTING, March 8). Installation charge would not exceed \$10 with a monthly charge of \$4-6. There would be no charges for schools, hospitals or municipal buildings. The township would receive \$225 or 2% of gross receipts yearly, whichever is higher.

Ellwood City, Pa.—The city council has voted a \$300 study to see if the community can profitably run a proposed CATV system. Rego Industries Inc., Hoboken, N. J., has applied for a franchise and Westinghouse Broadcasting Co., Pittsburgh, has expressed interest in a grant.

Harrison township, Pa.—Gateway Broadcasting Co. (WKPA, WYDD[FM]), New Kensington, Pa., and Westinghouse Broadcasting Co., Pittsburgh (KDKA-TV) have applied for franchises. Gateway is offering 1% of net proceeds.

Irwin borough, Pa.—Westmoreland TV Cable Co. has requested a franchise to extend its cable in Latrobe through Irwin.

Westerly, R. I.—Vision Cable of Rhode Island (George L. Sisson Jr. of Bristol, manager) has been granted a CATV easement. Charges will include \$25 for installation and \$1 weekly to receive 13 TV signals.

Rock Hill, S. C.—Applications have been received from Broadcasting Company of the South, Catawba Services Inc. and Melvin Roberts of York, S. C.

York, S. C.—Melvin Roberts, a York attorney, has been granted a 30-year franchise. He said the system would be in operation within two years.

Yankton, S. D.—Raymond Davis has applied for a franchise. He said the proposed system would require an initial investment of \$150,000 to \$175,000.

Baytown, Tex.—King Community Television Co. Inc. (Robert King, Houston) has applied for a franchise.

Brownsville, Tex.—A 20-year franchise granted to Southwest CATV of Brownsville by the city commission has been approved in a special referendum. The city will receive \$3,000 or 4% of the gross receipts, whichever is higher. The monthly charge to subscribers will be \$4.75.

Hereford, Tex.—An application has been filed by Mike Wilson of Hereford, Wally Grogan of Amarillo and Dale Greenhouse, who operates systems in McLean and Sheridan, Neb. Mr. Wilson said 13 channels would be provided, including KFDA-TV, KGNC-TV and KVII(TV), all Amarillo, Tex., and KCBT-TV, and KLBK-TV, both Lubbock, Tex. In addition, three FM radio stations plus a weather service would be supplied.

Galax, Va.—Inter-Mountain Telephone Co. has applied for a 30-year franchise.

Moundsville, W. Va.—Applications are on file from Bayard Roberts, representing Hillview Cable Co., James Little of American Electric, and Dale Coffield. Two cable companies which already have operating systems in Moundsville are CTV and Mound City.

CATV PAYS

Wanted:

Young people seeking
real future

in **CATV**

Experience preferred but
not essential

WRITE:

Box C-406, BROADCASTING

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
 - DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only).
 - All other classifications, 35¢ per word—\$4.00 minimum.
 - No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.
- APPLICANTS: If tapes, films or packages larger than No. 10 envelope 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

Ohio daytimer needs experienced station manager or man with background to accept full responsibility of manager. Box C-159, BROADCASTING.

Southeast group needs assistant manager for single market daytimer. Will be required to handle most sales and must be active in community affairs. \$125.00 weekly plus travel, insurance and commission. Better salary to man who can double as chief engineer. Excellent opportunity for advancement. Send complete details. Confidential. Box C-275, BROADCASTING.

Sales manager. Selling and directing sales in metropolitan market. Box C-375, BROADCASTING.

Working general manager. No desk job. Must be strong on sales. Top 50 market. Box C-376, BROADCASTING.

Station-General manager wanted. Good opportunity for young man. New Virginia small town single station fulltimer. Must be good salesman. First phone ticket helpful. Stock interest available to the right man. State all qualifications first letter. Box C-391, BROADCASTING.

Need manager for small market station in Southwest Virginia near Virginia-Carolina line. Station has been on the air since 1959. Station needs someone strong on sales. Husband and wife team preferred. Guaranteed salary plus commission. Box D-16, BROADCASTING.

Experienced general manager, Midwest medium-small market, successful daytimer, good salary, percentage of profits, no bad habits, must fulfill community obligations, send full particulars and photo. Box D-43, BROADCASTING.

Manager/sales manager for new station medium Midwest market. Write KIST, Santa Barbara, California.

General Manager, professionally strong on sales, for regional radio daytimer, industrial city North Central area. Mail personal and experience resume to: Mr. Richard P. Doherty, 1735 De Sales Street N.W., Washington, D. C. 20036, acting for client.

Sales

Midwest radio station, metropolitan area, 70,000, needs experienced salesman. One of top retail sales areas in nation. Established account list, excellent growth potential. Good commission and fringe benefits to qualified man. Box C-172, BROADCASTING.

Expanding major market chain. Seeking aggressive sales manager and two salesmen with management ability. Excellent earnings. Send complete resume. Confidential. Box C-390, BROADCASTING.

Permanent local sales position. Excellent earning potential plus benefits. Contact Boyd Porter, KTEM, Temple, Texas.

Ambitious salesman for metropolitan station. Excellent opportunity for right man. Box D-2, BROADCASTING.

Salesman for WVCA-FM, Gloucester, Mass. Draw. Box D-25, BROADCASTING.

Ohio AM-FM wants experienced salesman ready for management, organization expanding, send complete details, secure position, good salary and percentage. Box D-44, BROADCASTING.

Sales—(Cont'd)

Salesman wanted for top rated station in choice Montana market. Good earnings. Send complete resume. Box D-76, BROADCASTING.

Iowa. It's a new ballgame in Mason City. The Talley Group operates KSMN. Best programming on the best frequency. Only mobile unit. Best local news, promotion. Best (but not largest) sales force. Immediate opening for one experienced salesman.

Salesman-announcer wanted for medium market 5000 watt fulltime station. Must be aggressive, conscientious, clean-living family man between ages of 25 to 35. Must have sales experience. Contact Ed Carrell, Gadsden, Alabama.

Madison, Wisconsin—outstanding sales opportunity with top rated music/news station. Good money, good future, good family living. Opening comes as result of promotion within our 7 station group. Phil Fisher, WISM, Madison, Wisconsin.

Announcers

Need immediately! Two stable radio personalities for work in 150,000 Midwest market with expanding good music station. Morning man with bright, mature sound and able to do production and night man able to satisfy a University town. Send details of experience, audition tape, and salary requirements to Box C-194, BROADCASTING. Floaters need not apply.

Radio morning personality. Bright adult appeal. Also, TV assignments. TV experience helpful, not necessary. Require third class license with broadcast endorsement. Good fringe benefits in Mid-America . . . growing community, under 100,000. Box C-243, BROADCASTING.

Announcer for Carolina daytimer interested in program, production and traffic duties. Want young man eager to learn all phases. Advancement opportunities unlimited. Start \$75.00 weekly. Also opening for announcer with sales experience or interested in learning sales. Send resume, Box C-276, BROADCASTING.

Oklahoma station desires top flight announcer with first ticket if possible. Good pay for right man. Must have nose for news. Box C-320, BROADCASTING.

50 kw Clear, NBC affiliate, wishes to add a new Air Personality to its staff. Finest working conditions and fringe benefits. If experience and ability qualify you for this job, send complete resume, air-check tape and photo first letter. Box C-339, BROADCASTING.

Experienced, mature-voiced; tight board; for rich southern New England market; new good-music station. Send tape, photo, resume. Box C-350, BROADCASTING.

New York area—growing group of stations seeks experienced staff announcer with solid command of broadcasting basics. Must have pleasant air voice, polished news and commercial delivery, also able to assume creative and responsible duties in program department which produces extensive public affairs and special events programming. We're musically middle of the road. Excellent salary for the right man. Send complete resume, photo and audio tape to Box D-6, BROADCASTING.

Play-by-play sports editor who can do staff shift on adult programed Virginia station. Box D-17, BROADCASTING.

Wanted: Two announcers, must have 3rd ticket. Opening immediate. Send tape, references and salary. No drifters. Box D-24, BROADCASTING.

Announcer with mature voice, first phone, good music Ohio daytimer, reference, no drifter or bad habits, opportunity for right man. Box D-45, BROADCASTING.

Announcer for quality small market South Carolina radio station; not a rock and roller. Good pay and working conditions for good announcer. Send tape and resume in confidence. Will consider beginner with good potential. Box D-54, BROADCASTING.

Radio announcers, announcers-salesmen, chief engineers, combo men. Good jobs on good stations at good pay for competent personnel. Send tape, resume, when available, pay expected. Reply in confidence. South Carolina broadcasters are good people to work for; South Carolina is a good place to live. Box D-55, BROADCASTING.

Popular disc jockey to head new show. Up to \$500.00 week. Send resume, Box D-57, BROADCASTING.

Wanted: Experienced announcer all phases radio, appealing to adult audience with standard pop music sound. Mature voice, professional approach on copy, ability run smooth board. Require tape, background, references & photo. Southeast metro market. Box D-83, BROADCASTING.

Announcer, good voice a must—anything else you do a plus. New expansion requires new people. We need you within 30 days. Full details and tape to KDHI, radio, Twentynine Palms, Calif.

Advancement and opportunity for good, hard working announcer at WAAY television, Huntsville, Alabama, space center of the world. Looking for photogenic, talented radio announcer wanting staff job in TV. Salary commensurate with ability. Send tape, picture and resume to M. D. Smith, IV, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, Alabama.

Immediate opening for bright, mature dj. Unusual opportunity at expanding good music operation. Home of Purdue. New broadcast center. Tape, resume to WAZY-AM-FM, Lafayette, Indiana.

WDRK, "The Bright Spark in Darke." Greenville, Ohio needs first class engineer with some announcing duties. Great staff—good pay—ideal conditions. Contact John Kennedy, 513-548-1997.

Quality announcer for top-rated Florida NBC good music station to work with other pros. Strong on versatile commercial delivery, smooth disc man. Tape, resume, references. WCOA, Post Box 1669, Pensacola.

Experienced top 40 jock—announcer-production. References, Call John Gibson, WDDT, Greenville, Mississippi.

Suburban Chicago, combo, 1st class license, permanent, open now, \$125 week. Send complete information and tape to WEAU, Evanston, Ill.

Experienced announcer. Mature voice for adult, good music station. Good salary. Benefits. Send background, tape and photo to WFDF, Flint, Michigan.

Where are all the good radio announcers? Need mature, experienced staff announcer for adult format. Salary commensurate with ability. Here's your chance in South's fastest growing market. Send tape, resume, photo and salary requirements to John Garrison, WFIX, Huntsville, Alabama 35804.

Wanted! Experienced announcer ready to step up to program director of station dedicated to creative full service broadcasting. Some announcing, program planning, production, and public relations. Career person should want active civic role in this resort-like area in mountains of Western Carolina. Details and tape first letter please. Kermit Edney, WHKP, Hendersonville, N. C.

Announcers—(Cont'd)

Country music station accepting applications for good friendly personality, not cornball. to announce and sell, send tape of airwork and details to James Dick, WIVK, Box 10207, Knoxville, Tennessee.

Leading Radio-TV operation has opening for topflight dj for radio, with some television if qualified. WSAV Radio and Television, Savannah, Georgia.

Immediate opening for experienced man for FM service. WVOs, Liberty, N. Y.

Outstanding opportunity for creative and mature personality capable of handling interviews and staff assignments. Excellent salary and staff benefits with one of nation's prestige stations. Send tape, resume and photo to Program Manager, WWJ Radio, Detroit, Michigan 48231.

Announcer—first class preferred, with a dedicated and home style approach for a Religious and good music station. Phone 201-827-6566.

Deejays! Manuscripts! Ad libbing, personality, comedy, etcetra. Taped coaching. Beginners accepted. Fisher, 678 Medford Avenue, Patchogue, New York 11772.

Technical

Chief engineer for 5 kw daytime in North Carolina single market. Must be able to announce or willing to sell. Grow with progressive organization. Begin at \$90.00 weekly. Write Box C-277, BROADCASTING.

Engineer—1st ticket, must be good technical man for well equipped 5 kw Pennsylvania operation. No announcing or selling. Box C-388, BROADCASTING.

Maintenance and studio engineers, good board man, 1st class license. Transmitter experience helpful. Good opportunity with growing group of stations near New York City. Send complete resume, photo and salary requirements to Box D-7, BROADCASTING.

Virginia regional NBC affiliate going FM needs one experienced chief engineer, also one experienced combo man, emphasis on announcing. Progressive fast rising station offers top salary to right men. Rush air check and resume immediately. Box D-49, BROADCASTING.

Engineer to construct medium Midwest market station and remain as combo announcer/chief. Write KIST, Santa Barbara, California.

Montana 1 kw DA2 remote seeking chief engineer. Must be highly qualified to assume full responsibility of technical operation. Good working conditions. Excellent equipment. Local ownership. Send all details first letter including picture and references to Radio Station KOJM, Havre, Montana.

Chief engineer for 5 kw station going full-time. Prefer audio and operational background. Age 28-35. Apply c/o Donald E. Knowles, WDEA Radio, Ellsworth, Maine.

Need chief engineer immediately. Some announcing, full-time station, AM, FM, background music. Permanent position in fine, progressive community in Virginia's Blue Ridge foothills. Rush resume, salary desired, to Lee Gilbert, WMVA, Martinsville, Va. 24112.

1st Class license holder with directional experience for directional two tower. Must be mature man who likes radio. Write WPKO, Waverly, Ohio.

NEWS

Newsman for WVCA-FM, Gloucester, Mass. Box D-26, BROADCASTING.

Editorial writer for top station in Northeast to research and write hard hitting edits for television and radio. Immediate opening. Rush complete resume to Box D-75, BROADCASTING.

Newsman to join 3-man news staff of station with quality, responsible local and area news coverage. Will gather, write, edit, and air news. Rush tape, writing sample, and resume to WSOY, Decatur, Illinois.

News—(Cont'd)

Production—Programing, Others

May 10th opening for copywriter-traffic director in small town Carolina station. Desire person seeking permanency. \$75.00 weekly. Box C-278, BROADCASTING.

Program director, major market station, must have sufficient experience to take complete charge of programing, production, air personnel, etc. 1st class license helpful but not essential. Give complete employment history and salary requirements first letter. Reply Box D-50, BROADCASTING.

Program director for Negro radio station in one of the Nation's leading markets. We're looking for a topflight man with broad experience in the field. Salary open. Write Box D-72, BROADCASTING.

Experienced copywriter—versatile, strong on punch, quick on sales angles. Good salary, with benefits. Leading, adult station. Send background, photo, and sample copy to WFDF, Flint, Michigan.

Good voice—for good music—1st phone, copy. Must be qualified to assume production and pd duties. WSAF, Sarasota, Fla.

Half-time graduate assistantship available September, supervising news programing, and student performance, on 6-day university station. Can work for M.A. or Ph.D. School of Journalism, University of Iowa, Iowa City.

Situations Wanted—Management

Creative research director with marketing degree who, for three years, has analyzed ratings, written successful sales presentations, conducted inexpensive surveys and produced market reports. Box C-293, BROADCASTING.

Major midwest market salesmanager with outstanding record for upgrading stations 22%-28% to highest income and profit. Strong on personal selling, sales management, promotion, programing and administration. Seeking management in medium market or salesmanagement in major market. All replies will be answered. Box C-309, BROADCASTING.

Wish I had time to compose clever ad but too busy running successful FM station. Now operations manager, emphasis sales . . . desire management opportunity Midwest. Will consider investing \$\$\$\$ for part of right station. Almost forgot . . . Young, aggressive! Box D-12, BROADCASTING.

Currently sales manager . . . 100,000 . . . wants small market. Experienced manager . . . honest . . . family . . . civic minded First phone . . . 10 years all phases. Box D-15, BROADCASTING.

Don't sell a low margin operation. I'll build it up on a produce or starve basis using my quarter century of radio merchandising knowledge. Box D-32, BROADCASTING.

20 years experience in Radio-TV-FM. Presently managing. Will relocate in West for best managerial offer. Willing to invest. Box D-63, BROADCASTING.

An acknowledged top man experienced local, regional and national level. Ability, integrity and accomplishments a matter of record. Invite investigation and interview. Salary commensurate with responsibility and performance. Only top level sales or administrative position considered. Available April nineteen. All replies confidential. Box D-73, BROADCASTING.

Experienced radio and advertising exec. wants management with opportunity to purchase all or part, prefer New England or Middle Atlantic states. Box D-77, BROADCASTING.

Sales

Somewhere in the top fifty markets there's a station that wants a salesman-announcer who can deliver \$60,000 in annual sales and 66% share of audience. Call evenings 513-561-6132.

Announcers

DJ available now, tight board, good commercials, news. Box C-263, BROADCASTING.

DJ-wants top 40. One year middle of road experience. Single. Box C-352, BROADCASTING.

Objective: Quality music programing. 1st phone. light announcing. Box C-359, BROADCASTING.

First phone-dj-newsman—9 years experience radio and TV. Good music or rock. Audio or Video tape. Highest references. Box C-386, BROADCASTING.

First phone announcer with experience prefers N. Y.-L. I.-Connecticut area. Box C-400, BROADCASTING.

Negro jock, young, dependable, know R&B, Gospel, Jazz. Box D-1, BROADCASTING.

Announcer, 17 years experience all phases Broadcasting. Presently employed, wish to relocate to warmer climate. Family man, vet of World War II. Conscientious worker, willing to do program directing if necessary. Box D-3, BROADCASTING.

Number two man, major market sport department desires sports-minded operation in medium or major market. Considerable experience sports publicity, sportscasting, play-by-play. B.A. Journalism, married. Currently with top Southwest CBS affiliate. Box D-4, BROADCASTING.

Creative air personality, writer, manager, looking for challenge. Married, 3 years experience. Box D-11, BROADCASTING.

2½ years, top rated (Pulse) drive dj-pd. Four station Midwest market. 1st ticket, 11 years experience. Write Box D-13, BROADCASTING.

Announcer-newscaster, personable, tight production, not a floater or prima donna. Box D-18, BROADCASTING.

Announcer seeking 1st position, 3rd phone endorsed. A bright, alive worker, needs experience. Summer job (or will relocate to college town) Box D-19, BROADCASTING.

Bright sound, dj/announcer, good with teens, football, basketball, wrestling play-by-play, news, commercials, college degree, married, 3rd with endorsement, looking to move up. Box D-22, BROADCASTING.

Negro dj, announcer, bright sound, tight board, authoritative, newscast, third phone, endorsement, will relocate. Box D-29, BROADCASTING.

DJ, announcer, newscaster, third phone, endorsement, tight board, no floater, no prima donna. Box D-30, BROADCASTING.

Two ambitious, personable, over 21, non-prima-donna top 40 jocks seek employment with same medium or metro market station. One has first phone, number one rating, proven teen appeal, fast, happy on-air sound, three years experience, draft exempt. Other has degree, discharge, 3rd ticket, six years experience, outstanding production, bright tight delivery for young adults or teens. Not floaters. References. Presently employed in medium market. Will relocate anywhere. Your station will abound in fresh sound with these "a-g-o" personalities. Box D-34, BROADCASTING.

Summer employment. Anywhere. Ambitious and not afraid of work. College and commercial experience. 3rd phone. Box D-36, BROADCASTING.

Atlantic City, Ocean City or Philadelphia summer top 40 desired. Experienced. Box D-37, BROADCASTING.

Announcer, good voice, but weak on news, seeks start. Have reference. Would like Southern Wisconsin. Hard worker, rock, middle road. Box D-38, BROADCASTING.

Top forty personality jock. Eight years experience, including Plough, Bartell, Storz. Production second to none. You supply the future, I'll make my own security. Major market or PD slot in medium. Will consider Canada. Tape, resume, production samples on request. Box D-39, BROADCASTING.

Married, first ticket, no engineering, 2 years experience, sports and announcing. Box D-41, BROADCASTING.

Situations Wanted

Announcers—(Cont'd)

Presently employed in Eastern metropolitan market of two million. Professionally adept at news, music shows, production. Five years experience in all phases. Family man. Will relocate for right position. Box D-42, BROADCASTING.

Announcer. Mature. Some experience. Good voice. Prefer news and middle of road format. Will relocate with wife and cat. Box D-47, BROADCASTING.

Professional radio entertainer; organizer; for top format operation. Box D-48, BROADCASTING.

Announcer, newsman, Mid and Northeast. 5 years experience. Box D-61, BROADCASTING.

East or Northeast—Capable, dependable, reliable, experienced man wants to locate in your area. Box D-62, BROADCASTING.

Female dj/announcer seeks position with R&B station. Tight board, 3rd ticket. Box D-66, BROADCASTING.

Announcer, newscaster, dj, broadcast school graduate, young, 3rd ticket, dependable, bright personality, seeking first position. Will relocate. Box D-68, BROADCASTING.

Announcer, dj, newscaster. Top banana in class of 21. Married, mature, very authoritative newscaster, smooth commercials. First class voice with First Class ticket to go with it. Will work very hard for chance that will be beneficial to us both. Trained for top 40, desires position 90 mile radius of New York City. Box D-69, BROADCASTING.

First phone deejay. Ten years experience as middle of the road swinger and program director. Run bright, tight show. Box D-79, BROADCASTING.

Somewhere in the top fifty markets there's a station that wants an announcer-salesman who can deliver 66% share of audience and \$60,000 in annual sales. Call evenings 513-561-6132.

Available, first phone announcer, two years experience, assistant to chief engineer, blind. I just want the chance to prove I can handle most jobs. Tom Dimeo, 135 Valley Street, Lewistown, Pa. Phone collect, 248-3489.

Announcing graduate, 3rd phone. Beginner, 29, talented future, personality. Box D-70, BROADCASTING.

College student looking for employment for summer as combo, 1st phone, good voice. Don Lee Woods, 710 North Lake Shore Drive, Chicago, Illinois.

REI has several first phone announcers who need employment. Write and give your requirements to: Radio Engineering Institute, 1336 Main St., Sarasota, Florida.

Mr. "D" (the Mojo-man) 3rd lic., 5 years experience, competition killer, wild, hard driving sound, hop genius. Rd. No. 1, Box 25, Burgettstown, Pa. 1-304-723-2410.

First phone dj, fully experienced and qualified. Family man. Wire details, offer, 1012 Bonita Ration, N. M.

Live, swinging top forty, first phone. John Bowles, 502-447-2779.

See "Amazing, "Unbelievable" Box advertisement on Page 118.

Announcer, single, bright sound, versatile, tight board. 2 years experience, 4 years college. Bob Urry, Box 355, Grand Forks, phone 737-3147, North Dakota.

Announcer, 1st phone, 34, single, excellent news, commercials, copy. Sales considered. Keith Daitsch, 301-948-9276.

Young, aggressive, one year experience, will swing or sway. Call 212-896-5159.

Situations Wanted—Technical

You want good engineering or you wouldn't be looking. I want good job, good pay, or I wouldn't be looking. Presently employed. Own tools and test equipment. \$125. Box C-344, BROADCASTING or call 803-479-4803 before noon.

Engineer-announcer, experienced. Presently employed. Desires change, references. Box C-365, BROADCASTING.

Smooth board, excellent beginning engineer, first ticket. Family, will relocate anywhere. Employed in stereo FM. Recommendation from chief. Box D-5, BROADCASTING.

School teacher seeks summer employment in N.E. 1st phone, 12 years industrial and broadcasting experience. Maintenance specialist, construction, air work, news. Box D-23, BROADCASTING.

Combo—1st ticket engineer, copywriter, newscaster. Radio veteran. \$100 Southeast. Box D-53, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered. No announcing. Box D-56, BROADCASTING.

Engineer experienced in studio and FM transmitter facility design and construction desires 2-4 months employment anywhere in U. S. Box D-64, BROADCASTING.

Experienced chief engineer-deejay. Available. Midwest, East or Florida. Box D-71, BROADCASTING.

Chief engineer . . . announcer . . . experienced proofs, directionals, top power AM, FM. Prefer Florida, N. Carolina. Minimum \$125.00 weekly, plus car allowance for any necessary travel. 919-848-3484 after 7:00.

Experienced engineer-announcer, with family. Northwest or Rocky Mountain region. Joe Lundy, 3426 33rd W., Seattle, Washington. AT 2-4148.

NEWS

Attention: Michigan, Ohio, Indiana . . . News director presently employed seeks return to your area. More than 10 years broadcasting experience . . . best references . . . steady . . . married hard worker. Reply, Box C-394, BROADCASTING.

Major market newsman available immediately. Best references. Have been day editor, news director. Call evenings: 313-272-3541.

Experienced newsman, writer, with creative ability. Covering all phases of news production, including mobile unit and specials. Authoritative voice, with distinctive style and color. Presently working large station, metropolitan area. Immediate response to sincere offers. William Baker, 112-44 178 Place, Jamaica, New York.

Production—Programing, Others

Female announcer-newscaster-dj. No prima donna. Sexy sound, dependable. Continuity, traffic, distaff specials. Box D-8, BROADCASTING.

Seeking medium market pd position. Top 40 jock. 1st phone, now in large market. Long on ideas, enthusiasm, and experience. You deliver money and I deliver numbers. Prefer South or West. Tape or interview. Box D-31, BROADCASTING.

If you are a quality minded good music broadcaster willing to pay a little more for an outstanding program director, write for a complete resume and a tape you will enjoy hearing. Box D-35, BROADCASTING.

Mature Virginia broadcaster seeking programmer-morning man-station operations position. Married, 29, 12 years experience, programmer, morningman, newsman, award-winning newscaster, continuity, limited sales. References excellent. Box D-40, BROADCASTING.

Production—Programing, Others

Continued

Mature broadcaster, solid background, management, sales, programing, production, sports. Desires program-station operations position, medium market. Have successfully increased ratings, improved image of present station. Happily married, civic minded. Prefer Northwest, Rocky Mountain areas. Box D-46, BROADCASTING.

See "Amazing," "Unbelievable" Box advertisement on Page 118.

Attention Western states: Not a panic ad. Presently employed but stymied thus seeking change of job. Experience: 10 years; major league baseball, pro-college football play-by-play; news director; deejay; P. D. seeking P. D.-morning man post and/or sports director—dj; news director. Extensive background metropapers in news-sports. Family man. Salary open. Willing to make small investment. Interest you? Write Box 38546, Hollywood, Calif.

TELEVISION

Help Wanted

Management

Caribbean Island: new very small TV station General Manager all around man heavy on sales; any age acceptable for qualified prospect. Also wanted Chief Engineer, 1st Class License, practical "tinkerer" with good knowledge TV equipment; nice spot especially for "active" Retired TV engineer; one stretch operation. Both positions have modest pay but paradise living-working conditions. Mail personal and experience resume to: Richard P. Doherty, 1735 De Sales Street N.W., Washington, D. C. 20036, acting for client.

Announcers

TV personality for No. 1 network affiliate in Midwest market. Booth, on camera commercials and weather host. Permanent position calling for solid experience to work with professional team. Immediate placement. Rush resume, tape and photo to Box D-80, BROADCASTING.

Commercial announcer—Midwest, 3 station market. Some news, if interested send picture, resume, salary requirement. No tape. Box D-81, BROADCASTING.

Technical

Maintenance chief for Texas VHF. Must have superior technical qualifications. Box C-325, BROADCASTING.

Opportunity for qualified, reliable assistant chief engineer Southwest, VHF., Box C-328, BROADCASTING.

Growing Southwestern and Western Group of Radio-TV stations seeks director of Engineering. Engineering degree preferred. Salary open. Send references and experience. Box D-10, BROADCASTING.

Xmtr supervisor with proven ability to maintain RCA TT-10 and 25 xmtr, TVM-1 MW. This is a supervisory position, no shift work. Good salary for right man. Send complete resume and recent photo to Bill Culbertson, KRIS-TV, P. O. Box 840, Corpus Christi, Texas.

News

Experienced, dependable newsman-photographer, proficient at news writing. Southwest station. Box C-323, BROADCASTING.

Experienced newsman with good on-camera delivery, Texas VHF. Box C-324, BROADCASTING.

Experienced on-air news reporter for TV station in major Southern market. Send picture, state experience and qualifications. Box D-33, BROADCASTING.

Production—Programing, Others

Creative commercial continuity writer for Texas station. Box C-322, BROADCASTING.

Mid-Western University with expanding closed circuit television station is seeking qualified candidates for the following civil service positions: Producer-director, Visual materials designer, and television technician. Send reply to Box C-333, BROADCASTING.

Continuity director TV . . . Experienced in creative writing, to head two man department . . . capable to develop sales and station promotion projects . . . Texas . . . Salary open! Box C-396, BROADCASTING.

Public affairs director with programing and writing background qualified to produce documentaries of varying kinds . . . Texas . . . Salary open. Box C-397, BROADCASTING.

TELEVISION

Situations Wanted—Management

General manager thoroughly experienced in all phases: administration, sales, promotion, programing and production. Known nationally as aggressive, dynamic industry leader and fierce competitor. 11 years television, 13 years radio. Just turned forty. Tripled billings in year, doubling value of one station, quadrupled value of another. Just sold interest in my stations. Qualified to take charge, produce prestige and profits anywhere. Box D-21, BROADCASTING.

General manager—ready for step up from sales manager, proven record, thorough knowledge total station operation. Seek only opportunity to present qualifications. Available June 1st. Box D-28, BROADCASTING.

Extensive experience in major market TV: sales, production, programing. Seek management opportunity. Box D-52, BROADCASTING.

Sales

Do you need a Television salesman? 19 years in communications, available now. Contact C. E. Ballard, 401 Carolina Avenue, Gastonia, N. C. Phone 865-2250 after 4 p.m.

Announcers

Announcer-newsman with first phone. 3 years experience. Video tape available. Highest references. Box C-387, BROADCASTING.

Technical

Presently employed transmitter supervisor. Experienced in UHF, VHF, FM, installation and tower maintenance. Nine years same station. Desire to relocate primarily in Southeast. Box C-348, BROADCASTING.

Engineer, maintenance orientated, desires supervisory or maintenance position with progressive organization. Eight years studio; two years Ampex videotape. Box C-403, BROADCASTING.

Experienced first phone desires permanent or summer replacement. Available immediately. Box D-20, BROADCASTING.

Production—Programing, Others

Jr. artist-photographer, production background, desires permanent position. Box D-51, BROADCASTING.

Producer-director, 12 years broadcasting experience tech operations and production, major market, seeks permanent position. 1st phone, family, references. Al Koltun, 46 Harvinton Rd., Tonawanda, N. Y. 14150.

WANTED TO BUY

Equipment

Want: 5-kw to 10 kw FM transmitter in good operating condition, in the Midwest. Prefer later model, will consider all. Box C-356, BROADCASTING.

Want to buy two Ampex 450's or Altophones 3 1/2 ips. Send price and condition to Box 2655, Lakeland, Florida 33803.

"Urgent"—Want used 5-kw transmitter, mono or stereo, excellent condition only. Send price, P.O. Box B, Florence, Alabama.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Parabolic antennas, six foot dia., new sold surface with hardware, dipole, etc. \$125.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California 832-3527.

For Sale—3 year old Gates four-channel studioette. Excellent condition. Original cost \$895.00. First \$500.00 takes it FOB. Available January 1, 1965, KCOM Comanche, Texas.

New and reconditioned aural remote pickup equipment and Fire and Police receivers—World Wide Company, Box 43, Weatherford, Texas. Phone 817-594-5172.

The complete source of used broadcast equipment. . . . Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

1-Rust model RI-108 series A and B—10 position remote control system. Box C-89, BROADCASTING.

Four identical Blaw-Knox 125 ft. self-supporting insulated towers. Easily expandable to greater height. William Bruring, 518 State Street, La Crosse, Wisconsin.

RCA type 5-DX, 5,000 watt broadcast transmitter. Operating condition. Spare tubes. Come and get it. \$2,000 KPEG, 6019 S. Crestline, Spokane, Washington, KE 5-3688.

RCA BF14B FM antenna. 99 to 108 mc. Power gain 6 times. Truscon 184 ft. SS tower. Dismantled. RCA 76B2 studio consolette. WWLA 518 State, La Crosse, Wis.

The complete source of used broadcast equipment. Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

Ampex manufactured model 450 tape reproducer, completely reconditioned and modernized, \$450.00. Eleven new Ampex 600 series, cat. No. 59-0004 motors, \$35.00 each. VIF International, P.O. Box 1555, Mountain View, Calif.

2-Gates FM-1B 1 kw FM transmitters, reconditioned less exciter or with new Gates exciter and spare ext. tubes. Tuned to your frequency. Box D-14, BROADCASTING.

Used Magnecord and Presto (800) recorders. Presto long play reproducers (PB-17F) and Disc recorders (8N-28N). New Magnecord 748-8, 748-88 recorders and Tape-Athon long play repeater models at special prices. Get our listing. U.S. Recording Co., 1347 S. Capitol St., NW, Washington, D. C. 20003, Phone 202-543-2705.

Buy, sell or trade towers—Second-hand \$4.00 per foot, new \$5.00 and up. Bill Angle, P.O.B. 55, Greenville, North Carolina, Telephone PL 2-7611.

New and used towers for sale. Also tower erection and maintenance. Southern States Tank & Tower Co., Phone 1321, Central City, Kentucky.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 2,000 Super dooper, hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221. Steiner St., San Francisco

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

MISCELLANEOUS

Continued

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N.Y. 11229

"Who Is John Galt?"—Eye catching bumper stickers for the new intellectual. 15" long. Three for \$2.00. Miracle Enterprises, 1825. Miracle Mile, Tucson, Arizona.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

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

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.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the 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, 2603 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

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 June 16, August 18 & October 20. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition \$295.00—Rooms \$10.00 per week—Classes begin April 20-May 25-June 29 Aug. 3 & Sept. 7. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

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.

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.

Door opened to careers in Broadcasting. Broadcasting Institute, Box 6071, New Orleans.

Regional Manager and Public Relations Director Wanted

A civic leader wanted to operate a local corporation for us at a salary of \$600 per week plus commission. Prior to being put on the payroll, you will invest 60 to 90 days of your time to organize your area for distribution of a new product to be MANUFACTURED BY WESTINGHOUSE exclusively for us and identified as such, and will pay your own training expenses. You will have a firm 10-year contract. Personal integrity a prime requirement. Send resume and references to:

Box C-175, BROADCASTING

Sales

WANTED

Experienced local television or radio salesman . . . for leading television station in major up-state New York market.

Salary plus commission with complete benefit plan. Age no factor. All replies confidential. Send resume and salary requirements to:

Box D-59, BROADCASTING

\$1,000.00 Weekly
Exclusive Territories Available
Top-flight salesman currently calling on radio stations: Follow up our mailing on the hottest sales promotion contest of the year! Already has proven track record. All point of sales material furnished, including fantastic merchandising item. Extremely high commissions. All replies confidential. Advise state or states you can cover.

Box D-60, BROADCASTING

Announcers

WANTED IMMEDIATELY for TOP 15 MARKET

Good top 40 Personality for 6-9 p. m. slot. Starting salary \$10,000 a year. Send tape & resume immediately.

Box D-74, BROADCASTING

VIRGINIA AM-FM-TV STATION

Requires experienced, versatile man for middle of the road AM airshift & daily TV weather show. Strong production background helpful. Send complete resume, tape & picture including salary requirements.

Box D-58, BROADCASTING

GREAT OPPORTUNITY

CHECK THESE OFF THOUGHTFULLY

[When you have checked them off . . . let's get together.]

1. AN ENTERTAINER [not an announcer] _____
2. A PERFORMER [not a disc jockey] _____
3. A WORKER [not a visitor] _____
4. STABILITY [not transient thoughts] _____
5. A CLEVER AND TOPICAL MAN _____

If you've gotten this far, it's time to talk about what we can do for you in a FAST GROWING MARKET where the MC morning man will REALLY "write his own ticket." We will give:

AN EXCELLENT BEGINNING SALARY _____
AN INCENTIVE YOU WON'T BELIEVE _____
A FINE PHYSICAL FACILITY _____
YOUNG, AGGRESSIVE MANAGEMENT TEAM _____

Now, if you've gotten this far . . . tell us and show us why you want to grow with a great, newly energized station in a beautiful city and community by contacting:

Art Wander
WPOP, Box 11-1410
Hartford, Conn.

Technical

TRANSMITTER MAINTENANCE TECHNICIANS

The Voice of America, United States Information Agency, needs candidates for operation and maintenance of high powered transmitters and complex receiving systems located in North Carolina, Florida, California, Ohio and overseas. The jobs require a MINIMUM of FIVE YEARS of progressively responsible transmitter (250 WATTS OR MORE) operating and maintenance experience. Also qualifying: experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer.

Salary depends on applicant's experience and ability. Present rate range is \$7,363, to \$10,982 per year. Promotional opportunity.

Applications and resumes should be sent to Mr. Robert A. Kane, Chief, VOA Personnel Office, Room 718-A, Box PD-8, U.S. Information Agency, 1776 Pennsylvania Ave., N.W., Washington, D. C. 20547.

AN EQUAL OPPORTUNITY EMPLOYER

News

NEWS DIRECTOR AND NEWSMAN FOR 50,000 WATT INDEPENDENT

Must have distinctive style, authoritative delivery, good pace, and capable of flawless presentation. Emphasis on local news but must be fast to make phone contact on rapidly breaking national items. We are a top rated facility with a reputation of being first with the facts. Resume and tape to:

Box C-361, BROADCASTING

Production—Programing, Others

SHARP PROGRAM DIRECTOR WANTED

If you have both modern and middle road experience, are bright, imaginative, a production whiz and can handle people . . . a Top 20 market major station on the West Coast has a position available immediately. Send complete information today to:

Box D-9, BROADCASTING

ACCOUNT EXECUTIVE

ACCOUNT EXECUTIVE

Immediate opening on the local sales staff of a group station located in a major Ohio market. We need a young college graduate with demonstrated local television sales ability, ready to improve his earnings and who can eventually grow into the Sales Manager's job at any of our stations. An Equal Opportunity Employer. Send confidential resume of age, education, past employment and sales record to:

Box D-27, BROADCASTING

Situations Wanted

Announcers

ATTENTION STATION MANAGERS . . .

Available immediately: DJs, Newsmen, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorsement. Well trained, experienced, professional broadcasters.

Southern California School of Radio
3911 Pacific Highway
San Diego 10, Calif.

Production—Programing, Others

It's
AMAZING
Where I'll get the money to pay for this ad.
UNBELIEVABLE
that you could resist answering a
GREAT
attention getter like this for a
PROGRAM DIRECTOR
AVAILABLE
to relocate at any medium to major market station whose ratings and billings are down. Let's get them up! I have previous proven success in programing as a DJ. Don't let any more time slide by between you and success.
ACT NOW
Box D-65, BROADCASTING

TELEVISION NEWS

Help Wanted

TV NEWSMAN
KOVR
Stockton, California

Immediate opening for man with radio or television experience. Must be capable of gathering, writing, and voicing news. Permanent position, excellent benefits. Apply in person or submit resume to:

PERSONNEL DEPARTMENT
McCLATCHY BROADCASTING COMPANY
21st and Q Streets
Sacramento, California

Production—Programing, Others

DO YOU KNOW THIS ART DIRECTOR- TV PRODUCER?

He's ambitious! He's creative! He's alert to the ever-changing trends in advertising! He's ready to grow with a large, growing midwest agency that believes in exciting, imaginative advertising.

This art director draws his own storyboards and produces the commercials too. He can make them dramatic and award winning if he wants. Why not?

Could be this Art Director-Producer is you!

Box D-82, BROADCASTING

EMPLOYMENT SERVICE

CONFIDENTIAL NEGOTIATIONS

We have jobs for exp. announcers, combom. engineers, salesmen, newsmen, female copywriters. Nationwide service. Write for application.

CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY

415 Smithfield St., Pittsburgh, Pa. 15222

ANNOUNCERS - ENGINEERS

Immediate openings for Announcers 1st and experienced Engineers. Also Sales and Management needed. Write now—right now! Call or Write:

C.B.I. Placements

641 Equitable Bldg. Denver, Colorado 80202
Phone 303 - 534-0688

BY BROADCASTERS—FOR BROADCASTERS

The AMPS Agency

Now specializing in radio and TV personnel. Serving all the radio & TV stations in California, Oregon, Washington, Nevada, Arizona, Utah, Idaho, Hawaii and Alaska. We need everyone from Mgmt. down to receptionist. Send inquiry, resume, tapes where applicable to:

The AMPS Agency
"All Media Placement Service"
130 S. Robertson Blvd.
Beverly Hills, California 90211
Telephone OL 7-4881

Serving the West from California

BY BROADCASTERS—FOR BROADCASTERS

IMMEDIATE OPENINGS

FIRST PHONE

ANNOUNCERS

AND

SALESMEN

Write for application

NATIONWIDE BROADCAST SERVICES

925 Federal Blvd., Denver 4, Colorado

Phone area code 303-292-0996.

Station Inquiries For Personnel Invited.

EMPLOYMENT SERVICE

Continued

527 Madison Avenue, New York, N.Y. 10022

B

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

MISCELLANEOUS

station brochures coverage maps

and other sales aids for
broadcasters conscious enough of
station image to want top-quality
custom sales materials. Agency-
prepared, economically priced.

STAN NOYES/SALESAIDS

416 Spruce Drive • Naperville, Illinois

FOR SALE—Equipment

TRAILER

For Remote Broadcasting

Like New. Used by WHDH Boston for A & P remote control series. 32 ft. custom-made; air-conditioned; large glass showroom area; kitchen facilities; complete washroom. Cost \$6000 new—can be purchased for fraction of original cost.

Call or Write for photo and details to:

McCarthy Mobile Office
241 Mystic Avenue,
Medford, Mass.
Phone (617) 396-3500

Studios

FOR SALE

Studio and Offices
for

AM & FM Programing in Spanish, Los Angeles. For more information write: Mr. Andrea Zabala, 1735 W. 7th St., Los Angeles, California.

Stations

Lia Rue & Associates Inc.

Media Brokers

654 MADISON AVENUE
NEW YORK CITY

HA 1-0818

TE 2-9362

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756

ON THE NETWORKS THIS SPRING

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: (C), color; sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships; cont., continued. All times Eastern. Showsheets are published in the first issue in each quarter.

SUNDAY MORNING

10 a.m.-Noon

ABC-TV 10-10:30 No network service; 10:30-11 *Beany & Cecil*, part.; 11-11:30 *Bullwinkle*, part.; 11:30-12 *Discovery '64*, part.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.; 11-11:30 *Camera Three*, sust.; 11:30-12 No network service.
NBC-TV No network service.

SUNDAY AFTERNOON-EVENING

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-12:30 No network service; 12:30-1 *Face the Nation*, sust.
NBC-TV 12-12:30 No network service; 12:30-1 *Watch Mr. Wizard*, part.

1-2 p.m.

ABC-TV 1-1:30 *Directions '65*, sust.; 1:30-2 *Issues and Answers*, sust.
CBS-TV No network service.
NBC-TV 1-1:30 No network service; 1:30-2 Religious programs & public affairs, part.

2-5 p.m.

ABC-TV No network service.
CBS-TV 2-4 *CBS Summer Sports*, part.; 4-4:30 *Alumni Fun*, Amer. Cyanimid; 4:30-5 *The McCoy's*, sust.
NBC-TV 2-3 No network service; 3-4 *Sunday*, part.; 4-5 *Sports in Action* (C), part. (ends 5/9). No network service after 5/16).

5-6 p.m.

ABC-TV 5-5:30 *Science All Stars*, Minneapolis-Honeywell (ends 4/25/65); 5:30-6 No network service.
CBS-TV 5-5:30 *Sunday with Jack Benny*, part., (ends 4/11); *Zoorama*, part. (starts 4/18). 5:30-6 *Amateur Hour*, J. B. Williams. NBC-TV 5-5:30 *Wild Kingdom* (C), Mutual of Omaha (ends 4/18). 5:30-6 *GE College Bowl* (C), General Electric (ends 6/13).

6-7 p.m.

ABC-TV No network service.

FOR SALE—Stations—(Cont'd)

La.	single	daytime	\$ 75M	29%
Pa.	small	daytime	60M	terms
N. C.	metro	daytime	200M	cash
N. Y.	metro	daytime	100M	29%
Fla.	Top 50	daytime	225M	\$25M

buying and selling, check with
✓ CHAPMAN COMPANY INC
2045 PEACHTREE RD., ATLANTA, GA. 30309

STATIONS FOR SALE

1. FLORIDA. Daytime. \$125,000. Terms to qualified buyer.
2. NORTHWEST. Full time. Low down to qualified buyer.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

CBS-TV 6-6:30 *Twentieth Century*, Prudential; 6:30-7 *World War I*, part.
NBC-TV 6-6:30 *Meet the Press* (C), co-op part.; 6:30-7:30 *Profiles in Courage*, part. (ends 5/9). *Sports in Action* (starts 5/23).

7-8 p.m.

ABC-TV 7-7:30 No network service; 7:30-8:30 *Wagon Train*, part.
CBS-TV 7-7:30 *Lassie*, part.; 7:30-8 *My Favorite Martian*, Kellogg, Toni.
NBC-TV 7-7:30 *Profiles in Courage* or *Sports in Action* cont.; 7:30-8:30 *Walt Disney's Wonderful World of Color* (C), Eastman Kodak, Ford Motor Co.

8-9 p.m.

ABC-TV 8-8:30 *Wagon Train*, cont.; 8:30-9 *Broadside*, part.
CBS-TV 8-8:30 *Ed Sullivan*, Pillsbury, P. Lorillard, Whitehall, Lever.
NBC-TV 8-8:30 *Walt Disney*, cont.; 8:30-9 *Branded*, PG.

9-10 p.m.

ABC-TV 9-11 *Sunday Night Movie*, part.
CBS-TV *For the People*, part.
NBC-TV *Bonanza* (C), Chevrolet.

10-11 p.m.

ABC-TV *Sunday Night Movie*, cont.
CBS-TV 10-10:30 *Candid Camera*, Bristol-Myers, Lever; 10:30-11 *What's My Line*, part.
NBC-TV *The Rogues*, part.

11-11:15 p.m.

ABC-TV *Late Night News*, part.
CBS-TV *CBS News with Harry Reasoner*, Whitehall, Carter.
NBC-TV No network service.

MONDAY-FRIDAY

7-10 a.m.

ABC-TV No network service.
CBS-TV 7-8 No network service; 8-9 *Captain Kangaroo*, part.; 9-10 No network service.
NBC-TV 7-9 *Today*, part.; 9-10 No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *CBS News with Mike Wallace*, part.; 10:30-11 *I Love Lucy*, part.
NBC-TV 10-10:25 *Truth or Consequences* (C), part.; 10:25-10:30 *NBC News Morning Report*, Gen. Mills, Bristol-Myers; 10:30-10:55 *What's This Song*, part.; 10:55-11 *News Morning Report*, Gen. Foods, Leeming.

11 a.m.-Noon

ABC-TV 11-11:30 No network service, part.; 11:30-12 *Price Is Right*, part.
CBS-TV 11-11:30 *Andy of Mayberry*, part.; 11:30-12 *The McCoy's*, part.
NBC-TV 11-11:30 *Concentration*, part.; 11:30-12 *Jeopardy* (C), part.

Noon-1 p.m.

ABC-TV 12-12:30 *Donna Reed Show*, part.; 12:30-1 *Father Knows Best*, part.
CBS-TV 12-12:25 *Love of Life*, part.; 12:25-12:30 *News*, part.; 12:30-12:45 *Search for Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.
NBC-TV 12-12:30 *Call My Bluff* (C), part.; 12:30-12:55 *I'll Bet* (C), part.; 12:55-1 *News*, Gen. Mills.

1-2 p.m.

ABC-TV 1-1:30 *Rebus*, part.; 1:30-2 No network service.
CBS-TV 1-1:30 *Sunrise Semester*, sust.; 1:30-2 *As the World Turns*, P&G, part.
NBC-TV 1-1:30 No network service; 1:30-1:55 *Let's Make a Deal* (C), part.; 1:55-2 *News*, Clairrol.

2-3 p.m.

ABC-TV 2-2:30 *Flame in the Wind*, part.; 2:30-2:55 *Day in Court*, part.; 2:55-3 *News*, Purex.

CBS-TV 2-2:30 *Password*, part.; 2:30-3 *Art Linkletter's House Party*, part.
NBC-TV 2-2:30 *Moment of Truth*, part.; 2:30-3 *The Doctors*, Colgate-Palmolive, part.

3-4 p.m.

ABC-TV 3-3:30 *General Hospital*, part.; 3:30-4 *The Young Marrieds*, part.
CBS-TV 3-3:25 *To Tell the Truth*, part.; 3:25-3:30 *CBS News with Douglas Edwards*, American Home, Gen. Mills; 3:30-4 *Edge of Night*, P&G, part.
NBC-TV 3-3:30 *Another World*, 3:30-4 *You Don't Say* (C), part.

4-5 p.m.

ABC-TV *Trailmaster*, part.
CBS-TV 4-4:30 *The Secret Storm*, part.; 4:30-5 No network service.
NBC-TV 4-4:25 *Match Game*, part.; 4:25-4:30 *News*, Gen. Mills; 4:30-5 No network service.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:10 *News*, sust.; 5:10-6 No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-6:15 *News*, part.; 6:15-7:30 No network service.
CBS-TV 6-6:30 No network service; 6:30-7 *CBS News with Walter Cronkite* (1st feed), part.; 7-7:30 *CBS News with Walter Cronkite* (2d feed), part.
NBC-TV 6-6:30 No network service; 6:30-7 *Huntley-Brinkley Report* (1st feed), part.; 7-7:30 *Huntley-Brinkley Report* (2d feed), part.

11 p.m.-1 a.m.

ABC-TV 11-11:15 No network service; 11:15 p.m.-1 a.m. *ABC Nightlife*, part.
CBS-TV No network service.
NBC-TV 11-11:15 No network service; 11:15 p.m.-1 a.m. *Tonight* (C), part.

MONDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Voyage to the Bottom of the Sea*, part.; 8:30-9 *No Time for Sergeants*, L&M; *Schick Safety Razor*.
CBS-TV 7:30-8 *To Tell the Truth*, Am. Home, R. J. Reynolds; 8-8:30 *I've Got a Secret*, Gen. Foods, Toni; 8:30-9 *Andy Griffith Show*, Gen. Foods.
NBC-TV 7:30-8 *Karen*, part.; 8-9 *The Man from U.N.C.L.E.*, part.

9-10 p.m.

ABC-TV 9-9:30 *Wendy and Me*, part.; 9:30-10 *Bing Crosby Show*, part.
CBS-TV 9-9:30 *The Lucy Show*, Gen. Foods, Lever; 9:30-10 *Danny Thomas Show*, Gen. Foods.
NBC-TV *The Andy Williams Show/Jonathan Winters Specials* (C), part.

10-11 p.m.

ABC-TV *Ben Casey*, part.
CBS-TV *CBS News Programs*, sust.
NBC-TV *Alfred Hitchcock*, part.

TUESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Combat*, part.; 8:30-9 *McHale's Navy*, part.
CBS-TV 7:30-8 No network service; 8-8:30 *Joey Bishop*, part.; 8:30-9:30 *The Red Skelton Hour*, Alberto-Culver, Lever, Philip Morris, Whitehall.

TV specials in April, May and June

ABC-TV

April 5: 10 p.m. to conclusion.
The Academy Awards, P&G, Timex,
 American Honda.
 April 9: 7:30-8:30 p.m.
Custer to Little Big Horn, Goodrich.
 April 10: 9:30-10:30 p.m.
Mission to Malaya, Purex.
 April 11: 1-2 p.m.
Final Ingredient, sust.
 April 18: 12:30-1:30 p.m.
Easter Vigil Service, sust.
 April 18: 4-5 p.m.
Custer to Little Big Horn (repeat).
 April 29: 10-11 p.m.
World's Fair Entertainment Special.
 May 2: 4-6 p.m.
Tournament of Champions.
 May 3: 9-10 p.m.
Melina Mercouri's Greece, Rayette.
 May 10: 7:30-8:30 p.m.
The Pilgrims, Institute of Life Insurance.
 May 23: 4-5 p.m.
I, Leonardo Da Vinci, Goodrich.
 June 18: 8:30-9:30 p.m.
Everybody's Got a System, Goodrich.
 June 26: 9:30 to conclusion.
Coaches All-American Football Game,
 Goodrich, Schlitz, Gillette, Bristol-
 Myers, Goodyear, duPont, Hartford In-
 surance.

CBS-TV

April 11: 4:30-6 p.m.
Masters Golf Tournament, Travelers
 Insurance, Cluett Peabody.
 April 18: 7-8 p.m.
Marineland Carnival, Minute Maid
 Corp.
 April 21: 7:30-8:30 p.m.
Let's Go to the Fair, American Air-
 lines.
 April 28: 9-10 p.m.

Barbra Streisand, Chemstrand Corp.
 May 1: 5-6 p.m.
Kentucky Derby, Pabst, Norelco, R. J.
 Reynolds.
 May 15: 5:30-6 p.m.
The Preckness, Pabst, Norelco, R. J.
 Reynolds.
 June 4: 10-11 p.m.
Miss U.S.A. Beauty Pageant.
 June 5: 4:30-5 p.m.
Belmont Stakes, Pabst, Norelco, R. J.
 Reynolds.

NBC-TV

April 6: 10-11 p.m.
White Paper No. 3, "Terror in the
 Streets," Lorillard.
 April 7: 7:30-9 p.m.
Hallmark Hall of Fame, "The Holy
 Terror," Hallmark.
 April 20: 10-11 p.m.
Our Man in Washington, Institute of
 Life Insurance, Smith-Carona.
 April 23: 8:30-9:30 p.m.
Danny Thomas Special (C), Consoli-
 dated Cigar, Timex.
 May 3: 9-10 p.m.
Lorne Greene's American West (C),
 Timex, Quaker State Oil.
 May 10: 9-10 p.m.
Jonathan Winters' Special (C), Reyn-
 olds, Allied Chemical, Miller Brewing,
 Admiral.
 May 14: 8:30-9:30 p.m.
The Louvre (C), Xerox.
 May 16: 6:30-7:30 p.m.
Kristie (C).
 May 18: 8:30-9:30 p.m.
The Best on Record, Timex.
 May 18: 10-11 p.m.
Actuality . . . "The Dark Ages", Loril-
 lard.
 June 1: 10-11 p.m.
Actuality . . . "Grand Canyon", Insti-
 tute of Life Insurance, Lorillard.

NBC-TV 9-9:30 *Bob Hope*, cont.; 9:30-10
Jack Benny, Miles, State Farm,

10-11 p.m.

ABC-TV 12 O'Clock High, part.
 CBS-TV *Slatery's People*, part.
 NBC-TV *Jack Paar* (C), part.

SATURDAY

8-10 a.m.

ABC-TV No network service.
 CBS-TV 8-9 *Mr. Mayor*, part.; 9-9:30 *The
 Alvin Show*, part.; 9:30-10 *Tennessee Tuxedo*,
 DeLuxe, Gen. Mills.
 NBC-TV 8-9 No network service; 9-9:30
Topcat, part.; 9:30-10 *The Hector Heathcote*
Show, part.

10-11 a.m.

ABC-TV 10-10:30 No network service; 10:30-
 11 *Annie Oakley*, part.
 CBS-TV 10-10:30 *Quick Draw McGraw*, Mat-
 tel, Kellogg; 10:30-11 *Mighty Mouse*, part.
 NBC-TV 10-10:30 *Underdog* (C), part.; 10:30-
 11 *Fireball XL-5*, part.

11 a.m.-Noon

ABC-TV 11-11:30 *The New Casper Cartoon*
Show, part.; 11:30-12 *Porky Pig*, part.
 CBS-TV 11-11:30 *Linus the Lionhearted*,
 Gen. Foods; 11:30-12 *Jetsons*, Mattel, DeLuxe.
 NBC-TV 11-11:30 *Dennis the Menace*, part.;
 11:30-12 *Fury*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Bugs Bunny*, part.; 12:30-1
Hoppy Hooper, DeLuxe, Gen. Mills.
 CBS-TV 12-12:30 *Sky King*, Nabisco; 12:30-1
My Friend Flicka, DeLuxe.
 NBC-TV *Exploring* (C), part.

1-2 p.m.

ABC-TV *American Bandstand*, part.
 CBS-TV 1-1:30 *I Love Lucy*, part.; 1:30-2
CBS Saturday News, Westinghouse.
 NBC-TV No network service.

2-5 p.m.

ABC-TV *Baseball*, part.
 CBS-TV 2-4 *CBS Summer Sports*, part; 4-6
 No network service.
 NBC-TV No network service.

5-7:30 p.m.

ABC-TV 5-6:30 *ABC's Wide World of Sports*,
 part.; 6:30-7:30 No network service.
 CBS-TV No network service.
 NBC-TV 5-6 No network service; 6-6:15
Saturday Night Report (6:15-7 2d, 3d, 4th
 feeds), Raymond Research; 7-7:30 No net-
 work service.

7:30-9 p.m.

ABC-TV 7:30-8:30 *The King Family*, part.;
 8:30-9:30 *The Lawrence Welk Show*, part.
 CBS-TV 7:30-8:30 *Jackie Gleason's American*
Scene Magazine, Drackett, Philip Morris,
 Ralston-Purina, Socony and part.; 8:30-9
Gilligan's Island, Philip Morris, P&G.
 NBC-TV 7:30-8 *Flipper*, Mattel; 8-8:30 *Ken-
 tucky Jones*, Timex; 8:30-9 *Mr. Magoo*,
 Libby.

9-10 p.m.

ABC-TV 9-9:30 *The Lawrence Welk Show*,
 cont.; 9:30-10:30 *Hollywood Palace*, part.
 CBS-TV *Secret Agent*, part.
 NBC-TV 9-11 *Saturday Night at the Movies*,
 part.

10-11 p.m.

ABC-TV 10-10:30 *Hollywood Palace*, cont.;
 10:30-11 No network service.
 CBS-TV *Gunsmoke*, Whitehall, P&G, Am.
 Tobacco.
 NBC-TV *Movies*, cont.

11 p.m.-1 a.m.

ABC-TV 11-11:15 *Late Night News*, part.;
 11:15-1 no network service.
 CBS-TV No network service.
 NBC-TV 11-11:15 No network service; 11:15-
 1 *Tonight Show* (C), part.

NBC-TV 7:30-8:30 *Mr. Novak*, part.; 8:30-
 9:30 *Hullabaloo* (C), part. (ends 5/11. *Mo-
 ment of Fear*, part.; starts 5/25).

9-10 p.m.

ABC-TV 9-9:30 *The Tycoon*, part.; 9:30-10
Peyton Place, part.
 CBS-TV 9-9:30 *The Red Skelton Hour*, cont.;
 9:30-10 *Petticoat Junction*, P&G.
 NBC-TV 9-9:30 *Hullabaloo* (C), cont. (ends
 5/11); 9:30-10 *TW3* (C), (ends 5/11); 9-10
Cloak of Mystery, part. (starts 5/25).

10-11 p.m.

ABC-TV *The Fugitive*, part.
 CBS-TV *The Doctors & The Nurses*, part.
 NBC-TV *Bell Telephone Hour* (C), Bell Tel./
 News Specials, (ends 6/1); *Hullabaloo* (C),
 part. (starts 6/15).

WEDNESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 *Ozzie & Harriet*, Am. Gas,
 C-P, part.; 8-8:30 *The Patty Duke Show*,
 Gen. Mills, Breck, Sterling Drug; 8:30-9:30
Shindig, part.
 CBS-TV 7:30-8 *Mr. Ed*, part.; 8-8:30 *My Liv-
 ing Doll*, part.; 8:30-9 *Beverly Hills*,
 Kellogg, R. J. Reynolds.
 NBC-TV *The Virginian* (C), part

9-10 p.m.

ABC-TV 9-9:30 *Shindig*, cont.; 9:30-10:30
Burke's Law, part.
 CBS-TV 9-9:30 *Dick Van Dyke Show*, Loril-
 lard, P&G; 9:30-10 *Cara Williams Show*,
 Gen. Foods, P&G.
 NBC-TV 9-11 *Wednesday Night at the Mov-
 ies*, part.

10-11 p.m.

ABC-TV 10-10:30 *Burke's Law*, cont.; 10:30-
 11 *ABC Scope*, sust.
 CBS-TV *Danny Kaye Show*, American Mo-
 tors, Armstrong, Ralston Purina.
 NBC-TV *Wednesday Movies*, cont.

120 (TV NETWORK SHOWSHEET)

THURSDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 *Jonny Quest* (C), part.; 8-
 8:30 *The Donna Reed Show*, Singer, Camp-
 bell; 8:30-9 *My Three Sons*, Hunt Foods,
 Quaker Oats, part.
 CBS-TV 7:30-8 *The Munsters*, part.; 8-9
Perry Mason, P&G, Am. Tobacco, Sterling,
 Clairol.
 NBC-TV 7:30-8:30 *Daniel Boone*, part.; 8:30-
 9:30 *Dr. Kildare*, part.

9-10 p.m.

ABC-TV 9-9:30 *Bewitched*, Chevrolet, Quak-
 er Oats; 9:30-10 *Peyton Place*, part.
 CBS-TV 9-9:30 *Password*, R. J. Reynolds,
 Bristol-Myers; 9:30-10 *Celebrity Game*, Rey-
 nolds Metals, Amer. Tobacco.
 NBC-TV 9-9:30 *Dr. Kildare*, cont.; 9:30-10
Hazel (C), Ford, Lever.

10-11 p.m.

ABC-TV *Jimmy Dean*, part.
 CBS-TV *The Defenders*, part.
 NBC-TV *Kraft Suspense Theater* (C), Kraft/
Perry Como Specials (C), Kraft.

FRIDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 *Flintstones* (C), Best Foods,
 Welch, part.; 8-8:30 *Farmer's Daughter*,
 Clairol, L&M; 8:30-9 *Addams Family*, part.
 CBS-TV 7:30-8:30 *Rawhide*, part.; 8:30-9:30
The Great Adventure, part.
 NBC-TV 7:30-8:30 *International Showtime*,
 part.; 8:30-9:30 *Bob Hope's Chrysler Theater*
 (C), Chrysler.

9-10 p.m.

ABC-TV 9-9:30 *Valentine's Day*, part.; 9:30-
 10 *FDR*, part.
 CBS-TV 9-9:30 *The Great Adventure*, cont.;
 9:30-10 *Gomer Pyle, USMC*, Gen. Foods.

BROADCASTING, April 5, 1965

A BACHELOR'S degree from Princeton is a nice thing to have. It attests to the successful completion of some years (usually four) of study at a well-thought-of educational institution; the parchment on which it is inscribed may be framed to serve the dual function of adorning a wall and informing visitors of their host's educational achievements. But, as Herminio Traviesas discovered in 1935, when he received his B.A., it does not always open the door to gainful employment, particularly in times of national depression.

Mr. Traviesas, whose early years had been spent in Brooklyn as the only boy of Spanish descent in an Irish neighborhood, accepted his plight realistically if regretfully. He took a job selling advertising on the stamp page of the *New York Journal-American*. "I was not a philatelist and the going was tough," he recalls, "so I tried to cash in on the tradition that all Ivy Leaguers could find good careers on Wall Street." A few months with an over-the-counter security house soon dispelled that illusion and Mr. Traviesas took stock of his own situation. What he needed was a skill that would help him win a place in the business world.

Type Casting ■ He swallowed his pride, forgot his sheepskin and enrolled in the Heffley Secretarial School to learn typing and shorthand. A few weeks later he had enough typing skill to land a night job typing daytime serial scripts at NBC.

This was the foot in the door he had sought. Within a couple of months, NBC figured that his Princeton major in economics and his fluent Spanish were being wasted and transferred him to the then new International Division as traffic manager.

This seemed to be a job with a future, but World War II came along, the federal government took over the operation of all international broadcasting stations and Mr. Traviesas was loaned to the Office of the Coordinator of Inter-American Affairs to set up a traffic department there.

That task completed, he got another government job, as a private in the Army. An inadvertent admission that he could type landed him in England as teletype operator for an Air Force troop carrier command. A recurrence of the feeling his talents were being wasted led to his transfer to SHAEF headquarters in the Hotel Scribe in Paris, where as a master sergeant with a crew of 14 GI technicians he had charge of the radio circuits used by the network war correspondents.

Changing Times ■ The war over, Mr. Traviesas returned to NBC as an international salesman of Thesaurus, transcription library service, but in 1947 Booz, Allen. Hamilton made an exhaustive study of NBC's operations and

Road to BBDO started at the typewriter

recommended that the recording operation be dropped. Mr. Traviesas wanted to get into that new thing called television; NBC wanted him to stay in international sales, so he moved to CBS as sales service manager of its new television department.

"It was a fulltime job," he remembers. "I was in charge of traffic for both net-

work and spot and in those days of extremely limited intercity connections for television clearing even a three-station hookup was a major undertaking. I also was the liaison with the production and engineering departments and—to be sure I had enough to keep me busy—continuity acceptance."

All-American ■ In 1950, Mr. Traviesas moved from the network to the agency side of television as a TV account executive at BBDO with administration of the then new *Hit Parade* as his first assignment. He soon was put in charge of all of BBDO's television operations for American Tobacco Co., *Hit Parade*, *Robert Montgomery Presents* and *Jack Benny*, with *Danny Thomas*, *Private Secretary* and *This Is Show Business* coming along later.

Early in 1958, Mr. Traviesas was made program manager of BBDO adding supervision of the *U. S. Steel Hour*, *Armstrong Circle Theater*, *Lassie*, *The Donna Reed Show*, *DuPont Show of the Week* and *G. E. Theater* to the American Tobacco programs placed by the agency. He was also first chairman of a committee of broadcast executives of all American Tobacco agencies (SSC&B and Gumbinner as well as BBDO), who agreed they could do better by cooperating than by competing in buying TV time and programming.

On Jan. 1, 1964, Mr. Traviesas assumed his present post with BBDO, head of the Hollywood office, a service office responsible for program supervision of every show out of Hollywood in which any client of any BBDO office has even one commercial, as well as for the production of TV (and radio) commercials.

Change Hasn't Helped ■ "Much of the fun went out of television when the networks took over complete program control and deprived us of the difficult, demanding process of taking a creative program concept and following it through to its conclusion," Mr. Traviesas said last week. "A lot of very fine programs came out of the old system when the advertisers and agencies had more opportunities to pick the shows to fill a part of prime time and I don't think things are improved today, when all program control is vested in the program heads of the three TV networks."

Yet Mr. Traviesas is not sure the FCC's proposal to take control of half the prime time from the networks and give it to the advertisers is going to work. "Why 50%?" he asked. "Why not 25%, or 75%? Very few advertisers can afford the stupendous cost of full program sponsorship today with the many risks involved. I'm in favor of what the commission is trying to do and only hope that the economics of today's television doesn't prevent the carrying out of their aims."

WEEK'S PROFILE



Herminio Traviesas—Vice president of BBDO and manager of Los Angeles office; b. Oct. 1, 1914, Sagua la Grande, Cuba; Princeton University, B.A., economics, 1935; advertising salesman, New York "Journal American," 1935-36; stock salesman, Bristol-Willett, New York, 1936-37; student, Heffley Secretarial School, 1937; typist, NBC, 1937; traffic manager, NBC International Div., 1938-42; traffic manager, Office of Coordinator of Inter-American Affairs, 1942-43; U. S. Army, 1943-45; international sales executive, NBC Recording Div., 1946-47; sales service manager, CBS-TV, 1947-50; TV account executive, BBDO, New York, 1950; VP, BBDO, 1953; TV program manager, BBDO, 1958; manager, Hollywood office, BBDO, 1964; m. Florence Whittemore, 1946; hobbies—golf, photography, painting; organizations—trustee SAG pension and welfare funds; trustee, American Child Guidance Foundation; elder Presbyterian Church; patron, Greek Theater Association, Hollywood Theater Wing and International Radio & Television Society representative on the board of Hollywood Advertising Club.

EDITORIALS

Pay ETV?

IN the 11 years since the first noncommercial, educational television station went on the air, both the ETV system and its basic problem have grown enormously. The system now comprises some 100 stations. The problem—money—has grown by at least as much.

Now that all these stations are in being, and more still planned, ETV is learning that it is easier to find the one-purpose money to create facilities than to develop continuing sources of the large revenue needed to make them function. As with a good many other sensitive investments—yachts and women are two that come to mind—with ETV it's not so much the original cost as the upkeep.

The ETV dilemma is dramatized by the predicament of its biggest station in its biggest market, WNDT(TV) New York. Commercial broadcasters in New York put up \$1,250,000 toward the purchase of that station and have given it another half a million dollars since then. Foundations and public contributions have supplied millions more. The station is still in such financial straits that it has turned to quasi-commercial practices as exemplified by two evening strips of hard news sponsored by the Shell Oil Co. which gets air credit at the opening and close of each show (BROADCASTING, editorial, Jan. 18) and by a proposal, approved by the FCC last week, to present far more elaborate programming underwritten by large corporations in exchange for announcements on the air (see story this issue). Nor is WNDT the pioneer among noncommercial outlets in the trick of being a little bit commercial. All over the country ETV stations have gladly plugged commercial enterprises that pick up program tabs.

The trouble is, of course, that although the FCC provided the physical accommodations for hundreds of educational stations, neither it nor any other governmental or private agency has provided the financial means to sustain so ambitious a system. Nobody yet has come up with a coherent, realistic plan to support ETV, although FCC Chairman E. William Henry has in recent months been hinting that the commercial broadcasters ought to assume the considerable responsibility of footing all those ETV bills that history has proved cannot be paid by public donations, handouts from charitable foundations and the contributions of schools.

The pressure is bound to get worse unless some practical attempt is made to install an economic base under the ETV system. This base cannot come from advertising: The ETV channels were reserved with the clear understanding that they would not be used to compete with the commercial system for advertiser support. It must come from the ETV audience.

Why not a system of pay TV for educational television? No one can be certain that pay TV would generate significant revenue, but neither can anyone be certain it wouldn't. At the very least it would provide a meaningful test to determine whether there is a genuine public desire for ETV or whether all those hundred stations and others still to be built are only monuments to bureaucratic wish fulfillment.

What goes on out there?

SO swift is the pace of mass communications that it has gone interstellar before it has even come close to solving mere global problems.

This week, if things go A-OK, the Early Bird, first commercial communications satellite (as distinguished from the experimental Telstar), will go into orbit as the first phase of a global network of radio-TV spacecraft. A fortnight ago America saw a continuous broadcast "live from the moon"

until Ranger 9 impacted.

In earthbound communications there were other developments totally aside from those domestic. For example, the nations of Europe are battling over the selection of one of three different color systems with international power politics, rather than color quality, the main issue.

And there was the speech in Washington last week by Sir Charles Moses, secretary-general of the Asian Broadcasting Union, who thinks commercial broadcasters in the United States ought to underwrite cultural programming for the whole world (because of the affluence of our networks) and also supply manpower to train the "developing" nations. He unburdened himself at the 23d Alfred I. duPont Awards dinner in Washington, from his dubious vantage point as the former head of Australia's government network and, more recently, the Asian Union post. A sort of governments-to-governments hookup.

Sir Charles advocates the formation of an American Broadcasting Union to meet periodically with the other broadcasting unions of the world. The trouble is that these others are all government-oriented and controlled, whereas the broadcasting in the United States—where broadcasting was born—is by the American plan of free enterprise.

Sir Charles will pardon us if we comment on his lack of understanding. If Sir Charles would spend a few weeks studying and viewing our broadcast operations, instead of reading the treatises of speakers at earlier duPont dinners castigating commercial broadcasting, he would get a clearer, bigger picture of the world's best and freest broadcasting.

And the duPont Foundation might, with considerable benefit, consider a revision of its awards structure to encompass the best in international broadcasting that will flow from the aborning satellite network.

Robert J. Burton

THE world of the arts lost a champion in the tragic accidental death of Robert J. Burton last week. He was a man of extraordinary ability and varied talents ideally suited for the presidency of Broadcast Music Inc.

At 50, Judge Burton assumed the helm of BMI last year, but had been in training for it almost from the day he joined the association 25 years earlier. A compulsive worker, Judge Burton was in Vancouver attending the Canadian Association of Broadcasters convention when fire consumed his suite and his life. A few days earlier he had presided over the Broadcast Pioneers banquet in Washington which drew an unprecedented audience and entailed prodigious work.

He will be hard to replace.

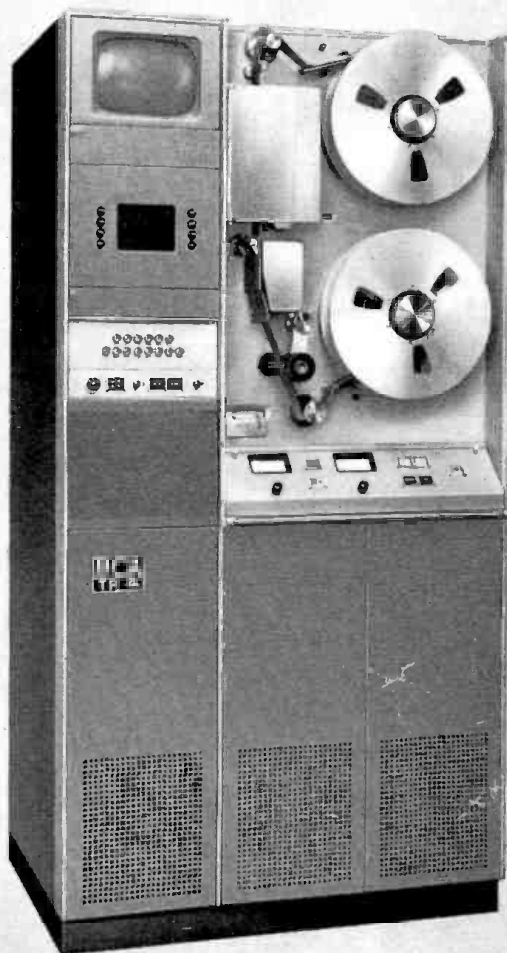


Drawn for BROADCASTING by Sid Hix

"How about a trade deal: You fix the truck and I'll give you a job in a detergent commercial."



Compact TV Tape Recorder



**If tape picture quality with economy makes sense...
It's the TR-4 budget-priced quadruplex TV Tape Recorder!**

This total performance compact does just about everything the deluxe model does. Complete in a 33 by 22 by 66 inch cabinet, the transistorized TR-4 is the answer for installations where low initial cost and broadcast quality pictures are indicated. A complete recording and playback package, it has suitable monitoring facilities, built-in picture and waveform monitors, and other provisions to meter key circuits for proper setup.

Like other RCA transistorized TV tape equipment, new circuit techniques, needed for high band, are designed into the TR-4. With such circuits, high band mode can be selected as a second mode of operation, with all its benefits, including color and

monochrome tapes of particularly high quality, and multiple generation video dubs.

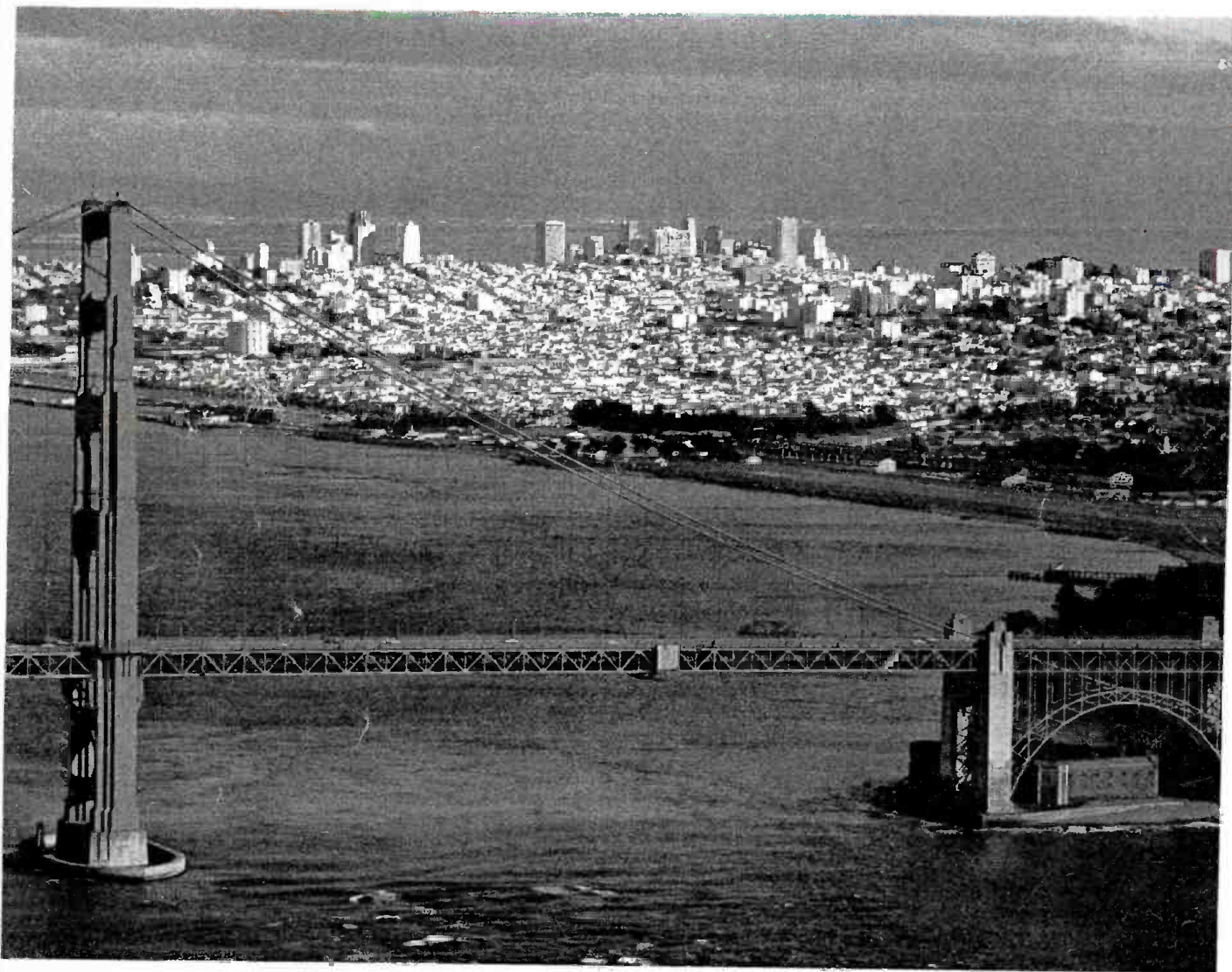
Features now standard on the TR-4, as on all RCA TV tape equipment, include air-lubricated tape guides, magnetic tone wheel, solid state control system, built-in switchlock and two-speed operation. Accessories available as plug-in modules include Pix-Lock, automatic timing control, cue record and playback and electronic splicing. The TR-4 is the only recorder of its kind that's adaptable to color operation by adding plug-in modules. And standardized modules in this and other RCA TV Tape Recorders assure high quality, easy maintenance, and simplicity in adding accessories.

Can we give you more facts about this budget-priced recorder that accents quality? Call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.



The Most Trusted Name in Television

If you lived in San Francisco...



...you'd be sold on KRON-TV